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VERDIS AND TYLER NORTON

Creating a company where people matter and principles come first

REDOX EXPERTS

Leading medical professionals: what redox means for cellular health

WHY WE GIVE

Advancing Life touches the lives of all who get involved

BECOME

SPECIAL EDITION MAGAZINE

ASEA: 10 YEARS INTO A LEGACY

The people, the innovation, the ethos, the opportunity

ASEA 

FALL 2020

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You Are ASEA®



At ASEA's 10-year mark, we have a lot to reflect on and a lot to celebrate. It's natural to talk about the vision and innovation that were keystones of the company's founding. And we definitely talk about those things and so much more in this special issue of *BECOME* magazine.

But if you haven't already, push pause and reflect on the meaning of the cover image we chose for this issue. At 10 years, of course it's appropriate that we honor ASEA® Founder Verdis Norton. At age 69, he came across a technology and, without any personal economic need for it, created a legacy company. But perhaps more significant is that if each of you individually hadn't given of yourselves, none of this would be here.

If you were to sit down and spend an afternoon with Verdis, it's not very likely he'd talk about his vision. He would want to talk about you. Many of you got involved because his vision was intriguing, inspiring, and interesting enough for you to dedicate your time and effort. But that vision became a reality because you made it happen. His life literally changed because of the people whose lives became intertwined with his own.

Verdis and all of us here at ASEA are truly inspired by you—by each individual who contributes something that makes ASEA a force for good in the world.

Let's keep building this legacy together.

Sincerely,

Tyler Norton
ASEA Founder and Chair

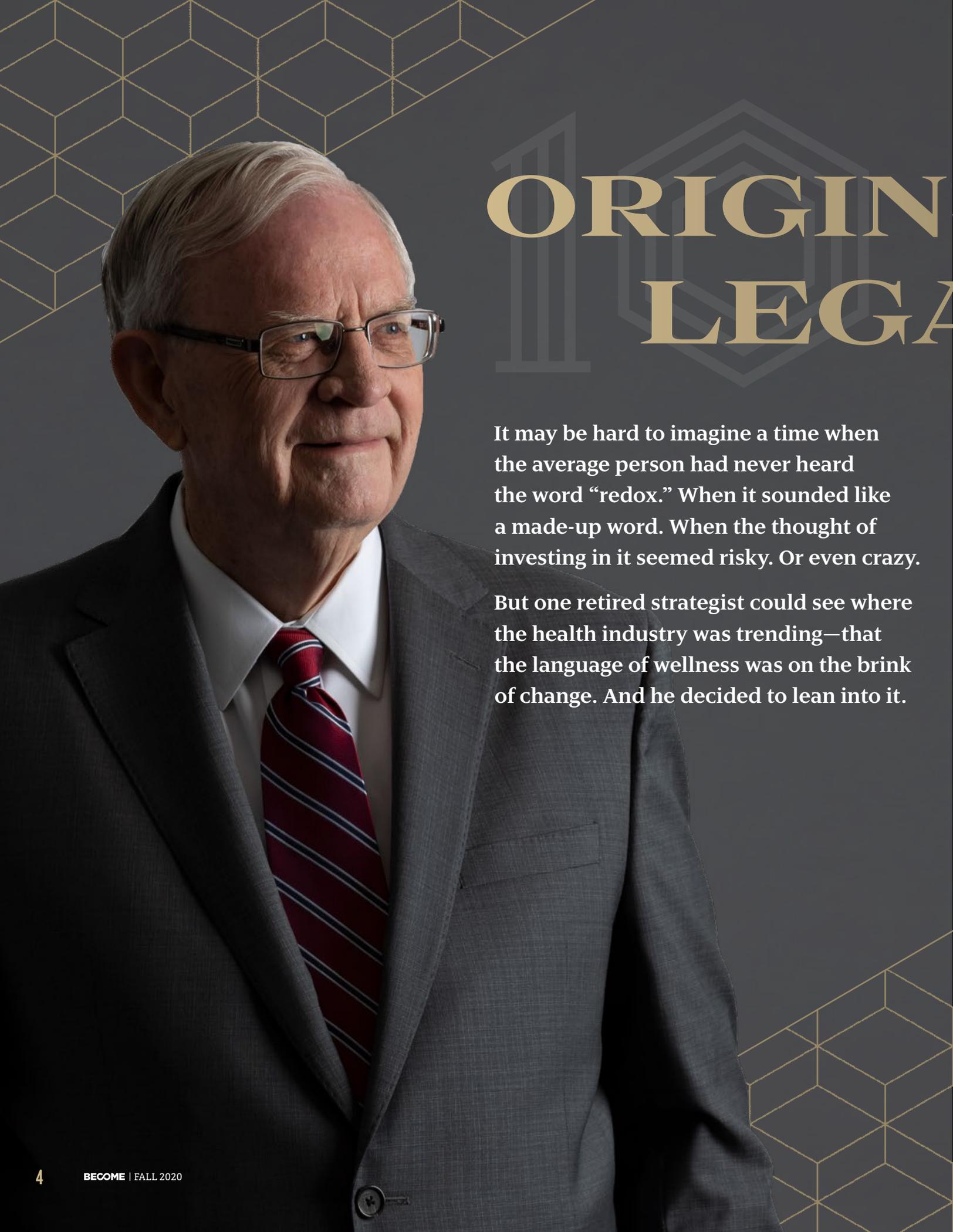


THE ASEA MISSION

To better people's lives and to be a force for good in the world.

THE ASEA VISION

Become the recognized global leader in cellular health and redox-based technologies and achieve worldwide distribution of ASEA's life-changing products, financial opportunity, and culture.



ORIGIN LEGA

It may be hard to imagine a time when the average person had never heard the word “redox.” When it sounded like a made-up word. When the thought of investing in it seemed risky. Or even crazy.

But one retired strategist could see where the health industry was trending—that the language of wellness was on the brink of change. And he decided to lean into it.

S OF ACY

T Tyler Norton can't say he was necessarily surprised when his father, Verdis Norton, came out of retirement. Verdis had spent decades leading companies at the highest levels and, at age 69, was technically retired.

