

JUSTIN SERRA

GENERAL MANAGER, NORTH AMERICA





ASMA ISHAQ

CEO, MODERE

RECENT RECOGNITION

KEY ENTREPRENEUR OF THE YEAR,
Pacific Southwest
Ernst & Young, 2022

#1 FASTEST GROWING WOMAN-LED COMPANY
WPO & JP Morgan Chase, 2021

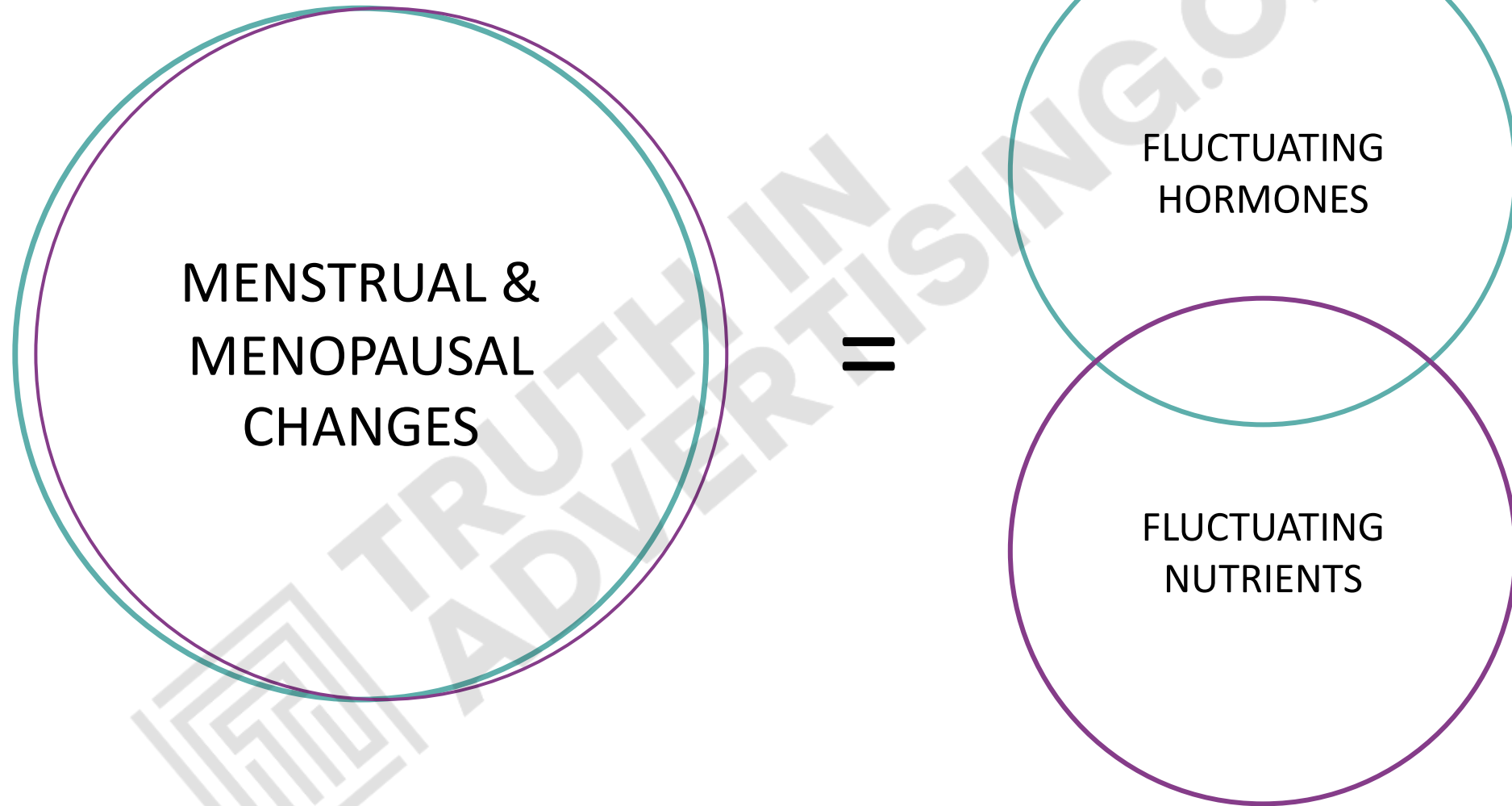
TOP 10 TRANSFORMATIVE CEO,
Health & Beauty eCommerce
Forbes.com, 2021

