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WELCOME TO SEACRET

LET'S GET STARTED



SEACRET™

OUR MISSION

“We are building a wealthy global community, serving the world by delivering unexpected results through innovative products, opportunity and inspiration.”

OUR CORE VALUES

Deliver a world-class customer experience

Be a product of the product

Embrace change and be daring

Operate with a spirit of gratitude and humility

Become the person you want to attract

Communicate with love and respect

Empower and equip through continual growth and development

Build a happy team and loyal family spirit

Keep it simple, positive, and fun

Create an environment of victory and celebration

WELCOME, NEW SEACRET AGENT

Dear New Agent,

We're so grateful that you've chosen Seacret to help you achieve the life you have always dreamed of. As a family owned business that started from nothing, and because of our story we've built a company based on a foundation of community and support, and are committed to helping you create a successful future for yourself.

Through the adventure of achieving what Seacret is today, we have discovered what truly matters: building success with significance. We realized that by creating an opportunity for others to share in the wealth Seacret's products are generating, we could not only transform our business, but also transform the lives of people all over the world. We went from a company that generated \$1 billion in retail sales through mall kiosks, to the fastest growing direct sales company in the world. In the process, we have created a thriving worldwide community of business owners who benefit from the products we love so much.

Our business is about something much greater than luxury skin care. Our products are simply the means to help you reach your goals and be the best person you can be. Skin care is our business but our true passion is you! Your success and your well-being are in the forefront of everything we do.

As you start this new endeavor always remember, you may be in business FOR yourself, but you are never BY yourself. Count on the entire Seacret Community to support you along the way. Together, we know we can achieve so much more.

IZHAK BEN SHABAT

FOUNDER,
PRESIDENT & CEO

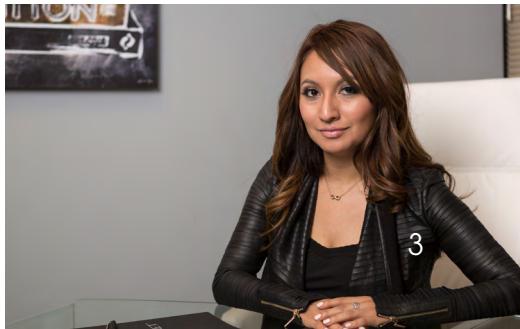
@lzhakB - Twitter

BETTY PEREZ

CO-FOUNDER,
VP OF SALES & TRAINING

@MissBettyPerez - Twitter

@betty_perez_seacret - Instagram



OUR STORY

BY DIRECT SELLING NEWS

THE SUDDEN ENTREPRENEUR

In 2000, Moty Ben Shabat came from Israel to the U.S. to save money for medical school. His entrepreneurial spirit led him to buy an ice cream truck, with dreams to some day own his own business. When his brother Izhak came to visit, Moty mistakenly thought he had come to be partners in business with him.

By the time the two brothers cleared up the confusion, their parents had sold all of their possessions and put the entire family on a plane. With his whole family now in the states, they knew the ice cream truck wasn't going to support them all.

Over the Christmas season, the brothers began selling toys in mall kiosks and in over four months, they made \$4 million in revenue. But they realized something was missing.

Knowing the benefits of Dead Sea products, and realizing that nobody in the United States was selling them, Izhak and Moty replaced toys with a variety of Dead Sea products. By 2005, they had enough money to start formulating their own products and Seacret was born.

A UNIQUE PRODUCT

The Dead Sea lies on the border of Jordan and Israel and provides some of the most concentrated, mineral rich salts and mud in the world. Dead Sea cosmetics have gained a reputation for maintaining the skin's youthful appearance and protecting against early aging.

The Dead Sea boasts 26 minerals, and the unique combination of 12 of these is exclusive to these waters. Seacret combines these minerals with other natural elements and the latest advancements in skin care.

The 26 minerals, naturally found together in the Dead Sea, have proven to help an assortment of skin conditions such as dry skin and discoloration. The combination of nature and technology has led to products that leave your skin healthier and looking great.

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A NEW DISTRIBUTION MODEL

By 2009, Seacret was a \$100 million business and a year later, their success, and the products, caught the attention of Betty Perez. At 19, she had been successful with two direct sales companies. After working in one of the Seacret kiosks and breaking sales records, she realized that Seacret would be perfect for direct sales.

Eventually, Betty set up a meeting with the company's partners where she told them, "You need to change your business model." She then began a campaign towards relationship marketing, instead of accepting the Global Sales Manager promotion they were going to offer her.

