

CLAR8TY SCRIPT/STORY BOARD	
SCRIPT	
S.1.	<i>SOUNDS OF TRICKLING WATER TRANSITIONING INTO MUSIC INTRO.</i>
S.2.	V.O. WHERE ARE YOU GOING?
S.3.	V.O. IT'S A QUESTION WE SELDOM ASK OURSELVES BECAUSE OF OUR BUSY LIVES, BUT IT COULD BE THE MOST IMPORTANT ONE OF ALL.
S.4.	V.O. WHERE ARE YOU GOING... WITH YOUR HEALTH, YOUR RELATIONSHIPS, YOUR FINANCES, WITH YOUR LIFE...WITH THE CHOICES YOU MAKE TODAY THAT WILL SHAPE YOUR TOMORROW? V.O. ARE YOU CLEAR ABOUT YOUR VISION FOR A BETTER FUTURE? DO YOU REALLY KNOW WHERE YOU WANT TO BE...ONE, FIVE, TWENTY YEARS FROM NOW? ARE YOU TAKING THE STEPS TO MOVE TOWARD YOUR GOALS?
S.5.	SCRIPT: IF YOU CAN RELATE TO THESE QUESTIONS, I'M EXCITED TO TALK TO YOU ABOUT CLAR8TY. <i>Silence while flower of life and intro to logo / brand take place</i>
S.6.	CLAR8TY EMBODIES THE ESSENCE OF PURE...POTENTIAL...YOURS AND OURS, TOGETHER. WE'RE MOST PASSIONATE ABOUT CREATING AN ENVIRONMENT THAT ALLOWS ANYONE WITH THE AMBITION AND DRIVE, TO ACHIEVE THEIR HIGHEST ASPIRATIONS... TO REACH THEIR FULL POTENTIAL. NO MATTER WHERE YOU ARE TODAY...WE WANT EVERYONE TO FEEL WELCOME AND VALUED...TO FEEL AT HOME WITH CLAR8TY.
S.7	
S.8. (VOICE 1)	SCRIPT: FROM THE VERY BEGINNING, OUR VISION WAS TO BE MUCH MORE THAN A WELLNESS COMPANY. FROM THE OUTSET, WE REALIZED OPTIMAL HEALTH ENCOMPASSES MANY ELEMENTS... NUTRITION, EXERCISE, PERSONAL GROWTH, RELATIONSHIPS, COMMUNITY, ENVIRONMENT, AND SOCIAL CHANGE.
S.9. [VOICE 2]	V.O WE STARTED WITH WELLNESS & NUTRITION BECAUSE THE IMPACT CAN BE IMMEDIATELY. MOST US WANT TO FEEL BETTER, TO LOOK YOUNGER AND TO HAVE MORE ENERGY. THE FEELING IS

CLAR8TY SCRIPT: WHERE ARE YOU GOING?

EVERYWHERE. WE'VE IDENTIFIED A GROWING BODY OF SCIENCE BASED ON THE FIELD OF NUTRI-GENOMICS, THE RELATIONSHIP BETWEEN *NUTRITION* AND OUR *GENES*. AND MORE SPECIFICALLY TWO AREAS OF GREATEST IMPORTANCE: *EPIGENETICS* AND *PRIMARY ANTIOXIDANTS*. WE'RE TALKING ABOUT NUTRITION AT THE LEVEL OF GENE EXPRESSION. THESE TWO EXCITING NEW DEVELOPMENTS IN NUTRITIONAL SCIENCE ARE CHANGING THE ENTIRE CONVERSATION ABOUT HEALTH AND LONGEVITY...AND CLAR8TY HAS IT!

S.10.

V.O. THE RESEARCH IS CLEAR ... THERE ARE ESSENTIAL NUTRIENTS OUR BODIES NEED EVERY DAY. THE GOOD NEWS IS, OUR *GENES* ALREADY PRODUCE THE CRITICAL ANTIOXIDANTS AND ENZYMES WE NEED, BUT PRODUCTION DECLINES AS WE AGE. THE MOST POWERFUL ANTIOXIDANT IS NOT IN A SUPERFOOD OR EXOTIC FRUIT. IT'S ALREADY INSIDE US ... IT SIMPLY NEEDS TO BE ACTIVATED AND 'TURNED ON'.

S.11.

