

# Affiliate Info Package

This Affiliate Info Package is designed to introduce wellness practitioners, physical therapists and physicians to the Style For Life Whole Body Vibration (WBV) system. Specifically, it will help you understand how WBV can benefit your patients, help you build revenue and differentiate your practice.

The program is easy to implement and use. If you enroll as a program affiliate, you will receive further information that provides everything you need to successfully integrate the system into your practice.

## **This Package Includes:**

- Style For Life Overview
- Affiliate's Guide to Growing Your Practice
- Affiliate Program FAQ- What affiliates need to know
- Whole Body Vibration FAQ- What everybody needs to know
- Affiliate Agreement

## **Instructions**

1. Read the enclosed material.
2. Feel free to ask any questions you have about the system or the Affiliate Program.
3. Should you wish to enroll as an affiliate, authorize the Affiliate Agreement and mail or fax it to us at (888) 328-1488
4. A SFL representative will contact you to arrange payment and shipping for your WBV system and Affiliate Program Kit.

## **Why Now?**

The beginning of a new year is an ideal time for people who resolve to make changes in their weight, body shape and/or overall health and well-being. Because of this, people are open to new solutions now more than ever, making it an excellent time to leverage Style For Life in marketing and growing your practice.

## **Questions?**

Please contact Style For Life by phone or email.  
(888) 328-1488 or [info@MyStyleForLife.com](mailto:info@MyStyleForLife.com)

# Style For Life Overview

## The Problem Facing Americans

Americans are living longer, but our lifestyle leaves much to be desired. We face a constant time crunch, we're busier than ever, and most of us lead very sedentary lives. Bottom line: we don't move or exercise enough, and too many of us are overweight.

Our bodies weren't designed for this. Extra weight and too little movement can lead to serious health issues, and the risks increase as we age. Most of us know we should do something to change our lifestyle, but change doesn't come easily.

## Whole Body Vibration Can Help

Now there is a safe, quick and easy solution, thanks to Style For Life's Whole Body Vibration system. Using it couldn't be easier! Just standing on the machine's platform for 10-20 minutes daily can provide significant health benefits. Examples include:

- Enhanced bone density and bone building
- Fat loss through decreased serum Cortisol and stepped up fat burning
- Improved lymphatic drainage
- Core muscle strengthening and conditioning
- Improved posture
- Body reshaping- muscle toning in legs, arms and abdomen
- Reduced acute and chronic lower back pain caused by muscle strain
- Improved mobility (ideal for elderly or infirmed patients)
- Anti-aging benefits: increased production of growth hormones up to 361%
- Reduced pain associated with osteoarthritis
- Increased feeling of well-being

*For more information on benefits, visit the [MyStyleForLife.com](http://MyStyleForLife.com) web site's "Health Benefits" page.*

## Brief History of Whole Body Vibration

This revolutionary technology was pioneered by the Russian space program in the 1970s. It has been successfully used for the past 30 years in Europe for enhancing athletic performance and in post-injury rehabilitation. More recently, the safety of this technology, and the dramatic results it yields, have been extensively investigated and validated by various researchers.

The U.S. is late in catching the wave, and WBV further kindled interest here as a study was announced in October, 2007. Biomedical engineer Clinton Rubin and his colleagues at the State University of New York in Stony Brook set up an experiment in which they gave two groups of mice identical diets. But one group was put on a gently vibrating platform for just 15 minutes a day.

When he measured the body fat of the group that got the daily jiggling, Rubin said, "Sure enough, they had 30% less fat 15 weeks later." And the mice also had stronger bones, as Rubin reported in the Proceedings of the National Academy of Sciences. More U.S. studies of human benefits are now underway, and are expected to mirror earlier findings by European researchers.

*Additional information on the WBV research and benefits is included in [MyStyleForLife.com](http://MyStyleForLife.com)'s "Health Benefits" area.*

## Why it Works

WBV is a neuromuscular training method that mechanically stimulates muscles at specific frequencies, typically 25-30 Hz. The movement causes muscles to contract and relax by natural reflex approximately 25-30 times per second. The result is increased blood flow and oxygen to the affected muscles which, in the case of “whole body” vibration, include many of the body’s muscle groups. Increased movement, muscle use, blood flow and oxygen are key to a wide variety of health benefits.

In his book, “Younger Next Year,” Christopher Crowley explains how muscle movement triggers Cyklotyne C-10 to begin building tissue and bones. It is thought that WBV serves as this trigger, which is why the system results in strengthening, toning and body re-shaping.

