



Simple. Successful.

# TEAM-NEWS

For internal use only

ISSUE 28 – AUGUST 2010

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## Current Events

### August

- 28-29 Anti-Aging Academy in Berlin with Dr. Gerhard and Beate Schmitt
- 28 Business Academy Munich/Erding
- 29 Cosmetics Academy in Erding with Anja Wunder and Ina Klatt

### September

- 02-09 Travel Incentive Ibiza
- 18 Business Academy Bodensee with Special Guest Achim Heukemes
- Business Academy Kassel with Special Guest Elfi Lahm
- Business Academy East Frisia
- 19 Business Academy Bielefeld with Special Guest Dr. Franz Fritzmeier
- 24 Reception for leaders from IMM up
- Factory Visit Nutrichem
- 25 **PM National Congress Germany** followed by „We are PM“ party
- 26 Tour of PM Logistic Center Europe, Leaders training from SM up

### October

- 2 Business Academy München/Erding with Special Guest Dr. Franz Fritzmeier
- 8-10 IMM-Training (German or English)
- 9-10 DSC Meeting Leipzig
- 10 Cosmetics Academy in Kassel with Anja Wunder and Ina Klatt
- 16 Business Academy Berlin
- Business Academy Bielefeld with Special Guest Wolfgang Schmidt
- Business Academy St. Leon Rot with Special Guest Patrick Bacher
- Business Academy East Frisia
- 23 Anniversary Weekend PM Austria
- 24 Annual Meeting PM Switzerland

## PM-International's National Congress Germany at the "Stadthalle" Karlsruhe on August 25, 2010

The countdown has begun! Ticket sales for the PM-International National Congress Germany are going at full speed. Order tickets for you and your team at once. Everyone may take part.



Experience an explosion of motivation, inspiration, top innovations and news all about PM-International and the success brands FitLine and BeautyLine together with Founder and CEO, Rolf Sorg, Chairman of the Scientific Advisory Board of PM-International, Dr. Gerhard Schmitt, and other top leaders at PM-International. Be there live when PM-International discloses its next trail-blazing steps with the unique FitLine products and experience the burst of energy this gives you to build business with FitLine. Accompany World premiers for BeautyLine cosmetics from PM – brand new cosmetics products for body care from BeautyLine – PM's first in this dimension: effects you will immediately see, feel

and experience will round off the successful BeautyLine series. Be among the first to hold these three products, the cosmetics most often sold overall, in your hands and to be able to buy them at special discounts.

Experience moving highlights live such as the personal awards to successful PM-International business partners and be there when a special top class special guest captivates the audience with the best of entertainment. Enjoy the mega party to follow the Congress, with a top live band, free buffet and drinks included. We promise you now that the hall will "rock"!

The National Congress Germany provides you with advance information and knowledge and lets you fill up with energy in unforgettable moments. With a free product in your hand, the top seller at PM, we will shape this special moment together. Once you sell the product, this exceptional event becomes, so to speak completely free to you. Do take part!

**Order tickets for you and your team at once!**  
**Tickets cost €39.00\*** (including admission to the event and to the party to follow and a free drink as well as a free product valued at €30.00). You can order by contacting your country's subsidiary or the Department ISD at PM in Speyer, Germany: [ISD1@pm-international.de](mailto:ISD1@pm-international.de) where you will also be informed about similar events in your own country.

continued on page 2...

## Sound bites on the National Congress Germany



**Juliusz L.,**  
**President's Team**  
**from Höxter**

*"At the National Congress there is always something new and better for my business so that I can really get going afterwards. This time, too, there will be the best opportunities."*



*"A National Congress always provides valuable knowledge for my business and I also feel that I am also immensely valuable to PM. That makes me proud."*  
**Harriet Z.,**  
**Marketing Manager from Berlin**

\* Contact your country's subsidiary for more details or the Dept. ISD: [ISD1@pm-international.de](mailto:ISD1@pm-international.de)

## PM-International's National Congress Germany at the "Stadthalle" Karlsruhe on August 25, 2010...



...continued from page 1

The next mega PM event is just around the corner: the National Congress Germany, exclusively for all business partners of PM-International! Everyone may take part.

Our business partners excitement and anticipation is already very high. Numerous reports are reaching us at PM-International every day. The conclusion: PM-International's National Congress Germany is "a must" for everyone convinced and will make an immense increase in business with PM-International possible. All the business partners are unanimous, "*Real sensations will be presented to us on September 25th!*" Experience live in person that the excitement and anticipation are more than justified. At the National Congress in Germany you will experience an explosion of news, a base and recommendations for success all about PM-International, personal awards to successful business partners, sensational innovations, special offers for maximum earnings and exclusive product premiers from the brands FitLine and Laurent Cristanel BeautyLine together with Founder and CEO, Rolf Sorg and other top leaders at PM-International.

