



Heart & Body Naturals

the ayurvedic superfood shots company



OUR PURPOSE

The life-enhancing Healing Trilogy products are the one and only reason for Heart & Body Naturals' existence. If you take away Alexandria's formulas, there would be no Heart & Body Naturals.

OUR MISSION

Everyone at Heart & Body Naturals genuinely cares about helping people. We want to build an extraordinary company that makes a difference in the health of people throughout the world with products that we stand behind with a 365-day "Buy & Try" Money Back Guarantee.

OUR PRODUCTS

The Healing Trilogy of Mind, Body & Soul is formulated by world renowned and gifted healer Alexandria Brighton with science-backed ingredients shown to reduce inflammation.

HEART & BODY NATURALS

Mind, Body & Soul are Alexandria Brighton's original Healing Trilogy products. Don't know who Alexandria Brighton is? She is a master herbalist, French Medical Aromatherapist, formulator, educator, and owner of the Brighton Institute of Botanical Studies.

She began her career as an herbalist in the late seventies and added aromatherapy in the mid- eighties.

Early on she discovered she had a particular affinity for the formulation of synergistic ingredients for medicinal, emotional, and energetic healing. She is recognized internationally for her formulas and quality standards. Her formulas were the origin of multiple billion dollar companies.

All Heart & Body Naturals products are formulated and rooted in the ancient Ayurvedic healing modality from India.



Mind, Body, and Soul are easy to use. You simply use the scoop provided in each bag to measure the correct amount of product. Put it into a shot glass, add some water, and drink the shot. No messy equipment, cooking, clean-up, or complicated steps to follow. There are approximately 45 servings per bag.

MIND

ayurvedic superfood shot

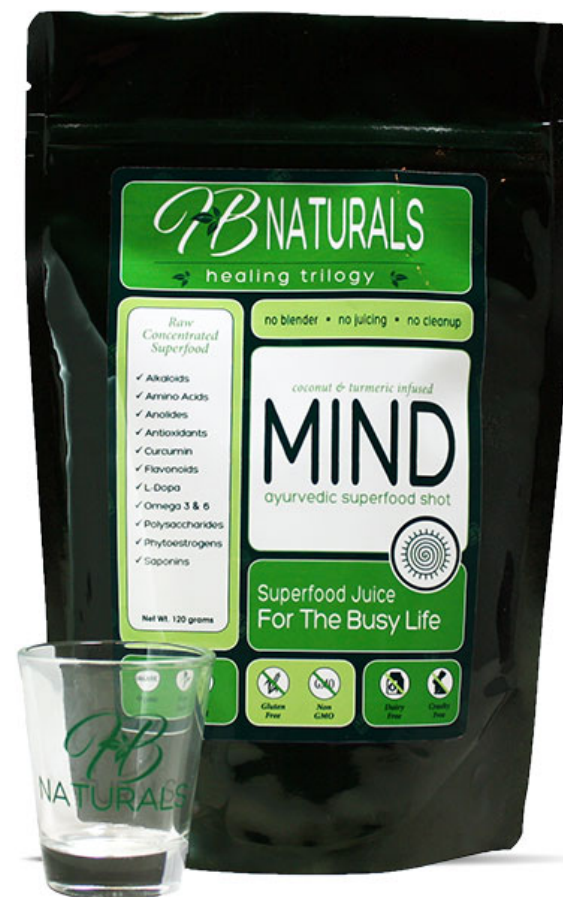
Mind is a synergistic blend of concentrated superfoods to bring balance and harmonize the body with memory, concentration, clarity, and reducing stress while supporting the brain.*

Formulated with top superfood adaptogens, the ingredients in Mind are known to be helpful for restful sleep, anxiety relief, eliminating addictive drug cravings, increasing brain power, calming the nerves, and uplifting the mood.*

Mucuna pruriens, commonly called Velvet Bean, is one of the highest natural sources of a unique amino acid called L-dopa (Levodopa), an essential precursor to the neurotransmitter dopamine.*

Often referred to as the “feel good hormone”, dopamine can be naturally stimulated by enjoyable activities like dancing, exercise, and pleasurable sexual experiences. Known to calm and relax the nervous system, dopamine is essential for mental functions, emotional health, sleep, memory, motor skills, and muscle coordination.

