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## FIELD MEMORANDUM

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**TO:** ALL YOUNGEVITY REPRESENTATIVES  
**SUBJECT:** PRODUCT ENHANCEMENTS AND PRICE ADJUSTMENTS  
**DATE:** 3/10/2015  
**CC:** MARKETING AND FIELD TRAINING DEPARTMENTS

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As you are aware, Youngevity prides itself not only in the efficacy of our product line, but in the third party confirmation of our ingredient decks as well as the safety of our products. We are excited to announce that the recent landmark studies by Clemson University and the University of Manitoba will now be joined by NSF<sup>®</sup> International ([www.nsf.org](http://www.nsf.org)) and IFOS<sup>™</sup> ([www.nutrasource.ca/ifos](http://www.nutrasource.ca/ifos)) certifications for applicable products. We are extremely proud of these third party validations, as they speak as highly for what is *not* in our products (impurities and or toxins), as for what is *in* our products (everything listed on the label). Ultimately, all of these studies and corroborations are about building trust – the trust of our distributors, and the trust of our customers – all geared towards making our products even more competitive as a stand out value in the marketplace. Youngevity has always been, and will always be committed to providing the highest quality products with the greatest value to the consumer, as well as the highest possible commissions to our independent distributors.

- NSF<sup>®</sup> International is one of the most highly trusted 3<sup>rd</sup> party certification organizations, addressing not only nutritional supplements and products for consumers, but for professional sports and Collegiate/Olympic athletes as well. NSF<sup>®</sup> certification is imminent, as our primary manufacturing facilities for Youngevity powders, tablets, and capsules are NSF<sup>®</sup> compliant and certified. The familiar NSF<sup>®</sup> logo will very soon appear on the labels of our full line of powdered Beyond Tangy Tangerine products, including BTT original and BTT 2.0., as well as many of Youngevity's other keystone products.
- IFOS<sup>™</sup> certification is a service provided by Nutrasource Diagnostics, Inc. in Canada specifically to address the quality variations in fish oil supply markets, whereby certification ensures compliance within a 5 point system, including CRN (Canadian Registration Number) compliance and WHO (World Health Organization) standards. IFOS<sup>™</sup> certification has been granted, and will very soon appear on the labels of our EFA plus and S.M.A.R.T. FX products.

Unfortunately, however, the expenses involved with these certifications along with our demanding the highest of quality ingredients, means that our product costs on some products have risen to the point that we are being forced to adjust the pricing structure on some of our staple products. Effective on April 1, 2015, Individual items and Paks containing Beyond Tangy Tangerine powder, EFA plus, S.M.A.R.T. FX, and ZRadical will be adjusted commensurate to these increases. The adjustment in wholesale pricing, however, will be accompanied by a nominal increase in BV, as well as an increase to 100% QV in most cases. Please see the printed or online product catalog for details.

For more information on NSF<sup>®</sup> and IFOS<sup>™</sup> certification, please visit these organizations' respective websites, or visit the Distributor Training and Resource Center online.