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## The Zrii Phenomenon!

**T**he Story of Zrii begins with a visionary American businessman named Bill who met with the Chopra Center for Wellbeing in September 2006 and learned about Amalaki. The convergence of these powerful forces, in a phenomenon that is bringing light and prosperity to the world, has quickly captured the imagination of people everywhere. It is a story that lifts spirits, unleashes a desire to succeed, and inspires humanity.

## So, who are Bill and the Chopra Center?

### Bill...

Few people on the planet have found success that can approach the level of achievement earned by Bill Farley. Raised by working class, deeply devoted, and loving parents in Pawtucket, RI, Bill became acquainted with the virtues of hard work and discipline at a young age. His mother worked in a factory, and his father was a postal worker who moonlighted as a musician. As a youngster, Bill worked a variety of jobs to assist the family. He also distinguished himself academically enough to earn admission to the prestigious Bowdoin College of Maine, and later, a law degree from Boston College.

His first foray into the business world was selling encyclopedias door-to-door. After finding great success as a salesman, and later as a national trainer, Bill moved into the world of finance and investment banking with positions at NL Industries in New York City, and Lehman Brothers in Chicago.

Helping his investment clients succeed built a strong desire to make it himself as an entrepreneur. Bill bought his first company, Anaheim Citrus Products, in 1976 for \$25,000. Later, he sold it for \$10 million. This was the first of many more successes to come. After acquiring Fruit of the Loom in early 80's, Bill served as majority shareholder, President and CEO for 15 years. At one point, Fruit of the Loom's parent, Farley Enterprises (a family holding company) employed over 65,000 people worldwide with annual revenues near \$5 billion.

Bill has owned companies in diverse industries, from apparel, to mining, to railroads, to nutrition and direct sales. His love of competition has been felt in the world of sports as well, as he became part owner of the Chicago White Sox in 1976.

Bill has never shied away from risk when the right opportunity presented itself. *"A willingness to take risk is probably a major reason for my success today. Many people could be as successful as I am, or more so, but for whatever reason they are unable to move beyond their fears."*

In 1986, Bill received the Horatio Alger Award, and was inducted in the illustrious Horatio Alger Association of Distinguished Americans. Bill says his Horatio Alger Award *"shows that anyone can pull himself up by the bootstraps. Working hard and seizing opportunities that come your way are the keys to making positive things happen."* He is also a recipient of the White House Award for Entrepreneurial Excellence.

As a natural byproduct of his business success over the years, Bill has developed an extensive international network. He is a trusted friend and advisor to CEOs, celebrities, athletes, politicians, and leaders around the world. Yet, Bill is often found mentoring people of little or no fame, who possess a strong desire to learn. His philanthropy in the field of education has blessed the lives of thousands.

Today, Bill's legacy is a beacon to anyone with a desire for success as an entrepreneur. As a self-made success with a desire to give back and help others looking to do the same, much of Bill's time is now spent assisting others in pursuit of their own dreams.

## **The Chopra Center for Wellbeing...**

Fulfilling a lifelong dream of creating a center which focuses on enhancing health and nourishing the human spirit, Deepak Chopra, M.D. and David Simon M.D. opened The Chopra Center for Wellbeing in 1996 in San Diego. Located in the midst of the world famous La Costa Resort & Spa, the Chopra Center is a nurturing and judgment-free environment where visitors from around the world can find balance and healing.

Founded in the traditions of ancient wisdom, modern science, and daily well being, the Chopra Center is internationally recognized as the premier authority on integrating western medicine with complementary healing arts of the East.

Bringing together the talented professionals in the conventional, complementary, and alternative medicine fields, The Chopra Center has created an environment that embodies the essence of healing. Under Dr. Simon's direction, they provide medical consultations, therapeutic body treatments, workshops, meditation instruction, hospital program development, and corporate training courses. The emphasis at the Center is on providing guidance to help individuals promote their own longevity, human potential and success, while increasing personal balance, happiness, and fulfillment

## **Wow! So, what are Bill and the Chopra Center doing?**

Bill's business acumen and interest has also led him to closely study the nutrition business in recent years. He has observed a clear trend towards super foods and plants as a source of balanced nutrition, and an explosive trend towards beverages as a palatable and popular method of delivery. Recently, Bill and the Chopra Center were discussing the great foods and herbs of the world. Bill asked if any super foods had yet to be truly discovered on a global scale. Was there a fruit with a compelling, unique nutritional story that could help millions of people improve their health? The Chopra Center began to describe the AMALAKI FRUIT to Bill.