In addition there is an absolute speciality triggered by the great enthusiasm at PM-International's roadshow with Founder and CEO Rolf Sorg,

which took place a short time ago, and due to many requests from business partners for a repeat (as they would have loved to bring even more people to those exceptional evenings): Founder and CEO of PM-International, Rolf Sorg will provide an exclusive opportunity at the National Congress Germany to experience the contents and highlights of his roadshow again.

Experience the next trail-blazing steps with the unique FitLine products and experience the burst of energy this gives you to build your business. Experience how your business with PM-International will be only one thing during the most intensive sales period of the year: simple. successful.

One special highlight of the National Congress Germany 2010 will be the premiere of absolutely new BeautyLine care products. With their claim: "Anti-Aging in Perfection" fascinating care prod-

ucts can be experienced that will further promote the success story of BeautyLine cosmetics. Look forward to these new body care products by BeautyLine – feel the latest generation of refreshing and invigorating body care and experience a special kind of wellness care. Of course the PM-International worldwide renowned Cosmetics Competence Team has thought up something sensational for you in these premium cosmetics products.

Look forward to them and let yourself be thrilled at their noticeable effects! You will also profit from the related news on sales support and use the innovations to increase your business success. It has never been easier to combine FitLine and Laurent Cristanel BeautyLine sales.

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### National Congress Weekend Germany 2010:

#### National Congress Weekend Germany 2010:

**Friday, September 24 2010**

**Factory visit Nutrichem**

9am-5pm, Round trip from PM-Speyer

#### TOP-Management Reception

(Qualification: from Marketing Plan Position Vice President, confirmed at least 3 times in the last 12 months)

7-9.30pm, Renaissance Hotel Karlsruhe

**Saturday, September 25, 2010**

**National Congress Germany 2010**

1-8pm, Stadthalle Karlsruhe

**then "We are PM!" Party**

8pm-1am, Stadthalle Karlsruhe

**Sunday September 26, 2010**

**Visit to PM Logistic Center**

**Europe, Speyer**

10am - 12 noon PM-Speyer

**Leaders Training**

**from Marketing Plan Position of Sales Manager**

11am-3pm, Stadthalle Karlsruhe



## Immense dynamics and energy for the time of the year with the highest sales and for 2011!

...continued from page 2

Use this Congress, use the innovations presented to you, use the strength of "We are PM" for your success. Enjoy a party that only PM can stage – enjoy the finest entertainment highlights! Do be sure to take part – in Germany or at your country's equivalent event!

### Our Tip:

At the PM Update Conferences in your Team-partner Room or per Smart phone you will find all the information and highlights from the National Congress Germany.

### Special Tip

**Saturday, October 23, 2010:**  
**Anniversary Weekend "15 Years"**  
PM-International Austria and  
National Congress Austria  
**at the Congress Casino Baden (AT),**  
Registration under: [order@pm-austria.at](mailto:order@pm-austria.at)

**Sunday October 24, 2010:**  
**Annual Meeting Switzerland 2010,**  
Kongresshaus Zurich.  
Registration under: [avl@pm-international.ch](mailto:avl@pm-international.ch)

### Sound bites on the National Congress Germany

*"First class news to really promote me in business – that is what a PM-Congress means to me!"*

**Benjamin D.,**  
**Executive Vice President from Bruchsal (D)**

*"An event with special benefits for my business. It is always a hit and simply keeps getting better. I am really looking forward to it!"*

**Frank H.,**  
**International Marketing Manager**  
**from Arnsberg (D)**

*"Anyone serious about business can only be thrilled and convinced by everything that is presented."*

**Christian R.,**  
**Presidents's Team from Durmersheim (D)**

*"I have been to every Congress so far. I will again pick up so much. Everything that is so important for our business is presented."*

**Petra K., International Marketing Manager**  
**from Lamspringe (D)**

*"Bring everyone with you. We took two prospects with us to the last National Congress. Immediately afterwards, they both said, 'we're starting up'."*

**Michael O., International Marketing Manager**  
**from Riedstadt (D)**

*"We can only recommend taking the great energy home with you and putting it into practice at once."*

**Anke K., Manager from Northeim and Michael H., Sales Manager from Wenningen (D)**

*"My Teampartners overflowed with enthusiasm after the last National Congress. My eyes also lit up."*

**Corinna S., Vice President from Peine (D)**

Ask for details about  
meetings in your country!  
Contact your country's  
subsidiary for more details  
or the Department International Sales Development  
at PM in Speyer, Germany:  
[ISD1@pm-international.de](mailto:ISD1@pm-international.de)

## Achim Heukemes and PM-International move into the Future together with ambitious Projects!



Achim Heukemes, an extreme athlete of Unique format with many successes in exceptional disciplines that surpass the imagination of any leisure athlete, found his optimal partner for professional support in PM-International over 10 years ago. Achim Heukemes relies on the premium products by FitLine enthusiastically and is full of confidence in them. His successes prove him right: 1,988 was the first time he crossed a country covering 1,770 kilometers through Italy in 16 days. Today, he is one of the top three ultra marathon runners in the World and the holder of dozens of World Records. Crossings of Europe and Australia in record times lie behind him and he supports the title "second fastest person over 1,000 miles."

