

> **Page 2** Elite celebrities, athletes and everyday people are rocking cPRIME performance wear.

> **Page 3** Earn an income sharing a product you believe in and wear every day.

> **Page 4** cPRIME arms distributors with the tools to succeed.

# Prime Performance

Optimum Living Journal

## A New Competitive Edge

An edge. Everyone seeks it.

Athletes want to improve their speed, agility, flexibility and strength; stay-at-home moms want an extra energy boost to make it through their multi-tasking days; the elderly seek an increased level of balance to prevent mishaps. We face forces every day that work to zap our energy and keep our bodies from reaching their optimal performance.

The need for a daily performance enhancer stretches across all demographics, races, genders, occupations and levels of athleticism. The nearly \$30 billion energy food and drink market is evidence that today's consumer is seeking out an additional boost.

Through a patent-pending technology, cPRIME offers a new advancement in the performance enhancing niche. By acting as a bio-antenna, cPRIME's proprietary technology allows the body to balance and optimize biological responses to its electromagnetic environment, which may help to improve balance, endurance, strength, flexibility and overall performance.

This powerful, life-changing technology is packaged in sleek, fashion-forward performance wear products. cPRIME has caught the eye of hundreds of celebrities and professional athletes, as well as thousands of ordinary people looking for a natural edge to help them reach their peak performance level.

## cPRIME Performance Wear

Changing Lives at the Speed of Light

Before the first NEO Bracelet rolled off the production lines, the founders of cPRIME envisioned a technology company that not only produces performance wear that can enhance lives, but one that offers a life-changing business as well.

The patent-pending technology in the cPRIME NEO Bracelets—cPRIME's first line of performance wear products—offers immediate results. The technology works the instant someone puts on a cPRIME bracelet. Demonstrations of the product require less than five minutes, and happy customers become instant word-of-mouth marketers for a distributor's business. "When you have a product with an instant, undeniable impact, it sells itself," says Robert Sacco, one of cPRIME's top distributors.

The product is a natural fit for the network marketing model. "We were

approached early on with a lot of marketing opportunities," says Hal Bibee, cPRIME Executive Vice President. "At the end of the day, we felt like our products needed to be shown and demonstrated by people who were as passionate as we were, thus we picked network marketing."

### Double Impact

The cPRIME mission is to impact as many people as possible through their unique technology and business structure. "By sharing cPRIME, we feel we are impacting lives in more ways than one," says Steven Maroulis, cPRIME co-founder. "You can share the benefits of our technology, and you can share our business, especially in these financially challenging times."

The cPRIME lifestyle promotes financial freedom for independent business owners who share a product they believe in and are

excited to tell people about.

As people experience the cPRIME products, the only way they can purchase

them is through a cPRIME distributor, creating an exclusive opportunity for anyone who becomes a distributor.

"cPRIME has enjoyed tremendous success, and we have witnessed people from different walks of life embrace and share our technology and products," Steven says. "The testimonials and experiences people have shared with us are truly moving and show how life-changing cPRIME products can be."



## Do You Want To:

- >> Increase your overall performance? Improve your balance, strength, endurance and flexibility.
- >> Earn money sharing a product you use and wear every day?  
You refer people to products and services you use every day. Why not get paid for it?
- >> Have the opportunity to add a continual stream of residual income?
- >> Help pay the bills; pay down debt; or create a full-time income?
- >> Be your own boss? Run a business on your terms. Determine how much you make and how successful you become.

**Find out how in this journal.**





# Style Meets Performance

## The Right Product. The Right Opportunity. The Right Time.

Dr. Matt Bynum, a successful dentist in South Carolina, and his wife, Ann, believe so much in the cPRIME products they have personally sold more than 300 bracelets. Matt and Ann were believers in the cPRIME bracelet the moment they tried it. They saw the potential of a product they could demonstrate on anyone with instant results. Now running a successful cPRIME business together, the Bynums say cPRIME has the right product and the right opportunity at the perfect time.



### What attracted you to cPRIME?

**Matt & Ann:** After experiencing the product firsthand, we were both believers. Matt and I compete in endurance triathlons, and training is a regular part of our lifestyles. Each of us experienced faster run times and increased endurance while wearing the bracelets. Also, we both were excited about the potential to impact other people's lives, and after learning about the business opportunity, that only enhanced our excitement about cPRIME.