"One of the prevailing underpinnings of my dad's ethos is hard work," he observes. "He was a great provider for our family—he took that very, very seriously, and there was a focus on delivering results."

What did surprise Tyler was what Verdis came out of retirement *for*. It was an obscure technology that tapped into the power of redox biochemistry. Verdis sat on the board of a biotech company that was researching it, and they were producing what seemed to be... salt water.

A NEW VENTURE

The company had given Verdis a device that would make one quart of the product at a time. "When I started drinking it," he recalls, "I was thinking more clearly and had more energy, and I thought, 'What in the world is this stuff?'"

Verdis started to study and learned that the redox molecules in that "salt water" occur naturally in the body and support cellular health. He recognized that a product with redox technology would have the potential to impact people's well-being in a way nothing ever had before.*

But the company behind it had been struggling for 15 years to capitalize on the technology, and they were about to go bankrupt trying. With key investors on

board, Verdis made an offer, bought the technology and patents, and set about finding a way to bring this burgeoning area of science to the forefront.

Tyler admits he thought his dad was crazy. "Think about it," he laughs. "If your 69-year-old dad wanted to start a business selling salt water out of Salt Lake City, would you invest in it?"

Tyler wasn't alone. The entire Norton family was skeptical.

"Our Sunday dinners were very interesting for a while," Tyler smiles, remembering his dad being the center of a lot of jokes, often ones that characterized him as a wild-haired, lab-coat-wearing mad scientist. (Verdis still chuckles when he thinks back on it.)

"But Dad's one of those guys who might be wrong, but he's never in doubt," Tyler asserts. "Once he decides, it's on."

A BREAKTHROUGH TECHNOLOGY

A seasoned strategist, Verdis knew how to turn companies around. "I had a lot of confidence that we could figure out the right thing to do," he says.

After millions of research dollars and countless lab hours, the breakthrough finally came. Now, instead of producing one quart of the redox product at a time and consuming it right away before it had a chance to denature, they could produce more and it would last.

The product had a shelf life. ASEA® REDOX was ready for the marketplace. The vehicle would be network marketing, uncharted territory for both Verdis and Tyler.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

A BURGEONING BELIEF

A senior executive of a large company at the time, Tyler had a decision to make. “It was hard to imagine making a significant career shift and committing to the multilevel marketing industry,” he admits. “I would never have left my position without knowing this was real.”

The more time he spent with ASEA®, the more Tyler saw what was happening. “I would go out to meetings and have untold numbers of people coming up to me, largely wanting to thank my dad through me,” he says. “I would call my wife from the hotel and say, ‘This is bigger than I thought—this is affecting more people than I imagined.’”

Those thank-yous have continued. Tyler recounts a recent conversation he had with an associate before a meeting. She shared the experiences she and her children had with our product. Tyler then referenced the conversation in that meeting. “She told me afterward, ‘I kind of felt like I mattered tonight,’” Tyler says. “I remember feeling indignant at the thought that she might entertain the notion that she didn’t matter. Then I realized that this company can be the means whereby someone who does matter feels like they do. That, to me, is what it means to better people’s lives.”

Verdis, too, is moved by the difference ASEA makes. “I think I have at least 500 letters,” Verdis shares. “You read those, and you can hardly keep the tears back.”

A RELATIONSHIP, DEEPENED

As the company grew, so did Verdis and Tyler’s relationship.

“I’ve always really enjoyed my interactions with Tyler,” Verdis says. “Even at a very young age, he could get me laughing, and I’m a more serious kind of person.”

Still, their time together had been limited during Tyler’s childhood. “My dad was very driven, very focused on his career,” Tyler discloses. “Our relationship was not, I don’t think, the prototypical father-son relationship.”

Going into business together changed that dynamic. Tyler recalls one particular trip when the two flew into Munich, then rented a car and drove to Austria.

“He downloaded things to me about his life history I had never heard before,” Tyler muses. “By the time that week in Europe was over, I realized that without this experience, I wouldn’t know my dad at the level I do.”

A COMPANY WITH A SOUL

Tyler has a long-held belief that every corporation has a defining spirit. “That’s a company’s ethos,” he explains. “For some, it’s just money. But in our case, we wanted it to be about humanity.”

From his background in financial services, management, and consulting, Tyler had learned that teaching uplifting, positive principles that underscore good human interactions attracts and retains the right kind of talent.





“Legacy is not about me,” Tyler says. “It’s about people we don’t even know yet.”

It means you’re focused on something beyond you, what comes after you, not what’s hitting you now.”

“Tyler brought something to the company that wasn’t there,” Verdis asserts. “I credit him with bringing some real heart into the business.”

That ideology has evolved into the ASEA® Ethos, something Tyler now teaches at major events in a series of lectures. The message resonates across the globe and attracts associates who want to build more than just a business.

“I hope ASEA is a place where people are comfortable to come and be themselves,” Tyler says.

THE BEST 10 YEARS

Looking back on ASEA’s first 10 years, Verdis says they’ve been the best of his career.

“I don’t regret anything,” he says. “I had a great career. I wouldn’t change it, other than I would probably go into network marketing when I was 18 instead of when I was 69.”

Tyler admires that his dad, at 80, can say the last 10 years have been the best. “It’s the whole notion of ‘beat yesterday,’” he observes. “Try to do something better in your 70s than you did in your 60s or your 50s or 40s.”

One of those “better” things for Verdis was mastering the network marketing culture. “The first time they said, ‘You’ve gotta hug people,’ I said, ‘Oh, I don’t do that—I don’t hug,’” Verdis laughs. His background in corporate America had demanded an opposite culture, and as he puts it, “You touch, you’re out.”

But once Verdis broke through the barrier, it became easy for him. “This business is all about people, so it’s good,” he says. “Some of the closest friends I have in the world are friends in ASEA.”

LEAVING A LEGACY

Verdis has often been asked why he started a company at 69 years of age. His answer: “To leave a legacy.”

Now retired (for real this time), Verdis has scaled down his day-to-day involvement with ASEA but still advises at the board level.

