



# VIDAFY

Life Converted



Shane & Laura Brady  
Founders VIDAFY

**WELCOME to the  
VIDAFY family of  
ENTREPRENEURS!**



## ***Each day there are more of us united in a single purpose: “To help convert our lives and of those around us into what we've always wanted”***

We greatly value the decision you have made to start your new VIDAFY business. We are proud to be your partners on this new life project. Right now you might be a little nervous, and this is normal. Fear tends to show up when we're starting something new. The most important thing however is to always remember why you decided to join VIDAFY. That “why” will always and forever be your north star as you overcome every obstacle and challenge along the way.

What we're about to share might sound familiar to you. For many years we made decisions based on our fears. You may have felt some of them yourself at different times of your life. “What will they say about me?” “Am I good enough?” And the infamous, “What if I fail?”

One day in a “heart to heart” conversation, we realized that fear had made us forget our hopes, dreams and even our purpose in life, which have always been the foundation of our marriage and family.

At that decisive moment, we were determined to leave our fears behind and fight for love and for those we love most.

Without a doubt, that single decision has brought more joy, happiness, and freedom to our lives and the lives of our loved ones.

In 2016, we founded VIDAFY with the mission to change the lives of thousands of people around the world into what they have always wanted. Today, with tens of thousands of VIDAFY Entrepreneurs and more than 1,000,000 units of product sold, we feel so fortunate to be a part of such a great movement. Our history is made up of many powerful stories of improved health and wellness, but the best part is that so many more are still being written!

**We feel blessed to work with so many incredible people with the common purpose of changing lives!**

Now it's your turn to take the first steps on this new path! We invite you to identify your fears and set them aside. If you always put love first in every decision you make, you will achieve success in VIDAFY and in every aspect of your life!

***Shane y Laura Brady  
Founders, VIDAFY***

# MISSION

Help you  
to convert  
**your life**  
into what you  
**have always**  
wanted





*Our name arises from the fusion of two cultures, two languages, and the desire to build and leave a legacy of transformation in the lives of thousands of people globally.*

# VIDA/FY

Life, existence.  
*(Spanish)*

The process of  
converting or  
transforming *(English)*



# Life Converted Nutrition

VIDAFY combines the best of tradition, science, and nature to bring you benefits you'll rarely find together in other products.

When modern scientific research is combined with ancient knowledge, the ensuing products have a unique capability to help the body's functions through natural processes.

The fusion of global cultural traditions with innovative patented biotechnology allows us to maximize the health benefits of 100% natural ingredients.

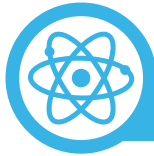




## Tradition

From thousands of years of traditional use of herbs, plants, seeds, leaves, roots, and more, we gain a virtual “health encyclopedia” of invaluable knowledge for our wellness.

We respect and honor traditions; it's part of our DNA and who we are. We are committed to always consulting human experience when selecting natural ingredients to provide the best possible benefits for general well-being



## Science

Scientific research has brought many important advances to our lives; because of this, VIDAFY integrates innovative biotechnology when developing and manufacturing our products to maximize their benefits.

Our patented German nanotechnology, BioMS<sup>®</sup>, guarantees bioavailability and optimal absorption of substances, making VIDAFY products the most potent version of each ingredient.



## Nature

We stand in awe of the amazing powers of all that nature has to offer. We strive to identify ingredients from around that world that our bodies need most. When formulated and used appropriately, we can receive the regeneration, cleansing, and nutrition we need.

# THE *HIDDEN* SECRET

in the nutritional  
supplement INDUSTRY

How many times have you heard the expression, “Water is life”?

This is true because water is a vital element for the human body, making up to 60% of a body’s composition.

- About 75% of the brain’s composition is water.
- Water is needed for breathing.
- Water regulates body temperature.
- Water transports nutrients and oxygen to all the cells of the body.
- Our blood is 92% water.





## **The hidden secret: not all ingredients from supplements are absorbed by our bodies.**

This important fact has been suppressed by our industry for many years, and it is the principal motive for much of the general criticism by doctors and scientists about food supplements.

To be more precise, the supplement industry has hidden the fact that what a person ingests as a supplement doesn't always have the advertised effect due to its poor absorption in the bloodstream.

At VIDAFY, we took this issue head-on and focused on discovering a solution which allows us for the first time to convert oil-based nutrients into a substance that is soluble in water. This was made possible by combining powerful metabolites with innovative nanotechnology in the form of solubilized micelles.

