



## Spotlight on Eunice & Mike Edwards

Presidential Diamond Directors

A 22-year-old babysitter of modest means who lacks business experience, a college degree and a car hardly sounds like the ideal candidate to become a successful, independent businesswoman. And yet, this same young babysitter was destined to earn the distinction of becoming the first Diamond Director in the history of Noevir North America. It's a story that Eunice Edwards has told and retold over the years without an ounce of irony, because she lived it. Today, she and husband Mike are Presidential Diamond Directors who still exude the contagious passion for Noevir products that first inspired a younger and less experienced Eunice to embark on what would become the greatest adventure of her life.

She describes her initial experience using Noevir skincare products: "My skin always had a tendency to react negatively to the ingredients in other products, but Noevir *worked*. I instantly thought of the other women in my family who had the same sensitive skin." It was her excitement to share this beneficial discovery that drove Eunice to talk about Noevir with others. "Initially, I just wanted to use the product—I wasn't interested in the business opportunity. But the more I talked about Noevir, the more people wanted to buy."

Encouraged by her sponsor to explore her potential, Eunice learned that the level of Diamond Director—the highest achievement for a Noevir consultant at the time—remained vacant. The shy, insecure young babysitter found the courage to harness her fears and channel their energy into a positive new goal: to become Noevir's first Diamond Director. Within ten months of qualifying as a director, Eunice became the first Diamond in North America.

It's tempting to say the rest is history, but the Edwards don't see it that way. "Now people say (dismissively) 'oh, you're successful.' But no," insists Eunice, "we still get jazzed sharing Noevir with new people." Mike asserts, "We really enjoy prospecting, which comes easy since we have tremendous confidence in the product." A veteran in the network marketing industry, Mike Edwards points out how other companies focus first on the income and lifestyle potential of their business opportunity, instead of the often mediocre products they're selling. "Noevir is the opposite. We're focused on the product first, then the income and lifestyle!"

Eunice agrees wholeheartedly. "The business opportunity is a by-product of the prospect's enthusiasm for the product. Once they get excited about it, that's when we tell them about the potential to build up to a six-figure income."

It's clear this Noevir power couple has hit on something big with their business philosophy. And make no mistake of it—Eunice and Mike Edwards work as a team. "We don't go out looking for people," says Mike. "We meet them going about our daily lives at the drycleaners, the bank, the grocery store. I send new prospects to Eunice every week." Eunice takes it from there: "I demonstrate the product and invite them to a business

opportunity meeting. More often than not, they sign up to be wholesale users. Then, I ask for referrals of friends who might enjoy the product as much as they do," she says. "This way, I encourage them to build a network before they even start the business."

After 20 years, how do the Edwards maintain such an infectious enthusiasm? Again, it comes down to the products. "If you care about people, you can't talk to them about a product that doesn't work. I got past my shyness because I wanted to share something that would benefit others," says Eunice. "The way I see it, you can always cover yourself from the neck down, but what about your face? Aging is a fact of life and you can't stop it." Male partners who may balk at the notion of taking a more active role could learn something from Mike Edwards. "I get excited that both men and women will have a great experience with our products. I can't wait to hear their feedback in the next couple of days, because it makes us feel good to know we're helping them," he says. "By sharing Noevir, we're offering a gift that can't be bought in stores."

As it turns out, this altruistic mindset benefits more than just the recipients. The residual income they have built together affords this husband and wife team the luxury to enjoy the fruits of their labor together—and not just on special occasions. The Edwards' recreational highlights over the past year include a romantic getaway for two to Puerto Vallarta, a 3-day holiday at a spa resort with a private dining room for Eunice's birthday, treating Mike's dad and his wife to a ski trip in Lake Tahoe, luxury box suites at local sporting events and boating, jet skiing and snowboarding with the kids. And the fun doesn't stop there.

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# Message from Michael



## Spring into Action!

**M**arch is here, and with it, the long awaited Spring thaw. This is a season of renewal and rebirth, when sunshine warms the chill in the air, the first blooms of color peek through the frost, and long-dormant wildlife awakens from months of hibernation. Even the mild winters of Southern California can't detract from the image of Spring as a welcome messenger of a fresher, more vibrant and colorful universe about to unfold.