## About the Machine Itself



The Style For Life WBV unit is compact, measuring approximately 20” x 20” at its base. A control panel mounted at waist level allows users to operate the machine using simple controls. Users may control the speed of the vibration manually or dial up pre-set programs. After 10 minutes, the unit resets itself, after which users may complete their session or stay mounted for additional time.

Because of its small footprint, use of standard household current and low level of noise emission, the unit can be operated almost anywhere. Users typically enjoy listening to music or watching TV or videos during sessions, so it makes sense to allow for this when planning where to place it.

*For additional information on the machine and how to evaluate it, see the MyStyleForLife web site’s “Evaluate Equipment” page.*

## **More than Just a Machine—Support!**

Style For Life includes an optional training and support program to assist new owners in using the machine successfully. Four complimentary sessions with a qualified trainer are offered with each unit sold. This is particularly helpful for people who are new to whole body vibration and have questions, or people with special needs, such as infirm or elderly patients.

People who want ongoing support may, at their option, elect to continue a relationship with their trainer once the initial complimentary sessions are completed. As an SFL affiliate, you determine whether and how these training sessions are offered. Ask for details.

## **Who Can Benefit from WBV**

In short, anyone with a body can probably benefit from whole body vibration! But the following list includes people who may have particular use for this kind of therapy and why:

- Aging and elderly- for balance, increased bone density, low-impact exercise, arthritis and other body pain
- Diabetic- neuropathy and poor circulation in extremities
- New moms- reduce tummy, rebuild core strength and toning
- Busy executives- time saving, stress reduction
- Overweight- easy way to start exercise program, burn fat, reduce cellulite
- Infirm- low-impact, light energy workout, lymphatic drainage
- Anyone who wants an easy, short duration activity that offers all the benefits of WBV!

# **Affiliate's Guide to Growing Your Practice**

There are several ways practitioners can benefit as a Style For Life affiliate. We'll explore ideas for each of the following:

- Enhance your patients' health and well-being
- Make more money in your practice without working harder
- Differentiate your practice in a sea of competition

## **Enhancing Your Patients' Health and Well-Being**

As a wellness practitioner or physician, you are in the business of helping people. The healthier they get and the better they feel as a result of your approach and advice, the more you have delivered on your mission. This success means:

- Increased references and referrals
- Higher patient loyalty
- Stronger professional reputation

## **Making More Money with Your Practice**

One of the chief concerns among practitioners is how to increase revenue without putting in more hours. As a Style For Life affiliate, you can offer an additional—and complementary service—to your main practice that doesn't mean more hours. There are two ways to grow your bottom line effortlessly:

## 1. Charge for Sessions

By placing a Style For Life WBV unit in your office, you have a new service that requires little time or effort to manage. Just charge patients by the session. If you accept insurance, there are five approved billing codes for use by chiropractors, physical therapists and physicians. These include:

- 97110- Therapeutic exercise @\$25.00/15 min
- 97112- Neuro Re-education @\$25.00/15 min
- 97116- Gait Training @\$20.00/15 min
- 97530- Improve Function @\$35.00/15 min
- 97533- Sensory Integration @\$25.00/15 min

Possible therapeutic markets for WBV therapy include:

- Diabetes II
- Spinal cord injury
- Osteoarthritis
- Parkinson's
- Core strength
- Low back pain
- Gait problems
- Incontinence
- Multiple Sclerosis
- Fibromyalgia
- Balance Problems
- Osteoporosis

## 2. Earn Referral Commissions

You earn commission each time you or your staff refer a patient to us. You get a commission each time a patient purchases the Style For Life system using your affiliate number. See revenue example below for details.)

**The system virtually sells itself!** Once people step on the WBV machine and realize how safe, easy and effortless their session is, they often want one for home or office use. Just give them a product brochure, and they can place the order themselves by phone or online. We fulfill the order and process payment, so there's nothing for you to do.

**How much money can you make?** Use this revenue calculator to estimate how much affiliate revenue your practice might generate. (See example below.)

**Affiliate Program Revenue Calculator**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	# Sessions Daily	Average Session Fee \$	# Office Days per Month	Monthly Billing = A x B x C
<b>Charging for Sessions</b>				

	<b>E</b>	<b>F</b>	<b>G</b>
	# Units Referrals	Average Referral \$	Monthly Referral Income
<b>Affiliate Referral Sales</b>			

**Total- Add Session Revenue and Referral Sales Revenue** **(Add D + G)**

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**Example**

	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>
	# Sessions Daily	Average Session Fee \$	# Office Days per Month	Monthly Billing = A x B x C
<b>Charging for Sessions</b>	4	\$25	21	\$2,100

	<b>E</b>	<b>F</b>	<b>G</b>
	# Unit Referral Sales	Average Referral \$	Monthly Referral Income
<b>Affiliate Referral Sales</b>	2	\$225	\$450

**Total- Add Session Revenue and Referral Sales Revenue** **(Add D + G)**

\$ 2,550
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Assumptions:  
 Session length is 15 minutes  
 Affiliate referral commission schedule as follows:  
 referrals @ \$225

Bottom line, even after deducting the cost of the unit in the first month, you have already enjoyed more than a 100% return on your investment (ROI)!

