

To whom it may concern.

In 2008, I was introduced to Mr William Malek who happened to be in Bangkok whilst I was visiting our Thailand offices. We were committed to developing a marketing model in Asia for our supplement and skin care products which involved using Thailand as a test case. This was a departure from our core business plan which is internet based and whilst that model is very successful for the USA, Canadian, UK and Australasian markets it could not be replicated in Asia because of the significant cultural differences.

We were convinced, and still are that Asia has the biggest potential for our products.

However, the Thailand market was posing some serious challenges in multiple areas. After a series of discussions with William Malek he agreed to devote some time each month when he was in Bangkok to helping sort out the multiple management and strategic issues at the Thailand office.

His input proved to be invaluable and helped establish structure and direction to the Thailand operation. During this period our business in New Zealand became much more complex due to new regulatory issues in our main market which was the USA. We were required to meet new US FDA GMP regulations in our manufacturing facility. We expanded our QA department in New Zealand so we could comply. However, after about six months we were not making the progress that we needed to and it was obvious that there was no way we would be able to meet the deadlines imposed by the FDA.

Morale was suffering in the QA department and the stress levels were rising. I discussed the situation with William and he immediately could see the problem...and the solution. We agreed that he would come to New Zealand for a week and see what he could do to help.

Bottom line...he came and 'locked' the entire QA department into a conference room for four days and was able to identify where the problems were. ***By the time he left the entire dynamics of the QA department had changed. They now had a strategy which they could understand and implement with clear lines of accountability and responsibility...and the tools in which management could monitor progress.***

The impact of that week had a positive flow on effect throughout the rest of the company. William came back to New Zealand for another week shortly after to reinforce on the work he had done. After this we then negotiated a retainer arrangement so William could begin working on the business overall with regard to improving all the management systems, responsibilities and accountabilities.

Since then William visits New Zealand on a regular basis to advise on management systems and strategies and of course how to ensure they are executed.

William's input has been a significant factor in enabling us to go from a small but successful family business to one that now has the potential of being a large successful professional business. Such is the esteem that we have recently 'gifted' him a parcel of shares in the Company as well as becoming a member of our Executive Committee.

I should mention that we are a vertically integrated company and we do our own R& D, all procurement of raw ingredients world-wide, our own manufacturing, distributing, marketing and customer service world-wide. As such for its size, it is a very complex business.

I am available at any time to expand on any of the points raised here for any party considering engaging William's services.

Sincerely,

Warren Matthews

Chairman and Founder