

*Life begins at the moment
when you cease to postpone dreams
for tomorrow...*

Art of Life®

ART OF LIFE
ARTLIFE

TO BE FIRST IS SIMPLE!
TO BE HEALTHY IS SIMPLE!
TO BE SUCCESSFUL IS SIMPLE!
TO BE SMART IS SIMPLE!
TO BE HAPPY IS SIMPLE!
TO BE NEEDED IS SIMPLE!
TO BE BEAUTIFUL IS SIMPLE!
TO BE LEADER IS SIMPLE!
TO BE SUCCESSFUL IS SIMPLE!
TO BE SMART IS SIMPLE!
TO BE HAPPY IS SIMPLE!
TO BE NEEDED IS SIMPLE!
TO BE BEAUTIFUL IS SIMPLE!
TO BE LEADER IS SIMPLE!



Art of Life®



YOU WAKE UP EVERY MORNING WITH A SMILE?
WITH PLEASURE GO TO WORK?

DO YOU HAVE REMAINS EVERY DAY AT LEAST
ONE THIRD TIME FOR YOU AND YOUR LOVED
ONES?

If YES – then probably you are a happy person and once decided to do something that brought you this success.

If NOT – then don't despair, you're probably at the start, and now it's your time!

A biography of any successful person always starts with a
CLEAN, WHITE SHEET.



«Art of Life»