## Differentiating Your Practice

The Style For Life program can help you attract and close new patient relationships as well as add value to those you already have. Here are some examples:

- **Expand your service offering-** By offering the WBV machine on site, you can provide additional services that may lie beyond the scope of your current practice. This enables you to serve a wider patient base.
- **Lead generate by featuring popular services in your marketing-** Consider offering a special package that attracts new patients. For example, people with weight loss or fitness goals pay close attention to ads in January offering solutions to help them with those goals.
- **Add value to existing relationships.** Offering WBV services can strengthen current patient relationships and give them additional reason to stay with you and/or purchase additional services.

The Affiliate Program Kit features ready-to-use advertising copy and ideas to help you generate additional revenue.

# Affiliate Program FAQ

## **1. What is the affiliate payment plan?**

Purchase our system for an affiliate discounted rate of \$975.00 plus shipping. Suggested retail is \$1,250.00 plus shipping on all sales and sales tax in Washington State.

Agree to sell a minimum of 1 unit in 60 days or you can pay the balance of the difference between suggested retail and your affiliate price.

Commissions on referrals sold at full retail will be paid at \$225 per unit.

## **2. What kind of marketing program do you have?**

We are rolling out a marketing campaign that will include U- Tube videos, celebrity endorsement, and more traditional forms of advertising in 2008. Our website will include an area where your location will be listed for people who want to try the machine out before buying it. That is your opportunity to promote your products and services as well. We also have created sample ads that you can use to tell people about this new product and service you now offer. It is important to promote the machine locally as well as we cannot guarantee that our marketing will result in sales at your place of business.

## **3. How do I get trained on how to introduce this machine to my clients?**

We have a weekly web based seminar hosted by one of our trainers where we go over in detail how Whole Body Vibration works, how to best introduce it to your clients and how to promote the machine for home use as well.

## **4. When do I get paid for the referral sales?**

All referrals will be paid after the 30 day return period expires on the 1<sup>st</sup> of each month. For example, if you sell a unit on the 15<sup>th</sup> of the month, the clients 30 day unconditional return period would expire on the 15<sup>th</sup> of the following month and you would be paid on the 1<sup>st</sup> of the month after that. Because of our high touch personal training system, we anticipate a very low return rate.

## **5. How do you track my sales?**

Later in April 2008, when you become an affiliate, you will receive a special AFFILATE CODE. For now, our associate Laura Russell at (888) 328-1488 will be tracking your sales manually.

## **6. What if they don't use my code?**

If you know for sure they purchased a system but did not go through your landing page, please call us and will give you credit for the sale.

## **7. Do I have to inventory this equipment?**

No, we ship directly to the client and handle everything. All you have to do is to point them to our website for their purchase.

## **8. Do I have to be a medical professional to promote this product?**

No, there are many people in the non healing arts who are promoting or selling this product. It is also a great form of basic exercise and stress reduction. Many are located in health food stores, traditional office environments, golf clubs, shopping malls and spas.

## **9. Can this unit go into a gym?**

No, It is designed for intermittent office use or home use only. There are many great gym level machines available at a higher price. Please contact us for more information.

## **10. Will this machine hurt my clients?**

If properly introduced to your client, there is very little chance they will be injured in any way. The lower settings are very gentle and therapeutic. However, we highly recommend that you get the proper training from us and require each of your clients to read and sign the medical waiver form before allowing them to get on the machine. (Both included in your affiliate kit)

# Whole Body Vibration FAQ

## 1. Is Whole Body Vibration training something new?

No, Whole Body Vibration (WBV) has been used as an exercise and therapeutic tool since the late 1800s. The research of this technology really began in the late 70's with the development of a vibration system by one of Russia's key sports scientists, Dr. Vladimir Nazarov. He was an active sportsman, a member of the Soviet gymnastics team and occupied a chair for sports biomechanics at the State College in Minsk. He first introduced this technology to competitive sports, ballet, and medicine in the former USSR. The Russian Space Program uses the technology with their astronauts suffering from considerable bone loss and poor muscle tone due to weightlessness.