Low or absent dopamine can be responsible for several significant diseases of the nervous system including Parkinson’s Disease, dementia, depression, and ADHD.*



BODY

ayurvedic superfood shot

Body is a synergistic blend of concentrated superfoods to bring balance and harmonize the body with circulation and Nitric Oxide production while supporting the heart.*

Formulated with top superfood adaptogens known to be helpful for increasing production of Nitric Oxide, an enzyme connected to increased cardiovascular health, and supporting healthy blood pressure levels. Increased Nitric Oxide has also been shown to support normal sexual function.*

Beetroot Powder, the main ingredient in Body, is one of the vegetable kingdom's richest sources of nitrate compounds. Studies have shown beetroot powder can dramatically lower blood pressure, thereby reducing the risk of heart disease and strokes.*

Researchers at William Harvey Research Institute at Queen Mary University in London compared patients who consumed a 250ml glass of beetroot juice per day with patients who took nitrate tablets. Both methods were found to be equally successful in lowering blood pressure, leading the researchers to conclude that beetroot's beneficial effects are a result of the naturally occurring nitrates. They produce nitric oxide in the blood, which widens blood vessels and arteries and lowers blood pressure.*



SOUL

ayurvedic superfood shot

Soul is a synergistic blend of concentrated superfoods to bring balance and harmonize the body with pH levels, weight loss, and eliminating inflammation while supporting the liver.*

The anti-inflammatory power of turmeric comes from one compound in particular called curcumin. The list of benefits from consuming curcumin is impressive.

Studies have shown curcumin to have anti-tumor and anti-oxidant activity in addition to its powerful anti-inflammatory effects.

The anti-inflammatory action of curcumin comes from its ability to inhibit the body's production of pro-inflammatory signaling compounds called eicosanoids. Using turmeric to slow the body's production of eicosanoids brings their levels in the body back to normal levels and as a result, chronic systemic inflammation in the body decreases significantly.

Turmeric is arguably the most powerful herb on the planet at fighting and potentially reversing inflammation. It has so many healing properties that currently there have been 6,235 peer-reviewed articles published proving the benefits of turmeric and one of its renowned healing compounds curcumin



Unlimited Worldwide Need-Driven Market

Inflammation is now being recognized as the common link between such debilitating conditions as Alzheimer's, heart disease, cancer, and arthritis. Too many of us are affected by one or more of the inflammation rooted diseases.

Everyone is worried about inflammation;
as a result, the worldwide market potential is HUGE.



Scientists and the Medical Community Are Starting
to Sound the Inflammation Alarm.

Ben's Story

The start of Heart & Body Naturals is deeply personal. Mind, Body & Soul were brought to the market by Alexandria Brighton to help the owners of Heart & Body Naturals with a life-threatening inflammation rooted disease.

After taking the products for just 10 weeks, documented blood tests confirmed a dramatic decrease in inflammation.

We have included Ben's story appended to the back of this presentation and also as a link on HBNaturals.com.

We believe that if you share Ben's story and the documented medical results, these are products that will sell themselves!

September 12, 2012

Andrew Eilerman, D.O. Fax #: (614) 882-9005 ☐ Fax Completed 09/12/2013

RE: SCARCELLA, BEN

Dear Dr. Eilerman:

I had the opportunity today of evaluating your 52-year-old patient on referral from Dr. Ayoubi, who is hospitalist at St. Ann's. I spoke with him by phone last week as well.

He was in his usual state of health until last week when he presented to the St. Ann's emergency room with progressive pain in his mid abdomen, which was non-cramping and not associated with exacerbation with eating, nor was it associated with any vomiting or nausea or hematochezia or hematemesis.

I reviewed the angiogram, by phone with Dr. Ethan Hansen. Dr. Hansen thinks that there is an abnormality in the superior mesenteric artery. Dr. Hansen specifically feels that there is isolated SMA vasculitis.

IMPRESSION: Mr. Scarcella has signs of inflammation. He has had an episode of abnormal pain and had abnormal CT, MRA, and conventional angiography of the superior mesenteric artery. This probably does represent a medium-sized vasculitis.

