

ASEA®

CELLULAR HEALTH

ASEATM

- ▶ Products
- ▶ Patents
- ▶ Purpose
- ▶ Opportunity



ASEA Mission:

To Better People's Lives And To Be A Force For Good In The World.

35 Countries & Expanding:

- ▶ North America, Europe, Australia/New Zealand, Asia

Cumulative Sales Volume:
\$650 million

- ▶ Launched 2010
- ▶ Profitable year 1
- ▶ Debt Free / Privately held



Revenue Curve Shows Increasing Demand for ASEA





BREAKTHROUGH



“...the single **greatest health science breakthrough** of our lifetime.”

ASEA Founders Turned Down Offer From Pharmaceutical Company



Verdis Norton



Tyler Norton

Unlike Any Other Product!

ASEA Is Not:

- ▶ Vitamin
- ▶ Mineral
- ▶ Antioxidant
- ▶ Exotic Juice
- ▶ Structured / Alkaline Water



Redox Signaling Molecules

Different

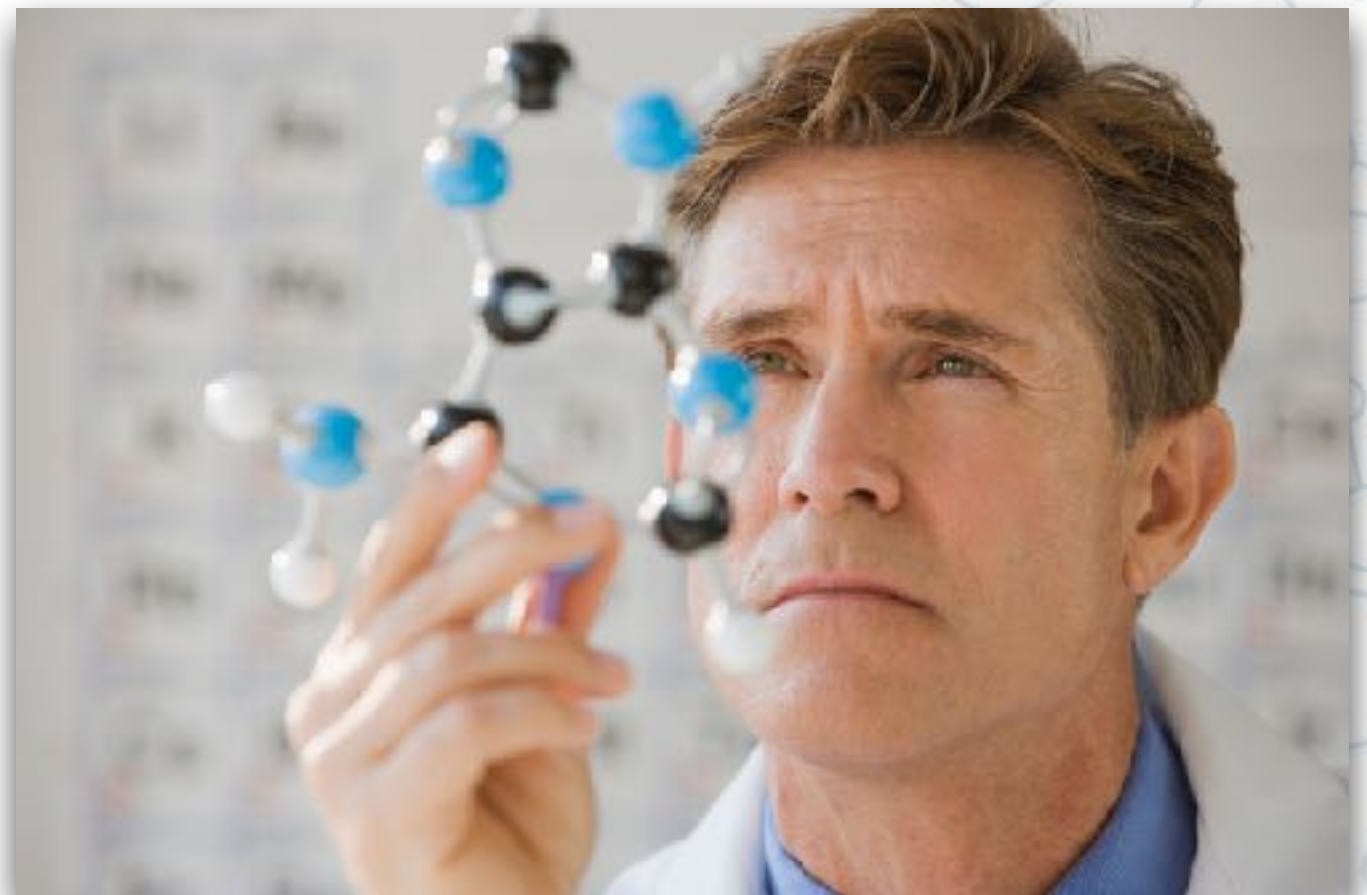
- ▶ True Category Creator
- ▶ New Frontier of Science