### What excites you most about the future of cPRIME?

**M & A:** Seeing a business take shape from the beginning to now has been awesome! Knowing that this is just the beginning is exciting in and of itself, because the impact we will have on others is mind-boggling. Not to mention the financial gain we have seen and will see in the upcoming months as the business continues to take off!

cPRIME products use a light-based nanotechnology that acts as a bio-antenna to help optimize your body's natural energy flow. The company chose to release the technology in the booming performance wear market.

From the sleek design of the cPRIME NEO Bracelets and The BURN Sports Bands right down to the product packaging, it's clear the company aims to deliver top-of-the-line performance wear products that are both effective and stylish. "We are relentless in our pursuit of excellence and perfection in our branding and designs," says

Steven Maroulis, cPRIME co-founder. "Our team is passionate about our products and technology. Our cPRIME distributors enjoy sharing the products with everyone they know, because the customers really love wearing them and the benefits they receive from them." Steven says more product lines are in the works, as cPRIME aims to meet the demand of the growing performance wear market. "We will be making future announcements with regard to ancillary products, including higher-end products that could

very well compete in design and style with that of multibillion-dollar brands. We decided to debut our technology in the NEO Bracelet, but the applications of the technology are endless. We have furthermore conducted an investigative pilot study which used textbook standardized methods to validate the impact on people's strength, balance and flexibility."



## cPRIME Product Portfolio



### cPRIME NEO Bracelet

The cPRIME NEO Bracelet is the company's first line of fashion-forward performance wear products. These stylish bracelets are made of surgical-grade polyurethane with a stainless steel clasp. The technology is

embedded in the middle of the bracelet. With several beautiful color options, many people buy multiple colors to wear on different days. The cPRIME NEO Bracelet turns the wearer into a walking billboard.

### cPRIME NEO Ladies Bracelet

A slimmer, sleeker bracelet created with female fashion in

mind, this product is made of the same quality material as the NEO Bracelet. It also features a sliding clasp. There are several different radiant colors to choose from, with more options releasing in the future. These bracelets are made to be worn with any attire and to any social event.

### The BURN Sports Band

Developed for the more active, sports-minded person—but perfectly applicable

to any lifestyle—The BURN slides onto the wrist without a clasp. It combines durability and style whether you are leading a fast break in basketball or just running errands around the neighborhood.



**Murphy Grant**  
Independent Distributor  
Kansas  
Head Football Trainer,  
University of Kansas

"One of my best friends told me about cPRIME. I was completely blown away. I found a product that worked! It is a professional-looking product that I can wear every day to work. I have had a few former athletes and administrators tell me that their workouts feel so much smoother and have noticed improvement with their stability."



**Christopher Thomann**  
Independent Distributor  
Texas  
Senior Executive of Dental  
Supply Company

"The cPRIME technology is life-changing and works instantly to help you function at an optimum level. The technology sells itself, and all you need to do is learn how to share it properly. There are endless possibilities to the number of people it can help around the world. I am excited to be able to enhance lives at the speed of light, as the true measure of success is how many people you bless!"



**Jeff Mallet**  
Independent Distributor  
Texas  
Professional Concierge

"A year ago, one of cPRIME's co-founders brought me a NEO Bracelet and did the demonstrations on me. I was immediately sold. I was a believer from Day One. I started showing everybody else. I'm proud of what we have. That's why I want to go share it with everybody I can. I know what it's helped me with, and I know it can help others as well."



**Wendy Dieterlen**  
Independent Distributor  
South Carolina  
Entrepreneur & Fitness Franchisee

"I believe the cPRIME experience is something different for everyone. cPRIME is both a product and business experience. From a product standpoint, I literally see cPRIME helping each and every person that I put it on in a multitude of ways. From a business standpoint, I'm seeing some distributors make extra income per month, while others are building a business to earn life-changing income."



# The cPRIME System for Success



cPRIME's Success System helps distributors reach their goals and build a successful business.

Whether new to the industry or a seasoned professional, every cPRIME distributor is empowered with the tools necessary to succeed. The cPRIME system, comprising high-impact sales and presentation tools and step-by-step action plans, makes running a successful business a reality for distributors.