I have spoken in detail with Mr. Scarcella and his wife about the diagnosis. They understand the implications. I am going to begin prednisone at 1 mg per kilogram per day or 80 mg daily. I am hoping that we will be able to get by with prednisone alone, but the addition of cyclophosphamide either orally or intravenously is definitely something we could consider as a steroid sparing. We will talk more about this at his next visit and I would like to see him back again in about 2 months or so.

I have asked him to begin aspirin 81 mg each day as well as the prednisone at 80 mg daily, we are going to take 8 tablets each morning for two weeks, then we will drop to 6 each morning thereafter. I am going to add omeprazole 40 mg each day to his regimen for gastric protection.

Imagine being the first in your area to share the Healing Trilogy! The best time to become involved is now. How many people have wished they were the first to bring a product into their area? Being the first to market a new product has tremendous advantages.

Timing is one of the main reasons why many succeed.

WORLDWIDE OPPORTUNITY

- Same Products in Every Country
- Same Price in Every Country
- Same Income Opportunity in Every Country
- Just 3 products, with science-backed ingredients, making learning and marketing simple

and exclusively yours to market worldwide!

- 1. Retail Sales Bonus:** Selling product to customers at retail pricing and earning the difference between retail and wholesale pricing.
- 2. Customer Sales Bonus:** 20% 1st Generation Commissions, 3% 2nd Generation, and 2% 3rd Generation. Selling product to Preferred & Wholesale Customers.
- 3. STAR Bonus:** Earn \$50, \$300, or \$1000 monthly bonuses when meeting specific sales goals to personally enrolled Preferred & Wholesale Customers.
- 4. 12% TEAM Commission on pay leg:** By building a team of Wholesale Customers and Consultants with unlimited depth. Up to \$20,000 USD weekly.
- 5. Team Match Commissions:** Sponsoring Consultants and team building pays you back through 7 generations of your Enrollment Tree.
- 6. Rank Advancement Bonus:** Pearl and above rank receive 10 consecutive monthly bonuses. Up to \$190,000 USD in Rank Advancement Bonuses.

RETAIL SALES BONUS

10

Earn Retail Sales Bonus when you:

- ① Purchase the product
- ② Sell the product at retail price
- ③ Keep the difference



SUCCESS TIPS

Purchase the product at wholesale. Sell it at your brick and mortar establishment, at "tasting" parties, to friends, relatives, neighbors, or anyone you care about.

① WHOLESALE PRICE



② RETAIL PRICE



③ PROFIT

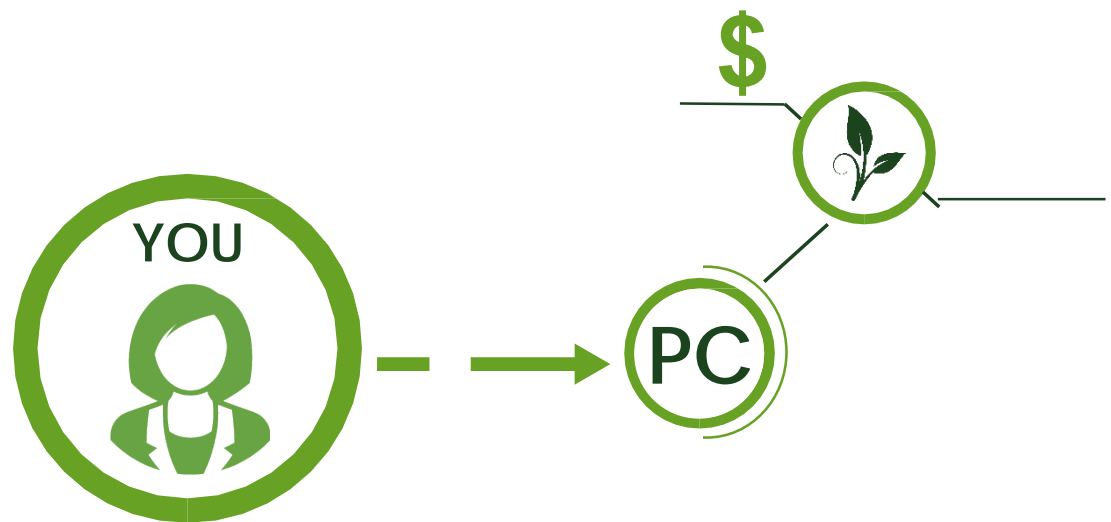


CUSTOMER SALES BONUS

The Customer Sales Bonus is earned when selling the products.