Sustainable

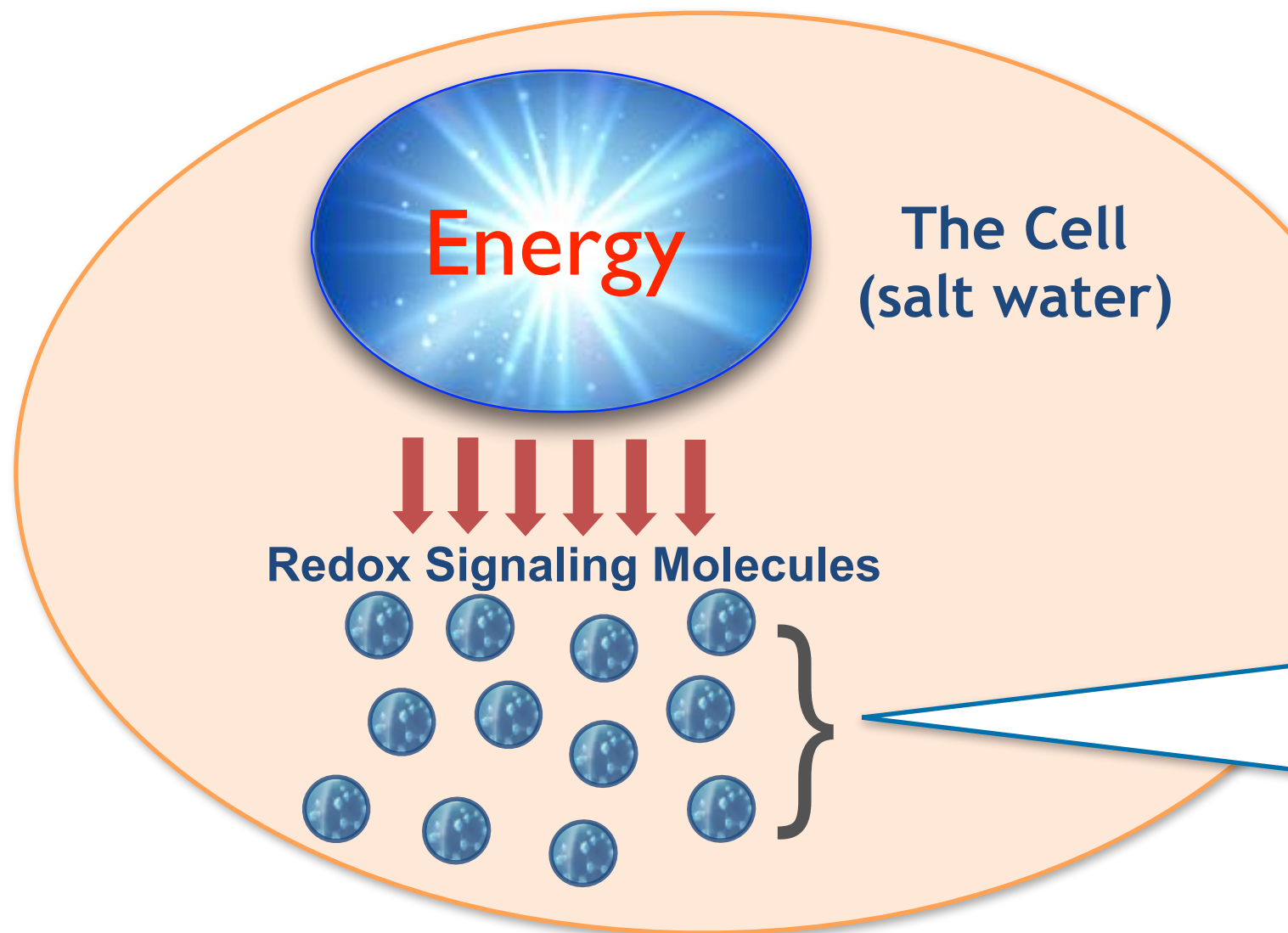
- ▶ Heavily Patented
- ▶ No Competition
- ▶ No Copy Cats

Advantage

- ▶ Meaningful Results
- ▶ Premier Business Opportunity



What are Redox Signaling Molecules?



REDOX

- **Reductants:** *cellular activators* that help prevent cell damage and disease.
- **Oxidants:** *cellular messengers* that help balance the immune system to protect against harmful bacteria, viruses, and infection.

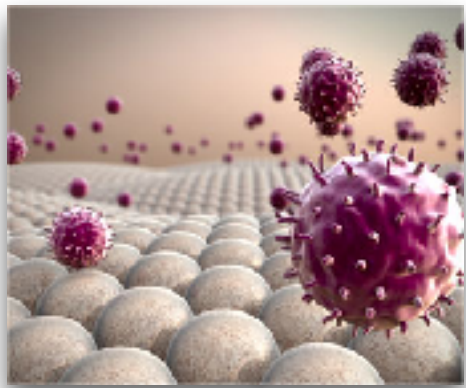
Redox Biochemistry: One Of The Fastest Growing Areas Of Science In The World!



Over 1,200 books on
Redox BioChemistry
have been published

Over 10,000 studies on Redox
Signaling have been published
in peer-reviewed scientific and
medical journals!

Redox Signaling Molecules Play A Critical Role In The Healthy Regulation Of All Major Body Systems



With Age, Poor Diet, Stress Our Cells Produce Less Energy



Deficiencies and Imbalances in Redox Function



ASEA Redox Breakthrough



After extensive research, laboratory testing, and millions of dollars, a team of scientists achieved the impossible.

They stabilized Redox Signaling Molecules outside of the body in perfect balance as they are found in healthy cells.

**One Company has
harnessed
the
Power
of
Redox
Molecules**



ASEA®

CELLULAR HEALTH

ASEA's Patented 3 Step Process



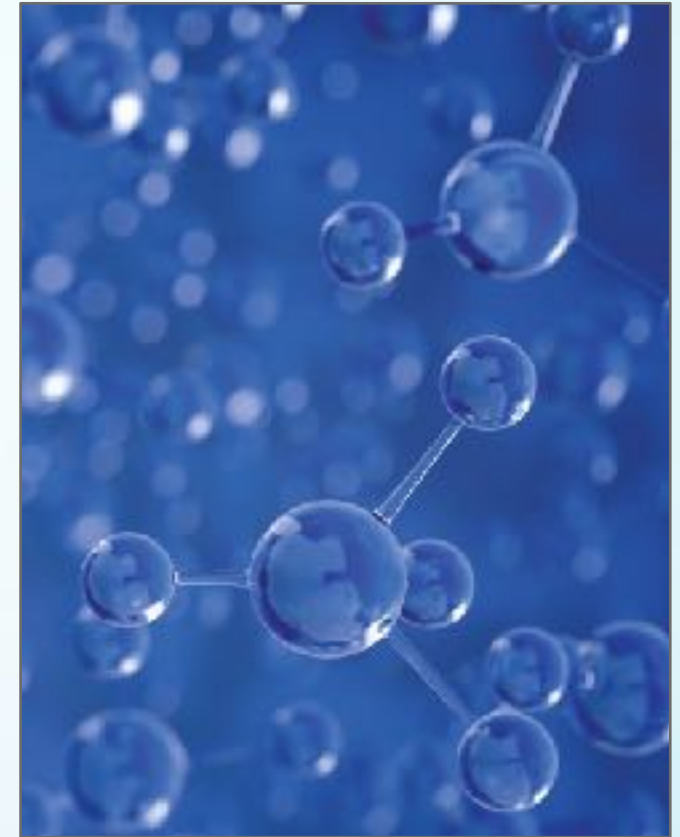
Step 1

Pristine saltwater
(same as found inside
your cells)



Step 2

Saltwater broken
down into free
floating atoms
NA-Cl-H-O



Step 3

Atoms restructured into
STABILIZED Redox
Signaling Molecules

ASEA Redox Signaling Molecules
made from
“water & salt”,
just the way our cells make them.