**We call our patented processes BioMS® Technology.**





# BioMS PATENTED German Biotechnology

**BioMS technology has revolutionized the supplement industry by making possible unparalleled lipid absorption through the application of patented biotechnologies.**

- 1. Powerful metabolites from all natural ingredients.**
- 2. Patented nanotech processes that ensure cellular absorptions.**
- 3. Patented biotech processes to form micelles which allow for immediate uptake of oily metabolites into the bloodstream.**

# NANOTECHNOLOGY

Nanotechnology is the study and creation of incredibly small sized materials, generally between 1 and 100 nanometers. To put it into perspective, a single strand of hair is about 100,000 nanometers thick. For cellular penetration, a molecule must be smaller than 100 nm. Our micelles are 30 nm in size.

## Micellization

A clever disguise that improves absorption

For our organisms to absorb curcumin, that substance must first be reduced to nanometric size. Once reduced, it needs a nano transporter or “nanocarrier”, which must have a specific characteristic called **amphiphilic**, meaning that it is soluble in water as well as oils. The only nanocarrier that has both of these characteristics is the micelle.

*Micellization is a disguise that is put on the curcumin’s nanoparticles.*

If you buy turmeric in powder or capsule form and try to dissolve it in water, when trying to mix it you will notice that this isn’t possible because the phytonutrients of turmeric (*curcumin, for example*) are fatty substances; this prevents them from dissolving in water and being absorbed at a cellular level.

Our bodies are miraculous in their natural functions. To overcome the water-lipid absorption barrier, our bodies surround the fatty curcumin particle with water soluble molecules to form a micelle structure. This nano-sized “carrier” then transports the curcumin into the bloodstream and on to the cell. But in our bodies, this process takes over 8 hours and as a result over 90% of the curcumin is lost. **With BioMS Technology, we create the same micelle nanocarriers ahead of time so that when you take our product, you are guaranteed nearly complete absorption.**





## Scientific Support

*At VIDAFY we believe in offering scientifically proven products for real life results. Together with our partner laboratory in Germany, we have done multiple published studies and received patent approvals that back up the quality of our formula by working together with various universities and scientific institutions in their nanotechnology research.*

- *2006 FROST AND SULLIVAN Award for development of micelles with nanotechnology.*
- *Our partner laboratory works closely with Hohenheim University in Germany with ties to UCLA in California as a part of its scientific network.*
- *Our BioMS products are produced with GMP certification TOV PROF/ CERT GMP & ISO 900*
- *Our BioMS products are produced in Germany with Kosher and Hallal certification*



# STENTS PATENTS



The technology we use in developing our BioMS products is based on German nanotechnology protected by multiple international patents:

- *International application PCT/EP2013/001427*
- *Utility model protection Germany 20 2012 012130 8*
- *International proprietary emulsifier system EP 10 785 350 9*




# NANOFY

# CÚRCUMIN

Curcumin-based liquid dietary  
supplement with vitamin D<sub>3</sub>

\*\*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.



# BIG PROBLEM MEET TINY SOLUTION

Since ancient times, *Curcuma Longa* (or turmeric) is one of the most-studied plant species due to its many known properties and health benefits.

Despite its multiple benefits, curcumin, which is turmeric's main active metabolite, presents a challenge: its low absorption. After years of research and development, we found the solution to overcome the lipid absorption barrier: encapsulate the metabolite in a micelle-based nanocarrier which we call BioMS.\*\*

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# VIDAFY CÚRCUMA PLUS



ADVANCED FORMULA  
Curcumin-based liquid dietary  
supplement with ginger and  
vitamins C & D<sub>3</sub>

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## A SYNERGY OF INGREDIENTS

The advanced formulation of CÚRCUMA Plus has a clear advantage over other curcumin products due to the powerful absorption benefits of BioMS Technology.\*\* When in the presence of ginger plus vitamin C, the benefits increase even more.

The interaction between the components is known as the synergistic effect. It is scientifically proven that the power and benefits of CÚRCUMA Plus's formulation are greater than the sum of the benefits of each of its components separately.\*\*

## THE PLUS

### Ginger (*Zingiber officinale*):

An aromatic plant of the turmeric family whose rhizome has been studied for centuries thanks to its multiple health benefits. It shares several of its potential benefits with turmeric or curcumin. Its best known action is as a natural antiemetic (anti-nausea) and digestive assistant.\*\*

### Vitamin C (ascorbic acid):

Water-soluble with antioxidant activity, it is necessary to repair tissues since it intervenes in the formation of collagen, improves iron absorption and contributes to the proper functioning of the immune system. It also protects our vision, protects the endothelium (structure of our blood vessels) and its role as a neuroprotector has recently been discovered.\*\*

Studies show that, in the presence of curcumin, it increases its benefits.\*\*



# SYNBÍOFY

Magnesium-based food supplement with prebiotics and probiotics.

