



## **The SEACRET Journey**

From our humble beginnings as two brothers in pursuit of the American dream, to the most exciting and fastest growing skin care line on the planet, SEACRET's success can be summed up with one simple word: community.

From the small community of passionate early believers, to the international community of incredibly driven SEACRET Agents who continue to push us to new heights, our success is built upon the idea that we make each other better.

After growing up near the Dead Sea, brothers Moty and Izhak Ben Shabat knew of the therapeutic, almost mystical powers of the historic site. And in 2005, they made the decision to bring those minerals to America, and set out to create the best Dead Sea skin care products the world has ever known. After acquiring the product rights from the Israeli government, they began manufacturing an innovative line of cosmetics, intent on bringing people everywhere as close as possible to experiencing the Dead Sea firsthand.

As their products grew in popularity, so did their vision of what type of company SEACRET should become. In 2010 they met Betty Perez, and the trajectory of the company was never the same.

Betty quickly fell in love with the unique, luxurious skin care line that seemed to work miracles on skin, and inspire fervent devotion in consumers. Led She spearheaded the formation of a local sales force, and recognized the infinite potential of pairing SEACRET products with Relationship Marketing. And as you already know, her plan worked.

The company has since grown into one of the largest distributors of Dead Sea cosmetics in the world. And although our business relies on developing unparalleled, life-changing products, our products would be nothing if not for the truly inspiring efforts of our talented team of SEACRET Agents all over the world.

All of our goals, dreams, and hopes for this company rest on the firm belief that our community is our strongest asset, and the key to our future.

Because the secret of our success isn't really a secret at all. It's all about you. Your hard work, dedication, and unwavering belief that each and every one of us can create the life we envision, are what has turned SEACRET into the company it is today.

Thank You