



**SomaLife Source**  
October, 2005



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***Riding the Wave with Marlies***

*"They can conquer who believe they can.  
He has not learned the first lesson in life who  
does not every day surmount a fear."  
Ralph Waldo Emerson*

The SomaLife Source has been delayed this month and I admit it is my fault. I had already had my usual article prepared, but since this last weekend was our Kelowna International Dragon Boat Festival, I thought I would wait and see if anything came out of the races that was worth sharing. I'm glad I waited.

But first a little history: My team of 20 wonderful women, Coach Bob, and me, have been practicing for this huge event since April. It takes a lot of commitment on the part of each member of the team, having to come to practice twice a week in the evenings, train new paddlers and maintain a fitness program.

This year it truly paid off for us as we won a gold medal in the ladies division and a bronze medal against the mixed teams in Nanaimo, achieved Top Women's Team in Salmon Arm and generally put on a good show wherever we traveled to race.

The final September Festival in Kelowna is always the highlight of our season. We are excited, nervous and the adrenaline is keeping us pumped. Throughout the 2 day Festival, we did 2 races on Saturday coming in 2nd in both of our heats. The teams that used to intimidate us were now no longer a worry... they were riding our wake. We heard other teams aspiring to be like Fire and Isis when they "grew up". We were happy, excited and just doing what we have been trained to do ~ our best!

Basically we were running our own race, just trying to better our previous time. Our competitiveness was with ourselves.

That mindset got us into the semi-finals on Sunday where we again placed 2nd. Big sigh of relief as we prepared ourselves mentally to race our final race in the Platinum A division and go for the "Gold".

Now this is where it gets good.

In the marshalling area we are always friendly to others and we spoke to the ladies on the other 5 teams we would be racing against. Someone said that one of the other teams we were racing against had an average age of 58. Wow! We were impressed as my team's average age is in the 40 - 45 year area.

All 6 teams got lined up, the race was started and all paddlers were pulling water deep and hard, aiming for the finish line. The noise is thundering from both the boats and the spectators on the shore. The announcer is screaming into the microphone as we all streak across the finish line for a laser beam finish. He can't tell who has won! It was that close! Are we third? Did we make it into the medals? Yes, it looks like we got the bronze. Jubilation as we paddle exuberantly past the crowds who are cheering us from the walkway.

Back at our team tent, we celebrated our 3rd place finish as that meant a medal for sure. You could not believe the pandemonium when about 5 minutes later the announcement came over the speakers that we had in fact finished in second place. Hugs, jumping up and down and lots of laughing in glee as we reveled in the moment. Lots of excitement!



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### *Riding the Wave with Marlies...continued*

To show you how close and heart stopping the race was, here are the times:

Kootenay Robusters	2:31.04
Fire and Isis	2:31.64
Extreme Curves	2:31.84
Dragon Runners	2:35.01
Dragon Ladies	2:37.75
Twist & Shout	2:42.36

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At the awards ceremony, the ladies of Fire and Isis all went up to the stage and proudly accepted our second place finish medal. When the Kootenay Robusters went up to receive the Gold medal, we were ready for them, and in front of all the crowds, in unison, we bowed to them in admiration of what they had achieved. We knew we had lost to a fabulous team of women, but I wanted to know more about them so I checked out their website.

This was a boat filled with ladies who were either breast cancer survivors or associate paddlers who had joined the team to support the survivors.

The team began in early 2001, the brainchild of a Trail nurse and breast cancer survivor. After hearing about the "Abreast in A Boat" teams, she and several other women, whose lives had been touched by breast cancer, decided to start a local team. And so, with no dragon boat, no paddling experience, and the closest lake miles away, the Robusters team was formed.

Women from the Kootenay communities of Trail, Castlegar, Rossland, Christina Lake and Grand Forks came together, with the initial goal of competing in Vancouver's dragon boat festival in June. The women embarked on a strength and fitness program, and after leasing a dragon boat from the coast, began paddling in late May on Christina Lake. With just one month's training the team headed to Vancouver. In September of that year the team raced in Kelowna, placing 2nd in the Breast Cancer Challenge race.