“I want to see ASEA in every country. None left out,” he maintains.

Tyler points out that while it’s true that Verdis’s original vision of redox life sciences experiencing massive growth is coming to fruition (redox is now being taught at the university level), his focus isn’t all business.

“Dad wants everyone to benefit from the products,” Tyler says. “He still lives in the same home and drives the same cars. When he started this company, he did it because he believed it would help people.”

Tyler, too, sees ASEA’s legacy reaching far into the future. “Legacy is not about me,” he says. “It’s about people we don’t even know yet. It means you’re focused on something beyond you, what comes after you, not what’s hitting you now.” 

One Vision: Take It to the World

Almost as soon as ASEA® REDOX was created, Founder Verdis Norton coined the company's first vision statement: To achieve worldwide distribution of ASEA®.



"I remember at the time thinking, 'Do we need to think global?'" says Verdis's son and company cofounder Tyler Norton. "But my dad is a strategist—and a really good one. He's a believer, so yes; we're going to achieve worldwide distribution."

Early Strides

With a core group of dedicated associates and fewer than 10 employees, ASEA began operations in 2009. It was the heyday of the juices; no one was talking about redox.

But the ASEA message began to take hold, and associates found that people were ready to dive deeper into wellness and learn more about what goes on at the cellular level.

Before the year was over, more than 200 associates attended ASEA's first leadership summit. The following year, more than 1,000 showed for the official launch.

An Inflection Point

With the company still in its early stages of growth, plans took shape to expand beyond the United States and Canada. The first international venture would be into Europe, a decision that Tyler remembers as significant.

“It foreshadowed this notion of being a global company,” he says. “That decision to move into a global business, though it was hard and we had lots of speed bumps and challenges along the way, really has set the stage for ASEA® to become ASEA Global, and it’s permeated the entire organization.”

The response to ASEA proved to be just as strong outside the United States. Now, more than 10 years in, ASEA operates in 33 markets worldwide with nearly 100,000 active associates bringing that vision of worldwide distribution to fruition. “The world is actually pretty small,” Tyler observes. “People are people, and our product relevance is significant in all markets.”

Europe

ASEA Europe, launched in 2012 with 11 markets, now represents 22 of ASEA’s global markets.

The Europe corporate team “lives and breathes,” as they put it, with their associates, offering associate support in eight languages, catering to local business hours, and offering Europe-specific promotions and incentive trips.

“Even though this year turned out to be everything but normal, our business in Europe is strong,” says Vice President of ASEA Europe Jörg Höche.

Australia and New Zealand

The ASEA associates in Australia and New Zealand, a market open since 2014, pulled off a feat not many can claim: They built their businesses for the first two years on RENU28™ alone. ASEA® REDOX didn’t launch there on a not-for-resale basis until 2016, finally becoming available for sale in 2018.

“It’s really special to work so closely with the leaders here,” says Regional Vice President of ASEA Australia/New Zealand Kim Hill, who points out that these leaders built strong businesses while waiting for ASEA’s full product offering and have also broken social barriers of the network marketing business model.

Asia

It’s a nearly opposite climate for network marketing in Asia. “Trying different products is not a stretch for them,” comments ASEA’s Vice President of Sales in Asia Karl Anderson. “They’re open to networking, and holistic lifestyles are the norm.”

ASEA officially launched in Asia in 2017, with five markets. Sales quickly rivaled what associates are achieving in the United States.

“I feel very excited and also a bit amazed by what we’ve accomplished in so little time,” Karl adds. “The opportunity is still large; there are markets in Asia we haven’t even gone into yet, and there’s a lot of excitement around fulfilling the vision of worldwide distribution of ASEA.”

Latin America

The vision is alive throughout ASEA’s Latin America markets, operating since 2014. Every corporate call with field leaders includes a review of the company’s mission and vision statements.

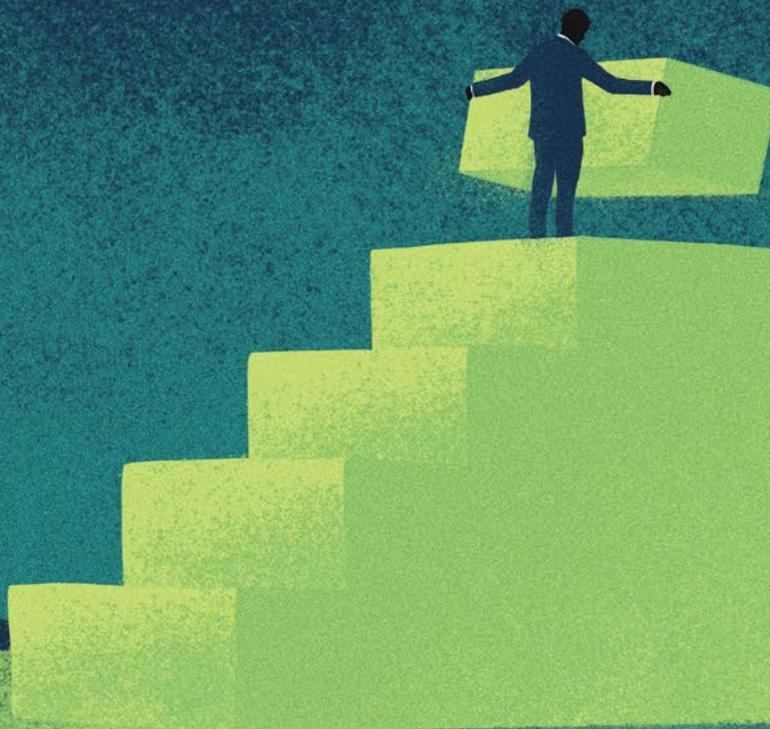
“There is nothing stronger than when the associate field leaders and company come together in a common goal and objective,” says Darrell Ieremia, Regional Vice President of ASEA Latin America. “A key word for me in our vision statement is ‘achieve.’ That’s what is done every day, on the phone, over texts, and in emails. Our associates provide the force behind the mission and vision of ASEA.”