During this second month of our **2006 Spring Makeup Campaign**, it's an inspiring image to keep in mind as you share our alluring **NEW Spring Color Collection** with your prospects. Even Oprah isn't immune to the fever—see page 8 for more on our upcoming press coverage of **N5 Gel Color CT** in Ms. Winfrey's **O Magazine!** With our offer of an elegant tweed **Vanity Case, FREE with purchase**, there's no reason you or anyone in your downline should miss out on this lucrative retail opportunity while it lasts. Details are on page 3.

Your growing retail volume will not only put **more cash in your pocket**, but will also help you rack up Convention points toward a **FREE trip to Hawaii** this summer! This year, our agenda for **Noevir National Convention** will be adjusted to provide ample free time for

attendees to enjoy the exotic sights and sounds of Honolulu. Expect equal parts well-deserved vacation award and first-class training event! We'll kick off the festivities with our traditional **Welcome Night** party on Thursday evening, followed by a **totally free day on Friday** to spend any way you please. Plan your own special agenda for the day, or choose from a number of exciting optional excursions at your own expense. Our general session meeting will commence on Saturday, winding down to our highly anticipated **Awards Banquet**. On Sunday, we'll conclude with our closing morning session.

My challenge to each leader is to bring not one, not two, but **three or more from your front line** to Noevir National Convention 2006. Hawaii is not just a fabulous way to reward your downline for a job well done, but also a rare opportunity to provide valuable training and effectively motivate them to reach even higher goals. How many more recruits do you need to qualify? Consult your Goal Sheet and stay focused through the Qualification Period, ending **June 29, 2006!**

Back by popular demand, all new consultants are eligible to receive our elegant **Noevir attaché case, FREE** with the purchase of one or more

Value Packs, now through June. Maximize this fantastic incentive to meet your sponsorship goals and maneuver closer toward your **FREE ticket to Honolulu, Hawaii** this August! Details are on page 7.

The arrival of Spring also ushers in the first dates of our **Spring Celebration Tour**. Meet our Business Development staff when they visit a location near you to answer your questions, educate your downline and help wow your prospects! Please see page 7 for more information, and stay tuned as we announce additional dates and locations. In the meantime, remember that this is a season for new beginnings. Whether your Noevir business has been flourishing, stagnating or just coasting along, it's never too late to **Spring into Action!**

Looking forward to Honolulu,

A handwritten signature in black ink, appearing to read "Michael H. Moritani".

Michael H. Moritani  
President and CEO

# 2006 Spring Makeup Campaign

*Through March Only*

Receive this elegant **Noevir Original Vanity Case FREE** with every purchase of **\$130 SRP** (\$180 Canada) or more in Noevir cosmetics per invoice!

Our Original Vanity Case features double-decker zippered construction with an upper compartment for your makeup brushes, applicators and other essentials, while a roomy lower compartment with mesh pocket holds your lipsticks, foundation, powder and more. Finished in lustrous woven tweed with white trim and a sleek strap handle, this chic, compact carry-all is available in baby blue or spun gold.



Dimensions: 6.75"W x 3"H x 4"D

Offer expires March 31, 2006 or while supplies last.

**Note:** Campaign includes all N5 Cosmetics, Select Color Face and Lip Gloss, Lipliner, Eyeliners, Eyebrow Pencil, Mascara, Lip and Eye Makeup Remover, Concealer, Excellent Beige Melangery, Refill and Face Brush, and Face Powder Lucent.

**Online orders** to include spun gold vanity case during March.

## Herbal Hand Cream



**3.1 oz**  
**\$15 (\$18 Canada)**  
**Code 7536**

## Noevir Testimonial

Congratulations to Darlene Miller for sharing her powerful experience with our *Herbal Hand Cream*. As this month's featured **Noevir Testimonial**, she earns a \$50 Noevir electronic gift certificate, good towards her next order!

"Arizona tends toward a dry and unforgiving climate. Consequently, over the past several years my hands developed a painful and sometimes embarrassing condition that left areas of my skin broken, cracked and bleeding. I tried countless products, but nothing seemed to help. I really believed the situation was hopeless.

Nevertheless, when Noevir introduced the new, reformulated **Herbal Hand Cream**, I decided to give it a try. Now I want the whole WORLD to know that this product has healed my hands! It is absolutely the best—I experienced immediate results. Thank you, Noevir, for this awesome product!"

— Darlene Miller, Sun City, AZ

# Is Your Testimonial Worth \$50?

There's only one way to find out! Whether you've been chasing that elusive prize for ages or are just getting started writing your first testimonial, there's plenty you can do to increase the possibility that your next submission will be featured in a future issue of *Leading the Way*—and **win a FREE \$50 Noevir Electronic Gift Certificate!**

Testimonials can be a phenomenal retailing and sponsorship tool. Start a file to collect winning testimonials published in *Leading the Way* and compile any glowing product reviews you receive from your clients, as well as examples of your own testimonials. Your **Noevir Testimonial Folder** will give added credibility to your presentations and help you achieve extraordinary results.