1 serving of ASEA contains less sodium than a carrot



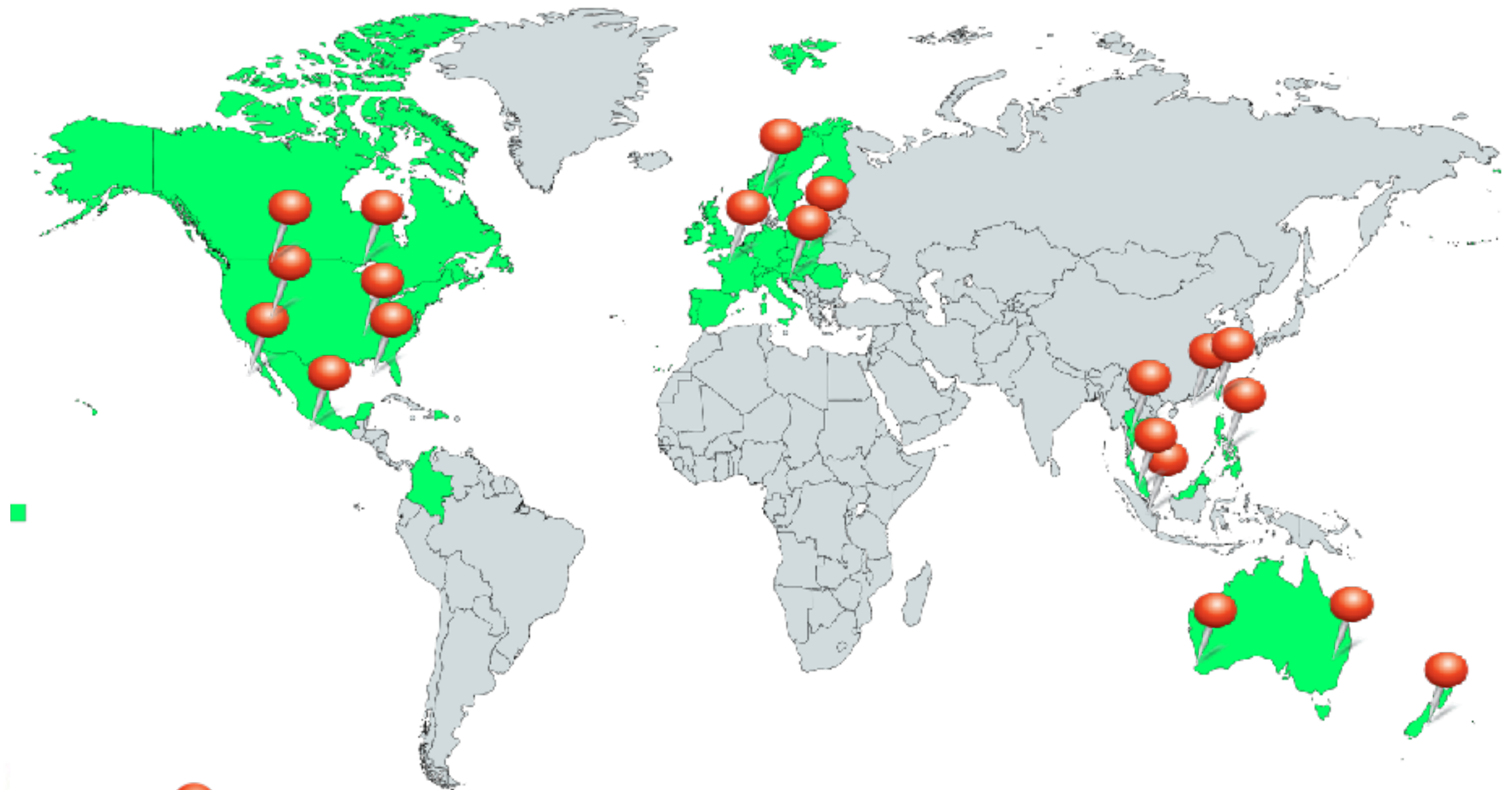
- ★ NSF Certified, GMP
 - ★ FDA Registered, Kosher
- # ASEA Manufacturing Plant
- Pleasant Grove UT USA



ASEA Production Facility



ASEA™ Global Distribution



 **Global Shipping and Distribution Centers**

Information vs Mis-information?



www.AseaGlobal.com

ASEA

COMPANY

PRODUCTS

OPPORTUNITY

SCIENCE

EVENTS

NEWS CENTER

ASEA[®] REDOX

*A Breakthrough
in Cell Signaling*





REDOX SUPPLEMENT

Gene Study: ASEA REDOX and Signaling Pathway Genes

ASEA partnered with Tanageret...

ASEA Science Team

November 22, 2019



ASEA PRODUCTS

ASEA RENU 28

RENU 28™ Skin Revitalizing Gel is revolutionizing the way we think about skin health. No more covering up or tightening...

ASEA Science Team

November 22, 2019



ASEA PRODUCTS

ASEA Redox Supplement

As we age, and as stress and environmental toxins inundate our lives and weaken our defenses, normal cellular function declines, and with it, the body's ability to produce and maintain a proper balance of redox signaling molecules.

ASEA Science Team

November 22, 2019



PEER REVIEWED

Influence of a redox-signaling supplement on biomarkers

We determined if drinking ASEA™, a redox-signaling molecule beverage, would improve cycling performance, counter...

ASEA Science Team

November 22, 2019



PEER REVIEWED

Effects of ASEA beverage intake on endurance performance in mice

Abstract: The Journal of the Federation of American Societies for Experimental Biology (FASEB) Previous research with ASEA (a saline beverage)...

ASEA Science Team

November 22, 2019



RENU 28

How RENU 28 Changes Blood Flow

As the largest organ in the body in terms of both surface area and weight, the skin protects the body from the elements, regulates body temperature and fluid balance...