Once communism fell in Russia, the secrets of WBV made its way to Europe in the early 1990's. Just like in Russia, other European athletes began using this form of effective exercise. In addition, the European Space Agency and NASA are actively using vibration in ongoing studies for the maintenance of muscle strength, mass, and bone density.

Currently, WBV is being used in hospitals, physical therapy clinics, and rehabilitation facilities. Everyone from the elderly, the physically disabled, and the average person looking to get toned is using this form of exercise. Due to its many benefits the technology is quickly gaining acceptance by universities, professional sports teams, and health professionals in the rehabilitation and medical fields.

WBV training has 40 years of research behind its science. With any technology, the individual needs to take a critical look at the research and validity behind it. WBV has been featured in such prestigious and influential peer reviewed journals as *Spine*, *Journal of Bone and Mineral Density*, and *Medicine & Science in Sports & Exercise*.

With its wide potential application, new research is constantly being initiated across numerous North American and European Universities. Since most WBV systems were developed in Europe, most of the peer-reviewed publications have come from there. At present there are nearly 100 articles dealing with the effects of and related benefits of Whole Body Vibration.

## 2. Is vibration training safe?

Yes. WBV utilizes a very specific frequency range that is proven in research to be safe and effective. Every object has a resonance frequency. For example, internal organs and the spine have a resonance frequency between 5 and 10 Hz. Research reveals that longer term exposure to vibration at frequencies lower than 5 HZ is not recommended due to resonate vibration of the organs. Our Style For Life Whole Body Vibration technology is designed to function within the safe range of 5-20 hertz.

## 3. Is there research behind this technology?

Vibration training has 40 years of research behind its science. With any technology, the individual needs to take a critical look at the research and validity behind it. WBV has been featured in such prestigious and influential peer reviewed journals as *Spine*, *Journal of Bone and Mineral Density*, and *Medicine & Science in Sports & Exercise*. With its potential applications, new research is constantly being initiated across numerous North American and European Universities.

#### **4. What makes WBV training different from conventional training?**

The WBV advantage over conventional training is due to its ability to provide more effective and efficient training without the multiple repetitions, joint stress and large time commitments associated with regular exercise. Research has shown strength gains equivalent to conventional resistance training at a fraction of the time commitment. Fifteen minutes of WBV training produces results comparable to one hour of conventional training. Therefore, WBV provides a safe and effective alternative to those who want benefit from weight training, but are unable or unwilling to engage in it.

#### **5. What is the science behind WBV training?**

The science behind WBV training follows several different principles:

**The Stretch Reflex:** The movement of a vibration plate with an amplitude of at least 4 mm simulates the body's natural 'stretch reflex' (Tonic Vibration Reflex). This is similar to the knee jerk reaction that occurs when the knee is tapped by a reflex hammer in a doctor's office. Without thinking about it, your body reacts with a strong involuntary muscle contraction, leading to your leg's 'kicking out' response. With WBV technology, these strong muscle contractions can be repeated at a rapid rate. At a frequency of 6 to 20 times a second, WBV can produce up to 1200 muscle contractions in one minute.

**Muscle Recruitment:** Due to its involuntary effect on muscle contraction, nearly 100% of the muscle fibers are recruited. Compare this to conventional training where there is on average only 40% muscle recruitment. 100% muscle recruitment benefits the rehabilitation patient looking to add stability and strength to all muscles around their joints, and to the athlete looking to maximize strength gains.

**Blood Circulation:** The gentle rapid contractions of up to 1200 times per minute allow the muscle to work as a pump introducing blood to even the smallest blood vessels. This increase in circulation leads to the ability of the body to carry off waste products much faster, leading to increased peripheral circulation.

#### **6. What is the age limit to WBV training?**

There is no upper age limit to this type of exercise. WBV has many benefits for the senior population, including positive effects on bone density, improvements in circulation, increase in strength, balance, and flexibility. All this is accomplished with less stress on the joints, tendons and ligaments than conventional training.

#### **7. What is the youngest age for WBV training?**

We recommend that no one younger than 12 years old use our product.

#### **8. You state that using WBV is like weight training. Being a woman, I want to get more toned, but will I get bigger?**

No. Getting bigger is mostly due to testosterone. Women generally do not have enough testosterone to cause muscle enlargement. WBV is designed to get you toned. You will begin replacing fat with muscle. This will not make you look bigger, it will make you look slimmer.

#### **9. What exactly is cellulite and how does WBV help with this?**

Cellulite is sometimes called the 'cottage cheese look'. This can happen to anyone at any age, regardless of whether you are skinny or overweight! Basically, cellulite is fat

accumulation under the skin. This is usually in a honeycombed shaped pattern. In some people, this fat tends to bulge out like stuffing in a mattress. This is the 'cellulite' that you see.