*All submissions become the property of Noevir USA, Inc. and may be edited for length and/or clarity at our discretion. Testimonials chosen for publication in *Leading the Way* will be compensated with a \$50 Noevir Electronic Gift Certificate, however, Noevir reserves the right to use submissions for any other purposes we deem fit without further compensation, whether or not the testimonial is printed in *Leading the Way*. By submitting your testimonial via fax, mail or e-mail, you agree to our terms and policies.*

**1** In the months following each new product launch, Noevir is looking for feedback from users of our latest new products! Make a habit of being among the first to **try every new Noevir product**. You'll pay less with our fabulous introductory prices, experience the benefits sooner, and put yourself in the running to be chosen as our featured testimonial in *Leading the Way*.

**2** Noevir is continuously working to develop the most effective business aids possible. Did you know? Your success story involving the use of our **Beauty Catalogue, New Makeup brochure or Product Campaign postcard** could be worth \$50 in FREE Noevir products! The same applies to any other programs, resources and company events that bring results to your business. (*Hint: Our article on page 8 could be another great source for a winning testimonial*).

**3** Don't forget to **specify the name of the product** you enjoyed so much. Blanket statements about how much you love Noevir products, though gratifying, don't serve as useful testimonials. If you want to rave about several products, submit a separate written testimonial for each and multiply your odds of winning!

**4** Describe specifically **WHY** you love the product so much. Did it eradicate redness in time to make a beautiful appearance at your family reunion? Did it relieve chronic dryness and irritation that were not responding to any other treatments? It makes a much more compelling (and print-worthy!) story if you **explain what difference our product made** for you.

**5** Be concise. If a product helped solve multiple concerns, by all means, let us know. But please keep in mind that we have limited space for printing testimonials in each issue, so submissions are frequently edited for length—**180 words or fewer is ideal**. The less editing your submission requires, the greater the likelihood we will use it!

**6** If your submission is selected for publication, you'll want to ensure that proper credit is issued for your \$50 gift certificate! Don't forget to **include your Consultant ID number and city and state of residence**, along with your full first and last name, with every testimonial.

Send your testimonial to: [creativdept@noevirusa.com](mailto:creativdept@noevirusa.com), or fax us at 949-553-3225, attention Copywriter.

*Good luck!*

# National Convention 2006

*August 10-13, 2006*  
*at the luxurious Sheraton Waikiki!*



Experience the best that Hawaii has to offer when you join us for Noevir National Convention in stunning **Honolulu, Hawaii** this August. Plus, don't miss out on:

- Expert **business and product training** for real success
- Exclusive **NEW product previews**
- A sneak peek at our **2006 Holiday Gift Collection**
- **Recognition for top performers** in every category
- **Networking opportunities** with your peers from across the continent
- Exciting **optional excursions**, including a golf tournament

...and so much more!

*See our January issue for Qualification Guidelines and to learn more about the adventures in store, or access document #506 via Info-on-Demand. See you in Hawaii!*

## FREE Convention Point Accrual Updates!

Receive **FREE weekly updates** of your total Convention points accrued! Contact our Field Service Department at 800-872-8888 to confirm or update your valid e-mail address in our records.

## The Edwards, *continued from page 1*



"Eunice and I take a vacation together every month," says Mike, to which Eunice adds, "and every Friday is date night!" The week of February 14, Mike treated his wife to two date nights—the traditional Friday at a fancy restaurant, and a special Valentine's Day outing replete with a huge custom bouquet of flowers, an intimate candlelit dinner and tickets to "The Wedding Singer" at Seattle's posh 5th Avenue Theatre.

Helping others plays a big part in how the Edwards spend their money too. "We've been blessed," enthuses Eunice, "and we want to bless others. The more we work, the more we can give." They extend their generosity to family and friends, donate

time and financial support to various charitable causes and are able to travel and support their growing Noevir organization.