ASEA’s vision statement has evolved a bit since day one but retains its focus on global reach to become the recognized global leader in cellular health and redox-based technologies and achieve worldwide distribution of ASEA’s life-changing products, financial opportunity, and culture.

That vision is spreading. ASEA is a worldwide business. “You can build from any town, anywhere in the world,” Tyler concludes. “If you know someone from a different community around the world or have family members with ties back to those communities, you’re one to two calls away from launching a global business. I’ve seen it happen.” ∞

THE REAL ASEA® OPPORTUNITY:

Becoming Your Best Self



When ASEA® first brought its revolutionary technology to market by way of network marketing, one thing was clear: the company needed a compensation plan that equaled the product's potential to change lives. Founders set out to create a fair, reasonable, motivating plan that would reward people to the level they should be rewarded.



If you listen, you'll hear more than a few ASEA® associate leaders refer to the ASEA business opportunity as a personal-development program disguised as a business. While it's a plan that accommodates all levels of income, from moderate to grand, at its core is the individual.

"We wanted it to meet people where they are," Founder Tyler Norton explains. "If they wanted to make enough to cover their product or maybe to help a son or daughter with school—if that's what they wanted this plan to do for them, and it did it, that's winning."

The plan is equally geared toward those looking to create a full-time income or even a legacy income. "That's the thing that's fascinating about our compensation plan," says CEO Chuck Funke. "It will accommodate numerous styles of building. Regardless of your approach, it can give you back what you put in."

In an industry that sometimes overemphasizes timing or placement as the keys to gaining a leg up in building a network marketing business, Tyler takes a different view. "Honest, intelligent, consistent effort is always rewarded," he asserts. "We wanted a compensation plan that would punctuate that."

That view ensures each of the plan's reward mechanisms provides a unique growth and earning opportunity to anyone engaged in the work, so the plan can stay the same for everyone yet meet specific needs along the way.

"The product is the same. The comp plan is the same. The only variable in success is the person," says Ambassador Diamond Executive Ed Wiens. "It's incumbent on us to work on ourselves."

Presidential Triple Diamond Executive Bob Schwenkler agrees. "What I see our comp plan doing a really good job of is benefiting people who are just starting out as well as those who are really working, achieving those middle ranks, and getting into the bonus pools where they can progress into the higher ranks," he comments. "To me, that shows long-term vision and stability. ASEA's higher ranks get a nice income, but the focus on middle and early ranks is important."

Founder Verdis Norton is known for pointing out that rank isn't everything. "The reason I want people making rank is that it's a recognition point," he explains. "It shows that the ASEA

"The product is the same. The comp plan is the same. The only variable in success is the person."

mission is coming to fruition. It shows that this is being shared around the globe. It's a direct reflection of lives changed."

Changing lives—not the bottom line—is the bottom line for Tyler. "I recently got an email from Mal Sword," he reflects. "He sent me a picture of a home he's building in another country for someone in need. He's over there on his own dime because he made a commitment years ago to help. And he's sending me this picture, asking me to share it with my mom and dad and thank them for setting up this compensation plan so he could go back and do good. It's humbling. When what you set out to do is happening, and you see people doing good things, that's the real stuff." ∞

Go for the Win: ASEA® Promos

Presidential Diamond Executive Deni Robinson has a lot of ASEA success under her belt, but even she will admit that simply working to make money isn't always fun. Her advice: "Go for the win, not for the work."

Deni takes advantage of every single promotion and incentive that the company offers. "If you go for that, it's amazing what will start to happen because you're being paid your regular compensation and then rewarded again," she says. "It gets so exciting."

Promos have been a motivator for Deni since her early days in network marketing when she and her husband Tom were in college. "I won everything because even though I was getting paid, we would never have taken trips," she explains.

So go for the win, and see what starts to happen in your business. "It becomes so fun," Deni says. "If you're not having fun, you're doing it wrong!"

BOOST YOUR BIZ: NEW ASEA® VIDEOS

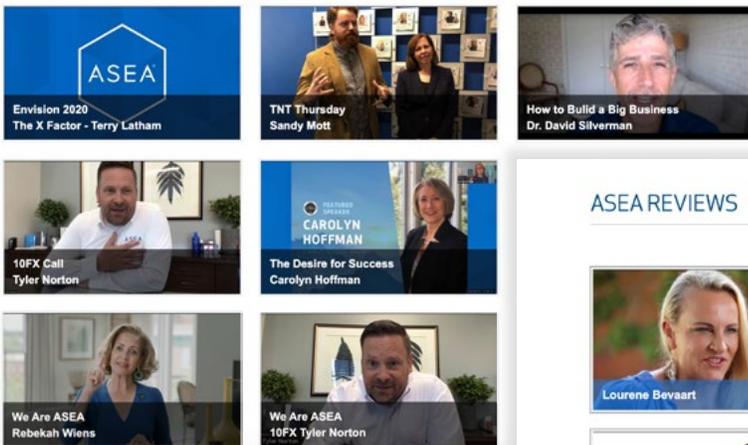


The digital space is becoming more important than ever for ASEA® associates who are serious about growing their businesses. More and more of our current business-building activities are moving online.

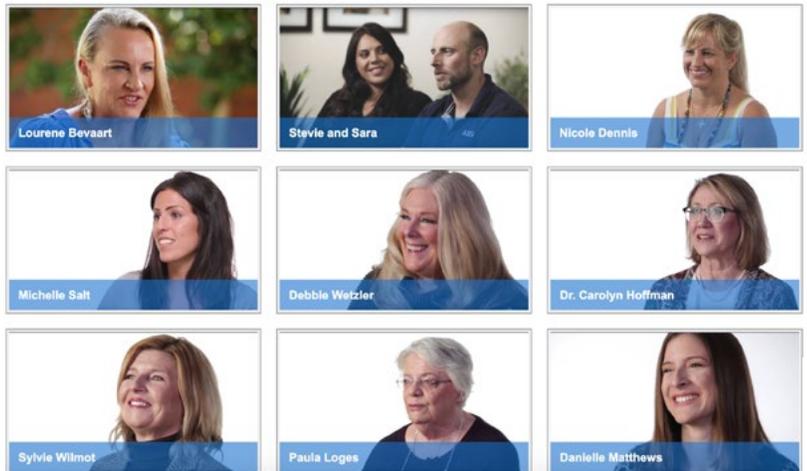
ASEA executives recognize how pivotal this shift is for you and your downline and are whole-heartedly committed to creating innovative video resources that will help you cultivate your business.