You earn 20% of the CV on orders made by Retail, Preferred, and Wholesale Customers. And yes, the 20% on retail orders is in addition to the Retail Sales Bonus we just spoke about.

As your business grows you can qualify to earn 20% on 1st Generation sales, 3% on 2nd Generation sales, and 2% on 3rd Generation sales.



	Consultant	Executive	Bronze
1 st Generation	20%	20%	20%
2 nd Generation		3%	3%
3 rd Generation			2%

STAR BONUS

Earn additional \$50, \$300, or \$1000 monthly bonuses when meeting specific sales goals from your personally enrolled Customers.



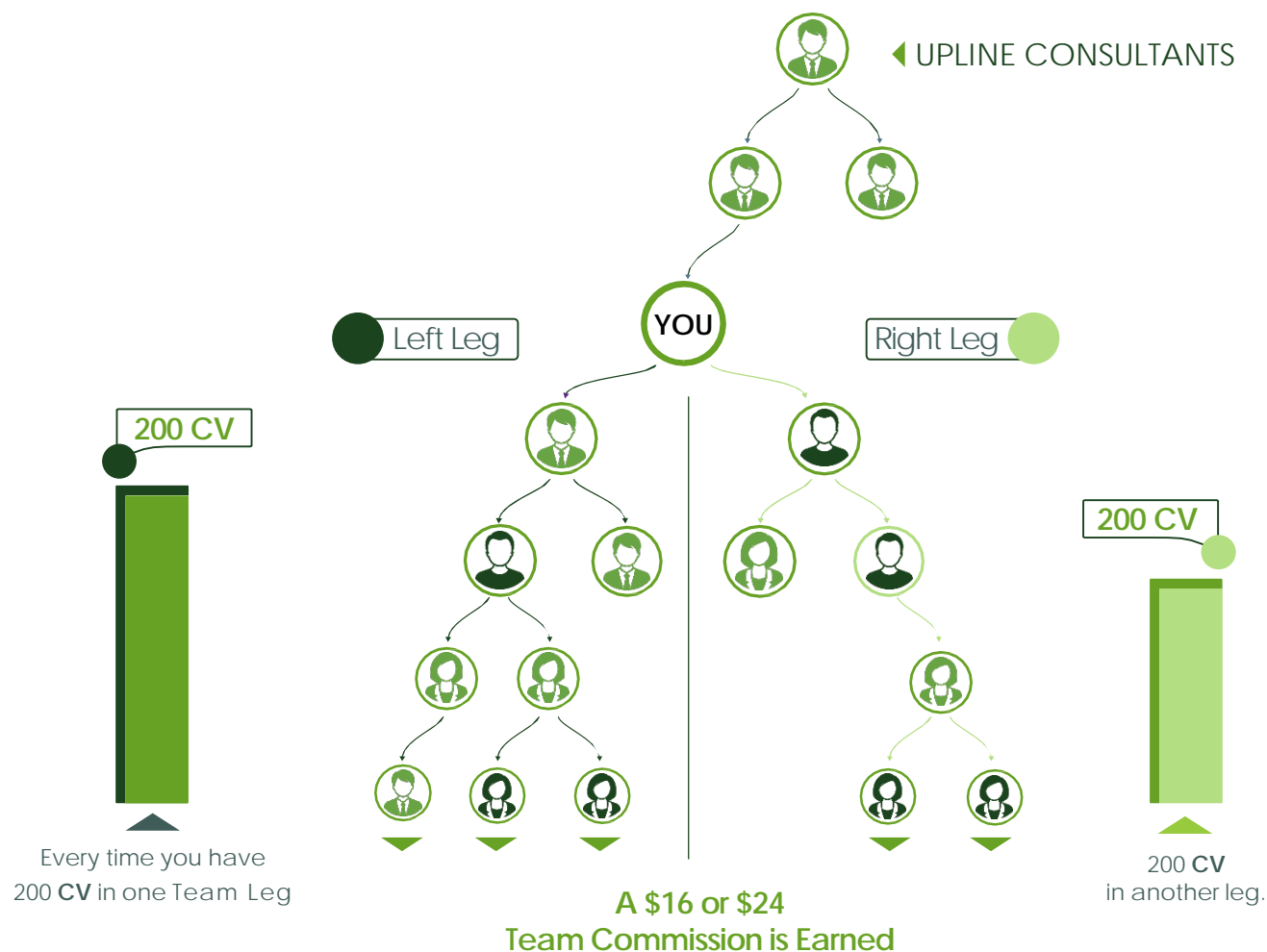
SUCCESS TIPS

Depending on where you are on this scale, you can earn a \$50-\$1000 bonus, on top of all other bonuses and commissions.

Since everyone starts as a Customer the STAR Bonus can quickly be earned by simply selling product.

TEAM COMMISSION

If you are new to a TEAM (binary) compensation plan, it has only 2 legs - a left leg and a right leg. Everyone in your organization is either to your left or right. As each leg grows, they will both generate additional volume by building a team of Wholesale Customers and Consultants with unlimited depth.



