

Beauty through pure product innovation.
Beauty through building relationships.
Beauty that comes from personal success.

Mission Statement

Apriori Beauty's mission is to help women look and feel beautiful with the purest, natural, innovative products and opportunity. When you look beautiful, you feel good. When you feel beautiful, you look good. And, when you can share this beauty with others, you can feel good inside and out. Beauty from personal success will be key to Apriori Beauty's success.

Foundation Apriority

The first Consultant in the Apriori Beauty network of Consultants will benefit the Foundation Apriority, a non-profit that will support women's charitable initiatives. The efforts of every independent Consultant in Apriori Beauty will benefit this unique foundation that will contribute to charities that make women's initiatives Apriority. Women helping women will be the mission of this foundation and Apriori Beauty.



"Apriori Beauty is an intriguing opportunity that brings talented people of like minds and passion together. We worked hard to create the most amazing products and dynamic network marketing opportunity for anyone seeking success. We are also very excited about the charitable contributions from this venture. We can't wait to launch this amazing new company. Be fabulous at any age with Apriori Beauty."

— Candace R. Keefe / CEO

WHY Apriori Beauty?

- > Our mission is clear. We will have a positive impact on our Clients, independent Consultants, employees, vendors, and our community ... one by one, we will make a difference.
- > Hindsight and experience has enabled us to create a balance between product and opportunity.
- > Our consumable, proprietary, innovative and safe products are unmatched in the industry. The immediate, visible results will do the selling for you.
- > Earn an income based on your efforts — cover your immediate needs with **right now** money AND build a sustainable business with long term residual income, if you choose to.



apriori
beauty

Corporate Headquarters
26651 Cabot Road, Suite A
Laguna Hills, California 92653
949.525.9500

[aprioribeauty.com]



WHAT is Apriori Beauty?

The Apriori Beauty story begins with a unique individual with a rare ability and passion for creating success via innovation, opportunity and people ...

In 1989, a single mother of three started her career in the network marketing/direct sales industry. Since then, she has worn many hats while leading numerous areas of the business, including: supply chain, product development, marketing, business development and events. She was a key contributing factor in the creation of industry changing products and unprecedented growth. One such product line continues today as a leader in the anti-aging brand category. Millions of individuals know her name. This unique individual is **Candace Keefe**.

Candace is unforgettable. If you've ever had the opportunity to meet her, you'll remember the day forever. There are not many people in this world like Candace. She is very smart (some say brilliant), charismatic, passionate, creative and most importantly, she loves people and being able to help them realize their potential through beauty. Her dream is to empower women with an opportunity unmatched in the industry with integrity and without compromise. Her dream is Apriori Beauty.

Apriori Beauty is the last chapter in Candace's network marketing career. She's taken her extensive knowledge and experience and has pulled together an unparalleled team to form a dynamic company unprecedented in the industry.

apriori
beauty

MAKING LIFE BEAUTIFUL



Beauty Through Pure Product Innovation

The two key words in Apriori Beauty's product philosophy are "pure" and "innovation." Every product formulation is pure, meaning it is free of toxic, controversial and unnecessary ingredients, including:

- Zero SLS or SLES
- Zero parabens
- Zero synthetic fragrances or dyes
- Zero harsh or toxic chemicals
- Zero animal testing

Each product is also developed with only organic, performance and natural ingredients that produce results. Every product is innovative. First-of-their-kind, patent-pending technologies embrace each product line, including natural delivery and natural preservative systems. Each skin care formulation is also Dermatologist-tested and pH correct.

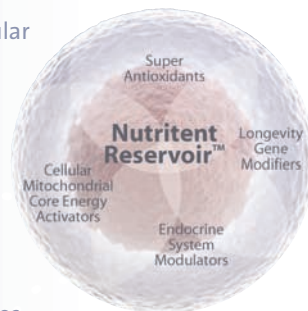
A Different Approach

Everyone ages, it's a fact of life. But, everyone doesn't have to look their age! Most anti-aging solutions treat the symptoms of aging as opposed to keeping the visual signs from ever occurring. Apriori Beauty focused on Nutrigenomics — the molecular relationship between nutrition and the response of genes — to create the first ever, internal + external, preventative approach to aging.

The Cellular Age Advantage™

The Cellular Age Advantage focuses on four core influences in the aging process and provides formulations that support each from the cellular level. This proactive approach protects aging cells, both internally and externally, via a pool of nutrient-rich sources. Patent-pending technology creates a Nutrient Reservoir™ — delivered internally via the Lifeoxylin™ Cellular Defense Elixir and externally via the Celloxylin™ skin care system — that nourishes and protects cells from the inside out and from the outside in. This reservoir is created by the unique combination of ingredients from both product lines that focus on the four core influences with:

1. Super antioxidants to protect against oxidative stress
2. Endocrine system modulators to protect against system imbalances as we age
3. Energy activators supporting cellular mitochondrial efficiency
4. Longevity gene support to help prolong the life of healthy cells



From the birth of a cell to the end of its life, Lifeoxylin and Celloxylin together create and sustain the Nutrient Reservoir that nourishes, protects and prolongs cell life and defies aging. Add to that performance ingredients that help reduce the visible signs of aging and you've got a systemic, "whole body" approach to anti-aging ... **the Cellular Age Advantage!**

OPN Ingredient Safety Rating™

Safety is also Apriority, that's why we developed a safety rating system for each ingredient in every Apriori Beauty product, so you know exactly what you are putting on your skin and in your body. The system is based on ingredient safety and toxicology databases provided by consumer coalition groups, the natural/whole foods market, the EU Cosmetic Directive, and the US and California Industry regulating bodies.