"The cPRIME system is designed for people to lean on while developing their own skills," says Josh Higginbotham, Vice President of Sales for cPRIME. "It is a one-two-three type system that will create a road map to reach the personalized goals of each individual distributor from Day One." Included in the system are personalized websites that tend to the most tedious parts of business, such as credit card processing, shipping and paperwork.

"Distributors can download tools and information, track sales, communicate with their team and see a visual representation of their team's sales volume in their online back office," Higginbotham says. The website also reaches new customers and makes sales, even when distributors aren't available. "We have an unbelievable amount of sales happening through our replicated websites," says Matt Steffe, one of cPRIME's top distributors.

**"We have an unbelievable amount of sales happening through our replicated websites."**



—cPRIME Independent Distributor Matt Steffe

Perhaps the most powerful sales tool cPRIME offers is the product itself. "Product demonstrations allow a distributor's business to become viral, easy to duplicate, and show customers an immediate impact," Steffe says. Demonstrations also open the door to high-impact follow-up tools. "If a distributor places a video, disc journal or bracelet with someone to let them try out the

idea for themselves, that creates a natural follow-up opportunity," Higginbotham says. "When they go to collect that information, it makes it simple to move that person to the next step." "The result is a life-changing system," Steffe says. "Start by investing five to 10 hours a week with this brand, vision and product, and you will see that there is incredible income potential."

Personalized marketing websites help drive sales and make running a business easier for cPRIME distributors.



**Melissa Turner**  
Independent Distributor  
Kansas  
Shipping Supervisor



"The key to success with cPRIME is the demonstration. I've never seen a product with such a wow factor! As a result, I've lost track of how many retail sales I've made, and my team has grown to more than 150 distributors. The beauty of the cPRIME marketing plan is that, the more people you help succeed, the more success you'll experience. I thank God every day for what the cPRIME product and business have done—and continue to do—to improve the quality of my life and those I share cPRIME with."

**Teddy Dutcher**  
Independent Distributor  
Colorado  
College Baseball Player



"It was plain to see the immediate effects of the cPRIME technology, and over the first several weeks the results I got on and off the field were amazing. The ability to demonstrate the effectiveness of the product is really attractive; there is no waiting or guesswork. Plus, I have a product I could retail to anyone. cPRIME has given me a vehicle to take a product to the streets and make real money."

**Rodney Webb**  
Independent Distributor  
Georgia  
Sales Trainer & Motivational Speaker



"What attracted me to cPRIME was the opportunity to change people's lives, not only physically, but financially as well. I love doing demonstrations with cPRIME against competitor products and watching the looks on people's faces when cPRIME out-performs every other product every single time!"

**For More Information Contact  
Your cPRIME Independent Distributor:**



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## Reasons to Join cPRIME

- 1. Multiple ways to earn money weekly.** Build another income stream sharing a product that practically sells itself in a popular, growing market.
- 2. The performance wear trend is booming,** and cPRIME is an emerging leader in fashion-forward performance wear, with multiple new product lines releasing in the near future.
- 3. The right time.** Take advantage of the opportunity to join a fast-growing company with a long-term vision.
- 4. Market cool, hot products.** The cPRIME performance products are being worn by some of the top athletes and celebrities in the world, but they can benefit people from all backgrounds and ages.
- 5. Be your own boss.** Set your own schedule. Be in business for yourself, but not by yourself. Become CEO of your financial future.

**6. Low startup cost and no employees or overhead.** Start your own business for the price of a family dinner.

**7. Proven success system:** All reports, tracking, processing, shipping and more is handled by cPRIME. Simply share.

**8. Work with your friends** sharing fashion-forward products that people need and want. Create lasting relationships and qualify for other trips and rewards.

## Mutual Success

The lines of communication are always open between cPRIME leaders and distributors. Learn about new business tools and company developments through weekly live and recorded calls.

- Sunday:** Fast Track Training Call
- Monday:** Corporate Update Call & National Opportunity Call
- Tuesday:** National Opportunity Webinar

cPRIME makes no healing, curative or medical claims or warranties regarding its products. cPRIME's products do not diagnose, cure, treat, heal or prevent any disease, illness or medical condition. If you have a medical condition or illness, you should consult your physician.