No matter what rank you are, you can use these vids to boost your biz.

WE ARE ASEA



ASEA REVIEWS



WE ARE ASEA VIDEOS

When you head over to IAmASEA.com, you'll find a wealth of new videos including We Are ASEA videos featuring ASEA executives, rising-star associates, and more! With these videos, you'll stay tapped into the pulse of ASEA with recordings of the latest sales calls facilitated by ASEA's VP of North America Sales Karen Reilley and Senior Sales Manager Cory Beighley.

Cory expressed his excitement for the updated library of videos. "You'll find tips from our legacy business builders and leadership training from our corporate executive team. Best of all, these resources are timeless, offering years of invaluable lessons learned that will benefit generations to come!"

ASEA STORIES VIDEOS

This inspirational new video series connects you to fellow associates around the world. Watch the heartfelt and candid interviews with associates highlighting the triumphs and challenges of the ASEA journey. We may be states and even countries apart, but with these videos you'll get to know your global ASEA family and feel unified in our common goal to improve people's health while building a legacy!

Cory might have said it best: "There is something for everyone! Whether you are new or have been building your business for years, there is content available online that can help you achieve your goals."

Head over to IAmASEA.com or log into your virtual office for more great online resources! 

WHY ASEA®?

NETWORK MARKETING REPRESENTS A SIGNIFICANT FORCE IN THE GLOBAL ECONOMY. EVEN WITH IMMENSE OPPORTUNITY OUT THERE, THERE ARE SOME VERY SPECIFIC REASONS PEOPLE ARE DRAWN TO ASEA.



A ONE-OF-A-KIND TECHNOLOGY

ASEA's redox technology is, of course, the company's main differentiator in the marketplace. ASEA® REDOX, the first supplement to contain active redox molecules, dominates the redox space.

But being first isn't the only thing that sets this product apart. People all over the world have had real experiences with it that create commitment. Presidential Diamond Executive Trish Schwenkler remembers that very thing happening to her. Trish had left her first network marketing company and, after a year and a half of looking for the right fit, had almost resigned herself to not finding it.

"I joined five different companies during that time," Trish recalls. "After a few months working each one, I just couldn't do it. My heart wasn't fully in it."

Then she got a text about ASEA and a sample of the product from Ambassador Diamond Executive Alan Noble. "I had a powerful experience within about 20 minutes," she says, "and after that, I didn't have a doubt."

THE NOTION OF A CORPORATE SOUL

Soon Trish was on her way to Salt Lake City to meet with Founder Verdis Norton. "That was the clincher," she says. "Who wouldn't want to be in business with him?"

Trish's experience of feeling at home when meeting ASEA executives is not uncommon among ASEA associates. So what is it, exactly, that they're discerning?

"From the very beginning, we've believed that a corporation represents a body and that a body needs to have a soul in order to thrive," explains ASEA Founder Tyler Norton. "We're trying to create an environment where there's trust and confidence in our leadership, our strategic intentions, and the way we see and treat our associates. We want them to feel confident in laying down their roots here."

THE ASEA DIFFERENCE

ASEA's corporate leadership empowers people to reach their full potential. "There's no greater satisfaction than seeing people achieve more and become more," says CEO Chuck Funke.

When that culture combines with our core redox technology and unique product set, it creates an opportunity with worldwide appeal.

"I believe this industry and, in particular, our company have been hidden from talent for far too long," Tyler says. "And when talent finds this company, it blossoms in a way that it almost never could anywhere else." ∞



The Why Behind The Give

It's hard to quantify the exact number of lives the ASEA® Advancing Life® Foundation has impacted since its inception. With a mission of breaking cycles of poverty, suffering and abuse, the Foundation partners with like-minded charities to make a difference in the lives of individuals and families all over the world.

Five years in, Advancing Life® has been involved in diverse endeavors from building schools to helping in the aftermath of natural disasters to fighting exploitation.

The Foundation has funded missions and initiatives that have rescued hundreds of kids from human trafficking. Arrests have been made. Dogs have been trained and put into action. Volunteers have built a vocational school in Ecuador from the ground up. In Cambodia, clean water wells have been installed, schools renovated, and gardens planted. Worldwide, there's been disaster relief. Pandemic relief. And so much more.

It's all possible because of the hundreds of volunteers and donors who just keep serving, each swearing that it's the least they can do and that they come away changed for the better.

“I really do think that, more than anything, this foundation has to do with the people that contribute their means and their time,” said ASEA Founder Tyler Norton.

The Goers



Five-time Advancing Life® expeditioner Beth Wofford is one of those people. “You hear people say that an expedition is a life-changing experience,” she said. “But those words sound trite for what it really feels like. We get so much more than we give.”

When Advancing Life was organized, it filled a niche for Beth, who had been finding ways to serve in her community but just didn't feel like she was giving enough. She has now participated in an expedition to Mexico, three to Ecuador, and one to Cambodia.

“You build an interesting intimacy with people when you're working together for the benefit of others,” Beth observed. *“To me, it epitomizes what ASEA® stands for. Our ethos is why I was drawn to ASEA to begin with. These expeditions are very special, and as long as I can, I'm going to continue.”*



Hannah Mangum, who has been to Ecuador twice, observed, *“There's a bond that forms almost immediately with the people you work with and serve, and the relationships are lasting. Once you've gone on one expedition, you start to crave it.”*

The Doers



Expeditions aren't the only way to get involved with the Foundation, though for Ed Wiens, that's certainly part of it. He and his wife Rebekah went on Advancing Life's first expedition, which was to Mexico, and Ed later took his grandson with him to Ecuador.