In order to reduce cellulite, an exercise program has to be specific. Basically, you must increase muscle tone, and replace fat stores with lean muscle. Doing high repetitions of exercise at all the possible angles is one way to reduce cellulite. WBV is another, better way to accomplish this. WBV presents a very high rate of muscle contraction repetitions (1200 per minute) and works all muscle fibers.

**10. I've heard people say that WBV training helps with anti aging. How is this possible?**

There are many factors that go with aging. Inactivity and stress are two. This effective WBV training takes only 10-20 minutes a day, three times a week. WBV training also has been shown to decrease the stress hormone cortisol and increase serotonin which research confirms also combats aging.

**11. How many calories does WBV burn?**

Lets look at it another way. Our metabolism is unique to each of us. Metabolism is our body's ability to burn a certain number of calories a day. The higher our metabolism, the more calories a day we can burn every day. WBV training has been shown to increase our resting metabolism. WBV training will also allow you, over time, to burn more calories per day than you did before starting WBV training. This aids in preventing a drop in your metabolism if you wanted to lose weight. In addition it allows you to be able to eat healthy foods and maintain your weight over time.

**12. I have osteoporosis. How can WBV help?**

Vibration training helps by increasing the strength of your muscles. It's well known that the strength of the bones is influenced by the strength of your muscles. WBV training is a safe and gentle way to achieve these strength gains. For further information, please go to the research section of this site for more information.

**13. I have fibromyalgia and was told not to weight train. How does WBV help me?**

An effective program for those with fibromyalgia will involve exercises that promote strength, flexibility and endurance. WBV training has been shown to produce greater increases in flexibility over conventional training, with less stress on the joints. In addition, strength gains with vibration training are comparable to regular exercise, except the time to complete exercises is shorter. More importantly, WBV training is be gentle and safe, not putting undue stress on your joints. Consult your physician prior to starting any exercise program if you have fibromyalgia.

**14. I have arthritis. Will WBV be helpful?**

WBV training has shown to be beneficial for those with arthritis, with the goal of strengthening the muscles around the joints in keeping the area stabilized and to prevent further injury. WBV training minimizes stress on the joints, making it the ideal training solution. Various health professionals have incorporated WBV into their treatment plans. Once you are screened by your health professional, they will be able to recommend the appropriate vibration training regimen for your particular condition.

**15. How often should I use it to see results?**

Use of WBV is similar to regular training in some aspects. How often you use it will depend on what you are hoping to accomplish. For those looking for strength gains, we recommend approximately 5 times per week. Others may use it every day for recovery and warming up and cooling down. Due to its ability to increase circulation, lactic acid is quickly cleared, leading to faster recovery.

In many aspects, WBV training is more efficient than conventional training. With regular weight training, muscles undergo some micro tears through the stresses placed on them. This leads to a recovery time of 48 hours before engaging in that activity again. Vibration training minimizes these micro tears. Combine this with the increased circulation and there is only a 24-hour recovery period before you can effectively use the same muscle group.

**16. What is your warranty and is there a weight limit for your machine?**

Our warranty covers all defective parts for a period of one year. The weight limit is 275 lbs.

**17. I have heard about other forms of WBV equipment on the market, how does your compare?**

	Vertical Equipment	Our Pivotal Equipment
Date of Inception:	1999	1995

Frequency:	30 Hz - 60 Hz	5 Hz - 20 Hz
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Note: Although sales reps for vertical equipment are stating it is dangerous to go below 30 Hz, 16 of their 24 research listings showed improved performance while training below 30 Hz. In fact there is support for not training above 50 Hz as it may impede performance.

Vibration Pattern:	3 Planes (unproven)	1 Plane-proven/functional
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Note: Vertical manufacturers have yet to demonstrate that the additional 2 planes of motion they offer produce any significant training value. As an end load to the limb is required for activation of the stretch reflex, side-to-side and forward-backward vibration would seem to provide the user with no additional value. Research has shown the teeter-totter motion of our equipment is truly a functional and effective way to stimulate muscle activity.

Crossover Pattern:	NO	YES- simulates walking
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Note: It is the unique teeter-totter motion that contributes to its effectiveness. The teeter-totter motion forces the pelvis into the same motion which functionally simulates the natural walking and running pattern.

Head/Eyes Affected:	YES (forces knee flexion)	NO
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The teeter-totter motion forces the pelvis into the motion that allows for the spine to stabilize the head and eyes. Since the vertical equipment does not provide for this functionally stabilizing motion, it is their vertical motion that affects the strong vibration in the head and eyes. This requires the user into a forced flexed posture at the hips and knees in order to dampen the vertical vibration.