Before taking part in the "FitLine Power Move" at the PM-Family Day, Achim Heukemes was drawn into permafrost for 5 days at the start

of July. His aim was to climb all of 12 summits over 4,000 meters (over 13,100 feet) in just 5 days. An aim that few mountaineers worldwide target, let alone achieve. With experienced mountaineer Hermann Berie (Mount Everest conquerer from Switzerland), who is also an enthusiastic FitLine user and a business partner of PM-International, and with two other men and two women, Achim Heukemes left Zermatt as part of a rope team to reach this ambitious target overjoyed within the appointed time.

"The Legend" as he is fondly called in athletic circles still has many ambitious projects firmly before him, aged 59, that will demand highest physical and mental fitness. PM-International will always be close at his side as a reliable partner. There will be joint projects we want to keep you informed about. Achim Heukemes will regularly report exclusively for the Team-News.

More sporting successes and success stories by top athletes from all over the World can be found in the Catalog "FitLine Sport 09/10" incl. Sports Video,  
Prod. No. : 0201031\* (1 copy) Prod. No. 9201088\* (10 copies)

# The first PM-Family Day – great festivities for the whole family



“We are PM” was the motto under which around 1,500 PM-International business partners and their families were greeted at the first PM-Family Day on July 17, 2010 in beautiful countryside, on an ideal site at the airstrip in Hockenheim. They enjoyed not just an explosion of joy, relaxation, fun and enthusiasm and also special initiatives for a good cause, but much much more also a strong feeling of solidarity, joy and shared pride in the great community of the “PM Family”, far away from daily business.



“We are PM” and together this first PM-Family Day in the history of PM-International became an unforgettable experience.

As is fitting for a PM Family Day as a “festival for everyone” everything the heart desires on such a day was offered especially to young guests. For children, there was a huge playing area with many attractions that had been provided voluntarily by the association “Das Kunterbunte Kinderzelt” (the multicolored children’s tent) for a monetary contribution by PM: a bouncy castle, trampoline, climbing tower, make-up, the special PM painting competition, the PM mosaic logo – prepared by everyone by hand and, in future, to be exhibited at PM – and much more: endless fun.



Of course, there was a beer garden, a lounge area inviting guests to linger and a big tombola, made possible by many gifts by Teampartners of PM-International.

All the business partners showed their initiative and joint responsible action for a good cause with the “cake for a good cause”. Homemade and brought to the Family Day, a wide range of different, little “cakes of art” were assembled. The sales income and takings from the tombola were presented to the association “Das Kunterbunte Kinderzelt” for a special children’s project in Romania, especially for the children’s day center, the “children’s nest”.



All the guests experienced the highlight to start the day, “building a huge PM Logo with PM cars”, that was to make the PM Family Day a more than extraordinary festival for everyone. PM had called all business partners beforehand to bring their PM or FitLine cars with them for this event. The logo was successfully assembled with the FitLine and PM cars and the impressive result photographed from a helicopter, of course.

Fitness and exercise are firm parts of the PM philosophy everyone lives and they formed the background to more highlights on the day – the “FitLine Power Move 2010”, a fun run for everyone. For the smallest visitors there was a



children’s ‘marathon’ over 2.5 km (1.55 miles) larger ones approached distances of 5–10 km (3.11 – 6.21 miles). Of course, Founder and CEO of PM-International, Rolf Sorg, and his family started in the FitLine Power Move. Accompanied by his personal trainer, extreme athlete Achim Heukemes, Rolf Sorg set an important example in this run because a strong feeling of belonging and exercise as a firm part of PM’s company philosophy were at the forefront of the Power Move.

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fun”

**Brygida v. S.,**  
President’s Team from Lichtenau (D)

*“One thing is certain, old and young were well catered for. What I enjoyed personally was the informality of the gathering in sociable surroundings. It was very pleasant, inspiring and happy – a lot of*



**Frank H.,**  
International Marketing Manager  
from Arnsberg (D)

*“PM-Family Day – a brilliant idea. Please hold one every year. Our children are being particularly well looked after. We are PM. We are one big family.”*

# PM-Family Day

...continued from page 4

"Run with your family, accompany me," Founder and CEO of PM-International Rolf Sorg, challenged every business partner. Many of the business partners followed this request with enthusiasm and intensive training before the FitLine Power Move.