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A little history on how breast cancer teams got started: The association between breast cancer and dragon boats goes back to 1996. At that time it was widely held that repetitive upper body movements led to lymphedema, an irreversible swelling of the arm and chest that is a common complication of breast cancer.

A Vancouver sports medicine physician, Dr. Don McKenzie decided to test this belief by conducting a medical study of 25 women, who began an exercise training program involving dragon boat paddling. The results of the study indicated that repetitive upper body exercise like paddling does not cause lymphedema, and the myth was laid to rest.

The first dragon boat team, "Abreast In A Boat", has served as inspiration for teams not only in BC, but around the world. What began as a study has grown into a network of women who are increasing awareness of breast cancer, exploring their limits, building strength and physical fitness, and providing each other with emotional support and camaraderie.



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Marlies White COO and participant in life...

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***Riding the Wave with Marlies...continued***

There are now more than fifty breast cancer survivor teams world-wide, competing at many Canadian and international dragon boat festivals while raising breast cancer awareness. Kootenay Robusters Team Cheer:

***Bust or no bust, we are Robust!  
Bodies fit and spirits high  
Watch our wake and see us fly!  
Up! Up! Up! To power pace  
Kootenay Women strong and keen  
Beating cancer as a team.  
Yay Robusters!!***

Fire and Isis recognized these women as truly inspirational! They are survivors! They attack life and do not go quietly into the night. At each Festival all the ladies in the Cancer Survivorship boats, honor their fallen sisters by throwing pink carnations into the water as spectators watch from the shore. After this touching ceremony filled with emotion, they return to shore where the other teams line up and form an arch with their paddles in recognition of these survivors. They pass through the arch to rejoin us on their way to continue the races.

***It was an honor to come second to this team, The Kootenay Robusters!***

Facts about Breast Cancer in Canada\* (American statistics are probably similar)

- 2005, an estimated 21,600 women will be diagnosed with breast cancer and 5,300 will die of it.
- Breast cancer is the most frequently diagnosed cancer in Canadian women, accounting for an estimated 30% of all cancer cases
- Breast cancer deaths comprise the second highest cancer death rate, after lung cancer, among Canadian women.
- Over 99% of breast cancer is found in women

- An estimated 150 men will be diagnosed with breast cancer in 2005, and 45 will die from it.
- One in nine Canadian women will develop breast cancer at some point during her lifetime.

The good news...

- Mortality rates from breast cancer are currently at their lowest since the 1950s, as a result of earlier detection through organized mammography screening programs and improved therapies following surgery.
- Since 1986, mortality rates have declined by 20%.
- Lifestyle choices such as not smoking, eating healthy and staying physically active, can play an important role in reducing breast cancer risk.

In addition to being a leader in funding breast cancer research, the Canadian Breast Cancer Foundation plays an active role in funding community programs that raise awareness of breast cancer. Cancer touches each one of us.

Don't forget that October is the annual "Run for the Cure". <http://www.cbcbf.org/>

***"Perseverance is not a long race; it is many short races one after another." Walter Elliott***

Take up the challenge and Live a SomaLife!

I did!

Marlies



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A message from Jay Bennett - Field Trainer



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### Passion with Patience

One person with passion is greater than the passive force of ninety-nine who have only an interest.

Everyone loves something. We are shaped and motivated by what we love. It is our passion.

Ignore what you are passionate about and you ignore one of the greatest potentials that God has put inside you.

***"Nothing significant was ever achieved without passion".***

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Most winners are just ex-losers who got passionate.

The worst bankruptcy in the world is the person who has lost his enthusiasm, his passion. When you add passion to a belief, it becomes a conviction.

And there is a big difference between a belief and a conviction.

Belief agrees with the facts. Conviction brings persistent action to your belief.