NUTRACHAMPION AWARD
NutraIngredients, 2020

JENNIFER ANDERSON

SR. DIRECTOR OF PRODUCT SCIENCES
& DEVELOPMENT





MENSTRUATING WOMEN

- Cramps
- Fatigue
- Bloating
- Digestive upset
- Food cravings
- Low libido
- Congested skin
- PMS
- Sore breasts

MENOPAUSAL WOMEN

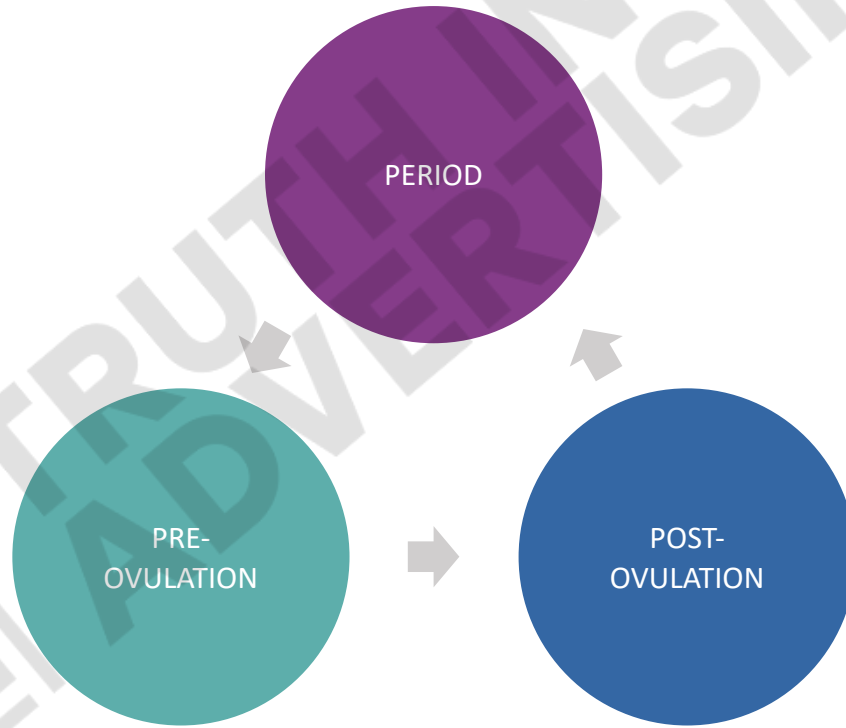
- Hot flashes
- Night sweats
- Trouble sleeping
- Brain fog
- Low libido
- Vaginal dryness
- Dry skin & nails
- Cardiovascular changes

INTUITIVE NUTRITION FOR OPTIMAL HORMONAL HEALTH

THE NUTRIENTS YOU NEED
EXACTLY WHEN YOU NEED THEM

INTUITIVE NUTRITION SYNCED TO YOUR MENSTRUAL CYCLE

3 SCIENTIFICALLY
ADVANCED FORMULAS



HORMONE-FREE

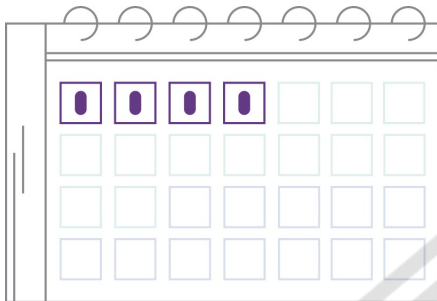


SOY
ISOFLAVONE-FREE

FORMULA #1

Period

DAYS 1-4

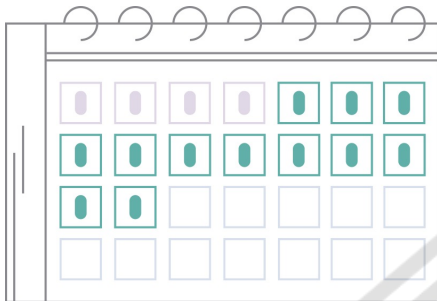


- Magnesium
- Copper
- Niacinamide
- Clove
- Immortelle
- Cranberry
- Ginger
- Dong quai
- Peppermint
- Sage
- CoQ10

- Helps relieve cramps*†
- Helps ease bloating*†
- Promotes clear looking skin*
- Supports energy levels*
- Supports iron metabolism*
- Supports liver health*
- Supports healthy blood flow*
- Supports urinary tract health*
- Supports antioxidant capacity*