At first, Izhak wasn't convinced, but Betty's passion inspired him to do more research. What he found supported Betty's vision. The world is changing. With the social media and online revolution, consumers are looking for a more personalized shopping experience. After a series of meetings, the partners gave her the green light to run a small pilot program in Phoenix.

After successfully launching the pilot program, Seacret quickly had 1,000 inspired individuals who wanted to be part of the Company by becoming Seacret Agents. Seacret Direct officially launched in 2011, and by 2013 did \$71 million in direct sales, landing them in the Direct Selling News Top 100 - a global ranking of the top 100 direct sales companies.

In 2014, Seacret was again ranked in the Direct Selling News Top 100, but even more impressively, they were ranked #1 in growth after doubling their revenue!

"I believe Betty saved us by showing us relationship marketing," Izhak says. Betty is now a partner in the business and Seacret's Vice President of Sales and Training.

First and foremost, Seacret is about building a wealthy community. "By that, we don't just mean monetary success," Izhak says. "I've fallen in love with what the industry has to offer: personal development, positive attitude, and the ability to change people's lives," he says, "To me, making an impact is the best part of it. I want to do this for the rest of my life."

EXCERPTED FROM: "SEACRET: BUILT ON COMMUNITY." DIRECT SELLING NEWS. 1 MAY 2014. WEB. 27 AUG. 2015



OUR STORY

SEACRET TIMELINE

1999

The Ben Shabat family sells their home and assets to support their sons' endeavors to open a new business in the US. They move to America to begin a new journey!

2000

The family opens a kiosk business and quickly expand to hundreds of locations on 3 continents selling Dead Sea products.

2005

Finding success as retailers, the Seacret partners establish the official Seacret brand as one that integrates Dead Sea minerals with innovative technology to deliver results-driven skin care.



2011

Seacret Direct officially launches, signifying the introduction of an entirely new opportunity to the entrepreneurs of the world. It's incredible to think how far we've come since!

2012

Seacret leadership is formed! A Cabinet is created to help build an idea into a legacy, and solidify our community and core values. Seacret launches in Korea! Within the first year, Seacret became one of the top ten relationship marketing companies in Korea!

2013

Seacret launches in Canada! The first Crown Agents in Seacret are announced and Agents are awarded their 7 figure ring!





SEACRET TIMELINE

2007-2009

Seacret research scientists combine nature and a multitude of advanced skin care technologies to deliver benefits of Dead Sea Minerals to the skin. Our Age-defying line and Recover line are developed to help reduce the signs of aging.



2010

Betty Perez, at age 19, presents the partners of Seacret with a new way to distribute their products through relationship marketing. She becomes a partner, and the implementation of a new venture begins.

2014

First Crown Royale Agent is achieved. Seacret opens in Australia and Mexico. Men's Line and Hair Care Line are launched. Seacret makes the Direct Selling News Global 100 List of Top Revenue-Generating Direct Sales Companies in the world!

2015

New markets are opened in Japan and Germany. 10,000 Agents rally around the company at our first stadium-sized convention in Korea. Seacret is the #1 Direct Sales Company in terms of growth, according to Direct Selling News.



BEING AN AGENT HAS ITS BENEFITS



**BE YOUR
OWN BOSS**

**UNLIMITED
EARNING
POTENTIAL**



**FASTEST GROWING
DIRECT SALES
COMPANY**

**STRONG
GLOBAL
COMMUNITY**



**WORK FROM
HOME**



WORLD-RENNED
BRAND NAME
PRODUCTS



CREATE
YOUR OWN
SCHEDULE



POWERFUL
TOOLS &
TRAINING

LAVISH
INCENTIVE
TRIPS!



