



# AT THE PULSE!

Xooma Worldwide  
November 2016

## The Taco Story (by COO Zack Howell)



A few nights ago, I stopped by a friend's home to drop off some paperwork. As soon as he opened the front door, I was immediately welcomed by the smell of something delicious radiating from his kitchen. It was obviously dinner time at his house and it smelled like an authentic Mexican buffet. I said to this friend, "Wow, something smells good!" He responded, "Zack, my wife makes THE MOST AMAZING tacos!" I replied with an inquisitive smile, "That is quite a claim."

My mouth was salivating and he definitely had my attention. But what do you think he did next? Did he say, "Zack, here's a brochure so that you can go and read all about her amazing tacos." Or did he say, "Absolutely, let me write down her website so that you can get all the details that you need about her tacos." Or maybe, "Zack, let me send you an email about her tacos." No, as you probably already know from your own experience, he did not say any of those things. Instead, he simply said, "Let me give you a taco so you can see for yourself!" And guess what... they WERE delicious and I even asked for a second! Even as I write this, I definitely wish I could put them on an 'autoship'.

This experience got me thinking about Xooma and our amazing wellness products (especially X2O™ and FocusUP®). Sure, we have professional and informative product brochures, replicated product websites, newspapers, in-depth "HealthBeat" articles, live and recorded Product Education Calls, "Talking Points" flyers, an abundance of Social Media posts, an interactive "My Story" testimonial website, and even an extensive and free Xooma Mobile app. However, none of these marketing support materials are as impactful as the products themselves.

When you use an X2O sachet (and pH / ORP test kit) to show someone that X2O can neutralize the chlorine in their tap water – or raise the alkalinity of their favorite brand of acidic bottled water – and when you share a FocusUP drink stick (or FocusUP capsules) to give a friend the instant gratification (in about 15 minutes) of improved mental energy and focus, *(continued on next page)*

**Xooma Homecoming  
December 2-3, 2016**



Don't forget to order your ticket to Xooma's December 2-3, 2016 Event at Xooma's global headquarters. Order **Item #1508** for \$79.95. Get your ticket now! For event details, visit: [www.xooma.com/homecoming-event](http://www.xooma.com/homecoming-event)

## She's 65 and takes NO prescription medications – and she thanks Xooma!

Susan Shutt owns a hair salon. She was thinking it was time to downsize her business. However, she has more energy and is going stronger than ever, thanks to Xooma!

Susan works 5 or 6 days a week, just at her hair salon. She and her husband have a growing Xooma business. But it doesn't stop there! With 5 children and 5 grandchildren (all girls) between the ages of 2 and 19, she spends most of her evenings with at least 2 of her young grandchildren.



Staying extremely active and healthy, her doctor is amazed every year she comes in for her annual physical. **Susan Shutt is 65 years young and takes no prescription medications.** Not only is she doing well, her doctor reports that her numbers "continue to get better."

When she went to her last physical, she grew concerned when the doctor and nurse brought coffee into the office. The doctor told Susan she was doing so well, he thought they could just have a social visit. He asked her what she is doing and how she is getting healthier instead of going in the opposite direction.

Susan attributes her great health and high energy to Xooma's supplements. Here are the Xooma supplements she currently takes: X2O™ water, Xooma Blast™, Assimilator™, FocusUP® capsules, RevitalMind™, KardiaXyme™, Probiotix™, and SilverMAX™. She's amazed at how great she feels – and so are other people!

Before Susan discovered Xooma 6 years ago, she had contracted a pretty serious heart issue, a viral infection, and was hospitalized for a period of time. She thanks Xooma Executive Vice President Ronnie Webb for introducing her to Xooma, and remembers the first product she began using was SilverMAX. By continuing to use SilverMAX, Susan doesn't have issues with colds and getting sick, even though she's around people all the time in her salon and her school-age grandchildren. *(continued on next page)*

## Blast is great for children's school lunches or with afterschool snacks!

Proper nutrition and high quality supplements are important for adults and children alike. Have trouble getting your children or grandchildren to eat their broccoli, green beans, or other veggies and fruits? Well, Xooma has something that can certainly make a difference! *(continued on next page)*





## The Taco Story (continued)

you are making certain that they experience first-hand the benefits of these amazing products. And the best part will be when they ask you, "How can I get some more?"