FORMULA #2

Follicular phase
DAYS 5-16

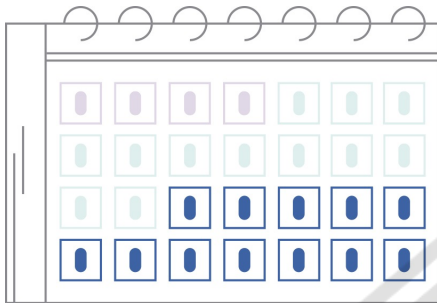


- Theacrine
- Highly bioavailable iron
- Iodine
- Inositol
- Maca
- Broccoli
- Quercetin

- Supports hormones leading up to ovulation*
- Improves feelings of wellbeing*
- Supports a healthy libido*
- Supports mental clarity*
- Supports thyroid health*
- Helps promote iron absorption*
- Supports antioxidant capacity*

FORMULA #3

Luteal Phase
DAYS 17-32



- Levagen®+
- Extramel®
- Ginger
- Saffron
- Chasteberry
- Apple & ancient peat polyphenols
- Zinc
- Black pepper extract

- Relieves mild discomfort associated with PMS *
- Helps enhance the absorption nutrients before menstruation*
- Supports a healthy inflammatory response*
- Supports the endocannabinoid system*
- Promotes clear looking skin*
- Reduces occasional stress*
- Supports energy levels*
- Supports antioxidant capacity*



Levagen®+ is a trademark of Gencor registered in the USA and other countries.



Extramel® is a registered trademark of ROBERTET.

**WHEN YOUR NEXT PERIOD
STARTS,
REPEAT THE CYCLE**

TAKE 1 PILL DAILY
WITH FOOD + WATER

INTUITIVE NUTRITION FOR ALL THE PHASES OF MENOPAUSE

- Perimenopause
- Menopause
- Post-menopause



HORMONE-FREE



SOY
ISOFLAVONE-FREE

MENOPAUSE FORMULA

KEY INGREDIENTS & PRODUCT BENEFITS

- EstroG-100™
 - Angelica gigas
 - Cynanchum wilfordii
 - Phlomis umbrosa
- Certified organic olive extract
- Sage extract
- Reduces mild hot flashes*
- Reduces night sweats*
- Reduces vaginal dryness*
- Supports libido*
- Improves sleep health*
- Supports cognitive health*
- Supports cardiovascular health*
- Protects cells from oxidative stress*
- Supports healthy looking skin and nails*
- Supports energy levels*
- Supports mood*

TAKE 2 PILLS DAILY
WITH FOOD + WATER



**BIOCEUTICAL NUTRITION
FOR OPTIMAL HEALTH™**



**INTUITIVE NUTRITION
FOR HORMONAL HEALTH**

**EVERY CYCLE.
EVERY PHASE.
EVERY WOMAN.**

#ReinventYourHormoneStory

MŌDERE

LIVE CLEAN. LIVE WELL.



SORANI ROBINSON



SARAH LOVELY

MŌDERE

LIVE CLEAN. LIVE WELL.

THE 4 Ps TO LAUNCHING A NEW PRODUCT

JUSTINE LAYSER

PLATINUM BLACK 2 ELITE 2



On average a woman menstruates for approximately 3,500 days during their lifetime, which is about 10 years.

In the U.S., an estimated 6,000 women daily and more than 2 million women yearly reach menopause. With an average life expectancy of 81, women are spending greater than one-third of their lives in menopause.

THE 4 Ps TO LAUNCHING A NEW PRODUCT

Step 1: PREPARE

- **Educate yourself**
- **Write out a compliant story**
- **Get good at sharing your story**
- **Jot down notes about your cycle**

SHARING ABOUT PRODUCT

- 1 Always be truthful and not misleading
- 2 Product experiences should be consistent with the approved statements contained in company materials
- 3 Provide an accurate and realistic portrayal of the product's efficacy and the potential benefits that the typical consumer may experience
- 4 Remember that while our products may have many benefits, they are not intended to diagnose, treat, cure or prevent any illness or disease

Step 2: PIVOT

- **Change the conversation**
- **Join a local women's group**
- **Join & interact in “niche” FB groups**

Step 3: PRIME Your Audience

- **Ask questions on your page**
- **Interview people in live videos**
- **Tease with your own results**
- **Pivot your Social Media Content**

I used to look bloated
1 week before my
period. Bloating
GONE.

Life CHANGED!

No more excuses in the
bedroom...

“Now I say, “VaVaVoom.”

Want to know why?

Hypothetically speaking....if
you
heard about a supplement
that
safely supported your
libido, would you want to
learn more?

Bye-bye night sweats.

Hello good night's
sleep!