INCREDIBLE
EVENTS

WHAT'S IN YOUR AGENT LAUNCH KIT

GETTING STARTED BOOKLETS

1. WELCOME BOOKLET Learn the history of Seacret, get to know our products, and see what's in your Agent Kit.



2. MISSION ROYALE BLUEPRINT
Step-by-step instructions on establishing a successful business.

3. SHARING SEACRET
Learn where and how to share Seacret products through relationship marketing.



4. PRODUCT GUIDE
Easily reference all product programs, pricing, and their usage.



5. COMPENSATION PLAN
Seacret's compensation plan is one of the most lucrative in the industry—see for yourself.



FOLLOW ALONG WITH THE GETTING
STARTED TUTORIAL IN YOUR BACKOFFICE

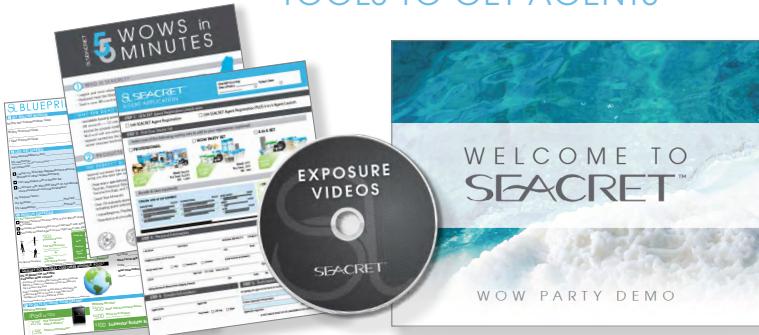


GETTING STARTED TOOLS TOOLS TO GET CUSTOMERS

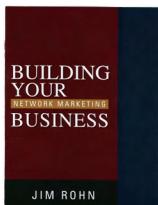


PRODUCT CATALOG • SAMPLES
SKIN CARE QUIZ & WISH LIST • CUSTOMER ORDER FORM

TOOLS TO GET AGENTS



5-IN-5 PRESENTATION • FLIPCHART
GETTING STARTED WORKSHEET
AGENT APPLICATION • EXPOSURE DVD



PERSONAL DEVELOPMENT

JIM ROHN CD: the ultimate resource
for personal development.

YOUR MOST POWERFUL TOOL THE PRODUCT

LAUNCHING YOUR BUSINESS WITH A STARTER SET PREPARES YOU FOR ULTIMATE SUCCESS!

Our Starter Sets are specifically designed to equip you with everything you need to share Seacret, start building your business, and save you money!

5-IN-5 STARTER SET

Perfect for Agents who plan to share the power of Seacret's WOW products in smaller groups or with individuals.



Retail Value: \$630.79
Agent Price: \$249.00
SAVINGS! \$381.79

WOW STARTER SET

Having more product means more people get to experience the incredible results of Seacret! Great for WOW parties, this set gives you more so you can share more!



Retail Value: \$1,535.44
Agent Price: \$549.00
SAVINGS! \$986.44

PROFESSIONAL STARTER SET

Take control of your future and your income! This set includes EVERYTHING you need for WOW Parties, 5 WOVS in 5 Minutes Presentations, sampling, and is perfect for those who are serious about growing their business fast.



Retail Value: \$4,244.23
Agent Price: \$1,699.00
SAVINGS! \$2,545.23



BE A PRODUCT OF THE PRODUCT!

Having your own personal skin care results is key to building your business. Follow these steps and in 90 days, you will be a walking billboard for great skin!

Take your Before picture! Trust us, you will want to show it off.

Build your Regimen! Use your Product Catalog to determine which products are right for you.

WHAT'S A REGIMEN?

A regimen is your daily skin care routine to keep your skin healthy and looking great.

Bundle and Save! To get the best price and convenient delivery.

WHAT'S A BUNDLE?

3 products, purchased together at a special price, that you receive each month. Bundles eliminate the hassle of placing a monthly order and ensure you get great results by never running out of product.



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ORDER OR UPGRADE YOUR STARTER SET
AND MONTHLY BUNDLE FROM YOUR
BACKOFFICE!

EASY BUSINESS OWNERSHIP

**IN BUSINESS FOR YOURSELF BUT NEVER BY YOURSELF,
BECAUSE YOUR SUCCESS IS OUR STORY!**

Conventional business owners invest thousands, even millions, in training, resources, and technology to get their business started and that doesn't even include the cost of overhead once they open.

Seacet takes care of all the support so you can focus on what you do best, sharing the products!

SEACRET PROVIDES

- Proven System
- Training
- Brand Name Products
- Product Development and Research
- Customer Care
- Worldwide Distribution
- And More!

YOU DO

- Get Customers
- Get Customer Getters



YOUR AGENT KIT HAS ALL THE TOOLS YOU NEED TO GET STARTED, BUT IT IS JUST THE FIRST OF MANY TOOLS AVAILABLE.

Here are just a few of the tools that you will learn more about as you explore your Kit materials.

- Your Backoffice
- Weekly Calls
- Events
- Training Videos
- Seacret System
- Seacret Leaders
- Social Media
- Seacret Headquarters



Your success is our success. You can count on Seacret to continually strive to provide you with top of the line tools to help you reach your goals and make your Seacret dreams a reality.

START YOUR FIRST MISSION - REACH ROYALE

Congratulations! Your Seacret business is now underway. It's time to take action!

Open Book 2 - *Mission Royale: Blueprint* and crack the code to working toward your first goal.



SEACRET | 3344 East Camelback Road | Phoenix, AZ 85018

Phone: 602.606.9500 | Toll Free: 1.877.680.9622

Fax: 602.606.9519 | E-mail: support@seacretdirect.com