



Basic Company History

Sisel International was founded in 2006 by Tom Mower, and his son Tom Jr., with the mission to create the most powerful personal care products and dietary supplements in the world. The term Sisel (pronounced "sizzle") is an acronym for; Science, Innovation, Success, Energy, and Longevity. These are the key foundational principles for our company.

At Sisel, we research the research to find exciting new discoveries in modern science, and bring to market spectacular products unlike the world has ever seen. We are committed to the use of evidence-based nutraceutical ingredients, known to be of scientifically-proven biological value, in the most concentrated strength and form possible, combined with other synergistic ingredients to achieve maximum results.

Moreover, we strive to avoid potentially harmful ingredients found in common, off-the-shelf products and use only the most pure, potent, safe, and effective ingredients nature has to offer. Sisel's products are manufactured under the GMP (Good Manufacturing

Practices) standard, and are rigorously controlled to ensure the highest quality in each and every product we produce.

Sisel is currently operating in 10 countries around the world and is quickly expanding into other areas. We offer an international compensation structure that is truly global and seamless across countries so that our loyal distributors can reap the financial rewards for building their businesses throughout the world. And because we manufacture our own products, we pay out the most lucrative commissions in the industry.

No matter who you are or what your background, there has never been a better time to join Sisel. This is the company you've been looking for. It's easy to get started and we'll help you every step of the way. Start your own successful home business with Sisel today!

The Origin of the Mower Mission

It's about people. It's about health. It's a simple philosophy Tom Mower developed over two decades ago. And over the past few years, it has not only become bigger and bolder than he ever imagined, it has spread mightily throughout the world with an incredible force that is virtually unstoppable.

In its simplest form, it is to help people in the pursuit of health, wealth, and happiness by providing the most powerful, revolutionary health and personal care products in the world, through spectacular scientific breakthrough discoveries, and by offering what Tom Mower believes is the most exciting, extraordinary business opportunity ever!

For thousands of years, man lived on earth in a clean, uncontaminated, unpolluted environment. But since the industrial revolution, our world has changed dramatically. Today, our bodies are constantly exposed to a heavy dose of harsh chemicals, dangerous toxins, unhealthy preservatives, heavy metals, antibiotics, hormones, genetically modified foods,

and other potentially harmful substances. Many of these substances come from the personal care products, household supplies, and containers we use every day and can actually threaten our health instead of improve it.

We buy common consumer products thinking they are making us look and feel younger, healthier, and stronger. When in reality they are making us older, sicker, and weaker. People get hyped up on products that promise great results through clever advertising, only to have their hopes dashed once they realize those products not only don't work like they say they do, but come with adverse side effects as well.

Additionally, we are not getting the nutrition we need from the food we eat. Today's farmers are not paid by the nutritional content in a strawberry or potato, they are paid by the size and weight of the fruit or vegetable they produce. We need to supplement our bodies with the vital nutrition it needs to fight off the effects of aging, disease, and sickness.

The Mower Mission is about change. While its core values have not changed in decades, the lives it has changed are too numerous to count. It has dramatically improved the health and positively impacted the financial situation of millions of people in many countries around the world.

The Mower Mission represents a better way, an alternative choice, a healthier lifestyle. It flies in the face of conventional thinking and challenges the status quo. It provides hope for a brighter future and brings to light forgotten wisdom of the past while it relies on the highly advanced science of today.

It constitutes what we stand for and what we believe in. It is a massive, dynamic movement, relentless in its quest for exceptionalness, even perfection, with an unwillingness to settle for mediocrity or compromise in its moral or ethical responsibilities and obligations. It is the fabric of our character.

It means financial prosperity and a better quality of life to those who embrace it and share it with others. It has created millionaires, subsidized modest incomes, funded worthy causes, contributed to charities, and helped families avoid bankruptcies, foreclosures, and financial ruin.

Families have been able to live in better homes and neighborhoods because of it. They have been able to send their children to the college of their choice, drive the car of their dreams, take much needed vacations, and spend more time doing the things they love. It has helped create lifelong friends, colleagues, partners, and associates while rewarding its supporters and blessing its beneficiaries.

It has spawned some of the best-selling product inventions in the health and wellness industry and has been the driving force behind sensational, patented, synergistic formulas that deliver results far beyond expectation or imagination and represent the difference between average, run-of-the-mill, me-too products and extraordinary, magnificent, one-of-a-kind products unlike the world has ever seen!