AVAILABLE RESOURCES

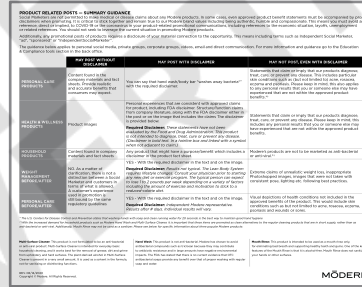
Training Video

- Best practices for promoting



Training Documents

- Sharing your product experience guide
- Social media disclosure guide
- Summary product guide



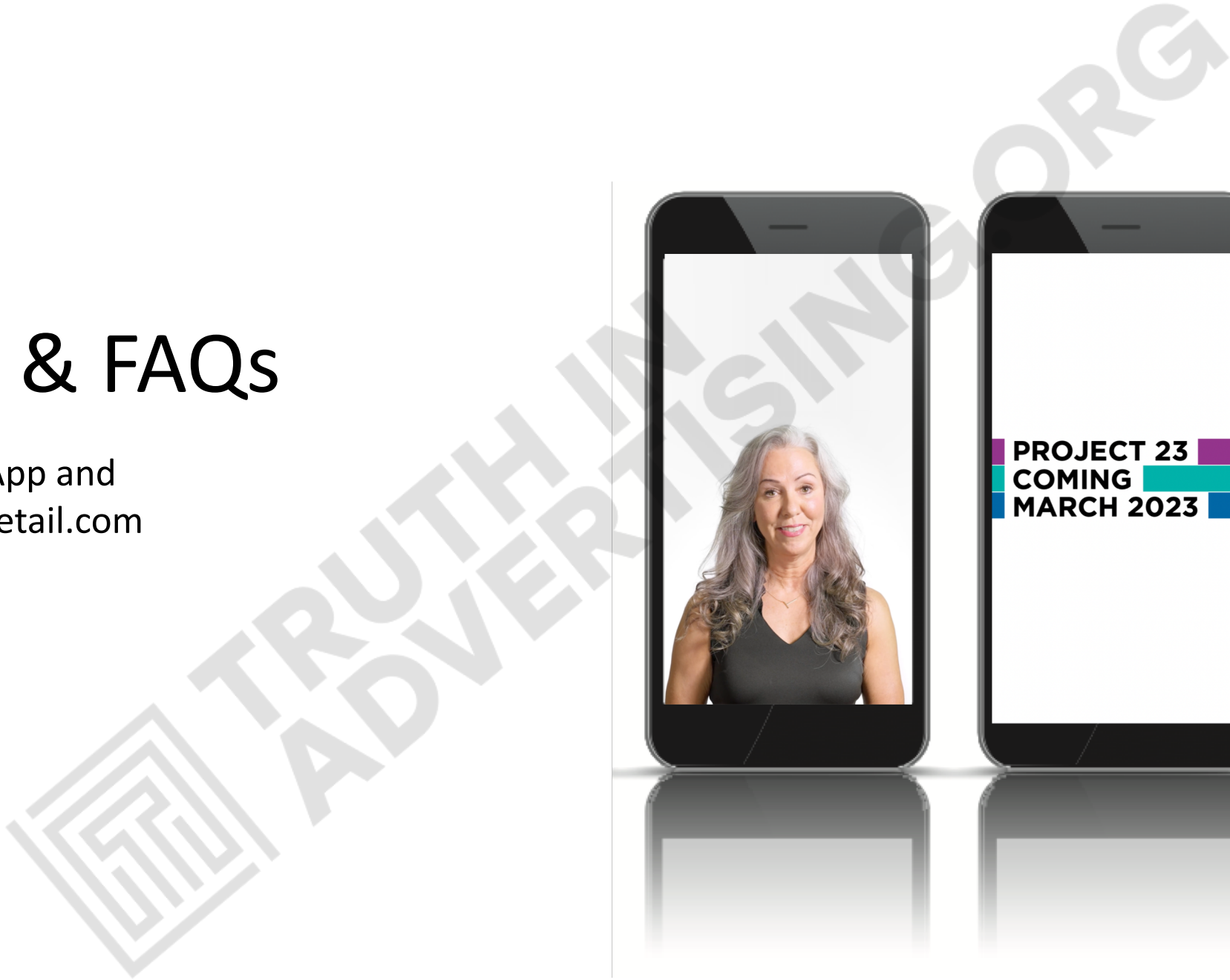
LIFE APP: On-boarding Section
Shifting Retail Backoffice: Getting Started Training

The Buzz: Ethics (Compliance) Topic
One Voice FG Group: Unit 20

TOOLS & FAQs

Modere Life App and
buzz.shiftingretail.com

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STEP 4

PLEDGE to help as many women as possible & make a PROMISE to yourself

LIVE MODERE OPPORTUNITY ZOOMS

Every Wednesday in February

FEB 1, FEB 8, FEB 15, FEB 22 AT 7 PM MT | ZOOM



ASMA ISHAQ
MODERE CEO



JENNIFER ANDERSON
SR. DIRECTOR OF PRODUCT SCIENCES
& DEVELOPMENT



JUSTIN PRINCE
PLATINUM 3 ELITE BLACK 3

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LIVE CLEAN. LIVE WELL.