“Doing trips like this is part of what I feel my calling is,” Ed explained. *“It's in my DNA. Being hands-on*

makes you feel like you're living out your purpose.”

Ed was one of the first to independently organize a fundraiser for Advancing Life. He held a golf tournament that raised thousands of dollars.



2016 Mexico Expedition



2019 Ecuador Expedition



2020 Cambodia Expedition



Operation Underground Railroad

The Donors



Many ASEA® associates and employees donate regularly and generously to the Advancing Life® Foundation. For Debra Odell, the decision to donate was a spiritual journey that began with a feeling that she should set aside money specifically for clean water wells. She acted on it and started a savings account strictly from her ASEA earnings. "I had no idea where the money would go," she admitted. "I just knew it was for clean water."

Then, at last year's convention, Advancing Life announced its partnership with Vision Cambodia. Debra's wheels started turning. "I slept on it that night and realized the money would do its job through the Foundation, and I easily turned it over," she said. "It was so exciting because ASEA matched our donations during the convention, so it literally doubled."

Debra's donations have made possible 10 clean water wells in Cambodia.

The Receivers

The organizations the Advancing Life Foundation joins forces with, including CHOICE Humanitarian, Operation Underground Railroad, the Salvation Army, and many others, help us reach further than we could on our own. These charities are large, but the goal is always to benefit individuals.



"People think they come for a week and help construct a wall or a floor or a ceiling, but they probably don't know the power and impact that they have on the people here, including me and my staff," says Raquel Tuston, CHOICE Humanitarian Ecuador Country Manager. "We are now seeing the harvest."

The Inta-Kara Advancing Life Center, a vocational school in Ecuador that Advancing Life has been involved in constructing since its groundbreaking, opened a year ago. The school is doing more than fulfilling its primary purpose of providing education.

"This partnership has created hope and boosted confidence," Raquel explains.

When the world went on lockdown as a precaution for the COVID-19 pandemic, Inta-Kara students who had not previously considered themselves the studious type were eager to continue their learning remotely. "That wouldn't have happened before," Raquel said. "They now have the confidence to do it online."

“ This partnership has created hope and boosted confidence. ”

Women in the community are beginning to realize their abilities as capable businesspeople as they convert their living spaces into rentable rooms for expeditioners.

Even the teachers at Inta-Kara are experiencing something different, as many come from big cities with large classrooms. Here, they get more personal with students who are hungry to learn, and they're seeing the direct effects of the courses they teach.



2015 Nepal Earthquake Relief



2020 Cambodia School

The Impact

The very week the Advancing Life® Foundation was announced, there had been a devastating earthquake in Nepal. ASEA® associates immediately began donating, and the Foundation was able to make a sizable contribution to earthquake relief efforts.



“At the time, we didn’t realize that our donation would help stop human trafficking,” says

Advancing Life Chair KimMarie Larsen. “Our donations went toward setting up tarps that served as temporary schools. This alone deterred traffickers who come to ravaged areas with promises to parents of getting their kids out of the rubble and into schools in nearby cities. Since then, we’ve partnered with Operation Underground Railroad and officially joined that fight. We now know that stronger communities mean less trafficking.” This is just one example of how Advancing Life’s efforts to break cycles of poverty, abuse, and suffering comes full circle.

It has happened in Mexico, where the Foundation held its first expedition to build water cisterns, chicken coops, and outdoor ovens, as well as in Ecuador, where volunteers on six expeditions built a vocational center, and in Cambodia, where the Foundation has funded clean water wells and expeditioners cultivated farmlands and repaired a school.

Now, looking at what the Foundation has accomplished in the five years since he issued that invitation to gratitude, Tyler says, *“I certainly hoped Advancing Life would follow the mission of being a force for good in the world, and it has. I’m excited to continue to expand the reach and bring some of that impact even closer to our associate communities.”* ∞

The Purpose



“The Advancing Life Foundation is not limited to one continent or one cause,” Tyler Norton

says. That’s been the case since the organization was introduced during the closing session of ASEA’s convention in 2015. At that time, Tyler explained that the spiritual element of a corporation gives it life, that ASEA’s ethos is the distinguishing spirit of our culture, and that gratitude lies at its core.

“So here’s the question,” Tyler said that day. “How could we at ASEA be grateful for every moment? How can we show more gratitude?”



2020 Cambodia Newborn Kits

A Company that Feels Like Family



Ask any ASEA® associate worldwide why they decided to start their own business and their answer will likely surprise you.

While most entrepreneurs invest in a network marketing business mainly for compensation, prize getaways, and quality products, those in the ASEA® family are happy to tell you that not only do they earn those perks; they get so much more from the company they're proud to call family.

We value people over profit.

A Different Company Culture

To ASEA's founders and executives, people matter. This is the heart of the ASEA company culture. The goal is for every associate, no matter their background, to have a place to call home and to build a business with trustworthy, ethical, and visionary leadership.

ASEA President Jarom Webb recalls meeting Founder Verdis Norton when the company was just beginning. "When he told me that he had started ASEA

because he wanted to build a legacy of helping people, I could feel his passion and belief. That was the moment I said, "I'm going to join him," he says. "I've loved every moment that I've been here at ASEA, watching and being able to experience people change their lives through what we're doing, through our products, opportunity, and culture, and we're as committed today as we've ever been to that vision.

Coming Home

Associates have had equally compelling experiences. "In 2014, I went to Salt Lake City to the ASEA headquarters with my good friend Dan Doyle," says Ambassador Triple Diamond Executive Malcolm Sword. "When I look back on it, I find it very interesting, because as I walked into the board room and sat with Verdis Norton, I could feel something different. As I listened to him speak, I could sense his genuine



nature, and he immediately won over my heart. I really wanted to do business with him. I thought to myself, 'This is a man of honor, of integrity, and of decency.' My heart told me that I had to move forward and work with ASEA."

Malcolm's experience is just one of many in which associates have relayed their feelings regarding Verdis and Tyler Norton, not only as businessmen, but as genuine human beings who show each person they meet how much they care about them.