FOUNDER OF WELLNESS-
INDUSTRY IN RUSSIA

SCIENTIFIC RESEARCH
AND MANUFACTURING
COMPLEX

WITH FULL CYCLE OF
PRODUCTION FROM THE
IDEA

TO THE SERIES
MANUFACTURE

DYNAMICALLY
DEVELOPING, HIGHLY-
TECHNOLOGICAL AND
INNOVATION ENTERPRISE



COMPANY STRUCTURE

Art of Life®

MANUFACTURING
OF CONCENTRATED
FOOD

MANUFACTURING
OF SOFT AND HARD
GELATIN CAPSULES

MANUFACTURING OF
BIOLOGICAL ACTIVE
COMPLEXES

SCIENTIFIC
RESEARCH
LABORATORY

MANUFACTURING
OF PLANT EXTRACT

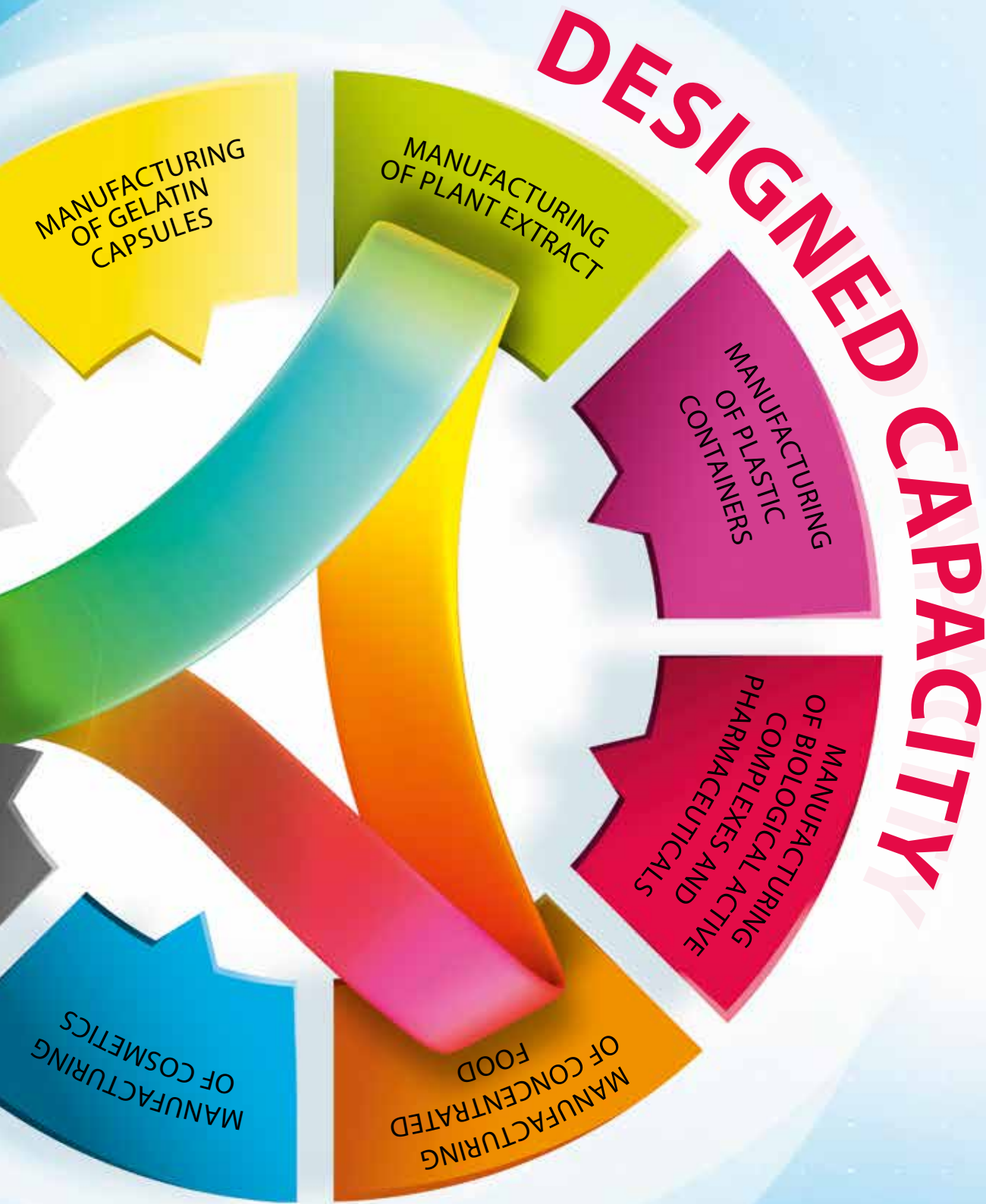
LABORATORY OF
QUALITY CONTROL

ARTLIFE FLORA

ARTLIFE TECHNO

MANUFACTURING
OF PLASTIC
CONTAINERS

MANUFACTURING
OF COSMETICS



ART OF LIFE COMPANY POSSESSES:

- 700 m² of Qualified Clean Premises
- More than 20 000 m² of Manufacturing Premises with local heating system and water supply: gas boiler room, artesian well, technical and demineralized water, well-equipped vehicle fleet and store premises.
- Fully automated manufacturing provided with modern equipments from the famous international companies like IMA (Italy), BWI Huetlin (Germany), Manesty, DT King (England), Technophar (Canada), Axon, Kaps All (USA), and Art life TECHNO (Russia).
- Purchases and reworks approximately 150 tons of plant raw materials per year (more than 170 items)



ART OF LIFE COMPANY

ALWAYS ACTS AND MOVES AHEAD IN THE MARKET

1997

Year of Art life Company establishment — became the first manufacturing unit of Biological Food Complexes in Russia

2001

Became co-founder of the Association of the Russian Developers and Manufacturers of the Biological Food Complexes

2004

Formed the trend of the Functional Food Supplement products and publisher of the first tutorial of Biologically Active Complexes

1997

Launched first manufacturing unit of gelatin capsules in Russia

2009

Integrated the first Russian manufacturing unit of paintball production for popularization of healthy life

2012

«Art life» nowadays — acknowledged leader of Healthy food manufacturing center in Russia and in the World

2014

Artlife New Gelatin Production Unit

QUALITY MANAGEMENT

«ART OF LIFE», LLC IS ONE OF THE FIRST COMPANIES IN RUSSIA TO BE CERTIFIED ACCORDING TO INTERNATIONAL STANDARDS OF CERTIFICATIONS ISO 9001, ISO 22000 AND GMP.

IN 2011 «ART OF LIFE» RECEIVED AN INTERNATIONAL CERTIFICATE OF CONFORMANCE TO «HALAL»

IN 2014 «ART OF LIFE INDIA» RECEIVED CERTIFICATE OF «FSSAI INDIA»



VITAMINS AND



FUNCTIONAL FOOD



COSMETICS



NATURAL DISINFECTIVE MEANS



SOFT AND HARD GELATIN CAPSULES



PLASTIC CONTAINERS AND PACKAGES



BIOBALL FOR PAINTBALL



MINERALS COMPLEXES



PRODUCTION OF «ART OF LIFE»

MORE THAN 500 ITEMS OF PRODUCTS
FROM 11 PRODUCT GROUPS

ART OF LIFE
ARTLIFE



TECHNOLOGIES AND FORMS OF ISSUE

LIPOSOMES
(PHYTOSOMES)