EXCLUSIVE OFFER

SOCIAL MARKETERS ONLY | JAN 25 AT 8 PM MT – WHILE SUPPLIES LAST.



PROJECT 23 – MENSTRUAL

3-month Pack
\$239.99

Available while supplies last! Limit 3 packs per SM account.

PROJECT 23 – MENOPAUSAL

3-month Pack
\$209.99

Available while supplies last! Limit 3 per SM account.

FREE LIQUID BIOCELL® COLLAGEN/HA CHEWS CHOCOLATE

With a purchase of either a Project 23 – Menstrual or Project 23 – Menopausal 3-pack.

Limit 1 free product per account.

OFFER ENDS JAN 26 at 11:59 PM MT

FREE WITH
PURCHASE



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LIVE CLEAN. LIVE WELL.

WHY MODERE? WHY NOW?

WES BEWLEY

PLATINUM ELITE BLACK 2



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THE PERFECT STORM

Who else has this...

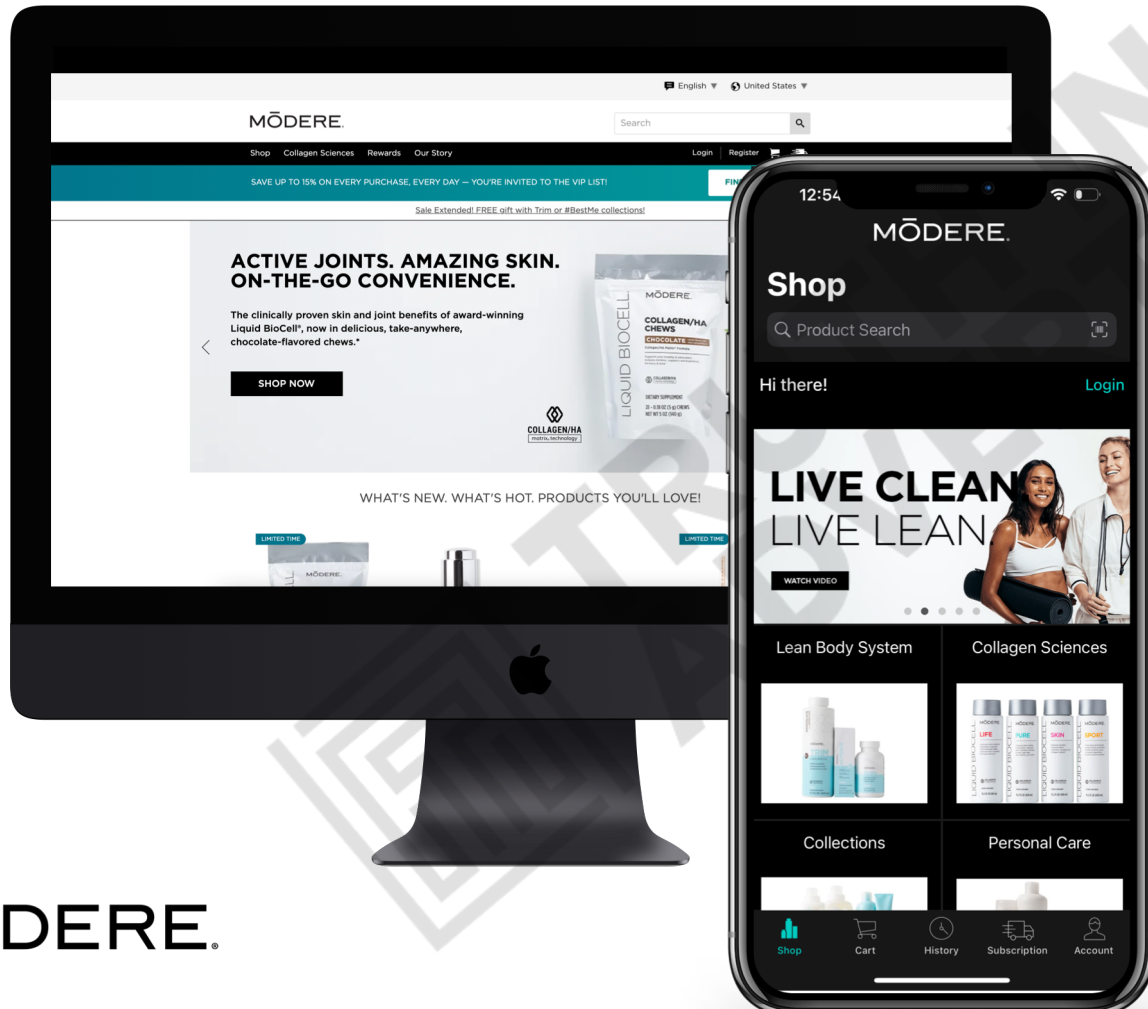
- A system to help you create a consistent flow of leads
- Unique and proprietary products that give you exclusivity
- Systems in place so you can leverage your time
- Training that can get you up and running making money your first 24 hours
- Support, winning environment, & perfect timing