From the outset, ASEA® has nurtured a culture of ethics and integrity. It's a global company built on a philosophy that embraces principle over profit and investment in people—a quality that attracts competent, outstanding associates. Whether providing a business opportunity, an avenue to optimal health, or a path to personal growth, the people of ASEA strive to succeed and to enhance the lives of everyone around them. ∞



Since ASEA's inception, Founder Tyler Norton has been teaching principles of the company's ethos. His lectures quickly evolved into the ASEA® Ethos Academy, which is now a core element and primary draw to Envision Conferences around the world.

"This may be one of the most human businesses in the world," Tyler asserts. "We should be just as interested in principles that underscore good human interactions as we are in the logistics, operations, product development, or any number of functional elements of a business."

One of the core tenets of the ASEA Ethos is something called the EPC formula, which compares and contrasts the precepts of ego and economics, principles, and capacity, and is a reference point for how ASEA makes decisions. Ego and economic drive should be secondary to the commitment to principles.

"That means you're willing to make decisions that might not necessarily promote your own economic outcomes or your own ego," Tyler explains, "but that will create conditions where principles prevail. We call it motive management, and it drives up your capacity."

Although ASEA has strong foundations in Verdis Norton's emphasis on strategy, Tyler has focused heavily on humanity. Associates worldwide have embraced the ASEA Ethos, and some have attended the training multiple times.

"I think people feel a sense of alignment here because they sense we're actually trying to do this," Tyler says. "We're not perfect. Certainly, I violate the ethos frequently, and that gap invites me to improve and develop."

The concept is to take the business seriously without taking ourselves too seriously. Acknowledge frailties, work on the gaps in our development, and inspire each other as we go.

The Essence of

INNOVATION

The ASEA product suite redefines health and wellness with meaningfully different products based on decades of redox biochemistry research.*

ASEA® REDOX

Experience the breakthrough technology that focuses on the health of your body's trillions of cells.

ASEA® REDOX is the only supplement on the market scientifically tested by a third-party lab and certified to contain active redox signaling molecules, powerful cellular messengers that can help protect, rejuvenate, and restore cells.*

These molecules, natural to the human body, are involved in signaling different genetic pathways that help support natural processes already taking place.

ASEA REDOX can help your body*:

- support a normal immune response
- maintain a healthy inflammatory response due to physical activity
- help maintain cardiovascular health
- maintain gut health and digestive function
- support hormone balance
- support the body's ability to respond to external stressors



RENU28®

Powered with redox technology, RENU28 works to support the healthy appearance of the skin all over your body and in specific areas of concern, adding smoothness, evening texture, and increasing moisture with soothing and cooling benefits.

Although the skin's natural ability to repair itself declines over time, the daily application of RENU28® gives your skin rejuvenating redox signaling molecules that improve its appearance.

A world-renowned dermatological research institute, Dermatest, conducted clinical trials on RENU28 with amazing results. RENU28 earned Dermatest's coveted 5-star clinically tested seal, its highest possible commendation.

Over 28 days, clinical tests show:

- 21% reduction in eye wrinkle depth
- 23% improvement in overall wrinkles
- 22% improvement in facial skin texture
- 23% increase in skin smoothness
- 20% increase in skin elasticity
- 11% increase in skin moisture

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

ASEA® VIA®

Getting all the proper nutrients from your meals each day can be difficult. The ASEA VIA® supplement line is great for helping fill in the gaps. Each product features ASEA's proprietary BioVIA™ Complex.

ASEA VIA SOURCE™ is a multivitamin made from meticulously sourced whole foods, vitamins, and minerals. Also contains BioVIA™ Source Complex, a unique blend of enzymes specifically shown to support nutrient absorption.*

ASEA VIA BIOME™ contains BioVIA™ Biome Complex, which includes slippery elm in its proprietary blend of probiotics to nourish the microbiome, plus 16 probiotic strains.

ASEA VIA LIFEMAX™ is formulated with BioVIA™ LifeMax Complex to help the body counteract the effects of aging and help support cellular health* so you can get meaningful mileage from life.

ASEA VIA OMEGA™ provides omega-3 fatty acids with natural ratios of EPA and DHA to aid in absorption.* Omega is sourced from the freshest fish oil in the industry.



RENUADVANCED® SKIN CARE

ASEA has taken the best of science and nature to create RENUAdvanced. This proprietary skincare system provides all the benefits of redox signaling technology together with exclusive redox-friendly, anti-aging blends.

GENTLE REFINING CLEANSER

This rich, foaming solution tones and hydrates as it gently washes away impurities, supporting healthy surface skin cell renewal and leaving skin looking and feeling younger.

INTENSIVE REDOX SERUM

This ultra-concentrated, anti-aging skin gel contains active redox signaling molecules and is specially formulated to support visibly smoother, more radiant skin.

ULTRA REPLENISHING MOISTURIZER

This enriched moisturizer delivers deep hydration and anti-aging actives for a visibly youthful, vibrant appearance. Shown to increase skin moisture by up to 43%.



*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

IT STARTS

AND ENDS

IN THE CELLS

LEADING REDOX EXPERTS SOUND OFF

Over the past 10 years, ASEA's flagship product has changed many lives through the breakthrough technology of redox signaling. The ASEA® legacy all started with a single, amazing, supplement. Scientists and physicians on the ASEA Medical Professionals Board and Science Council discuss why this product is so impactful and what it means for cellular health.*



“This is a huge breakthrough,” says **Dr. Maureen Hayes**, ASEA Medical Professionals Board member. “This is something that’s foundational for health. We talk about the organ systems, but what we are really talking about is not a healthy heart, a healthy liver, or healthy lungs; it’s healthy heart cells, healthy liver cells, and healthy lung cells. It starts with the cells and it ends with the cells.”*

IT ALL STARTS IN THE CELLS

As a cell signaling supplement, ASEA® REDOX has been shown to affect gene expression and activate genetic pathways that have the potential to impact different areas of health, such as immune response, cardiovascular health, inflammatory response due to an active lifestyle, gut health, and hormone modulation. The cells in the body have to communicate in order to perform their functions. Cells use sodium, water, oxygen, and other molecules to create the redox signaling molecules that act as cell signaling messengers.*

Dr. Hayes explains that ASEA REDOX supports cellular health. Cells function to detect, protect, repair, or replace. With redox signaling molecules, communication between the cells is balanced. And the cells are better able to signal to one another and do their job.*

“As a physician, especially as a pain doctor who has written thousands of prescriptions over the years, no prescription I wrote ever came without a warning or side effects that I had to make sure to warn people about,” says Dr. Hayes. “This is the first thing I’ve had my hands on that is this powerful and yet this safe and has so many great benefits to it.”