ASEA Science Team

December 17, 2016

World Class Institutes For Clinical Trials & Testing



EYE WRINKLE DEPTH OVERALL WRINKLE DEPTH FACIAL SKIN TEXTURE SKIN SMOOTHNESS SKIN ELASTICITY SKIN MOISTURE



BioAgilytix



ASU-NCRC Human Performance Lab
Appalachian State University

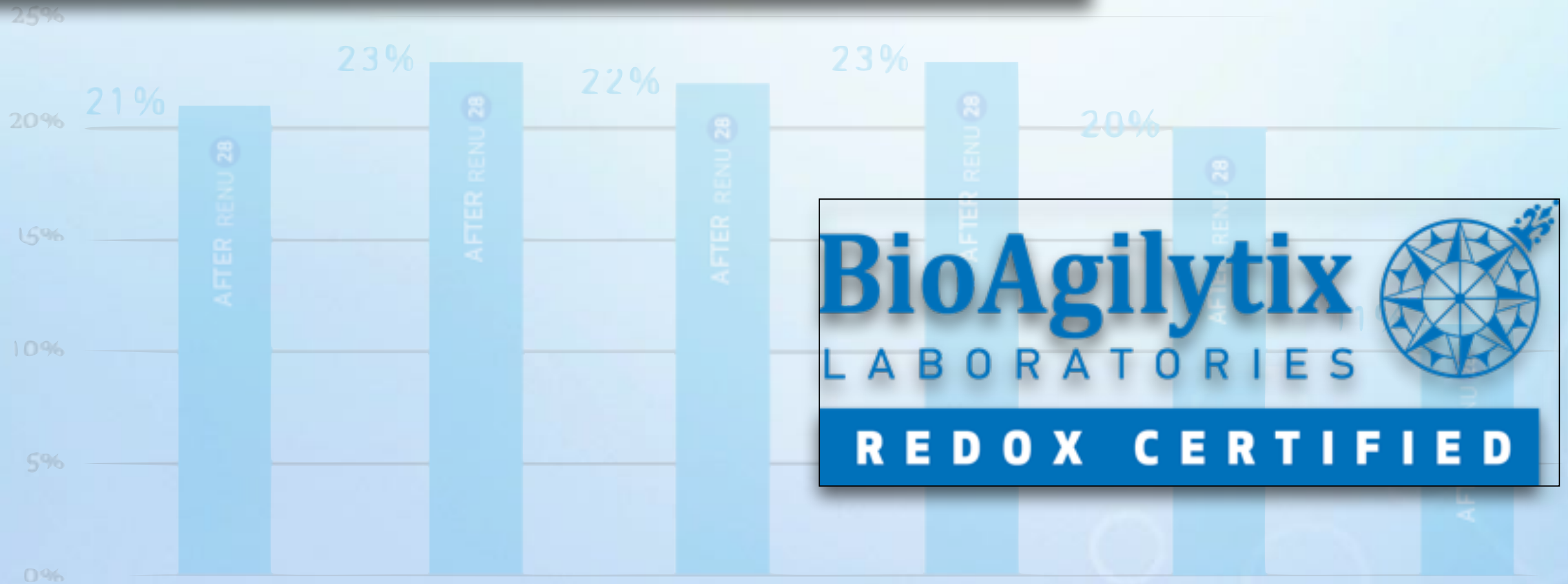


ASEA SCIENTIFICALLY VALIDATED

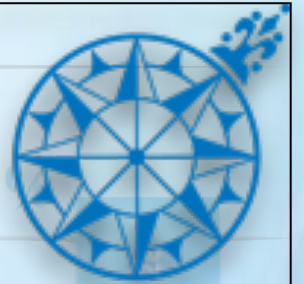
SKIN
ELASTICITY

SKIN
MOISTURE

IMPROVEMENT ▲



BioAgilytix
LABORATORIES



REDOX CERTIFIED

BioAgilytix

LABORATORIES



REDOX CERTIFIED



BioAgilytix

LABORATORIES



REDOX CERTIFIED

The cell signaling benefits of this product result from a patented process that reorganizes molecules of natural salt and purified water into redox molecules native to the human body. A slight chlorine odor and taste is normal and safe.



This product was produced in an FDA-registered, NSF-certified manufacturing facility which complies with U.S. current Good Manufacturing Practice regulations.



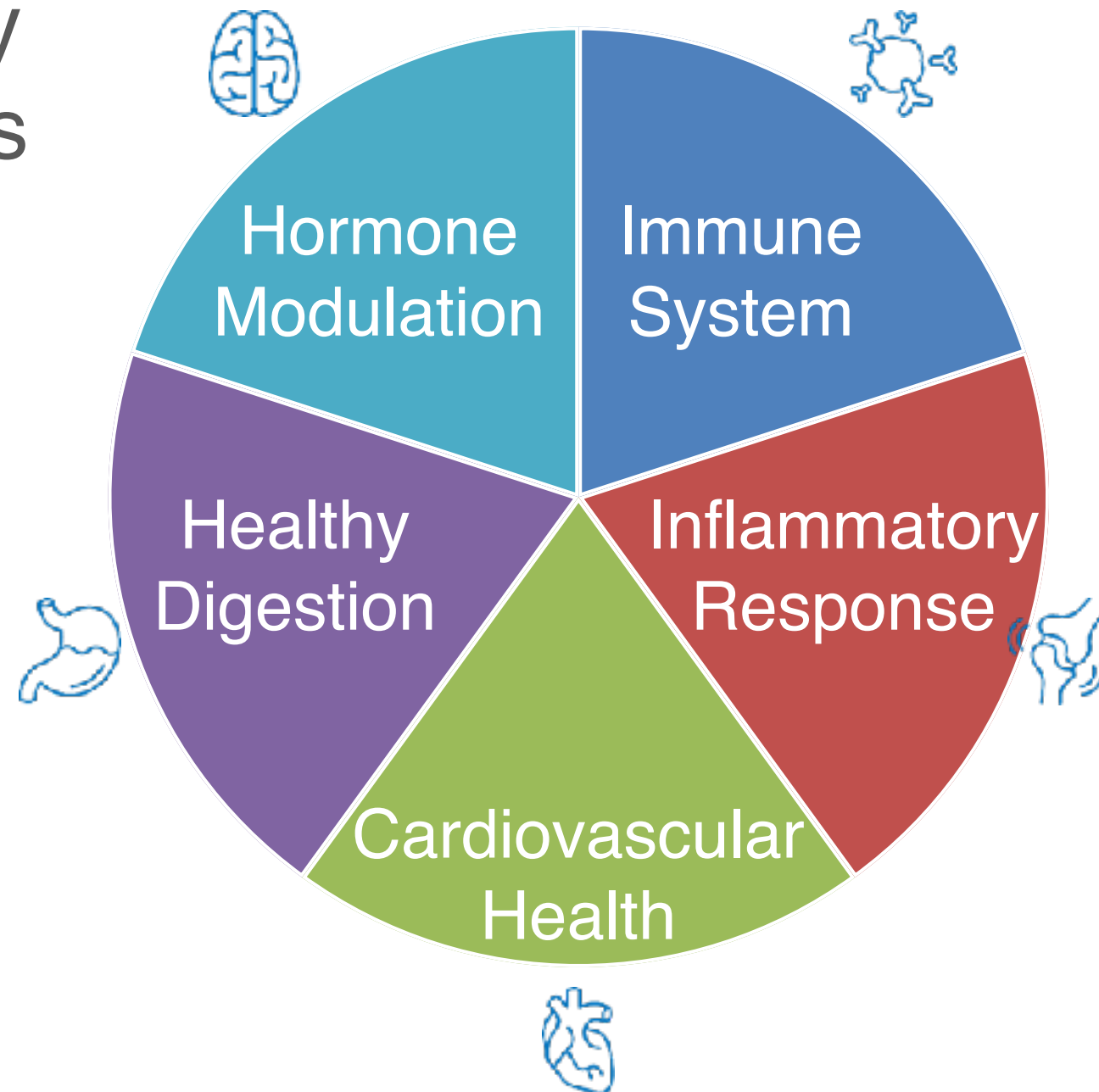
To remain environmentally friendly, this bottle is SLS- and TiO₂-free.

ASEA Regulates Healthy Gene Expression



ASEA REDOX is not a treatment or cure for any disease or medical condition

In an 8 week study
ASEA REDOX was
shown to activate
gene signaling
pathways
that positively
impact
5 major areas of
health



ASEA: Athletic Breakthrough



Mice drinking ASEA
for only 7 days
ran **29% further** to
exhaustion!

ASEA is empowering
Athletes to experience
improvements in...