What is your conviction about SomaLife?

Are you taking the action steps that communicate your belief to other people?

Driven by passionate conviction, you can do anything you want with your life!

It's OK to be passionate about your SomaLife business!

It's OK to be passionate about helping people with their health and quality of life!

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It's OK to be passionate about people improving financially!

Once you have the passion you must maintain patience throughout the success process.

Here's a story that has been shared in a few network marketing meetings over the years. It's a great story that communicates the concept of being patient.

"The planting of bamboo illustrates the long term thinking ingrained in Japanese culture.

A bamboo farmer plants the shoot under the soil and covers it with clay where it lies dormant for four years. Every morning the farmer waters his potential crop and at the end of the fourth year the shoot finally breaks through the ground. Then, in only ninety days, the bamboo grows sixty feet! Now during that four-year period, the farmer doesn't even know for sure whether the plant is alive. But he keeps the faith and doesn't abandon it.

A long term thinker must have this kind of conviction. Our business in SomaLife is a long-term commitment. Yes, it also has great short-term income and health benefits, but the long-term is simply amazing!

Express Your passion with a patient expectation and enjoy your road to Success

Jay





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A message from our President...



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Summer vacation is over once again and what a summer it was! I've never before seen such devastation that has been unleashed by the forces of nature in recent weeks. It is hard to even try to comprehend the number of people who have been affected by this devastation and all the ways in which their lives have been changed. It is, however, also a time of good. There are so many people who are doing so much to help those in need. These are the unsung heroes who make our society a better place to live. These people rise to the top when they are needed the most.

At times like this many people are focusing on their health and are looking for a new future. There are many ways that SomaLife Distributors can make a difference and I urge everyone to contribute in any manner they are able to. It's a time we can make a difference in people's lives.

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Despite all the distractions, we at SomaLife, have been busy this summer. In addition to all the calls and meetings, we've been involved in looking for new premises. Thanks to your efforts, we've outgrown our existing facilities. We believe strongly in our Company and have committed to making another investment in our future. Over a million dollar investment! Our new premises will have enough office space to accommodate anticipated future growth and will bring our Canadian warehouse and the Corporate Office under one roof. We believe that this will allow us to better serve our Distributors now and well into the future. We hope to be in our new offices in time for our Blossom Time Conference next spring.

On a personal note, I have qualified to compete in the World Triathlon Championships in Hawaii (swim 1.5km; bike 40km; run 10km). I actually qualified for the Canadian National Team in the 55-59 category! I am sometimes amazed at what SomaLife has done for me, especially considering that I did my very first triathlon just after I started taking SomaLife gHP about 7 years ago! I'm sure the experience will be something to remember for a lifetime.

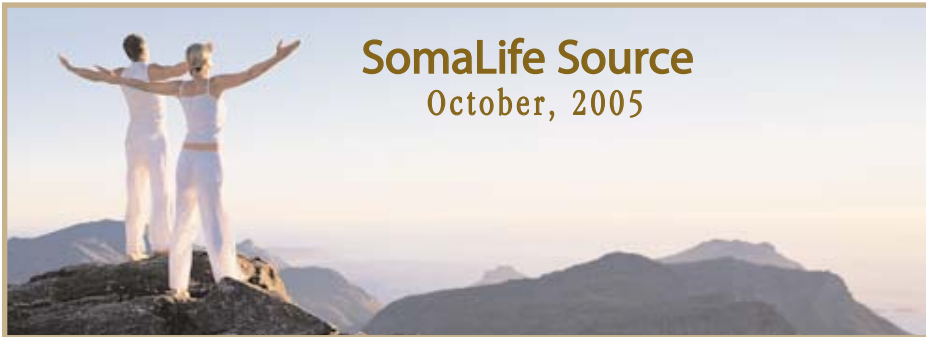
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I hope that everyone meets or exceeds their dreams with SomaLife.