WIREFRAME
TABLETS

PELLET
TECHNOLOGY

MICRO-
CAPSULATION

MULTICAPS

SOFT-GELS

HARD GELATIN
CAPSULES

PARTNERSHIP GEOGRAPHY EXPANSION 2009-2014

40 000
PARTNERS
IN INDIA

SERVICE CENTERS
IN ABKHASIA AND
MOLDAVIA

OFFICIAL
REPRESENTATIVE
IN GERMANY

6 QUALIFIED
PRESIDENTS
IN INDIA

SOUTH KOREA
GELATIN BUSINESS

BUSINESS PRODUCT

BUSINESS PRODUCT IS A NEW AREA OF «ART OF LIFE» PORTFOLIO. IT OPENS AN OPPORTUNITY OF ACTIVE BUSINESS SPECIALIZATION.

- CONTAINS AN ADDITIONAL REWARD (25%) FROM THE PRICE STRUCTURE OF UNITED RETAIL PRICE
- HEIGHTENED SCORE COEFFICIENT
- «BUSINESS PRODUCT» CATEGORY INCLUDES:
 - PREMIUM CLASS PRODUCTS
 - UNITED RETAIL PRICE (CONSEQUENTLY EXCLUDES DUMPING)



COMPETITIVE ADVANTAGES OF «ART OF LIFE»

CONTEMPORARILY
COMPETITIVENESS IS NOT BASED
EXCLUSIVELY ON PRODUCTS QUALITY

ANNUALLY AROUND 5 TO 15 NETWORK
MARKETING COMPANIES ARE OPENED
AND THE SAME AMOUNT DECLARES
BANKRUPTCY. COMPETITION BEARS
ONLY RELIABLE AND STRONG
COMPANIES WHICH HAVE
EXPERIENCED THE GROWTH STAGE.

BRAND OF INDISPUTABLE CONFIDENCE OF THE PRODUCTS QUALITY

- Endowment in scientific research potential of Russia
- More than 5 million every year investment in scientific research
- Making new technologies
- Company is upbringing land for scholars

CONSTANTLY LEADING THE MARKET

- First manufacturer of biological food additives
- First manual of biotechnologies
- First manufacturer of food supplements
- First manufacturing complex of industrial biotechnologies
- First manufacturer of hard gelatin capsules



RISK MANAGEMENT

- Own manufacturing
- Free-running transport and energetic infrastructure
- Broad assortment
- Presence of additional vectors (paintballs, biotechnologies)

AFFAIRS IN JUDICIAL AREA

- Conduction of clinical investigations and approbations
- Transparency in manufacturing
- Certification in all the countries
- Transparency and honest information about products' contents and features

SOCIAL EFFICIENCY OF BUSINESS

- Health concept promotion (events «Art of life»)
- Education, uncovering of internal human capacities
- Communication facilities, recreation and trips
- Extension of the worth of human being, family and motherhood on the first site



«ART OF LIFE» KEY STRATEGIES

TRANSFER TO CLIENT-ORIENTED POLICY

- SERVICE STANDARDS
- INFORMATIONAL AND
ADVERTIZING MAINTAINANCE
- BRAND AWARENESS

INCREASE OF TECHNOLOGICAL EFFECTIVENESS OF SALES

- BUSINESS PRODUCT
- ADVERTIZING TOOLS
- TECHNOLOGY PERFORMANCE
AND EXPERIENCE EXCHANGE
- TRAININGS OF EFFECTIVE SALES



EXPANSION OF PARTNER NETWORK

- NEW MARKETS
- NEW PRODUCT CATEGORIES
- NEW CLIENT CATEGORIES

LEADERSHIP IN ALL DIRECTIONS

- ELEMENTARY PRODUCTS
- BIOLOGICAL FOOD ADDITIVES
- COSMETICS
- BIOTECHNOLOGIES

WHICH COMPANY DO YOU CHOOSE TO BE A PARTNER FOR A BRIGHT FUTURE?

THE FIRST STEPS...

THE FIRST WORDS...

THE FIRST PRESENTATION...

THE FIRST BIG TRIP...

AT WHAT POINT
TO STOP?

EVERYONE
DEFINES HIMSELF.

WHILE WE DO
SOMETHING
FOR THE FIRST TIME,
OUR BIOGRAPHY
IS WRITTEN.