## The Best Marketing Tool for your Business...

The 'Sample Action 20 Pack' is one of the best ways to make sure that you always have samples of X2O and FocusUP on hand. This package is designed to grow your business FAST. It gives you and your team members a simple and effective way to get a sample package of Xooma's top two products in the hands of 20 different people.

These pre-packaged sample packs are easy to share and offer a tremendous value to your prospects. And since these products work so well, you can count on several of those samples packs turning into new Members on your Xooma Team.



This special package (Item #5159) includes the following:

- 20 - Single (6 sachet) X2O packs
- 20 - FocusUP drink sticks
- 20 - FocusUP (3-capsule) sample packs
- 25 - X2O brochures
- 25 - FocusUP brochures
- 20 - Enrollment forms

The retail price of this package is \$287.45. But as a Xooma Member, you get everything for just \$199.99. That's a savings of more than \$87.00! Best of all, 'product samples' are considered a tax-deductible expense for your home-based business.

Don't just tell them how good Xooma's products are. Give them a sample of X2O and FocusUP and like the 'Taco Story', they will see how good it really is. Then afterward, be ready to enroll your next Team Member!

## Blast (continued)

Xooma's Blast comes in five great flavors. Blast offers 1.5 servings of REAL whole-food derived fruits and vegetables in every stick! Even better, Blast is only 5 calories per serving and has no artificial sweeteners, colors or preservatives. Simply add an X2O and packet of Blast into purified water, and you are helping to hydrate and alkalize young people AND provide part of their daily allotment of antioxidants through whole-food derived fruits and vegetables.

It doesn't get any better! Order your flavor(s) of Blast and keep your kids energized with the right snacks.

Cherry Lime, **Order Item #6509**

Coconut Crush, **Order Item #6506**

Grape Xcape, **Order Item #6508**

Orange Crave, **Order Item #6510**

Strawberry Lemonade, **Order Item #6507**



## She's 65 and looks fabulous! (continued)

Susan is growing her business in California and the West Coast. She knows people who have consistently stayed on the product, seen a difference in their lives, and have reduced – or sometimes eliminated – their prescription medications. She talks about the challenge that traditional medicine focuses on the symptoms and not the problem. Xooma's products can help you stay healthy and thrive.

Susan and her family call Xooma a blessing. She is grateful for the product line and its affordability. Like others, she has experienced "paying way too much for too little results."

Susan says the most amazing thing is her salon business continues to grow and she is attracting a much younger group of clients. She attributes it to the fact she can keep running, doing and staying on top of her health.

Her final words of wisdom: "You can transform your life through your health. Money comes and goes. But you need to take care of yourself to keep going and take care of your family." With 5 children and 5 grandchildren, that's a pretty lucky family Susan has to take care of!

## October is National Breast Cancer Awareness Month: Get Alkaline with X2O and Natural Collection!\*

Here is what we are learning through modern science. Research is revealing that disease doesn't 'like' an alkaline environment, meaning disease is found in 'acidic' environments and not 'alkaline

environments. Here's the good news. The minerals in Xooma's flagship product, X2O, raise the alkalinity in water. That means X2O water is introducing alkalinity into the body.



X2O offers calcium, magnesium and over 70 trace minerals that help hydrate your cells AND alkalize your body. When you drink at least half your body weight in ounces, and put a new X2O sachet in every bottle of water you drink, you are alkalizing, hydrating, and mineralizing your body. An alkaline body is a healthier body, which means it can work more efficiently and provide you with more energy.

Given that there is so much 'pink' to go around in October, Natural Collection is another Xooma supplement that can help boost your immune system and supports healthy cellular rejuvenation. And it's a radiant pink color!

Help your body alkalize by drinking X2O water. Eat a good foundation of healthy foods. And find out which Xooma supplements can help you feel better, have more energy, and create a more alkaline environment in your body!

\*Products mentioned in this publication are not intended to diagnose, treat, cure or prevent any diseases.