Its vision is vast, its message is broad, its impact is deep, and its aim is on target. Truly, there has never been a company with a more important mission at a more important time in history. The Mower Mission is more than a mission. It is a lifestyle. It is an opportunity.

It is a revolution.

More on Tom Mower

As Founder and Chairman of the Board for SISEL International, Tom is actively involved in nearly every aspect of his business. In the 1970's, Tom was the Regional Sales Director for a National Marketing and Sales Company where he

helped achieve record sales volumes. With an inherent ability in chemistry, Tom joined Dell Chemical, where he started as a factory representative, advancing to the head of R&D, Corporate Trainer, and National Sales Manager.

Recognizing his own unique abilities and entrepreneurial talents, Tom started a successful industrial cleaning supply company in 1980 which manufactured and distributed products to major commercial and industrial accounts in the western states. In 1987 he launched Images, a personal care manufacturing company in Utah, which later became Neways International, one of the largest, most successful network marketing companies in the world, reaching almost a billion dollars in annual sales. Tom sold Neways in 2006 to capitalize on what he considered some of the most important discoveries in human health and to launch what he deems the best business opportunity in history, Sisel International.

Tom has always been involved in one way or another in helping people achieve success. He is a prolific author and international motivational speaker known for his ability to ignite energy and enthusiasm in the minds and hearts of his loyal distributors. He is not only a renowned scientist and product formulator, holding several patents for break-through discoveries in scientific research for natural medicine and health care products, he is a marketing extraordinaire who has revolutionized multilevel marketing as we know it through his innovative, high-paying hybrid compensation programs.

Tom has a great philanthropic desire to help orphanages and abandoned children around the world. He has donated millions of dollars in support of several non-profit organizations, including a school for handicapped children in Russia, endangered species such as the siberian tiger, sacred white buffalo, "white" red deer, and fragile environments including the earth's precious forests. He has met with Presidents of countries, received recognition from the Dali Lama, and was the major sponsor of the Junior Winter Olympics in 2005 in Salt Lake City, Utah.

Sisel's Manufacturing Facility

Why do we manufacture our own products? Because we care about what's in our products. Equally as important, we care about what's not in them. We use only the safest, most effective ingredients the world has to offer, and avoid potentially harmful ones commonly used in many products found on the store shelf and sold in the MLM industry.

Most network marketing companies don't manufacture the products they sell. They simply put their label on a bottle produced by another company, formulated by someone else. Many formulas are often private-labeled and sold to several different companies. While they might be exactly the same or only slightly different, most often the biggest difference is the label and bottle they are put in.

But when it comes to making products for Tom Mower, not just any manufacturing company will do. It has to be one that can guarantee his products are made to the highest standards of his revolutionary formulas. It has to be one that can ensure his products are made his way, to back up the promise that his products do what they say they do. They must be able to produce highly advanced products that aren't just great products, but are more powerful than anything the world has ever seen. Products that not only dramatically outperform every other competing product in the market, but stand in a class by themselves and deliver amazing benefits with incredible results way beyond the status quo. Products that truly perform at a much higher level, yet don't contain potentially harmful ingredients found in many other consumer products used for the same purpose.

But in the world of manufacturing, it's difficult to find such a company. That's why Tom invested over \$100 million of his own money and set out to build the most impressive manufacturing facility on the planet. And now, with his brand new, massive 400,000 square foot nutraceutical plant, he can rest assured his products are the highest quality, safest, and by far the most powerful, unique, effective products in the world.

There's nothing quite like it anywhere. Mere photos don't do it justice. The only way you can really get a sense for how incredible this facility truly is — is to see it for yourself, in person. From concept to completion, this giant, awe-inspiring facility enables Sisel with the power to produce the most powerful products ever.

The moment construction on his new facility was under way, Tom went to work searching the globe for the most advanced staff of biochemists, physicists, medical doctors, and other specialists he could find. He assembled a dream team of scientists, to assist him in developing visionary new products. Under the direction and inspiration of none other than Tom himself, and headed up by his son, Tom Mower Jr., a brilliant biochemist in his own right with decades of experience formulating break-through products, he has amassed the greatest team of scientific experts he has ever assembled with one purpose in mind; to research the research and bring to market some of the most breath-taking scientific discoveries of our day.

These are product developments you have always dreamed of but could never get your hands on. Now you can. Because these are products like the world has never even seen before!