- ▶ *Endurance*
- ▶ *Strength*
- ▶ *Recovery*
- ▶ *Mental Stamina*

** ASEA is made from Salt and Water and therefore does NOT contain any banned substances.*

Who Can Benefit From Redox Technology?

Sports & Athletics

Health & Wellness



Beauty & Skin Care



ASEA Product Line

**CELLULAR
HEALTH**

**REDOX
Flagship
Technology**





Flagship
Cellular Health
Technology

RENU 28™ Redox Gel

ONLY 4 INGREDIENTS in the Redox Gel

- ▶ Water
 - ▶ Sodium Chloride
 - ▶ Sodium Magnesium Fluorosilicate
 - ▶ Monosodium Phosphate
- } Redox molecules

Preservative Free
Hypoallergenic

Non-Comedogenic
Paraben Free





Flagship
Cellular Health
Technology

Independent Clinical Studies

16%

Cell Renewal

23%

Smoothness

23%

Wrinkles

20%

Elasticity

16%

Cellulite

50%

Blood Flow



1. Age Slower

2. Skin Challenges

3. First Aid **FEELING IS BELIEVING!**

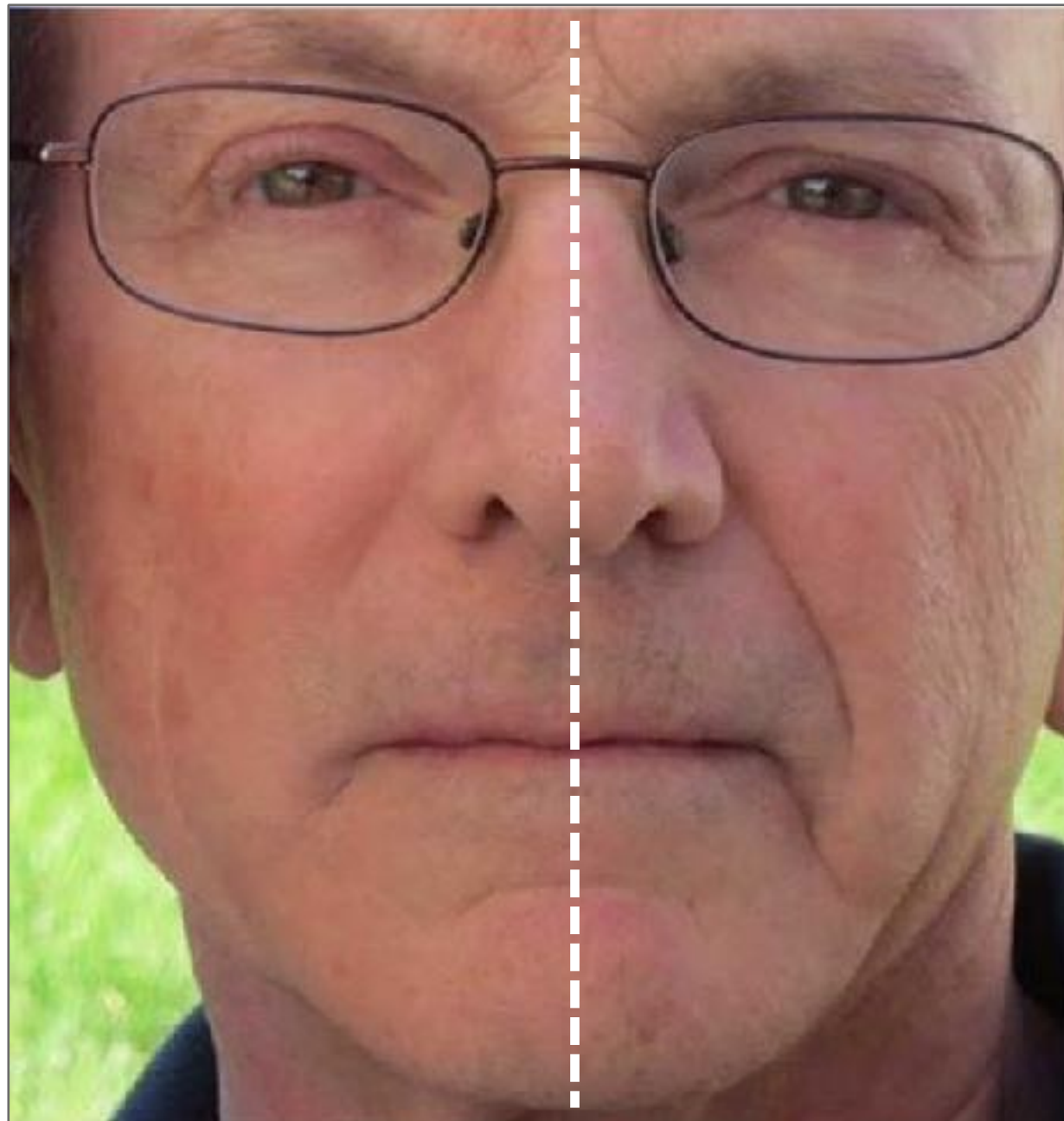
4. Discomfort Relief

5. General Health



Age Slower

28 Days
applying
Redox Gel



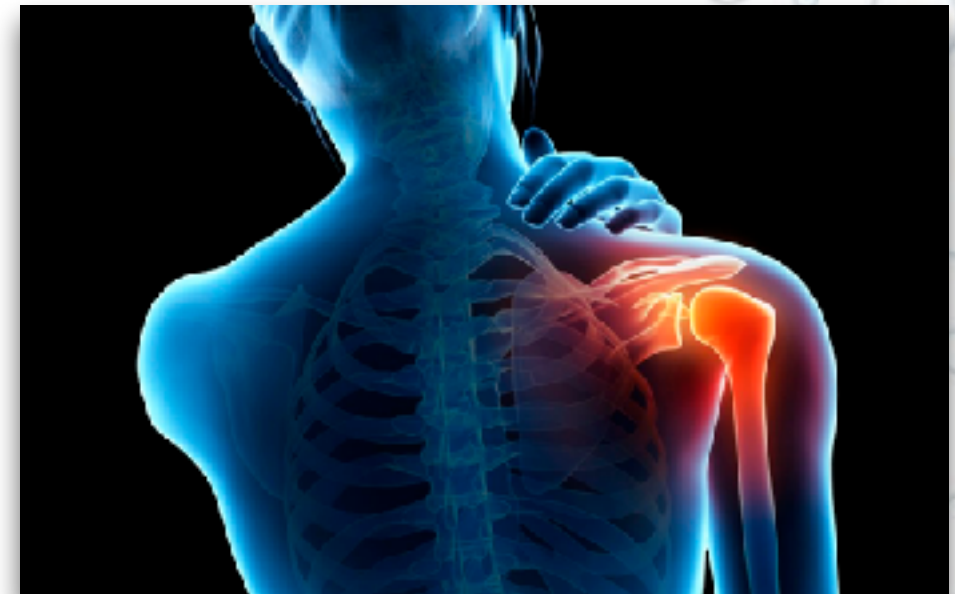
NO
Redox Gel

Feeling is Believing

Experience Redox Molecules

“3 in 5”

- ▶ Identify an area of the body where there is discomfort, soreness, stress, tightness, or limited range of motion
- ▶ Rate it on a scale of 1-10 (10 is bad)
- ▶ Apply Redox Gel 3 times in 5 minutes
- ▶ Rate discomfort, soreness, stress, tightness or limited range of motion again on a scale of 1-10
- ▶ Notice what happens!