**18. Why are there so many different WBV types and frequencies?**

There are many conflicting claims about WBV motion types and frequencies. This is because WBV is fairly new to the sports medicine industry. While WBV has been around for 40 years, most of the intensive research has been done in the past 5 years. Here are the facts as we know them.

- 1) Medium to High frequency (32-38HZ) low amplitude (.5 mm) vertical only: This modality appears to circulation in the extremities. The user is required to stand for 30 minutes for any benefit.
- 2) High frequency (30-60Hz) medium amplitude Triplanar (3 directions): This is representative of the Power Plate and Fitvibe. This modality appears to benefit primarily the already fit or gym market. The user is required to hold a specific pose for 30 seconds to one minute, then rest for 30 seconds before the next pose. The poses need to be exact to prevent injury and need proper professional supervision.
- 3) Medium frequency (15-45HZ) medium amplitude (1-3 MM) vertical only. This modality appears to benefit most people in muscle and bone gain. However, there is some concern about long term exposure and spinal compaction.
- 4) Low to medium frequency (5-30hz) higher amplitude (5-15MM) side to side. This modality appears to have a balanced benefit in muscle and bone gain. There is less risk of injury to the spine as there is no simultaneous vertical movement. (Each leg is moved alternatively)

### **19. Who are ideal clients for this form of training?**

This form of training is good for everyone including athletes because of the lymphatic stimulation and that this modality is easy on your joints. Additionally, our research has found the following people best benefit from WBV training:

- Seniors/Aging Boomers: Balance, bone density, muscle stimulation, mood improvement through serotonin.
- Busy Executives: The compressed time commitment is ideal for busy professionals who sit most of the day.
- Overweight and embarrassed to go to the gym: Many people are self conscious about their weight and prefer to train in the home. However, when you are overweight, traditional exercise can be painful.
- Travelers: Sitting for long periods frequently can cause blood clots or other problems.
- New mothers: Varied WBV postures will focus on strengthening and reducing the hips, thighs and abdomen areas quickly.
- Back patients: WBV training is proven to actually help with many lower back issues.

### **20. What are ideal outlets for WBV training?**

- Home use
- Chiropractic offices
- Corporate break rooms
- Spas
- Health food stores
- Massage therapy offices
- Physical therapy offices
- Retreat centers/ Seminars

### **21. Here is a review of the benefits of WBV training:**

- 10-20 minute time commitment per session.
- Muscle toning in legs, arms and abdomen.
- Core muscle conditioning and strengthening.
- Muscle stretching. (Reduced injury if used as a warm up)
- Improved digestion.

- Lymphatic drainage and microcirculation improvement. This detoxifies and reduces congestion in your fat and cellulite, resulting in inches lost!
- Increased serotonin production, which helps combat Seasonal Affective Disorders.
- Enhanced endorphin release generating that feel good sensation which follows a traditional work out (runners high).
- Increased production of Growth Hormones and all of its anti-aging benefits. (361%)
- Decreased production of Serum Cortisol. (The body's stress hormone) (32%)
- Enhanced bone density and bone building as the exercise is weight bearing.
- Body reshaping.
- Reduces pain and disability associated with osteoarthritis.
- Improves balance and coordination.
- Eliminates stress on joints, ligaments and tendons when compared to traditional exercise.
- Reduces acute and chronic lower back pain due to muscle strain and core muscle strengthening.
- Improves mobility due to the natural loco motor crossover pattern of the vibration.

## Ready to Enroll?

### **Our Affiliate Program is Guaranteed, So There's No Risk to You**

See how the Style For Life WBV system fits into your practice at no risk or obligation. We provide full support, including ideas and materials to help you increase practice revenue easily with this program. Try it for 30 days with our unconditional money-back guarantee. If you're not completely convinced it can help you make more money, differentiate your business and add value for your patients, we'll cheerfully refund your money. (Return shipping not included)

To enroll in the Affiliate Program, please fill out the Affiliate Agreement in this package and mail it or fax it to My Style For Life:

29316 322nd Avenue SE  
Ravensdale, WA 98051  
Phone/Fax: (888) 328-1488

# Affiliate Agreement

(Please sign and return)

The following are terms and conditions for participating in the Style For Life Affiliate Marketing Program. "Affiliate" refers to you, and "SFL" refers to the Style For Life Inc. SFL reserves the right to amend this agreement as needed from time to time, and Affiliate agrees that any such amendment will apply to Affiliate. The continuation of Affiliate status or Affiliate's acceptance of income or bonuses shall constitute Affiliate's acceptance of any and all amendments.