THE REDOX DIFFERENCE

“These redox signaling molecules are critical,” says Science Council Member **Dr. Robertson Ward**. “We wouldn’t live minutes without these molecules being produced. Every cell in our bodies needs these molecules for communication purposes. The more balanced they are, the more they can support our health.”*

Redox signaling at its simplest form is communication. It helps those trillions of cells know what to do. It helps those trillions of cells do the right thing, every moment, for us. When you have a communication messenger like redox, then your cells can easily communicate and tell each other what they need to be doing, together.

“We often think about the importance of vitamins and minerals,” says Dr. Ward. “Well, that discovery came to us a hundred years ago, and while that’s great, today we’ve got new technology. Probably the most exciting technology is the application and supplementation of redox signaling molecules to support our biology.”

NATURAL TO THE BODY

Having a product available with a technology that is natural to the body allows the body to experience the benefits without having to detoxify. It doesn’t have to worry about how it will manage these molecules that are ingested because it already knows exactly what to do with redox signaling molecules. “It’s one of the safest recommendations—if not the safest recommendation—I ever make to a patient,” says Dr. Hayes.

Dr. Aaron Kaufman, a family medicine doctor, agrees. “Redox molecules are literally the molecules of youth. Without them, or when they are unbalanced, we age and our bodies break down,” he explains. “ASEA REDOX causes our cells to do what they are designed to do, which, in this circumstance, is to function in harmony. No one else has been able to do that, and what I’ve witnessed in myself and my patients is that the results are just phenomenal.”

TECHNOLOGY BACKED BY SCIENCE

“Without these cell signaling molecules, we simply wouldn’t have immune protection from bacteria, viruses, and other external microorganisms. We wouldn’t have the gene replication that we need or the DNA repair that we need,” says **Dr. Kurt Stickley**, VP of quality assurance and R&D at ASEA®. “The amount of signaling, the amount of oxidative molecules that we make is being diminished more and more with time. ASEA actually has a combination of the oxidants and the reductants that the body already makes. So all we’re doing with the supplement is enhancing what the body is already doing.”*

ASEA REDOX is patent-protected and is the only supplement of its kind. Redox is revolutionizing the way people think about their health. Backed by scientific research and reliable endorsements from credible medical practitioners in two ASEA expert panels, it is no wonder such a technological breakthrough continues to gain traction for those in the health and wellness community. 

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

THE VALUE OF VALIDATION

While ASEA's breakthrough redox technology speaks for itself, it doesn't always have to. Two separate boards of scientific professionals validate what consumers have known for more than a decade: that ASEA® REDOX makes a true difference in the way the body functions.*



Brooke Alpert, M.S., R.D., C.D.N.



Ann Louise Gittleman,
Ph.D., C.N.S.



Mojgan Moddarsi, Ph.D., F.R.S.B.,
CBiol, M.R.S.B., M.S.C.S., M.B.T.S.



Steven Ross Murray, D.A.



Charareh Pourzand,
Ph.D., DSc, F.H.E.A., F.R.S.B.



Robertson D. Ward, M.D.

SCIENCE COUNCIL

Professionals outside of ASEA® also recognize the value of redox technology. Our Science Council, made up of third-party health and science professionals, helps direct and apply the latest science and oversee new studies.

"The beauty of this advisory council is that so many of us specialize in different aspects of health and wellness," says nutritionist and Science Council member Brooke Alpert. "What we're able to do is then bring a well-rounded professional point of view to all of ASEA's products, claims, and statements."

The Council's expertise and advocacy help advance ASEA's vision of becoming the recognized global leader in cellular health and redox-based technologies.

Dr. Robertson Ward has been involved with ASEA since its early days and has served on the Science Council for many years. "From my first involvement with ASEA, the technology was in a relatively new category of biochemistry," he says. "I felt that the more ASEA could support scientific endeavors with the guidance of a variety of scientific minds, that the field of redox biochemistry as well ASEA as a company would equally prosper."



Corinne Allen, Ph.D.



Sally Dymond, L.R.M.T.



Stan Gardner, M.D., C.N.S.



Maureen Hayes, M.D.



Carolyn Hoffman,
N.D., C.N.H.P., L.D.H.S. (ADV)



Aaron Kaufman, D.O.



Carmen Keith, M.D.



Houng King, L.A.C., C.M.D.



Lisa Lai, Ph.D.



Foster R. Malmed, D.C., P.C.



Richard G. Michal, M.D.



Lee Ostler, D.D.S.



David Silverman, D.P.M.



Dick Walker, M.D.



Darren Weissman, D.C.



Jerry White, P.T.

MEDICAL PROFESSIONALS BOARD

Many in the medical field are drawn to ASEA® because the science of redox technology is substantial. The Medical Professionals Board is made up of ASEA associates with medical professions and training.

One of the Board's longest-standing members, Dr. David Silverman, gives insight on its role as a liaison between the science world and the marketing world. "People don't need to know everything about the product and the science, but they can feel confident that there are people who do," he explains. Dr. Maureen Hayes concurs. "The service we provide is that

we're all highly educated and experienced medical professionals who got involved with ASEA initially because of the product experience or wanting an answer for a challenge that either we or a loved one was experiencing" she shares. "We have vetted it, and we have put our names and reputations behind it and feel passionate about sharing with others."

The Medical Professionals Board also provides advice for the company as we pursue ongoing research. Their expertise lends credibility and validation to redox technology and ASEA products. ∞

ASEA[®]

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