Richard Montgomery ~ President



Keeping You Informed



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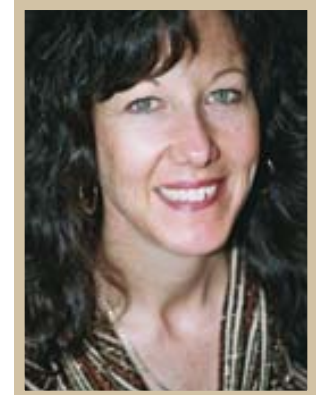
## The Health and Longevity Centre



Kelowna, BC

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### Longevity with Laurie...



*"It's snowing still," said Eeyore gloomily. "So it is." "And freezing." "Is it?" "Yes," said Eeyore. "However," he said, brightening up a little, "we haven't had an earthquake lately."*

~ A.A. Milne

Welcome to another edition of "Longevity with Laurie". Past editions have discussed varied topics relating to the philosophy and the workings of the Health and Longevity Centre. This month I would like to be slightly more philosophical and discuss the topic of attitude. As the opening quote suggests, we all experience daily living. However, each of us has a window or

world view through which we view our lives which in turn affects our attitude toward our daily experiences. Yes, it is the glass half full/empty scenario again, but with a twist. Have you ever thought about how your attitude affects your health?

The Oxford dictionary defines "attitude" as "a fixed way of thinking". Have you ever considered that whether that "fixation" is positive or negative can have lasting effects on your health and well-being?

A recent article in BBC News World Edition, relates that the University of Texas found people with an upbeat view of life were less likely than pessimists to show signs of frailty. At the start of the seven year study all the volunteers were in relatively robust good health. Researchers found that those people with a positive outlook on life were significantly less likely to become frail: the degree of frailty being defined as weight loss, exhaustion, walking speed and grip strength. Further, researchers speculate that positive emotions may directly affect health by altering the chemical balance of the body.

Alternatively, it may be that an upbeat attitude helps to boost a person's health by making it more likely they will be more successful in life.

(Translation - nobody likes to deal with a grump!!)

Dr. Glenn Ostir, lead researcher for the study claims "I believe that there is a connection between mind and body - and that our thoughts and attitudes/emotions affect physical functioning and all-over health, whether through direct mechanisms, such as immune function, or indirect mechanisms, such as social support networks.

So it seems clear that we are what we feel. Remember to take time to assess your attitude towards the challenges you face each day: It could affect your longevity! Until next month, stay positive!! (250) 878-0236





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A message from Marketing...

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If you've ever been asked if you'd like fries with your burger or offered a larger portion at only a slightly higher price, then you'll understand the concept of cross-selling and up-selling. While the first encourages you to buy a complementary or related product or service, the second gives you incentive to buy a bigger or better product than you might have originally intended.

SomaLife asks that you take the above example and apply the same principles to your own business and jobs. This will dramatically increase the volume and value of your transactions and boost revenue to new levels of profitability.

It is important to know your demographic and to understand your customers in order to up-sell successfully, but don't let needing to understand their requirements cause you to become side tracked with your purpose...Selling. A business is an entity created to bring in profit, growth and success through selling products or services.

Here are a few ways you can up-sell and cross-sell to your customers:

• **Offer a greater quantity for a slightly higher price = \$\$\$Savings!**

Example: give a customer the option of becoming a distributor and encourage them to buy a Director Pack. Let them know that becoming a distributor would ultimately save them money in the long run and will open their eyes to the possibility of building a business.

• **Offer related products**

Example: someone would like to order SomaLife gHP but is unaware of the benefits provided by taking the entire SomaLife Pak. This is the perfect opportunity to provide knowledge and increase the possibility of up-selling two additional products.

• **Offer product knowledge**

Example: ensure that your customer can't visit your site without being aware of the existence (and the advantages) of our highest-quality, flagship product (SomaLife gHP) and the advantages of taking the SomaVit Plus and Super X in conjunction with the SomaLife gHP for maximum benefits.