Once our unique formulas are fully developed, they undergo rigorous testing and evaluation before only the finest raw materials are procured and the manufacturing process is initiated. We deal only with trusted suppliers who are committed to our goal of not only avoiding potentially harmful ingredients, but also the toxic chemicals often found in packaging that can leech out and contaminate the ingredients in the formulations they contain. Perhaps you have recently heard about this growing cause for concern in newspapers, magazines, and on TV.

We know our products are only as good as the ingredients and packaging we use. So we use the best available, even if it means paying significantly more to get the most exotic, pure, potent materials in the world. And we avoid packaging that can alter those ingredients in any way. At SISEL, we steer a course far different in developing not only the most spectacular products the world has ever seen, but that many in the world have not yet envisioned.

SpectraMaxx

SpectraMaxx is Sisel's newest product, launched in North America and Japan on November 9th. With 40 unique antioxidants and 74 trace minerals, along with fulvic acid and an energy boosting vitamin complex, SpectraMaxx provides the power and protection your body has been begging for.

SpectraMaxx fills in the gaps created in our modern diet by nutritionally hollow foods and a staggering increase in man-made free radicals that cause cellular decay and corrosion every day. Unlike many antioxidant juices claiming that a single "super food" can provide adequate protection, SpectraMaxx is the only broad spectrum formula that offers enough different antioxidants to address the dangerous variety of chemically unique free radicals.

This supersaturated Megatonic also provides 74 trace minerals needed to ensure proper function of many of the more than 2,000 biological processes that take place in our bodies all the time. Even fresh fruits and vegetables don't contain adequate mineral content like they used to, which means supplementing our diets is essential to giving our bodies the raw materials they need.

Fulvic acid provides additional support by making SpectraMaxx more easily absorbable, and, according to emerging research, appears to provide potential support for every system of the body. Rounding out the formula is a full day's supply of vitamin D, along with a robust blend of energizing B vitamins.

SpectraMaxx fills in the gaps found in our modern diets by providing the broadest spectrum of antioxidants and trace minerals ever contained in a single supplement. By combining the incredible ingredients of Spectra AO and SupraMaxx into a powerful supersaturated formula, Sisel has created the world's first megatonic.

Repetitive overfarming and unsustainable agricultural methods, combined with a pursuit to breed crops for greater weight instead of better nutrition, has led to nutritionally empty fruits and vegetables. Studies have found that compared to the plants of only 50 years ago, what we eat today may have up to 75% fewer nutrients. So while we may believe we're eating healthy, our bodies may still be lacking the materials they need to function optimally.

Perhaps just as alarming is the estimate that there are as many as 100,000 new man-made chemicals circulating throughout our world, many of which contain harmful free radicals that corrode the cells in our bodies and may increase the effects of aging. So while the nutritional value of the foods we depend on to keep us healthy has decreased, the environmental threats to our health have increased.

With literally thousands of different free radicals that can attack us every day, is there a single antioxidant 'super food' that can protect us from all of them? Absolutely not. Even truly remarkable foods like resveratrol and fucoidan can't protect our cells from the variety of environmental threats we encounter. Only a broad spectrum of different antioxidants can do this. SpectraMaxx contains 40 powerful antioxidant fruits, vegetables, and other natural ingredients that each have unique abilities to scavenge different types of free radicals.

SpectraMaxx also contains 74 essential trace minerals the body needs to sustain a variety of important biological functions. Scientists have identified as many as 2,000 different chemical reactions that take place in our bodies that may require minute amounts of elements we usually don't think about. Low mineral content is one of the most noticeable deficiencies identified in modern foods, making supplementation with trace minerals crucial for normal function of all systems of the body.

One of the keys to SpectraMaxx's effectiveness is fulvic acid, one of the most essential organic substances for all life on Earth. By breaking minerals down into tiny ionic particles, small enough to be absorbed by the roots, fulvic acid enables plants to get the nutrition they need to power important functions like photosynthesis and cellular respiration. Without fulvic acid, most of the edible plants in the world wouldn't survive, and the entire food chain would collapse. Once naturally occurring in soils everywhere, a deficiency in fulvic acid throughout the world may also be contributing to the low mineral content of food crops.

Emerging research has shown that fulvic acid may be just as important for a healthy body as it is for a healthy planet. Not only does it make the trace minerals in SpectraMaxx more readily bioavailable, greatly improving absorption, it may also support healthy function of every system of the body, and is an effective antioxidant in its own right.