Amalaki, known in India as amla, is the central fruit in ayurveda. It is widely regarded as one of the world's most powerful rejuvenating foods, and has been revered above all other foods for over 5,000 years in traditional ayurvedic medicine. Its nutritive qualities are well chronicled in many ancient medical journals and hundreds of modern studies alike. Its benefits are heralded in countless testimonials by those who eat the fruit in India today. The Chopra Center taught Bill that amalaki is a powerful superfood, loaded with phytonutrients that are necessary to rejuvenate and restore vitality.

Bill engaged a world-class formulation team of doctors and nutrition experts who created the product that is now taking the world by storm. Thanks to the wisdom of the Chopra Center and nutrition experts, and the vision and vast financial resources of Bill Farley, people in all cultures can now benefit from the amalaki fruit and a host of other nutritious companion fruits and herbs.

The world now has Zrii.

Founded by celebrity CEO Bill Farley, and wholeheartedly endorsed by the world famous Chopra Center, Zrii has become an overnight sensation.

## **Tell me more about this amalaki drink!**

### **In Brief: *Ayurveda* - “The Science of Life”**

Ayurveda, which translates from Sanskrit as the “Science of Life”, is a 5000 year old medical system from India which aims to create dynamic balance in all areas of health. As humankind’s most ancient system of healthy living, Ayurveda is commonly referred to as the “mother of all healing systems.”

The ancient texts of Ayurveda focus on three primary areas: healing illnesses, preventing diseases, and promoting rejuvenation and longevity. Central to all of these areas is one simple tenet: align yourself with the wisdom of nature, and you will experience vibrant, glowing health.

Over the past two decades, Ayurveda has gained increasing popularity, through proponents such as the Chopra Center. Similar to its sister-science of Yoga, millions of people across the globe are currently embracing this science of self-healing. At its core, Ayurveda aims to empower every individual by placing the ability to heal back into their own hands. Through the use of botanical medicines, healthy dietary practices, and daily and seasonal lifestyle routines, Ayurveda embodies an unparalleled, “whole-health” approach to life and healing.

### **Amalaki – The Great Rejuvenator!**

Central to this vast science is one unsuspecting, little green fruit-- no bigger than a golf ball but containing a nutritional profile that places it in a class of its own. Amalaki (*emblica officinalis*) grows at the base of the pristine Himalayan mountain range in northern India. In its pantheon of thousands of fruits and herbs, Ayurveda describes amalaki as the single most important botanical for promoting cellular rejuvenation, immune function, and increased vitality.

Simply stated, amalaki has one of the richest and most documented legacies of any fruit known today. In fact, amalaki has been revered as the “Nurse”, the “Great Rejuvenator”, and the “Fruit of Immortality” for centuries, due to its numerous healing properties and its ability to nourish the body on all levels. This little fruit even has its own holiday in which families share a meal under the tree, while giving thanks for the strength and luster promoted by the fruit.

The science of “rejuvenation” refers to the ability of a fruit or herb to restore ones overall health, vitality, and radiance at a core level. As modern science begins to validate what ancients have known for centuries, amalaki has emerged as the world’s most rejuvenating superfoods.

### **Ancient Wisdom Meets Modern Science**

In addition to being heralded for its youth-promoting and rejuvenative qualities, Ayurveda describes amalaki as a potent anti-inflammatory, digestive aid, elixir for the skin and hair, and metabolic enhancer. This has been extensively validated by peer-reviewed research in the modern scientific community. Over the past 50 years, amalaki has been the subject of hundreds of scientific studies, ranging from its role in fighting cancer to its ability to increase healthy cholesterol (HDL), reduce wrinkles, and improve eyesight.

These results have posed a logical question for modern science: how could one fruit be so singularly beneficial for promoting health? In peering deep into the amalaki fruit to answer this question, modern nutritional technology has come away with some remarkable discoveries.

### **So What's in This Fruit, Anyway?**

Unlike many superfoods being introduced today, the chemical profile of amalaki cannot be limited to one star ingredient or beneficial compound. Instead, research has discovered an unparalleled spectrum of powerful anti-oxidants, polyphenols, tannins, and bioflavonoids. Amalaki also contains a high concentration of amino acids, trace minerals and other beneficial phytonutrients.

Amalaki contains the potent phenolic combination of ellagic acid, gallic acid, and emblicanin A+B. Together, these polyphenols are important for reducing cellular and oxidative stress, destroying immune-damaging free-radicals, and supporting the overall detoxification of the body. The bioflavonoids rutin, quercetin and powerful enzyme superoxide dismutase also contribute to the overall anti-oxidant, anti-inflammatory, and youth-promoting qualities of this remarkable fruit.