## Specific Terms for this agreement:

### Affiliate and SFL agree to the following terms:

**Affiliate will pay \$975.00 and agrees to sell 1 unit within 60 days. If the sales quota is not met within the 60 day time period, the affiliate agrees to pay the balance of \$275.00 which is the difference between the retail cost and the affiliate price.**

**Commissions on all sales are paid at \$225.00 per unit sold.**

**The affiliate does not have to stock any inventory. Style For Life will direct ship the unit right to their door.**

**SFL agrees to add the affiliate to their affiliate page on the website with a description of their business (when available) and a link to Map Quest for directions to their location, 50 brochures, 5 DVD's and a sample e mail campaign to send out to the affiliate's clients.**

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1. Affiliate agrees that an SFL Affiliate is an independent contractor and not an employee, agent, partner, legal representative, or franchisee of SFL. Affiliate further agrees not to incur any debt, expense, obligation on behalf of, for, or in the name of SFL.
  2. Affiliate must be of the age of majority in his/her state or country.
  3. All Affiliate applications are subject to approval by SFL.
  4. Affiliate agrees not to disparage SFL, other SFL Affiliates, SFL products, the SFL compensation plan, SFL employees, or SFL Independent Contractors. Affiliate understands that disparagement may result in the immediate suspension or termination of Affiliate account with a cancellation of any pending commissions.
  5. Affiliate agrees to not utilize SPAM in promoting SFL. This action may result in the immediate suspension or termination of Affiliate account with a cancellation of any pending commissions. Affiliate will also be in violation of the SFL Affiliate Agreement and subject to legal action and be held liable for any financial loss incurred by SFL. For the purpose of this agreement SPAM is defined as e-mailing ANYONE, in bulk or by single mailing, about SFL, who has not specifically requested the information directly from Affiliate.
  6. Although the SFL Affiliate Program is not limited to the United States of America, all payments will be made in U.S. dollars. Affiliate commissions shall normally be paid by company check and sent out monthly for the previous month's sales. Commissions will be paid after the 30 day return period has expired.
  7. Affiliate will be issued a custom landing page with a unique ID which allows SFL to identify and track all sales as originating from Affiliate. These visitors are tracked with this unique ID, and sales are recorded with the appropriate Affiliate. To receive commissions, Affiliate must have their clients enter the ID on our web site.
  8. SFL is not responsible for technical problems, acts by third parties, or other events outside our reasonable control which may temporarily disrupt or diminish service.
  9. SFL will make every reasonable effort to track and pay commissions for all sales that apply to Affiliate. However, SFL is not responsible for technical problems, acts by third parties, or other events outside our reasonable control which may temporarily disrupt or diminish this service. Affiliate understands that Affiliate tracking can never be 100% accurate and SFL is not responsible for inaccuracies that might occur beyond its control. Tracking of Affiliate sales depend on several factors, technical and otherwise, which are beyond the control of SFL. It is the goal of SFL to make Affiliate tracking as accurate as possible. However, SFL cannot guarantee 100% tracking for situations beyond its control.
  11. SFL reserves all rights in or to its trademarks and servicemarks but may be used by Affiliate in accordance with this agreement. Affiliate may in no way display an SFL logo, image, or trademark which may be distasteful, defame, or misrepresent SFL.

Fax and phone (888) 328-1488 or email: [info@MyStyleForLife.com](mailto:info@MyStyleForLife.com)

12. Affiliate may not assign rights or delegate duties under this Agreement without the prior written consent of SFL. Upon request, SFL will provide Affiliate with guidelines for the sale, transfer, or assignment of Affiliate's SFL business.

13. SFL shall not be held liable for any indirect, incidental, special, or consequential damages or any loss of revenue or profits arising under or with respect to this Agreement or program, even if SFL has been advised of the possibility of such damages. SFL aggregate liability arising under or with respect to this agreement or the program shall in no event exceed the total commissions paid or payable by SFL under this agreement.

14. Affiliate agrees not to present others' creative works—in full or in part—as his or her own nor engage in violation of copyright agreements for any reason. Such violations could result in suspension or termination of membership.

15. SFL makes no warranties expressed or implied with regard to Affiliate Program except as outlined in this Agreement.

16. Both SFL and the Affiliate reserve the right to terminate this agreement at any time. The term of this Agreement shall be for a period of one year from the date hereof and shall automatically renew upon each anniversary without further act of the parties unless either party has terminated this Agreement by written notice to the other. If terminated, outstanding commissions at time of termination shall be paid in the next payment so long as the terms of this agreement were not violated by the Affiliate. Payment of the final commission payment to the Affiliate may be withheld for a reasonable time in order to ensure that the correct amount is paid.