HOW TO GET STARTED



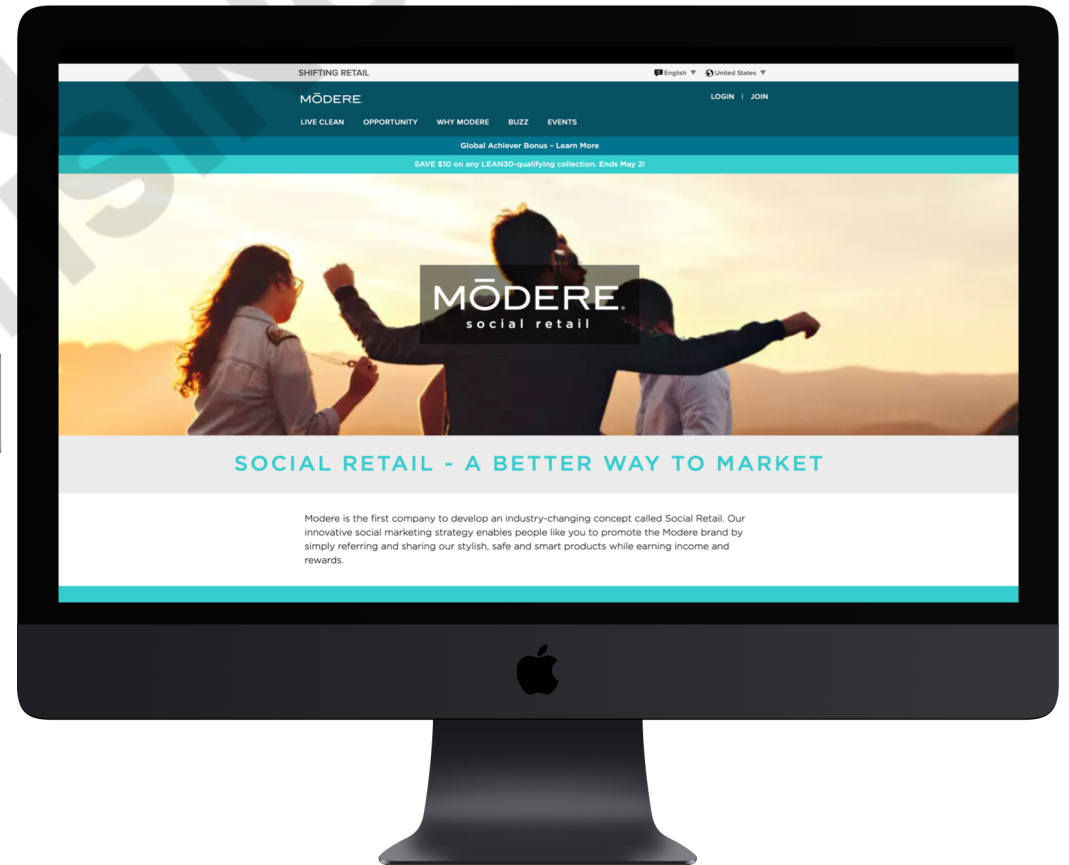
Anyone can enroll for \$39.99

Modere website & Modere app is where we send customers



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ShiftingRetail.com is your backoffice



ShiftingRetail.com is also where you send someone to enroll as a Social Marketer on your team