In addition to these anti-oxidants, amalaki is widely thought to contain the most concentrated natural source of Vitamin C in nature. The fruit is also host to rare 'mighty- molecules' known as *ascorbagins*. Part of the tannin family, ascorbagins create a protective bond around the Vitamin C molecules, making amalaki's source of Vitamin C more bio-available and bio-stable than synthetic varieties.

### **Zrii- A Formulation Like No Other**

The ancient texts of Ayurveda constitute some of the oldest and lengthiest medical texts in the world. Within this great collection of texts, exist hundreds of finely tailored herbal mixtures, each designed to unlock the full potency of a given fruit or herb. Simply put, the beneficial qualities of one plant are used to 'potentize' the qualities of another plant-- and it is through this synergistic activity, that the most complete and potent healing effects are derived.

Based on its remarkable nutritional profile, amalaki stands on its own as a superfood like no other. In designing Zrii, the fruit could have been easily combined with only fruit juices to create a leading liquid nutritional drink.

In learning about the ancient texts and formulations, however, the Zrii team raised this question: why not combine ancient wisdom with modern nutritional science to create a synergistic blend like no other product on the market? In combining amalaki with select herbs and fruits, the potency of amalaki could be effectively 'unlocked' in ways that fruit juices could not achieve alone.

Bill and his management team quickly discovered that raising this question was far easier than the process of actually designing this intricate formulation.

In addition to the challenge of creating a potent synergistic blend, no other company had successfully utilized amalaki in a juice-based liquid delivery system. In order to accomplish this task, Zrii assembled a truly world-class formulation team. The team includes award-winning Western medical doctors, world-renown Ayurvedic physicians and scholars, and PhDs in chemistry and modern nutrition.

After months of working on the formulation, the team emerged with a formulation that features amalaki and 6 supporting ‘actives.’ Inspired by a classical Ayurvedic formulation featuring the revered botanical triad of amalaki, turmeric, and tulsi, the formulation also aimed to strike a broader, global chord. In addition to these powerful ingredients, the team drew upon the wisdom of Traditional Chinese Medicine, due to the highly complementary and adoptogenic properties that the fruits schizandra and jujube share with amalaki. Lastly, the famed Ayurvedic fruit haritaki was added to the blend for its mild detoxifying properties, and ginger was included for its assistance in helping to digest and assimilate all of the ingredients more effectively.

In addition to helping ‘potentize’ the amalaki, each of the 6 supporting actives also holds widely recognized healing properties of their own:

**Turmeric (root)- improves circulation, digestion, and reduces inflammation**

**Tulsi (leaf)- improves digestion and intestinal health**

**Schizandra (fruit)- enhances mental function and memory; excellent ‘brain tonic’**

**Jujube (fruit)- calms the nerves and serves as a mild rejuvenative**

**Haritaki (fruit)- serves as a mild-detoxifying agent, nourishes the tissues**

**Ginger (root)- improves digestion, absorption, and assimilation**

**Wildcrafted in the “Lap of Himalayas”**

There’s an old saying in Ayurveda: “Use the whole fruit to treat the whole person.” Zrii honors this adage by using the purest, whole-food source of amalaki found anywhere in the world. Harvested in the nutrient-dense soil at the foot of the Himalayas, amalaki grows in some of the cleanest air and water on the planet. The fruit is wildcrafted, a harvesting technique where the amalaki fruits are taken from trees as they are naturally found in nature-- as opposed to harvesting from large fields that are planted only with amalaki trees (called ‘mono-cropping’). The latter varieties are considered to be nutritionally less potent or inferior to wildcrafted varieties. The wildcrafted varieties are also grown in completely organic conditions, without the use of chemical fertilizers, pesticides, or herbicides of any kind.

The amalaki in Zrii is hand-picked according to ancient techniques, and processed by a cold-pressed method which utilizes the whole plant. Upon extracting the amalaki from 100% juice, the extract is then vacuum dried using a proprietary method to retain its nutritional potency.

### **Zrii- To Enliven the Tongue**

In tasting Zrii, the purity of the amalaki, and 6 supporting active ingredients comes through in the vibrancy of the taste. The ability for a food or drink to “enliven the tongue” is a hallmark of Ayurveda’s use of food for healing. When you drink Zrii for the first time, you will feel this potency and aliveness. In combining the amalaki with anti-oxidant-rich juices such as pomegranate, grape, cranberry, and raspberry juice, the resulting blend is delicious, with a nutritional complexity that offers a wholly unique and exciting flavor.