Marketing is not a single action but a combination of steps that we take to achieve our identity and attract and retain customers. It includes everything from market research, advertising and packaging, to the clothes that we wear, the smiles on our faces, our billing practices, our head office customer service, our up-lines, our return e-mails, newsletters and dozens of other actions. In short, marketing is the very core of our SomaLife business, so it's important to position ourselves properly when our feet are set firmly in the marketing arena.

**Can we clearly identify what sets us apart from the competition?** The answer is yes...we have patents, products, world renowned doctors, marketing materials and testimonials that speak for themselves. When you are marketing to a customer it is important to develop a simple sentence or two that defines what advantage or value we are offering and how it solves a problem, creates a benefit and makes the customer's life easier. "When you are selling a product that provides healthy longevity, the possibility of turning back the clock, renewed happiness and energy in a bottle...it is easy to see where our advantage lies."

**Be specific.** Let your customer know the advantages he/she may receive as a result of using the SomaLife products and the endless possibilities they could receive should they choose the business module. Before we can effectively "market" ourselves by creating ads, brochures or mailings, we must first decide what type of expert problem solver we want to become. **What type of expert problem solver are you?** Whether we market from head office in an up-selling manner or from the field as a business owner...marketing is marketing. The end result is what we are here for, whether it is to receive a wage and help the corporate offices grow and ultimately our positions, or if we are self employed, looking for early retirement and the freedom of working for ourselves. Whatever the reason, good marketing is crucial to the success of any business.

**Maximize your business with strategic marketing.**

Keeping You Informed



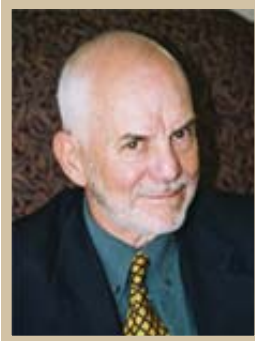
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Notes from England...



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Last month I wrote about my local village Liphook, situated halfway between London and the South Coast, with the Royal Anchor Inn a staging post for coaches. In my researches I discovered some interesting facts. The roads until the end of the 1500's were little more than broad ditches grooved with water and littered with stones. Then it would take 2 days to travel the 65 miles from London to Portsmouth by wagon. Public coaches did not arrive until early in the 17th century. Even they were clumsy, heavy, windowless, suspended on leather straps and travelled at 2 to 3 miles per hour. But they revolutionized travel in England.

In the late 1600's and early 1700's road travel was further transformed by the coming of the turnpikes. A Parliamentary Act meant that roads which had been the responsibility of Parishes and Manors were able to be taken over by groups or Trusts, re-routed, improved and maintained and funded by a series of tolls. By 1819 the London to Portsmouth journey was reduced to 10 hours. But all was not sweetness and light. Highwaymen lurked in the forests. As late as 1728 a reward of £150 was offered for information leading to the capture of two such men. I quote from the wanted poster

" Two highwaymen are known to be causing grief to travellers in these parts by robbing with great violence. Render the countryside free from such fiendish rogues. Gentlemen are advised to carry Firearms "

It is sad to think that many things have not changed. SomaLife products may be attacked by thieves, con-men and charlatans. These get rich quick merchants pretend their imitations are the real thing. They do not care that their substitutes are made to worthless formulations using ingredients that do not have the basis in science that SomaLife products demand. They promote only low price to the gullible. The saying 'you get what you pay for' was never more true. These modern day highwaymen take more than people's money, they take away the potential SomaLife offers for good health and long life. To paraphrase the wanted poster, **we should try to render the market free from such fiendish rogues.** Not with firearms but with honest, truthful and steadfast business practice. Maintain close contact with your downlines and customers. Help them make intelligent use of our business tools and testimonials. These will transform the rough tracks of your initial business into turnpikes and turnpikes into interstate highways! May I wish you a smooth, safe and rewarding journey? John Abbott



Keeping You Informed