When asked what is their greatest reward with Noevir, Eunice replies, "Freedom from the rat race, and freedom to choose how we want to spend our time." Her husband explains, "A lot of people are bound by a financial chain around their necks. They HAVE to get up every morning and go to work. They HAVE to report to their bosses or risk losing their jobs. They live for the weekends, because that's all they have to look forward to. By contrast, Eunice and I don't HAVE to do anything but what we

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### Director Achievement



**Lucille Martin**  
West Yarmouth, MA



**Chu Miller**  
Yorktown, VA

### One a Week, Every Week Sponsors



**1. Dianne Ely**  
Springfield, MO



**2. Oanh Nguyen**  
Tustin, CA



**3. Mary Williams**  
Albuquerque, NM



**4. Janice Markley**  
Clever, MO



**5. Nancy Workley**  
San Marcos, CA



**6. Diane Webb**  
Yuba City, CA



**7. Michelle Kim**  
Santa Ana, CA



**8. Eunice Edwards**  
Bothell, WA



**9. Toshiko Ogawa**  
Honolulu, HI



**10. Kathryn Stueckle**  
Issaquah, WA

### Leadership Program

**Kyung Bae**  
Centreville, VA

**Tap Phi**  
Anaheim, CA

### Jump Start Earners

**Pamela Nguyen**  
Houston, TX

**Kwon Myung Shin**  
Garden Grove, CA

**Tap Phi**  
Anaheim, CA

### New Unit Leaders

**Sang Chung**  
Burke, VA

**Chong Renfree**  
Springfield, VA

**Diane Webb**  
Yuba City, CA

**Dae Roon Bae**  
Centreville, VA

**Yoon Ja Kim**  
Centreville, VA

**Anne Kelley**  
Grand Junction, CO

**Keiko Lehoisky**  
Guttenberg, NJ

**Pamela Nguyen**  
Houston, TX

**Kwon Myung Shin**  
Garden Grove, CA



want. We can enjoy our kids instead of putting off vacations. We don't have to wait for the weekend—we can have a weekend everyday!"

It's a lifestyle that most people only dream about, but the Edwards are living proof that dreams can come true—and they are eager to share what they've learned with others. "An extra \$5,000 or \$6,000 a month can change a person's life," observes Eunice. "Noevir offers women the opportunity to eventually quit their jobs and stay at home." Mike maintains that "in 12 months, you can build a foundation to earn a residual income of \$5,000-\$10,000 a month."

The most important lesson they've learned in their experience with Noevir? Don't judge. "Believe in others, because lots of people don't believe in themselves," notes Mike. "I came from nothing and created something," Eunice offers, "so I know others can do it too." The Edwards' trademark 'can-do' attitude helps instill confidence in others, and their light, gregarious approach puts people at ease. As Mike puts it, "If you're having fun and going somewhere, others want to be a part of it too."

It's no surprise this successful couple believes in empowering others. After all, had it not been for someone who once took the time to share Noevir with an inexperienced young babysitter so many years ago, her life might tell a very different story today. ■



# Announcements

## March Order Deadlines

For the month of March, the last day to place an order by phone or fax is **Friday, March 31** and must be received by 5:30 p.m. (PST). Internet orders will be accepted until 11 p.m. (PST). Noevir is not responsible for Internet problems, server issues, etc. To ensure receipt by month-end, we recommend that you phone in your order by 5:30 p.m.

## Fax-on-Demand Service Discontinued

Due to a recent power failure, our Fax-on-Demand equipment has sustained significant and irreparable damage. As a result, this service has been discontinued indefinitely. Please note that activity reports, documents and all other information will remain accessible via Info-on-Demand through our website.

## Hostess Kit Presales Restructured

Effective immediately, the sale of multiple Hostess Kits is no longer permitted. Consultants may purchase **one Hostess Kit at a time** per ID in advance of anticipated booking. Subsequent purchases will be permitted only after completed Hostess Show orders are submitted using the previous kit purchased. Thank you for your cooperation.

## Jump Start Program Update

Originally limited to Special Treatment products only, the Jump Start Program rewards have now been upgraded to include your choice of Noevir Skincare products! Some restrictions apply. Please contact Business Development for details at 800-872-8817.

## Standard Shipping Increase (USA Only)

Please note, all U.S. shipping charges have been slightly increased by \$2.00 as of January 1. Thank you for your understanding.

## Items to be Discontinued

N5 Tint Gloss CT in Sheer Raspberry (RS 01)

*Note: Available while supplies last.*

## Japan Leadership Training Reminder

Attention all qualifiers: Please be advised that you must maintain director level **January through March 2006** (no Grace Months allowed) in order to maintain eligibility for Japan Leadership Training 2006, taking place April 10-16. Please access document #505 via Info-on-Demand for details.