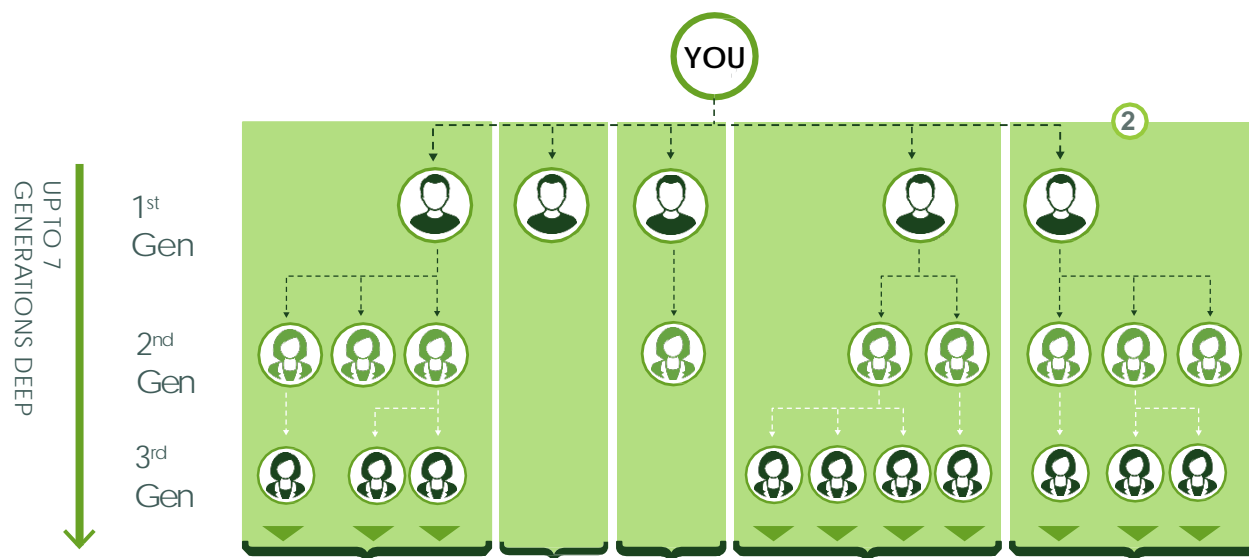
You earn each time there is a matching 200 CV in one leg and 200 CV in the other.

You are paid either an 8% or 12% Team Commission on the lesser of the two legs. So either \$16 or \$24 for every 200/200 CV increment.

The very first thing to do to be promoted in rank is get 2 people. Place one on each side of the binary. As you recruit new teammates you will place them on the left or right leg as needed to advance in rank and earn Team Commissions.

Your weekly Team Commission is capped at \$20,000.

TEAM MATCH COMMISSION























The TEAM (Binary) Income earnings from those in the first 7 Generations of your Enrollment Tree

This is exactly what it sounds like and can really be quite a bit of money. Once you reach the rank of Bronze Consultant, you become qualified to earn a 10-20% team match, starting with your own paid as rank through 7 generations of our Enrollment Tree.