IF YOU THINK OF BETTER QUALITY OF
A LIFE AND WAIT FOR GOOD CHANGES,
**TIME HAS COME TO MAKE ONE
MORE IMPORTANT STEP!**

With Us

**TO BE THE FIRST
IS TO HAVE DREAM,
DO NOT BE AFRAID TO
OPERATE AND TRUST
IN YOU!**

15 YEARS AGO

15 years ago, Alexander Avstrieviskiy believed that he would be able to create a first production networking Company in Russia, Which becomes the best in the world!

HE IS THE FIRST PARTNERS ARTLIFE:

- realized idea of revival of Russian manufacture;
- have presented in the market a competitive product;
- have generated new model of the social responsibility of business;
- have laid the foundation for rapid growth and progress of Artlife to worldwide!

ARTLIFE TODAY – ITS :

- production areas are more than 20 000 Esq. M., offices in 14 countries, offices in more than 500 cities;
- more than 50 new service centers every year, more than 400 innovative development;
- more than 3 000 families for which Artlife became profitable family business.

TO BE FIRST IS SIMPLE

ART OF LIFE
ARTLIFE



**WE ARE
THE FIRST
YESTERDAY!**

Formed a branch of the Biological Dietary Supplement (BDS) in Russia, have based the market of a functional feed and cosmetics products, Participated in creation of the program «Health of the nation».

One of the first in Russia has received the certificate of conformity system of quality management ISO 9001. Have fixed the monitoring system of quality the international certificates HACCP, GMP, ISO 22000 and licensed to pharmaceutical activities.

**WE ARE
THE FIRST
TODAY!**

Participating together with adjusting authorities in formation a legal field of BDS market in Russia.

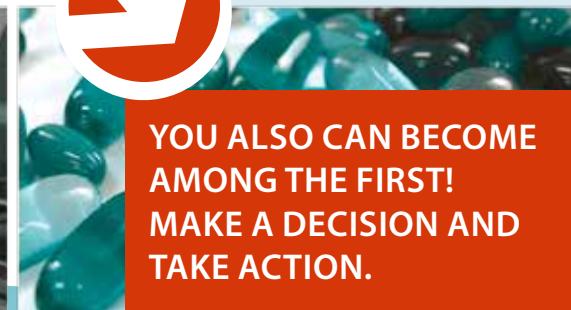
Follow the practice of scientific and clinical approbations of its products.

Its 15 years anniversary celebrating a recognized authority and the flagship of the health food industry. Presenting in the market more than 400 kinds of healthy food products.

First time in Russia have opened a production of hard and soft gelatin capsules.

**WE WILL BE
THE FIRST
IN FUTURE!**

Securing in the countries of the Western Europe and India, in we go on the markets of Australia, South - East Asia, South America.



**YOU ALSO CAN BECOME
AMONG THE FIRST!
MAKE A DECISION AND
TAKE ACTION.**

«NOT ENOUGH EXPERIENCE»

«I'M TOO OLD»



9 PEOPLE OUT OF **10**
PUT ON A CROSS, AND WITHOUT
TRYING TO DO SOMETHING
COSTING IN LIFE.



THE SUCCESS DOES NOT COME UNDER
THE SCHEDULE IN APPOINTED TIME.
AT ANY AGE POSSIBLE TO OPEN IN YOU NEW
CAPACITIES AND TO UNDERTAKE NEW BUSINESS!!

WHETHER YOU KNOW, how many famous brands
are based by people at mature age:

after **50**



ChristianDior

How many famous people have begun creative career after 40?

after **40**



Jean Reno



Paulo Coelho

What super successful projects have been created at all still by young men!

up to **20**



FACT

Alexander
Avstrieviskih founded
Artlife at the age of

36 years

Each age
has own advantages!

**AND HOW OLD
ARE YOU?**

Possibly, it is the
best age to undertake
something new!

**SUCCESS IS NOT
A HERITAGE
OR LUCK, ITS
ONLY RESULT
OF THE ENCLOSED
EFFORTS!**

With Us **TO BE SUCCESSFUL IS SIMPLE**

ART OF LIFE
ARTLIFE



THE MOST SUCCESSFUL BUSINESS-PROJECTS WHEN THAT HAS BEEN BASED WITH SMALL!

Model of effective business of Artlife its:

**AN EFFECTIVE
LAUNCHING PAD,**
if you only try
yourselves in business

**VALUABLE
LEADERSHIP
EXPERIENCE,**
if you feel the leadership
potential

**PROFITABLE
BUSINESS,**
if you're an established
professional-Networker

ESTABLISH YOUR BUSINESS - ITS WORTH!