We think you'll agree that a nutritional drink this powerful-- and this tasty—could only be backed by quality. And this quality is exemplified by Zrii's rich legacy of ingredients, impeccable harvesting techniques, world class formulation team, and unparalleled nutritional profile. We invite you to enliven your tongue!

## So, what does “Zrii” mean anyway??

Zrii is a powerful (and unforgettably cool) Sanskrit word that means “light, luster, splendor, beauty, good fortune, prosperity, and wealth”. Zrii also refers to a Hindu goddess of wealth and auspiciousness. According to the Charaka Samhita, widely considered one of the oldest and most sacred texts in all of ayurveda, amalaki and this Goddess are intertwined. Translated directly from the original Sanskrit in the Charaka Samhita, we read:

*“One can live for as many thousands of years with youth regained, depending on how many amalaki fruits he takes through this process. By taking these fruits to the full of his capacity, he becomes brilliant, like the gods. Of their own accord, Sri (Zrii), the Goddess of auspiciousness, the vedas (knowledge) and vak (excellent speech) attend on him in their godly forms.”*

Zrii. A unique name and a billion dollar brand in the making!

## So, who is leading the charge?

Bill Farley has teamed with a world-class executive team of Co-Founders that is leading the charge with poise and confidence. This group of unified, charismatic, industry leaders is taking Bill Farley's vision to the world. With decades of priceless experience in both nutrition and direct sales, this group of executives is without question “The Dream Team” in network marketing today. They have what it takes in spades – a refreshingly strong bond with distributors, dynamic field leadership, a stunning stage presence, and operational genius – all with a magnetic style and verve.

Meet the team!

**William Farley, Founder, President, CEO**

### ***Bill.***

*Self made. Visionary. Icon.* Bill is the ultimate entrepreneur. Builder of several multi-billion dollar brands, he has never wilted from opportunity as it has knocked on his door. No stranger to risk, Bill has dreamed big and worked tirelessly to make his dreams reality. As a result, few people on earth today live as abundantly as this icon of business success. Serving as CEO of household name companies has prepared Bill to finance and take the helm of Zrii, his next exciting venture. And he has assured that this will be the biggest home run yet!

**Kriby Zenger, Co-Founder, Senior Vice President**

### ***Kirby.***

*Solid citizen. Unflappable. Integrity above reproach.* Kirby is the steady influence and the consummate professional. As the leader of day-to-day operations at Zrii, Kirby is cool and collected. No success or challenge is so great that it changes who he is at his core. His dependable, predictable nature makes him a trusted ally. Kirby's vast, decades-long experience as a senior executive in large direct sales companies

and traditional large and small businesses alike give him perspective and wisdom that are essential in leading what has fast become the world's next great success story.

**David Cattani, Co-Founder, Vice President, Operations**

***David.***

*Disciplined. Man of action. Wonk.* In every wildly successful enterprise, there is an operational genius. To keep things running smoothly and maintain a scalable capacity for exponential growth, you need an agile Oz behind the Curtains. Enter David. Drawing on nearly two decades of high level operational experience with direct sales companies large and small, David truly delivers. His infectious entrepreneurial excitement drives him to create a strong backbone for a company which supports a worldwide army of independent distributors . Wonkish, indeed.

**Ryan Thompson, Co-Founder, Vice President, Sales**

***Ryan.***

*Champion of the individual. Distributor Advocate. Virtuoso.* Ryan is forever stating and meeting the needs of the distributor. After all, he has been a successful distributor himself, so the concerns of the distributor force never leave his mind and heart. Balance that with Ryan's significant experience as an executive in the corporate office of industry giants, and you get all the tools and know-how to execute at a global level. From the compensation plan to sales tools to the thrill of the new enrollee, Ryan loves it all. His passion for direct selling is contagious and inspiring.

**Curtis Call, Co-Founder, Vice President, Sales**

***Curtis.***

*Brainpower. Helping hand. Steely determination.* A unique combination of raw intellect, a desire to nourish others, and steadfast willpower make Curtis the powerful force he is at Zrii. The grey matter in Curtis's cranium is abundant. How he uses that grey matter is even more impressive. Curtis is intensely committed to working with distributor leaders in developing the tools and systems that create success. As a seasoned direct sales executive, his has already helped countless distributors reach their dreams. Ultimately, helping others realize their potential is what drives Curtis most and is central to his philosophy of life.