17. In the event that a provision of this Agreement is held to be invalid or unenforceable, such provision shall be reformed only to the extent necessary to make it enforceable, and the balance of the Agreement will remain in full force and effect.

18. This agreement will be governed by and construed in accordance with the laws of the State of Washington, unless the laws of the state in which Affiliate resides expressly require the application of its laws. This agreement is further governed by and construed in accordance with the laws of the United States of America.

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DISCLAIMER:

SFL obligations and your remedies hereunder are solely and exclusively as described and limited herein. SFL's liability, whether based on contract, tort, warranty, strict liability, or other theory, shall not exceed the price of the individual unit of goods, products, or services of which the alleged defect or damage is the basis of the claim. In no event shall SFL be liable for any loss of profits, loss of use, or other indirect, incidental, or consequential damage.

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ARBITRATION:

Any controversy, dispute or claim between SFL and any other party arising out of or involving any SFL business relationship shall be resolved by binding arbitration. The arbitration shall be conducted in accordance with the Procedures of the American Arbitration Association. This arbitration agreement does not cause waiver or modification of either party's right to legal proceedings in a court residing in the same judicial jurisdiction as stated herein to enforce any unpaid monetary debts by either party, as awarded by the arbitrator following Binding Arbitration. The parties agree to such venue as the forum of choice of the parties.

The arbitrator shall apply Washington substantive and procedural law to the proceeding. The demand for arbitration must be in writing and must be made by the aggrieved party within 90 (ninety) days of the event giving rise to the demand. The arbitration shall take place in Lincoln, Washington.

The arbitrator's power to award a remedy shall be limited to monetary damages. Should either party wish to seek injunctive relief or other non-monetary relief, such claims shall be brought exclusively in a court of competent jurisdiction located in the State of Washington, County of Lancaster.

The arbitrator shall determine if there is any prevailing party, and the prevailing party shall be awarded only such fees and expenses as are permitted under the law of the State of Washington. The fees for the arbitrator shall be paid equally by both parties. The parties understand and acknowledge that by agreeing to arbitration, they are giving up any right they may have to a judge or jury trial with regard to all issues subject to arbitration.

THIS AGREEMENT CONTAINS AN ARBITRATION PROVISION WHICH MAY BE ENFORCED BY THE PARTIES.

Signed this date: \_\_\_\_\_

Signed this date: \_\_\_\_\_

\_\_\_\_\_  
Charles R Balcom-President  
29316 322<sup>nd</sup> Ave Se  
Ravensdale WA 98051

\_\_\_\_\_  
Name:

\_\_\_\_\_  
Address:

\_\_\_\_\_  
City/State/Zip

# Medical Risk Evaluation Form

**All clients must complete this form before using the equipment**

In order to prevent any possible injury to our clients, we ask that you please check the following list of 15 questions. You must be able to answer a definite **"NO"** to all the questions, otherwise, personal injury could result in use of our Whole Body Vibration Machine. If any answer is a yes or maybe, you must consult your physician before using our equipment.

1. Do you suffer acute joint problems such as arthrosis or acute rheumatoid arthritis?
2. Do you have acute inflammations or infections?
3. Are you an epileptic?
4. Do you have gallstones or kidney stones?
5. Do you have joint implants such as foot, knee and hip implants?
6. Do you suffer from serious cardiovascular disease?
7. Do you have heart valve disorders / heartbeat irregularities?
8. Do you have metallic or synthetic implants such as a pacemaker or IUD?
9. Did you have a recent thrombosis or possible thrombotic disorders?
10. Do you have serious back problems such as a herniated disk, discopathy, spondylolysis?
11. Do you have any tumors?
12. Do you have recent (operative) wounds?
13. Do you have recent inflammations?
- 14. Are you pregnant?**
15. Do you suffer from intense migraines?

By becoming a member of the Style For Life Personal Fitness Club and by using our equipment, you agree that you have been advised and fully informed concerning vibration technology sufficiently notified of all the risks associated with Whole Body Vibration. You hereby relieve and hold Style For Life, Inc. your trainer and all affiliates harmless from all liability for injury or damage that may occur to you. You further warrant: (1) You have read, understand and fully agree to the foregoing consent, (2) The proposed vibration technology session has been satisfactorily explained to me and you have read all the information you desire and (3) Have fully disclosed any potential medical contraindications and are not now pregnant or trying to become pregnant, (4) You declare by initialing below, having read this page that you can give a definite **NO** to all the above questions listed above.

Full name\_\_\_\_\_

Signature\_\_\_\_\_

Date:\_\_\_/\_\_\_/\_\_\_\_\_