ASEA Cellular Health

From the

inside
4no



From the

outside
u!



ASEA Product Line

**CELLULAR
HEALTH**

**REDOX
Flagship
Technology**

**ASEA VIA
NUTRITION**



**Complementary
Cellular Health
Technologies**



**RENU
ADVANCED
SKINCARE**



**Complementary
Cellular Health
Technologies**

ASEA Product Line

CELLULAR HEALTH

1. Cleanse:

Gentle Refining Cleanser:

Immediate Benefits

- ▶ Helps tone and balance skin
- ▶ Supports healthy cell renewal
- ▶ Gently cleanses and removes makeup

2. Repair:

RENU 28 Revitalizing Redox Gel:

Four-Week Benefits (as seen above)

- ▶ Skin Cell Renewal–16%
- ▶ Skin Texture–22%
- ▶ Skin Smoothness–23%
- ▶ Skin Elasticity–20%
- ▶ Appearance of Cellulite–16%

**RENU
ADVANCED
SKINCARE**

Complementary
Cellular Health
Technologies



3. Replenish:

Ultra Replenishing Moisturizer:

Two-Week Benefits

- ▶ Visibly enhanced skin elasticity and firmness
- ▶ Reduced appearance and depth of lines and wrinkles
- ▶ Defense of healthy skin barrier to protect from pollution

Four-Week Benefits

- ▶ Increased skin moisture by 43%

All RENU Advanced:

- ▶ Have earned Dermatest's coveted 5-star clinically tested seal, its highest possible commendation for safety and efficacy.

ASEA VIA - World Class Supplements



VIA Source: whole-food source of vitamins and minerals

- ▶ Supports cellular health, general nutrition, & wellness throughout the body
- ▶ meticulously sourced whole foods, vitamins, minerals, phytonutrients, organic superfoods, trace minerals, & enzymes.



Complementary
Cellular Health
Technologies



VIA Lifemax: nature's most potent phytonutrients

- ▶ Supports a healthy, active lifestyle, longevity
- ▶ Supports cardiovascular, immune, eye, brain health
- ▶ Regulates healthy cell division
- ▶ Promotes a normal inflammatory response
- ▶ Helps balance mood
- ▶ Supports antioxidant activity
- ▶ Fights the outward signs of aging

VIA Omega: premium omega-3 supplement

- ▶ May reduce the risk of coronary heart disease by lowering blood pressure
- ▶ Promotes healthy brain function
- ▶ Natural EPA/DHA ratios to aid in absorption



VIA Biome full-spectrum probiotic gut health

- ▶ Soothes the digestive system
- ▶ Supports a healthy immune system
- ▶ Aids in mental well-being
- ▶ Helps support a healthy inflammatory response
- ▶ Helps the body assimilate vitamins & minerals from the diet
- ▶ Supports a healthy metabolism & healthy BMI & lipid level control



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Changing Lives Worldwide

Global Testimonials





ASEA®

ASEA products are not
intended to treat, cure, or
prevent any disease or
medical condition.

ASEA[®]