## Japan Travel Reminder

All Japan Leadership Training participants must have valid passports and visas, if applicable, for travel to Japan. Please ensure that your records are up to date, as Noevir cannot be held responsible for delays in booking due to expired paperwork.

## FREE Noevir Attaché Case

For a limited time, new consultants will receive a sleek black **Noevir attaché case**, **FREE** with the purchase one or more Value Packs! Imprinted with the Noevir logo on durable, pebbled imitation leather, it's a functional accessory for a polished and professional look. Limit one free attaché case per ID. For more information, please call Business Development at 800-872-8817. Offer expires June 30, 2006.

## Salon Program Update

The Noevir Salon Program has recently been restructured. For more information and the latest updates, please contact Business Development at 800-872-8817. Please note, only qualified directors are eligible to sponsor salons through the Salon Program.

## FREE Products with the Autoship Program

Effective 2006, all Autoship customers will receive a **FREE Noevir product\*** with every eligible order... that's **12 free products a year!** Sign up now for our Nutritional Autoship program, and your standing order will be delivered automatically to you at the same time every month, with **FREE** shipping. To sign up, call 800-872-8888 and request the Autoship Program Agreement form, or access document #605 via Info-on-Demand. Receive **Radiance** free in March.

*\*Note: Free Noevir product to be selected at the discretion of the company and included with standing Autoship orders every month.*

## Upcoming Events

Vancouver, BC	3/4	Spring Celebration 11 a.m. – 5 p.m.	Hilton Vancouver Metrotown 6083 McKay Avenue	Natalie Lim 800-872-8817	
Honolulu, HI	3/9	Makeup Class 6 – 8 p.m.	Hawaii Branch Office	Amy Umezu-Coe 800-663-8476	
Irvine, CA	3/18	Korean Business Opp. Meeting 10:30 a.m. – noon	Irvine Headquarters 2nd Floor Training Room	Natalie Lim 800-872-8817	
Calgary, AB	3/18	Spa Day 1 p.m. – 7 p.m.	Tony Roma's 6712 MacLeod Trail S.E.	Tim Krimm 800-872-8817	
Albuquerque, NM	3/24 – 26	Makeup Event 11 a.m. – 7 p.m. daily	Home of Mary Williams 328 Montclair Dr. N.E.	Erin Nomura 800-872-8817	
Springfield, MO	3/31 4/1	Skincare Training Spa Day	12 – 6 p.m. 11 a.m. – 4 p.m.	TBD TBD	Tim Krimm 800-872-8817

Coming soon...

Featured in  
*O Magazine*  
April 2006 issue!



6022 - BU 01 Shooting Star  
6023 - GD 01 Moonlit Gold

\$21 SRP  
(\$28 Canada)

## to The *Oprah* Magazine

With a paid circulation of over 2.6 million subscribers, ***O Magazine*** is yet another wildly successful venture of the media icon, Oprah Winfrey. If you've ever caught Oprah's long-running and multiple Emmy award-winning talk show, you know that she's a force to be reckoned with. Her popular Book Club has had a significant impact on book sales and bestseller lists. Her "Oprah's Favorite Things" segment has propelled sales of products she gives away on her show. And it's no wonder—legions of devoted fans have been known to hang on Ms. Winfrey's every word.

So, Noevir is pleased to announce that the editors of *O Magazine* have selected our **NEW N5 Gel Color CT** in *Shooting Star* to appear in the **April 2006 issue**. Due to hit newsstands in mid-March, this upcoming Spring issue is a must-have tool for prospecting new retail customers during our **2006 Spring Makeup Campaign**. Don't miss out on this fabulous opportunity to boost sales and establish credibility with your prospects and existing clients. Plus, strengthen your whole organization when you share our exciting media coverage with your downline.

Look for images to be uploaded to the Press Room page on our website in coming weeks. In the meantime, check out the Press Room for a look at N5 Gel Color CT as featured on [www.iVillage.com](http://www.iVillage.com) last month.

*Who Receives Leading the Way?*

*Leading the Way* is sent to all Noevir Consultants who have purchased \$150 SRP within the past three months, and to all new consultants who have joined within the past three months.

Presorted  
First Class Mail  
U.S. Postage  
**PAID**  
Santa Ana, CA  
Permit No. 3

Noevir U.S.A., Inc.  
1095 S.E. Main Street  
Irvine, CA 92614

**NOEVIR**  
where beauty begins

*Leading the Way*