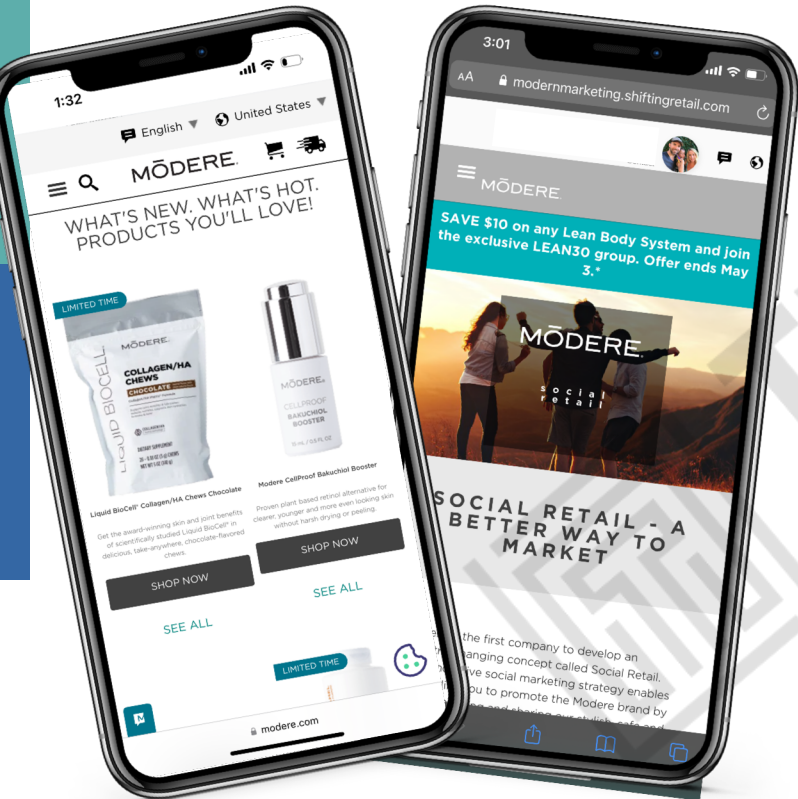
THE BEST WAY TO GET STARTED

Earn up to \$2400 Live Clean Credits per year from customer orders & 10 - 36% commissions!

Anyone can join as a social marketer for **:\$39.99**

Gets you two custom websites

- Modere app (where you send customers)
- Shifting Retail (where people can join your team)