**Clint McKinlay, Co-Founder, Vice President, Sales**

***Clint.***

*Communicator. Dynamic. Life is a stage.* So, you want to know why Zrii is brilliant? Take a seat and listen to Clint, and you will scarcely disagree. Clint is passionate about sharing ideas. Big ideas. At Zrii, he is the communicator-in-chief, captivating audiences with his enthusiasm, eloquence, and wit. With a strong direct sales background, Clint has translated many grand ideas into even grander execution. As both a direct seller and a motivating corporate executive, his success mindset has helped him develop many entrepreneurial ventures into renowned achievements. And Zrii is the best yet.

**Tracy Harward, Co-Founder, Vice President, Marketing**

***Tracy.***

*Strategic insight. Keen instincts. Wow factor.* Tracy artfully blends impressive industry experience with moxie. Her energy is directed to creating an atmosphere that bespeaks "home" to Zrii's growing family across the globe. She serves as custodian of the peerless Zrii brand – which exudes light, splendor, and

good fortune to anyone with a desire to improve their life. Tracy understands the Zrii story, and is passionate about helping others share it along with their own story. She also brings a lively flare to Zrii, sharing her intuition and awareness in a magnetic style all her own.

## **Where is Zrii headed?**

True to its definition, the light, luster, and beauty of Zrii are creating good fortune, prosperity, and wealth. Zrii offers brilliance for those who are seeking it. Zrii is a brilliantly refreshing next-generation liquid nutritional product. Zrii is a brilliant culture focusing on whole health. Zrii is a brilliant wealth generating opportunity, highlighted by a breakthrough compensation plan, which offers many incentives to generate residual income while developing the leader within you.

Zrii is taking the vision of Bill Farley and the endorsement of the Chopra Center to the world. And simply stated, the Law of Attraction is alive and well at Zrii. We are attracting the right people, and a lot of them. The people who join with Zrii are beginning the ride of their lives. Like everything else that Bill gets involved with, Zrii is destined for big-time global success.

At Zrii, we are looking for partners. We are looking for stand-up, like-minded people who want to work as a team. We are looking for people who want to share in our culture of ojas – better health, nutrition, wealth, and happiness for everyone, everywhere.

Zrii is also a vehicle to achieve financial independence. No special education requirements, previous income levels, or experience is needed. What is required is a positive attitude, an ethical character, a willingness to learn and follow a proven system, and a strong desire to succeed. People in this mold have a truly unlimited wealth building opportunity at Zrii. The dynamic, experienced field leadership at Zrii can help anyone with these traits meet their own dreams. There is literally no limit to what you can achieve at Zrii. We are enthusiastic about this business at Zrii, and the enthusiasm is contagious!

## **How do I become financially independent at Zrii?**

If you are looking for a get rich quick opportunity, keep looking. However, if you have a burning desire for financial independence and will back it up with the guts and discipline to follow a system and give time a chance, Zrii is your home.

The first step in charting out a course for financial freedom is a roadmap for your success. At Zrii, we call that “The Zrii Success System”. The System was co-created by a team of highly successful distributors and the Zrii executive team. Get with your enroller and ask about The Zrii Success System. Learn it, study it, live it. You will be on your way to financial freedom.

An essential aspect of The Zrii Success System is the Zrii Prosperity Plan. Zrii’s Prosperity Plan combines proven, explosive income generating modules that have never existed together into a truly revolutionary wealth building tool. Many pay plans offer compelling pieces here and there, but none have brought it all together in such a powerful way before. The Zrii Prosperity Plan features a breakthrough 3-month Fast Start, 9-level Unilevel Royalty Bonus, Matching Bonus, Infinity Bonus, Multiple Business Centers, and lucrative Global Bonus Pools. There are so many exciting ways to earn

income today and wealth for the long term. Learn about the Zrii Prosperity Plan and commit yourself to following The System! Financial independence awaits.

## **This is huge! I want a piece of this!**

Zrii may be taking the world by storm, but there is plenty of room in the Zrii family for anyone with a desire to make a contribution to the world's newest phenomenon. Could this be you? If you can answer **"yes"** to **any** of the following questions, that answer is yes!

Are you passionate about your health and the health of others?

When you find something special in your life, do you like to share it with others?

Are you a leader?

Do you have a desire to lead?

Could you get excited about an explosive wealth building opportunity?

Do you have a desire for continual personal growth and development?

Do you want to be a part of an exciting movement – somewhere you can belong, lead, and flourish with other talented, ethical, like-minded people?

**Any yeses?** If so, we need to meet!

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