V.O. WHETHER IT IS THE 'AIR' WE BREATHE...

S.12.

**V.O. THE 'WATER' WE DRINK...
OR THE FOOD WE CONSUME**

S.13.

**V.O. CLAR8TY SEES A WORLD WHERE PEOPLE ARE EMPOWERED TO SHAPE THEIR VISION FOR A BETTER FUTURE
...WITH THEIR HEALTH AS THE #1 PRIORITY**

S.14.

V.O. AND IT'S ABOUT MUCH MORE THAN BREAKTHROUGH PRODUCTS. WE ARE TAKING A HOLISTIC APPROACH TO OUR HEALTH, DEVELOPING SOLUTIONS THAT EMPOWER YOU TO CUSTOM TAILOR A WELLNESS PROGRAM AROUND YOUR UNIQUE LIFESTYLE AND GOALS.

S.15.

V.O. WE ARE ALSO COLLABORATING WITH LEADING SCIENTISTS AND RESEARCHERS TO BRING YOU CONTINUOUS ACCESS TO NEW INFORMATION AND OPPORTUNITIES TO EXPAND YOUR KNOWLEDGE OF THE TOPICS THAT MATTER MOST TO YOU AND YOUR FAMILY. OUR GROWING LIBRARY OF ONLINE RESOURCES, ARTICLES AND DISCUSSIONS WILL FURTHER FUEL YOUR LIFE'S PURSUITS.

S.16.

V.O. ON THE FINANCIAL SIDE, YOUR RELATIONSHIP WITH CLAR8TY OFFERS PART TIME, FULL TIME AND EVEN LEGACY INCOME TO HELP YOU CREATE AN IMMEDIATE AND LASTING INCOME SOURCE WHILE BUILDING A BUSINESS YOU CAN PASS ALONG TO THE NEXT GENERATION.

CLAR8TY SCRIPT: WHERE ARE YOU GOING?

S.17. [VOICE 2]

SCRIPT: AND FINALLY, IT IS OUR INTENTION TO SERVE...BOTH WITHIN CLAR8TY AND OUTSIDE OF CLAR8TY. IT MEANS GIVING-BACK BY DEVELOPING PARTNERSHIPS WITH PEOPLE AND ORGANIZATIONS TACKLING THE WORLD'S MOST PRESSING ISSUES, FROM HUNGER AND DISEASE, TO A SUSTAINABLE ENVIRONMENT, THEN BRINGING THOSE OPPORTUNITIES TO YOU AND OUR ENTIRE TEAM.

S.18. (VOICE 1)

SCRIPT: AS YOU CAN SEE, CLAR8TY IS MUCH MORE THAN A WELLNESS COMPANY WITH BREAKTHROUGH PRODUCTS, MUCH MORE THAN A FINANCIAL OPPORTUNITY...IT'S A COMMUNITY AND A MOVEMENT COMMITTED TO IMPROVING THE WORLD WE LIVE IN.

S.19.

V.O. IT'S ALSO ABOUT LAYING A FOUNDATION FOR LONG-TERM GROWTH. CLAR8TY HAS ASSEMBLED ALL THE KEY COMPONENTS OF A SUSTAINABLE BUSINESS...AN EXPERIENCED MANAGEMENT TEAM, PRODUCTS BACKED BY HARD SCIENCE, A COMPENSATION PLAN SECOND TO NONE, AND THE TECHNOLOGY TO SCALE TO A GLOBAL ENTERPRISE...ON DAY ONE.

S.20.

V.O. SO WHAT'S NEXT FOR YOU? THERE ARE SO MANY PATHS A PERSON CAN TAKE.

S.22.

SCRIPT: EVERY CHOICE YOU'VE MADE OVER THE COURSE OF YOUR ENTIRE LIFE HAS LED YOU HERE...TO WHERE YOU ARE NOW. EVERY VICTORY, EVERY SETBACK...HERE. CLAR8TY IS A COMPANY WHERE MOVING FORWARD TOWARD EVERYTHING YOU WANT STARTS WITH THE POSSIBILITY CONTAINED IN THE CHOICES YOU MAKE TODAY.

HOWEVER YOU DECIDE TO ANSWER THE QUESTION "WHERE ARE YOU GOING?" WE HOPE YOU GO THERE WITH CLAR8TY.