BASIC PACK

LEAN BODY SYSTEM



\$160 Product Collection
+ \$39.99 Enrollment

Qualified for commissions

Eligible for Modere Experience

250 ME qualifying points

-

-

Total Value \$199

\$159

XM LAUNCH PACK

PRO PACK



\$360 Product Collection
+ \$39.99 Enrollment

Qualified for commissions

Eligible for Modere Experience

500 ME qualifying points

\$200 Shopping Credits

\$199 Event Ticket

Total Value \$1199

\$359

XM LAUNCH PACK

ULTIMATE PRO



\$660 Product Collection
+ \$39.99 Enrollment

Qualified for commissions

Eligible for Modere Experience

760 ME qualifying points

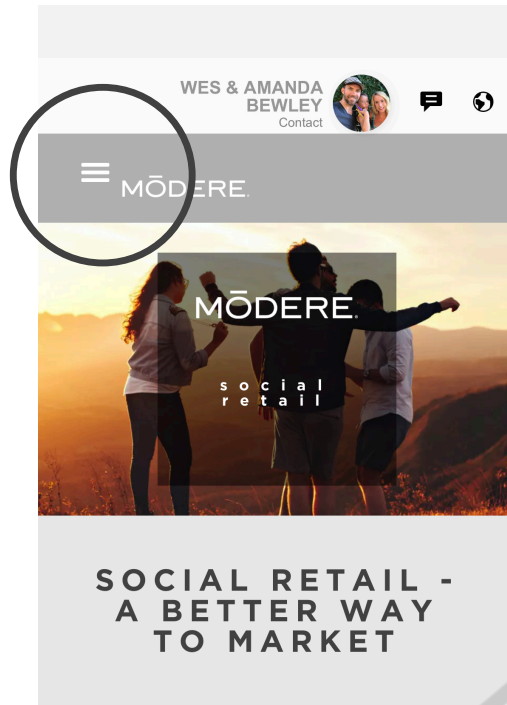
\$200 Shopping Credits

\$199 Event Ticket

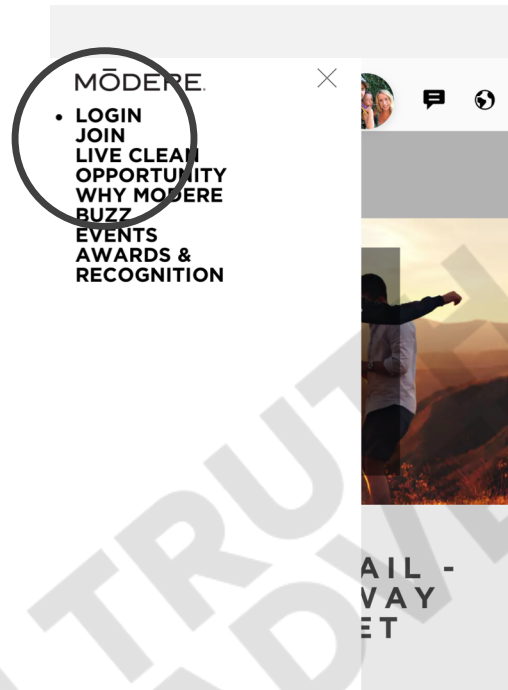
Total Value \$1499

\$659

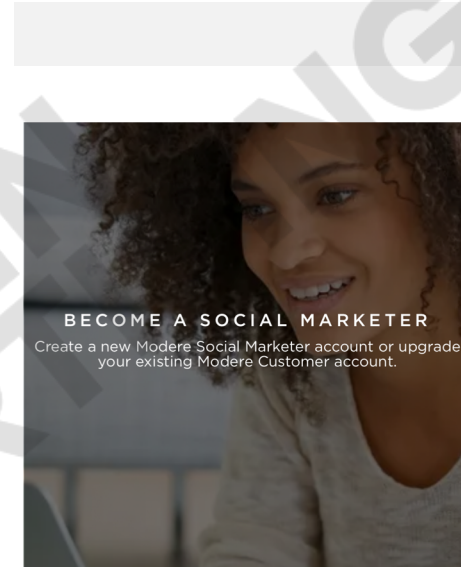
Text the person back who invited you to watch this and say "Send me your link"



Modere is the first company to develop an industry-changing concept called Social Retail. Our innovative social marketing strategy enables people like you to



develop an led Social marketing

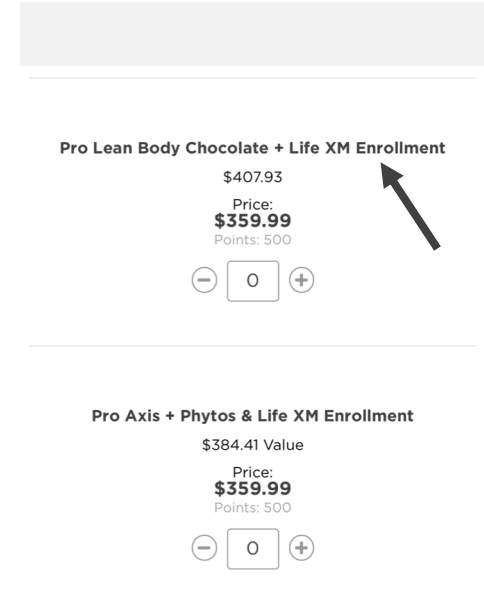


Step 1 of 3 - BUILD YOUR FIRST PRODUCT ORDER

Select your favorite XM or Basic enrollment collection below (optional). For the best value, we recommend you choose one of our XM Launch Collections. Each XM launch collection is specially curated to provide a targeted range of best selling

Commission Qualification

0 of 75 pts



Pro Lean Body Chocolate XM Enrollment

Collection
Price:
\$359.99
Points: 500

0

Commission Qualification

0 of 75 pts

BEST ROUTE TO

XM LAUNCH PACK

\$200 in bonus shopping credits
(redeemable over the next 4 months)

Free ticket to the launch event of Project 23
((\$199 value))

Eligibility to earn a Modere Experience
(up to \$399 value)

500 qualification points to help you reach
the first achievement



**Pro Lean Body Chocolate + Life
Enrollment Collection**

WHY NOW?

FREE MONTH SUPPLY of Project 23 – Menstrual or Menopausal when you join as a Social Marketer enrollment of \$199 or more!

ACHIEVERS BONUS

Earn up to an additional \$2,000 USD | \$2600 CAD in February

SOCIAL RETAIL CONFERENCE

MARCH 9-12, 2023 | CHARLOTTE, NORTH CAROLINA CONVENTION CENTER



Get added to the VIP Facebook group



EARN THE MODERE EXPERIENCE

Your choice of

- Shopping spree
- Getaway
- Apple Ipad
- Apple Watch

PLUS earn an additional \$300 with the Achievers Bonus!

All on top of normal commissions.

Terms & conditions apply.

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SOCIAL RETAIL IS THE BEST WAY TO EARN INCOME ONLINE

- Proven systems
- Award winning products
- Next level leadership
- Disruptive model
- Trends & timing

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LIVE CLEAN. LIVE WELL.