Y EVERYONE HAS A GIFT TO BE THE BUSINESSMAN!
IMPORTANTLY, TO CHOOSE THE RIGHT DIRECTION AND
THIS DIRECTION CAN BECOME **ARTLIFE!**

COMPETITIVE ADVANTAGES OF ARTLIFE



Company – producer

Private scientific base

Interesting for business product

Multi-level quality control products

Efficiency, clinically proven

Respect and a recognition to each Partner



To be like everyone
or reveal and express
himself?



While we are like everyone –
we averages, we depend on
someone's decisions and we
realize someone's dreams.



Depend on someone's
decisions or to determine
your way?

When we determine its way, we rise above the routine
and life is filled with bright colors. We decide that who will
surround us, with whom we wanted to rest, and then what
we like to do!



SUFFOCATE IN THE GRAYNESS or ENJOY THE FREEDOM –
YOU DECIDE ONLY!

With Us TO BE BRIGHT IS SIMPLE

ART OF LIFE
ARTLIFE



THIS IS LIFE IN THE STYLE OF ARTLIFE:

• ADEQUATE REWARD

• FREE ROUTINE

• PERSONAL AND PROFESSIONAL SELF-IMPROVEMENT

• WORK-HOBBY

• CAREER MANAGEMENT

ART OF LIVING OF ARTLIFE – HAVE SKILL TO FIND TIME FOR WHAT MAKE US HAPPY. MEETING AND A LOT OF TRAVEL. AS IT IS EASY TO LIKE IT, ENJOY ITS ACHIEVEMENTS AND ITS TRANSFORMATION. AND HOW MANY OCCASIONS TO TELL TO MYSELF,

«I AM THE GOOD»!



ARTLIFE CHANGES THE WORLD, UNITING PEOPLE PHILOSOPHY OF SUCCESS, CHEERFULNESS LIFE, AND
THE HEALTHY RELATIONS TO YOURSELF AND TO YOUR CLOSER. PHILOSOPHY, WHICH IS CAPACIOUSLY
REFLECTED IN NAME OF

ARTLIFE – COMPANY OF OPPORTUNITY !

WHAT ATTRACTS
PEOPLE TO ARTLIFE?



We make people
positive and
concerned,
active and
enthusiastic life,
truly the right
people.

ONLY THE STRONG PERSONALITY IS CAPABLE TO CHANGE THE WORLD!

With Us **TO BE NEEDED IS VERY SIMPLE**

ART OF LIFE
ARTLIFE



TO BE NEEDED – MEANS TO DO THE WORLD BETTER



Each Partner of the company the participant of the meaningful national project «Health of the nation». Participation of Artlife Partners has made this project more scale, while maintaining focus and efficiency.

ARTLIFE PHILOSOPHY TODAY IS SHARED BY THOUSANDS OF PARTNERS AROUND THE WORLD. THIS ALLOWS YOU TO CARRY OUT LARGE-SCALE SOCIAL PROJECTS AND RECEIVE THE RESULTS THAT YOU CAN BE PROUD.

STATISTICS RESULT OF ARTLIFE

- **ACTIVE LONGEVITY.** Which makes it possible to extend an average of 10-15 years.
- **RECOVERY FROM CHRONIC AND ACUTE DISEASES.** Reduction of time and increase of efficiency of regenerative processes are clinically proved.
- **THE HEALTH OF FUTURE GENERATIONS.** In Artlife families, children grow healthy, comprehensively developed and socially adapted.
- **ADDRESSING FAMILY ISSUES.** The pleasure of motherhood returns, restored harmony in relationship, formed a habit of being careful and attentive to each other.
- **PRESERVATION OF YOUTH.** The system of beauty and health allows women to look and feel at least 10 years younger. And HB program control promotes natural weight loss.
- **NEW QUALITY OF LIFE.** Wisdom and maturity comes in dealing with difficult situations of life. Increasing efficiency in work.

ARTLIFE BROUGHT SUCCESS TO THOUSANDS
OF PEOPLE! THEIR LIVES ARE FILLED
WITH POSITIVE AND THE DRIVE! THEY LIVE
OF WHAT DREAMED YESTERDAY!
THEY EARN! THEY ACHIEVE!

Art of Life®

Be First...



Be Needed...

Be Beautiful...

Be Healthy...



Be Smart...

Be Happy...



Be leader...

Be successful...



**IT'S YOUR TIME TO START!
TELL ME WHAT YOU DREAM?**

MY FUTURE RESULTS:

Health

Family

Business

Rest