Manufacturer

TV &
Radio

Tele
Market

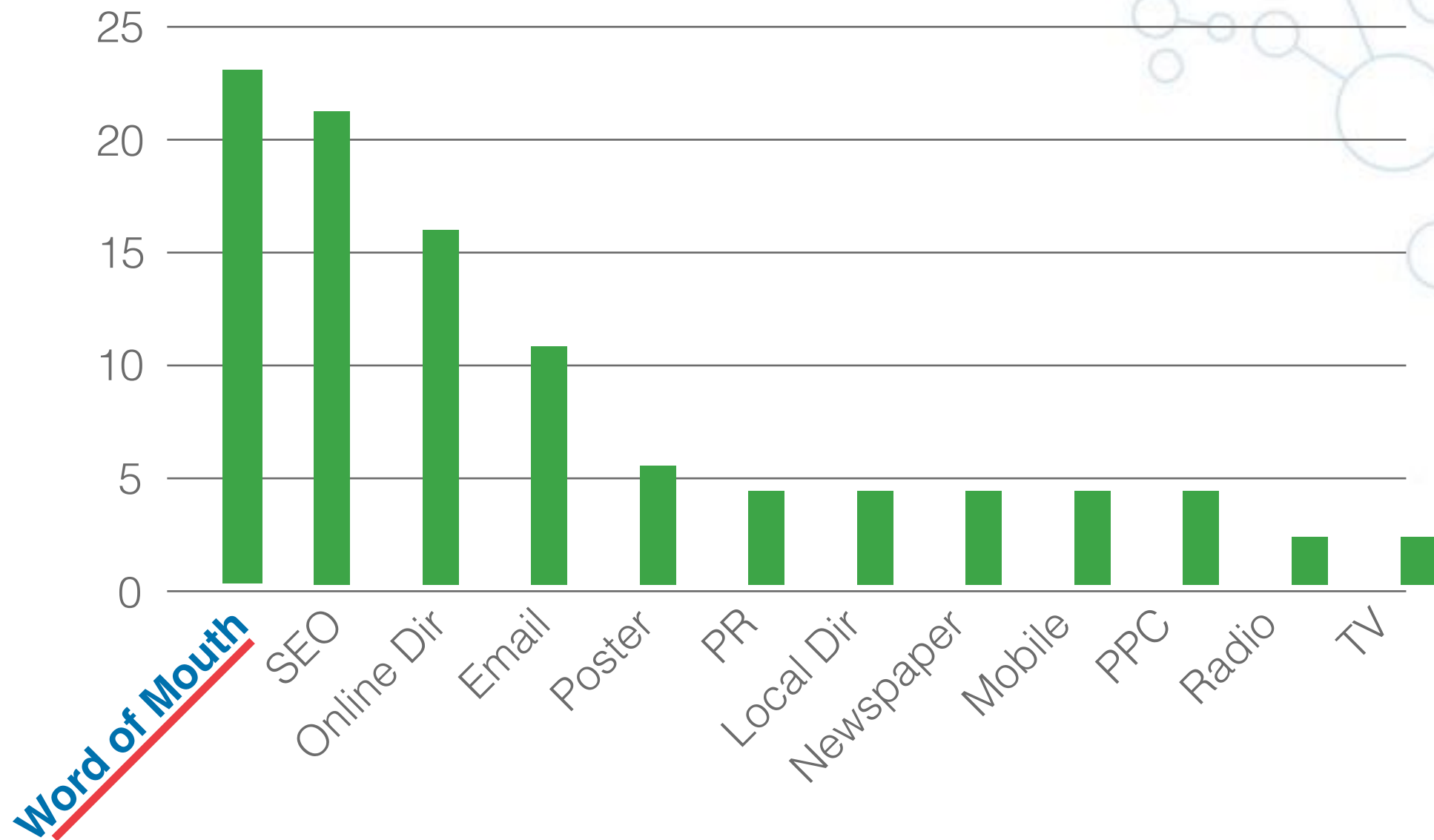
Magazine
Newspaper
Mailings

Customers

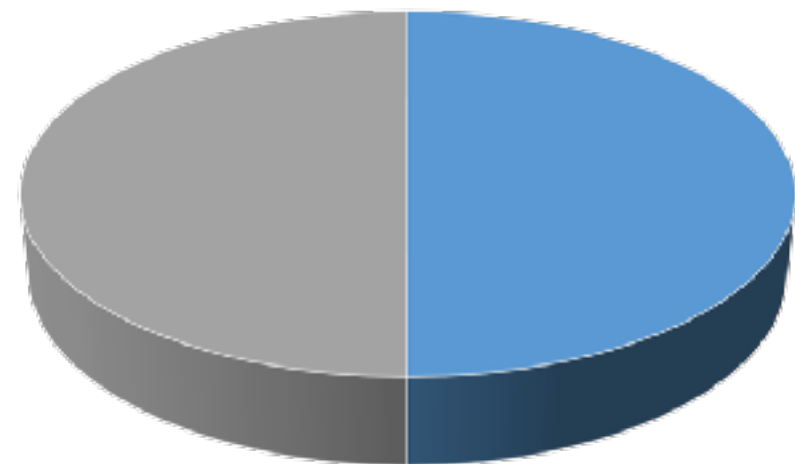
Relationship Marketing



Market Channel Effectiveness For New Customers



50%
Of Global Volume
Paid To Associates





The Right Time to Engage in the ASEA Opportunity

- ▶ Established company yet new to most
- ▶ 35 markets and expanding
- ▶ Growth is accelerating
- ▶ DSN Top 100 Company
 - ▶ 2018 #77
 - ▶ 2019 #44

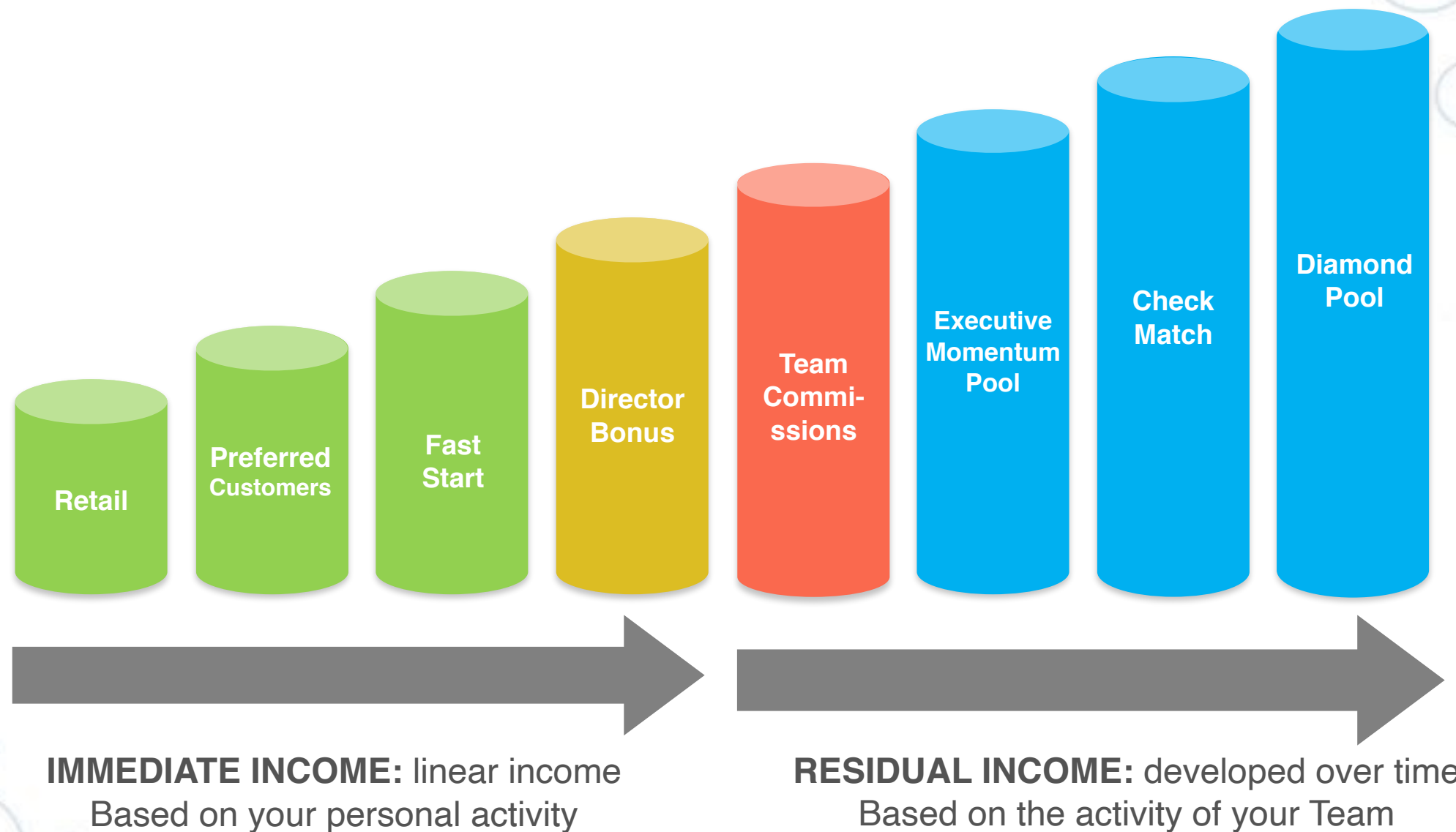


Earn “Thank You” checks

by changing
lives around
the globe



8 Ways to Get Paid with ASEA



ASEA 2018

Average Income (USD)