Celloxylin™ — face, treatment + body

Aging never looked so beautiful ... enjoy visibly younger looking skin with the Celloxylin system of skin, treatment and body products. Celloxylin is the cell-oxygen link for protection and prevention on an external skin surface level. A 5-step, six product system for face works at the cellular level to reduce the signs of aging and proactively nourish and protect cells from oxidative stress. Two complimenting treatment products and a first-ever, in-home skin treatment machine will intensify the benefits of this age-defying system for face. Two other products extend the benefits of the Nutrient Reservoir™ to the body.

Lifeoxylin™ Cellular Defense Elixir

Life-years ahead of common super-antioxidant juice blends, Lifeoxylin Cellular Defense Elixir delivers internally via the Nutrient Reservoir™ a unique combination of ingredients that support the four core influences of aging. Cells are nourished and protected from this proprietary fruit, vegetable and exotic plant blend offering an unprecedented ORAC value, zero artificial flavors, colors or sweeteners.

3 Ways to Beauty with Apriori Beauty:

1. Client

Enjoy convenient online ordering 24/7, plus 20% savings on special Autoship offers. Convenient plus free online registration.

2. Independent Consultant

Earn an extra income from the Retailistic™ Plan by sharing the products and opportunity with friends and family.

3. Independent Consultant R.I.B.

Residual Income Builder — Build a business and a residual income by sharing the products and opportunity, and teaching others to do the same.

FIVE WAYS TO GET PAID

The Retailistic™ Plan

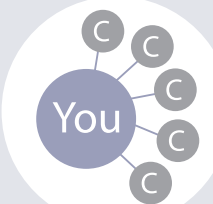
A simple, yet realistic compensation plan that rewards retail sales with 5 powerful ways to get paid sooner than later. A plan with generous rewards for many on the front-end of building a business, and even greater rewards for those who strive for more!

1

Retail Rebates/Commission — get paid for your retailing efforts!

- 20% paid weekly on your PRV (Personal Retail Volume = You + Clients)
- Additional 10% paid monthly on \$100+ PRV
- Register Clients online via your FREE replicating website!

Rebate = on personal sales. Commission = on Client sales (free online registration)



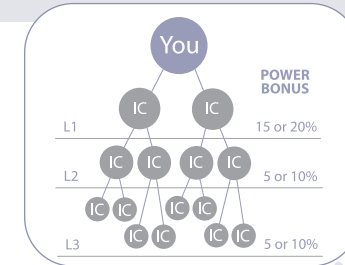
Sponsor an active Consultant and qualify to receive downline bonuses (2-5):

2

Power Bonuses — get paid for building a team!

Bonuses on each new Consultant's and each new Client's first order, 3 levels deep.

Earn the maximum Power Bonus on each level with 200 PBV (100 on Autoship) and 2 personally sponsored Consultants each with 100 PBV on Autoship.

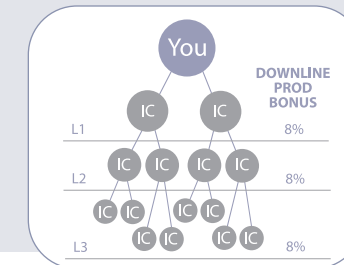


3

Downline Production Bonuses

Get paid for building a productive team!

Bonuses on each existing Consultant's plus Client volume, 3 levels deep (all volume minus new/first order).

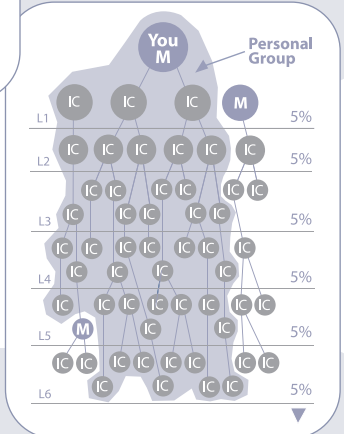


4

Manager Personal Group Bonus

Get paid on your entire personal group's sales volume

5% on your PGBV (your PBV + the PBV of every IC in your group) on each level down to a Manager. Promote with: 4000 PGBV in a month, 100 PBV on Autoship and 4 personally sponsored Consultants, each with 100 PBV on Autoship. Maintain with 1500 PGBV per month. PGBV = You + Your downline to a Manager(s).

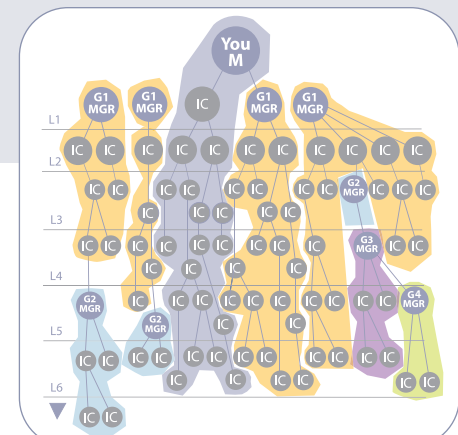


5

Director Bonuses

Help others promote to Manager and get paid on generations of Manager(s).

- 1 PS Manager = 5% Executive Director Bonus on G1 Managers PGBV
- 2 PS Managers (w/1ED) = 4% Silver Director Bonus on G2 Managers PGBV
- 3 PS Managers (w/1SD) = 4% Gold Director Bonus on G3 Managers PGBV
- 4 PS Managers (w/1GD) = 4% Platinum Director Bonus on G4 Managers PGBV



Achieve & Receive — Manager and Director bonuses are paid on the volume in the month achieved, not the next month!

Become an independent Consultant today and enjoy Retailistic rewards tomorrow!

Everyone starts the same way, with the \$79 Apriori Beauty Starter Kit and FREE replicating website!

These diagram examples are not to scale. Each Manager needs 4 personally sponsored ICs before they can become a Manager.