For example, if you are Bronze you earn 10% on your 1st generation. If you are a Diamond, you earn 20% on your 1st generation and 5% up to 7 generations. This can really pay off nicely for a builder.

RANK ADVANCEMENT BONUS

Our rank advancement bonus. For example, Pearl receives \$5,000 and Diamond \$100,000 for a total of up to \$190,000 in Rank Advancement Bonuses. These are paid via 10 consecutive monthly bonuses while rank is maintained.

Pearl			◀ \$500 \$5,000 Total				
Sapphire				◀ \$1,000 \$10,000 Total			
Ruby					◀ \$2,500 \$25,000 Total		
Emerald						◀ \$5,000 \$50,000 Total	
Diamond							◀ \$10,000 \$100,000 Total

NO RISK

Get with the Consultant who
introduced you to this presentation.

Heart & Body Naturals is a brand new division of a debt-free, successful 6-year old company with 300+ products that has passed the 5-year mark where most companies fail - one company in a thousand makes it past the 5th year.

Use the products with confidence knowing that we stand behind every product, unconditionally, with a 365-day money back guarantee.

CONTACT YOUR CONSULTANT



Ben's Story

The start of Heart & Body Naturals is deeply personal. As personal as I can get, really. Something, like so many things, that brings me back to the gifted healing abilities of Alexandria. Everyone who knows me has often heard me express that the best person I know is my husband, Ben. Everyone who knows Ben understands what I mean and would agree.

In September of 2012, Ben and I found ourselves in the emergency room at Saint Ann's hospital in Westerville, Ohio. He had been struggling with stomach pain for several hours. No other symptoms, only abdominal pain.

The emergency room physician felt that maybe it was a stomach virus or food poisoning, but based on the degree of his pain they took him for a cat scan of his stomach. The cat scan revealed that the superior mesenteric artery was inflamed to the point of closing; an acute, life-threatening situation.

An angiogram confirmed the doctor's diagnosis of a disease we had never heard of before, vasculitis. Vasculitis is a term for a group of rare diseases that result in the inflammation of blood vessels.

We learned about a blood test that measures the amount of a protein called C-reactive protein (CRP) in the blood. C-reactive protein measures general levels of inflammation in your body. It's an early warning sign of inflammation. At the time of admittance, Ben's CRP level was four times above the normal range.

September 12, 2012

Andrew Eilerman, D.O. Fax #: (614) 882-9005 ☐ Fax Completed 09/12/2013

RE: SCARCELLA, BEN

Dear Dr. Eilerman:

I had the opportunity today of evaluating your 52-year-old patient on referral from Dr. Ayoubi, who is hospitalist at St. Ann's. I spoke with him by phone last week as well.

He was in his usual state of health until last week when he presented to the St. Ann's emergency room with progressive pain in his mid abdomen, which was non-cramping and not associated with exacerbation with eating, nor was it associated with any vomiting or nausea or hematochezia or hematemesis.

I reviewed the angiogram, by phone with Dr. Ethan Hansen. Dr. Hansen thinks that there is an abnormality in the superior mesenteric artery. Dr. Hansen specifically feels that there is isolated SMA vasculitis.

IMPRESSION: Mr. Scarcella has signs of inflammation. He has had an episode of abnormal pain and had abnormal CT, MRA, and conventional angiography of the superior mesenteric artery. This probably does represent a medium-sized vasculitis.

I have spoken in detail with Mr. Scarcella and his wife about the diagnosis. They understand the implications. I am going to begin prednisone at 1 mg per kilogram per day or 80 mg daily. I am hoping that we will be able to get by with prednisone alone, but the addition of cyclophosphamide either orally or intravenously is definitely something we could consider as a steroid sparing. We will talk more about this at his next visit and I would like to see him back again in about 2 months or so.

I have asked him to begin aspirin 81 mg each day as well as the prednisone at 80 mg daily, we are going to take 8 tablets each morning for two weeks, then we will drop to 6 each morning thereafter. I am going to add omeprazole 40 mg each day to his regimen for gastric protection.

Ben's Story

It seems there are only two treatments for vasculitis, and no cure. You can only try to control the internal inflammation with extended high-dose steroid use and immune suppressant drugs. The only clue or warning you have that the disease is about to throw another life-threatening wrench at you is the blood test for your C-reactive protein levels.