AVERAGE PAID RANK	MONTHLY LOW	MONTHLY AVERAGE	MONTHLY HIGH	PERCENTAGE OF ACTIVE ASSOCIATES	PERCENTAGE OF BRONZE+ ASSOCIATES
★ DIRECTOR	\$54	\$301	\$1,602	3.381%	N/A
★ DIRECTOR 300	\$108	\$441	\$2,656	7.722%	N/A
★ DIRECTOR 700	\$217	\$1,116	\$5,109	2.200%	N/A
⊙ BRONZE	\$916	\$2,040	\$5,312	0.176%	46.5%
⊙ SILVER	\$1,649	\$3,619	\$8,782	0.089%	23.5%
⊙ GOLD	\$2,486	\$6,274	\$13,463	0.049%	12.9%
⊙ PLATINUM	\$5,551	\$12,262	\$28,852	0.027%	7.2%
💎 DIAMOND	\$9,093	\$15,868	\$25,654	0.012%	3.1%
💎 DOUBLE DIAMOND	\$14,446	\$24,906	\$50,809	0.001%	0.3%
💎 TRIPLE DIAMOND	\$16,103	\$37,291	\$96,444	0.016%	4.1%
💎 AMBASSADOR DIAMOND+	\$29,363	\$110,975	\$214,739	0.009%	2.3%

Calculations are based on 2018 weekly commissions data. Average paid rank is rounded to the nearest rank and is used to account for weekly paid rank variation. ASEA establishes this calculation from individual associate paid rank data and only includes periods with earned commissions. Weekly incomes are multiplied by 4.33 to arrive at monthly incomes. This is not a guarantee of a particular income. Individual results will vary.

Where Do You See Yourself?



Consumer

Live younger,
longer



Share & Earn

- ▶ Wholesale pricing
- ▶ Help others
- ▶ Loyalty Rewards



Business Builder

- ▶ Home based
- ▶ Build a national/global network
- ▶ Road to Financial freedom

Invest In Your Health & Wealth



Customer /
Personal Pack
\$190-\$245

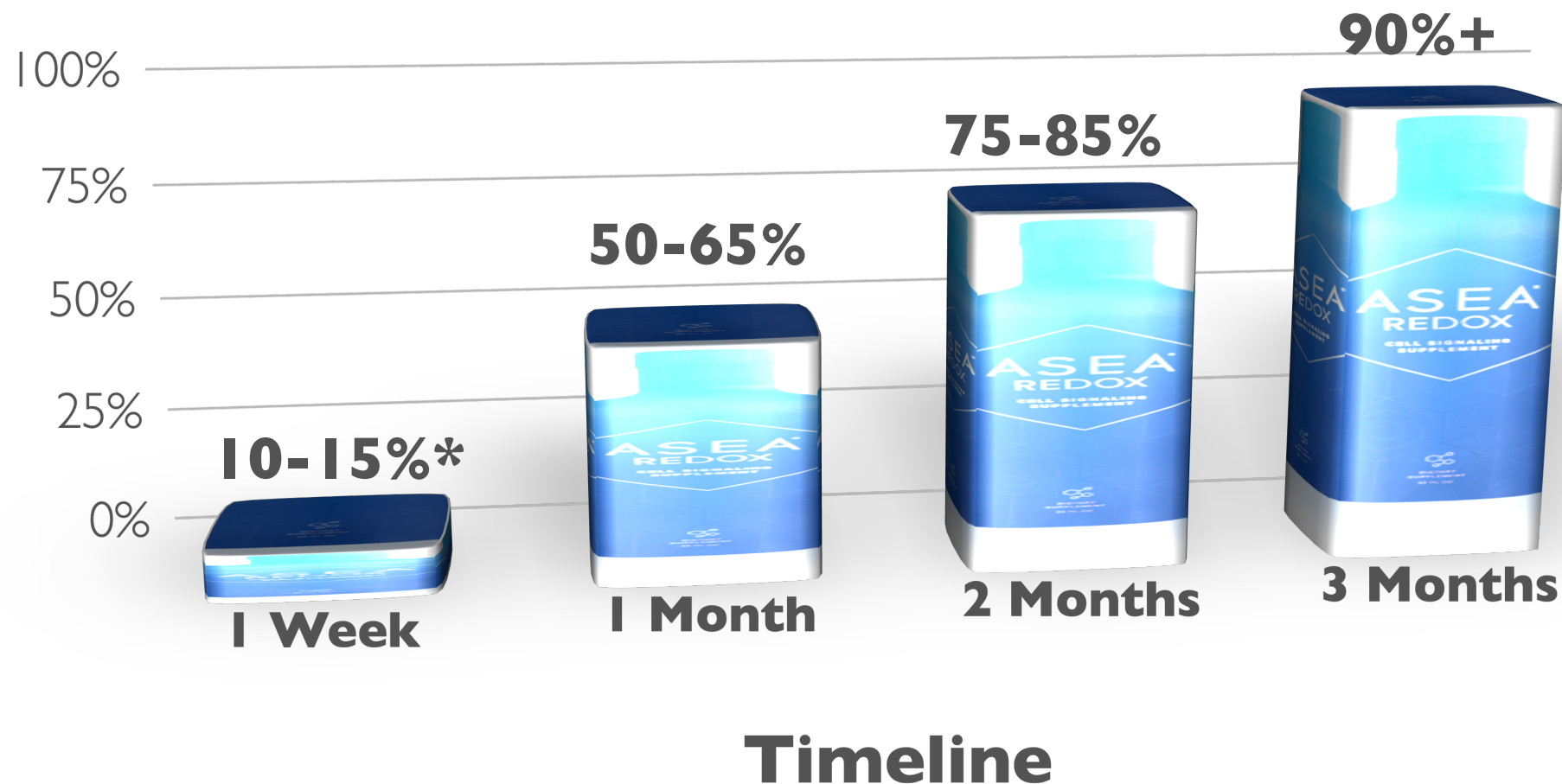


Business Pack
\$520-\$700



Entrepreneur Pack
\$1,040-\$1,350

SET CORRECT EXPECTATIONS



*Independent studies prove decrease in disease risk factors


*Noticeable results can be immediate or 3+ months

*Give your body a chance for it's own breakthrough

Purchase Directly From The Person Who Introduced You To ASEA



- Your ASEA Associate took time to inform you of this life changing technology
- Build up Loyalty Rewards with ASEA, which means FREE product
- Warranty is not valid for sales from non-ASEA buying sites
- Products sold from non-ASEA online reseller sites can be fraudulent orders that were purchased with stolen credit cards.

A photograph of four hands, two from the top and two from the bottom, reaching towards the center to form a heart shape. The hands are light-skinned and positioned against a bright blue sky filled with soft, white, fluffy clouds. The text is centered over the heart shape.

**“There is nothing
better than
making a living
while making a
difference.”**

A vibrant blue background featuring a large, semi-transparent globe in the center. The globe shows the outlines of continents in a darker blue. At the bottom of the frame, several hands of various skin tones are reaching upwards, with fingers spread, as if touching or supporting the globe. The text 'ASEA is changing the world one cell at a time' is overlaid in the center in a dark blue, sans-serif font.

ASEA is changing
the world one cell at
a time



You Can Change
Your Life
With
ASEA