Any earnings information, statements regarding income, or testimonials and examples are used solely as explanation and are not representative or guarantees of any earnings or income. Individual income results may vary significantly and are based on many factors, including a distributor's individual efforts and skills. cPRIME USA LLC does not guarantee or imply any specific earnings or income or any success in sponsoring other distributors. cPRIME USA LLC makes no warranty or representation as to the level of success, if any, distributors may achieve by selling any product or service or in soliciting distributors or customers.

# Sharing a Life-Changing Opportunity

Every day, people promote products they enjoy.

“Movies, restaurants, books—we promote and market things every day, we just don’t get paid for it,” says Josh Higginbotham, Vice President of Sales for cPRIME. “cPRIME empowers people to

do something they already do naturally, and get paid for it. Our products are easy to share, and people naturally ask about them. The cPRIME products turn every customer into a walking billboard, making it easy to share no matter how busy you are.”

And unlike recommending a favorite movie or restaurant, sharing the cPRIME products can be life changing. “If I sell a bracelet to someone, I’m not



share it without selling,” says distributor Robert Sacco. “Other traditional products require a ton of selling without the ability to immediately show how the product works,” Sacco says. “With cPRIME, I can demonstrate results in five minutes or less.”

Ultimately, many customers, with no intent to start a business, eventually become distributors. “Customers have people continually asking them about the product and realize they are selling the product without even trying to do so,” Steffe says. “When you are a walking billboard, you can be a business owner without trying to go out and sell.”

cPRIME offers a powerful compensation plan that rewards distributors several ways. Distributors are paid weekly and can earn a residual income on their own sales and the sales of other distributors they enroll in the company. By owning their own business, distributors can take control of their financial future by creating a secondary income, or a lucrative full-time income. How big their business grows is up to them.



## Active Income vs. Residual Income

Most people earn active income, which essentially is trading hours for dollars. With active income, there is a predetermined ceiling of how much you can make. Lose your job and the money stops coming in.

Residual income is earning constant cash flow based off work you did one time. It’s about leveraging the work of others to build an asset. cPRIME uses a network marketing model that allows distributors the opportunity to earn continual, residual income.

Which would you rather earn?



**“This product is so demonstrable, you can share it without selling.”**

—cPRIME Independent Distributor Robert Sacco

## Direct Selling by the Numbers

**16.1 million** direct sellers in the United States

**92.5%** of direct sellers work part time

**\$28 billion** in retail sales

in the United States

**\$105 billion** in global retail sales

Source: Direct Selling Association (as of 2009)

just moving product,” says Matt Steffe, one of cPRIME’s top distributors. “I know I am helping them.”

With a focus on empowering people, the leadership has created a culture of sharing instead of selling, an idea that has resulted in even more success for cPRIME distributors. “This product is so demonstrable, you can

**Kenyatta Wright**  
Independent Distributor  
Oklahoma  
Former NFL Linebacker



“Opportunities don’t magically fall into your lap; you have to create those opportunities! I couldn’t believe the results and reaction I had with cPRIME.

In less than a month, my business exploded, and I was still trying to get through my starting lineup of people I wanted to share it with. I can honestly say this product is going to change a lot of people’s lives globally, and I’m glad my family and I get to be a part of it. It’s cPRIME time!”

**Susan White**  
Independent Distributor  
Texas  
Personal Trainer



“The opportunities that cPRIME has blessed me with are what fuel my passion—being a part of changing people’s lives through sharing my testimony and belief in this incredible product. I

have never done a network marketing business before, but if I can wake up and feel this awesome all day long and receive income to boot, I’d do it again. I thank God for cPRIME and what it has brought to my life. I am proud to share it!”

**Anita Hand**  
Independent Distributor  
Alabama  
Teacher, Small-Business Owner



“What most excites me about cPRIME is that it works so well on so many levels with so many people. No matter what your current circumstances, from the first snap of

the band, this business easily goes with you wherever you go, so that you can ‘wear it and share it’ within your daily routine. If you remember to share it daily, the rewards will be there, not only financially, but in personal growth and the freedom to live your life as you choose.”

**Shane Power**  
Independent Distributor  
Arizona  
TV Broadcaster



“cPRIME is a lifestyle. I don’t take the band off whether I’m working out, having business meetings, going out on the town or sleeping. The bands look great and we have built a cool culture in the company. cPRIME is the first direct sales company I’ve been in that you can literally talk to anyone about. It’s tangible, it’s immediate, and it’s applicable to the whole family.”