Over the next 3 years, he continued to take high doses of steroids and combinations of immune suppressant drugs along with monitoring his C-reactive protein levels every 3 to 6 months. We had four different doctors monitoring everything due to the vasculitis itself and the side effects of the steroids and immune-suppressing drugs.

In September of 2015, three years from the initial diagnosis, his doctors stated the vasculitis was in remission.

PATIENT: Ben Scarcella
DATE OF BIRTH: 03/01/1960
DATE: 09/26/2015 02:15 PM
VISIT TYPE: Office Visit

Assessment/Plan

#	Detail Type	Description
1.	Assessment	Vasculitis (447.6)
	Impression	<ul style="list-style-type: none"> - He had an isolated SMA and possibly celiac artery angiitis in September 2012. He had an elevated CRP at that time, however it returned to normal with treatment. - He has negative ANA, ANCA, MPO, PR3, and Hep B and C. - He has had MR angiography of his aorta and its branches without evidence of large vessel vasculitis or stenosis. - He has been on corticosteroid since 2012 till we stopped them in 0914 after slowly withdrawing by 1mg decrements and he is now off for about six weeks. - No current symptoms or concerns. The interval test for inflammation were all normal in the interval. - He seems to be in remission.

Ben's Story

He continued to have his C-reactive protein levels checked, and each blood test would confirm that he was still in remission. In October 2016, our family was once again sent into a state of panic when the by-then routine blood test came back with a 9.3 C-reactive protein level. The doctors immediately wanted him back on the steroids and immune suppressant drugs, along with a trip to the Cleveland Clinic.

I immediately did what I do for everything health related in our lives, I called Alexandria. Before Alexandria was an Essential Oil formulator she was a master herbalist. We talked about three products she had previously formulated.

She referred to them as the Healing Trilogy – Mind, Body & Soul. Within 72 hours I had requested samples of a huge host of raw ingredients to be sent to Alexandria so that she could recreate her formulas for Ben. There was a large list of ingredients, including things I had never heard of previously, like Camu Camu, Triphala, Phyllanthus niruri, Bhoringraj, Guduchi, Tephrosia purpurea, Nirgundi, and of course Turmeric. She first formulated the adaptogen complex with tried and true Ayurvedic herbs like Ashwagandha, Rhodiola rosea, Ginseng, Astragalus, and Triphala.

Patient Name:	SCARCELLA BEN	Date of Birth:	03/01/1960	Gender:	Male
Ordering Provider:	Hruszkewycz, Lauren	Draw Date:	12/14/2016 03:22 PM	Report Date:	12/14/2016 07:16 PM
Laboratory:	Bethesda Oak				
C-Reactive Protein					
<u>Component</u>		<u>Your Value</u>		<u>Standard Range</u>	
C-Reactive Protein		8.7 mg/L		[<10.0 mg/L]	
Results are traditional acute phase CRP.					

Ben's Story

She first formulated the adaptogen complex with tried and true Ayurvedic herbs like Ashwagandha, Rhodiola rosea, Ginseng, Astragalus, and Triphala.

Ben started taking the Soul product along with some of the ingredients found in the other two products, specifically the Beet Juice and Hawthorn Berry, within 2 weeks. He would do a shot in the morning and again in the afternoon. By January of 2017, his C-reactive protein level was back to normal with absolutely no other treatment.

Patient Name:	SCARCELLA BEN	Date of Birth:	03/01/1960	Gender:	
Ordering Provider:	Hruszkewycz, Lauren	Draw Date:	01/13/2017 09:34 AM	Report Date:	
Laboratory:	Bethesda Oak				
C-Reactive Protein					
<u>Component</u>	<u>Your Value</u>		<u>Standard Range</u>		
C-Reactive Protein	1.3 mg/L		[<10.0 mg/L]		

Scientists and the medical community are starting to sound the inflammation alarm. Persistent, systemic inflammation is now believed to be at the root of practically all known chronic health conditions, including everything from rheumatoid arthritis and high cholesterol to dementia and cancer.

Everyone who is serious about their health should make a commitment to reduce inflammation. There is probably no other single action you can take that will result in such a dramatic impact on your health.