Evidence of the potentially devastating toll our changing environment has had on our health can be found in the increasing occurrence of cancer. A recent breakthrough study conducted at the University of Manchester examined the preserved remains of hundreds of Egyptian mummies, searching for cancerous tumors. They found only a single case. Comparing this cancer rate of less than one percent to today, when one in every two people in developed nations will be diagnosed with some form of cancer in their lifetime, the researchers came to a staggering conclusion: cancer is man-made.

While cancer is the most alarming example of how man's quest for innovation and progress has had an adverse effect on our health, it is certainly not the only one. But if many of the common illnesses of our time could be man-made, might they also be avoidable? We believe so.

SpectraMaxx provides the broadest array of antioxidants, trace minerals, and energy boosting vitamins the world has ever seen, and was made to provide essential nutrition our bodies need to protect themselves, but frequently don't get in the typical modern diet. Just ¾ ounce provides a full day's supply of trace minerals, full spectrum antioxidants, and vitamin D, with an energy boosting B vitamin complex as well.

Global Expansion

The recent Siselfest Tour was a resounding success. From the 8th-23rd of October VP of Worldwide Sales Aaron Rennert and EU Managing Director Aaron Palmer visited 12 European cities, providing training and conducting opportunity events as they met with Distributors. Hundreds of Distributors and interested individuals attended these meetings and were among the first to be introduced to the new products launched in the EU, which included three revolutionary weight loss products and the much awaited Rapid Repair Night Cream.

Europe is currently the site of Sisel's most aggressive and successful expansion. In addition to Russia and Latvia, we have recently begun operations in Portugal, Denmark, Romania, Sweden, and Poland, and are currently investigating several additional new markets that will be announced as plans progress.

Whole Child International

Use content from recent Whole Child piece. Additional information that we would like to see in the article regarding Whole Child:

- Sisel is a Founding Benefactor of Whole Child International. It was primarily the funding provided by the Mowers and Sisel that allowed WCI to get off the ground.
- His Holiness the Dalai Lama praised Whole Child, and the Mowers for their efforts in helping to ensure that children received the nurturing the need, when he met personally with them earlier this year.
- Sisel Distributors have taken a firsthand role, literally, in supporting Whole Child. Not only do they make significant donations from their monthly commissions, they have also helped to assemble and package Christmas gift packages for the children, and supply packages for the caretakers that live with the Children.

Product Overview

Sisel's flagship product line is the Triangle of Life, a trio of intensely supersaturated liquid nutritionals that have been designed hand-in-hand to protect, build, and regenerate the human body. Leading the way is Eternity – the world's most effective resveratrol supplement. Eternity delivers higher quantities of bioavailable pure trans resveratrol than any other comparable product. This best-selling product offers vibrant energy and support for enhanced longevity and also contains ingredients known to aid in weight loss and a variety of other health pursuits.

FuCoyDon is the second point of the triangle of life, and the product that started it all. The incredible benefits delivered by fucoïdan, a natural compound found in pristine pacific sea vegetation, were founder Tom Mower Sr.'s inspiration for Sisel's first product. With more than 800 scientific studies conducted to date on this incredible ingredient that demonstrate its support for increased energy, enhanced immunity, and normal hormonal, glucose, and circulatory functions throughout the entire body, it's easy to see why FuCoyDon is one of Sisel's hottest products.

The final product in Sisel's Triangle of Life is their newest product, SpectraMaxx, which was recently launched in the US and slated for launch in Europe in early 2011. This extremely concentrated liquid nutritional is a combination of two previous Sisel products, Spectra AO, and SupraMaxx. SpectraMaxx helps fill the gaps created in the modern diet by providing 40 distinct antioxidants and 74 important trace minerals. Together, these ingredients protect the cells of the

body from the variety of free radical attackers we are in contact with daily, and also provide the mineral fuel the body needs to power countless biological processes necessary for life.

Just as important to Sisel, and the health of their customers are the company's anti-aging, personal care, and cosmetic lines. As a company, Sisel is committed to improving the health of every customer from the inside and the outside. Every product they offer is aimed at helping people convert to a toxin-free lifestyle in which all products used for beauty, hygiene, and in the home, are entirely free of all harmful and potentially harmful ingredients. Because of this, Sisel is among one of the only companies in the world that guarantees their products to be free of sulfates, parabens, mineral oils, phthalates, and a number of other very common ingredients.