Formulation based on cutting edge science. SYNBIOFY is the innovative synergy between probiotics and prebiotics.\*\*

Our new formula is scientifically developed with natural ingredients, infused with magnesium and more than 5 Billion probiotic Colony Forming Units (CFU).\*\*

The combination of soluble fibers, probiotics, and traditional herbs, combined with a healthy and balanced diet, can help stimulate integral well-being in your body.\*\*

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# What are **SYNBIOTICS**

Synbiotics are peculiar “functional foods” that contain both prebiotics and probiotics, which aim to help restore and/or maintain good intestinal microbiota health and both mental and physical well-being.\*\*

In a healthy organism, the intestine’s microbiota (a community of microorganisms that inhabit the intestine) is made up of about 100 Billion microorganisms that live in perfect harmony, forming a stable ecosystem. This balance can be broken under the effect of certain medicines, infections, poor diet, lifestyle, stress, everyday life, or illness.\*\*

This alteration of the community of intestinal bacteria is called dysbiosis, a symptom of various health conditions.\*\*

# MICROBIOTA

The intestine's microbiota is the community of live microorganisms present in the digestive system. Many world class researchers work deciphering the genome of the microbiota.

The intestinal microbiota is no longer considered an accompanying guest, but it's now considered a "metabolic organ", with functions in nutrition, regulation of immunity, and systemic inflammation.



# What are...

## PROBIOTICS

They are live microorganisms that confer a benefit to the health of the host when administered in adequate amounts.

Research has shown that various probiotic strains, such as *Lactobacillus* and bifidobacteria, can positively influence many functions of the body.

## PREBIOTICS

These are the fuel used by probiotics to multiply and develop in the intestine.

Consistent consumption of foods rich in fiber can help improve intestinal health ensuring good probiotic nutrition.





# Magnesium Gluconate

Magnesium Gluconate is a form of magnesium that supports adequate levels of magnesium in the body. Magnesium contributes through various functions, including:

- Helps to reduce tiredness and fatigue.\*\*
- Contributes to electrolyte balance.\*\*
- Supports the normal functioning of the nervous, intestinal and muscle systems.\*\*
- Contributes to the bone and teeth maintenance under normal conditions.\*\*

## The low intake\* of mg is due to a number of reasons\*\*:

- Decreased levels of Mg in various processed foods.
- Cooking and boiling of food results in a significant decrease in Mg content.
- Reduced gastrointestinal absorption of magnesium occurs due to vitamin D deficiency, a common problem in western cultures.

\*The recommended daily amount of Magnesium is between 300 and 400 milligrams. SYN BIOFY provides 15.00 mg per serving of 4 capsules (2g)

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A photograph of a person's torso from the chest down to the waist. They are wearing a white t-shirt. Their hands are positioned in front of their stomach, with the fingers pointing towards the center, forming a heart shape. The background is a solid blue color.

# Combined BENEFITS

If you do a search online for scientific information about probiotics, you will find that these microorganisms turn out to be very beneficial to the body and when consumed together with prebiotics, sufficient water and a healthy diet, you can obtain some of the following benefits:

- **Promotes cleansing and detoxification\*\***

Consumption of Synbiotic supplements (probiotics + prebiotics) can help to keep the intestine's microbiota healthy and strong.\*\*

- **Improved bioavailability of nutrients\*\***

Some probiotics can interact with the production of vitamins. It was also shown that certain lactobacillus can increase bioavailability of minerals.\*\*

- **Improved cognitive function\*\***

Probiotic bacteria can help maintain brain function through the brain-gut axis.\*\*

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# Our Business Model

At the beginning of the 20th century, the business model of a company in general was rather simple; a company manufactured a product or carried out a service and charged for it.

The evolution of society, uncertainty, speed of change, the internet, technological advances, and the birth of new needs and new opportunities forced companies to generate new innovative business models as alternatives for generating income.

At VIDAFY, we believe not only in innovation, but in simplicity; that is why our business model is based on these two pillars, which will open the way for you to achieve success in your business as long as you are willing to work for it.







## Our SIMPLIFY model is as easy as 1...2...3!

When you try our products, you will have a great experience with them and want to share with your friends, family and people who also need a change in their health. VIDAFY rewards you in many amazing ways, such as additional residual income, travel, and more products; because for VIDAFY, rewarding loyalty and commitment is our way of saying **“THANK YOU!”** for being a fundamental part of our community.





Our commitment is  
**WITH YOU**





*We are eager to help convert your life  
into what you've always wanted!*

*Thanks for being a part of VIDAFY!*





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