That was not all the highlights! The PM Summer Night Party no one will forget was the culmination of this exceptional day. A great summer night party as only PM can put on: a stage, hit radio station RPR1, first-class live bands and a DJ, dancing and a bombastic atmosphere rounded off to close by a sensational firework show in the sign of "We are PM" that left all the guests amazed and thrilled.



For all the guests, the PM Family Day was an unforgettable day of joy, special charity events and special PM surprises: a Family Day which, as Founder and CEO of PM-International announced on the day, will in future become a firm tradition at PM-International.



## The great PM Family Painting Competition for Children and Young People. One World for Everyone! Do take part!

At the first PM-Family Day our special painting competition for children and young people aged 1-16 started. Every child is called to illustrate what they think, feel and wish about the topic Children paint "One World for Everyone!".

Dear children, show us in your picture what similarities and differences there are between various countries and take a stand for more understanding in this ONE, our, WORLD. Perhaps you already have an idea how a more just world should look, one in which all children have a place, regardless of their background and skin color.

Give your imagination free rein (water colors, crayons, poster paints or oils, picture in A4 or A3 size please).

Please write your name, address and, if you have one, e-mail address and age on the back of the picture and send it to

PM-International,  
FAO Mrs Beate Schmitt  
An der Hofweide 17  
67346 Speyer  
Germany

Deadline for sending in your pictures:  
September 25, 2010 (date of National Congress Germany)

The best pictures will be awarded at the Christmas Academy followed by a Christmas Party in Germany on December. 11, 2010

**Ends  
September 25,  
2010**



*"I only received my car on the PM Car Program a short time ago and, of course, just had to be part of this great logo. Tremendous - just like the whole Family Day! PM is a true family company for me. I feel that here specially."*

**Michael A.,**  
International Marketing Manager  
from Aglasterhausen (D)



*"It was an unforgettable, lovely Family Day for all PMers and their families. We are proud to be part of this great and unique family."*

**Michael R.,**  
Teampartner from Bietigheim - Bissingen (D)

## Working successfully with the Business Presentation

The quickest way to build a team and gain your maximum share of 1,111,111 Euro!



World Congress 2010 to reach the joint target as quickly as possible. There had never been more money to win and absolutely everyone has the same chance. Even the Teampartners who are only sponsored now can take part in the competition and be among the 500 winners.

### Now it's up to you to sponsor, sponsor, sponsor!

Use the power of duplication. Use your top opportunity with PM-International. Grab your portion of the 1,111,111 Euro!

To support you in acquisitioning new business partners in the best possible way, and in maximizing success in the PM offer of 1,111,111 Euro PM-International is offering you a tool which is as simple as it is successful: the new mini flip-chart-Business Presentation!

It is extremely handy, smaller than a standard envelope so can be carried in an inside suit pocket, always available everywhere, independent from electricity, computer and catalogs. These are just a few of the special advantages of the new Business Presentation.

The joint target of sponsoring 100,000 new Teampartners worldwide with an Initial Order before the next PM-World Management Congress in April 2011 has made for the greatest wave of sponsoring in the history of Network Marketing. In this sensational sponsoring offer it is the first three levels that count and only these three. You sponsor one firstline (Teampartner with Initial Order), support that firstline at a 2:1 meeting in sponsoring a firstline, too, and then also support this 2nd line sponsoring one more firstline. The huge sum of 1,111,111 Euro will be distributed proportionately among the 500 most active Sponsors in the 12 months running up to the World Congress 2011.

This offer has hugely motivated and mobilized PM-International's business partners since the

Using the new Business Presentation, you present the company PM-International, its premium product concepts and the unique business idea on the growth market of the future quickly and aiming at success. Everything important about the company PM-International, its unique products and the business idea is simply explained and has been particularly well ordered. That means: information directly to the point. You will never again forget any important information when presenting business! Everything is in there!

In a maximum of 20 minutes, you can convince and excite! That is how easy it will be for you! Simple. Successful.

One more speciality is the many auxiliary texts and supporting arguments on all the topics.



These valuable instructions in the Business Presentation are a huge aid especially to new Teampartners equipping them in the best possible way for a successful future with PM-International!

Use this new and brilliant tool with your whole team to build and expand your successful business with PM-International even more quickly and to gain your maximum share of the 1,111,111 Euro.

### Order PM Business Presentations today for you and your team!

You can order online in your PM E-Business (Teampartner Room, Sales Promotion) or using the order form in the Download Center or by contacting your country's subsidiary or the Department ISD at PM in Speyer, Germany: [ISD1@pm-international.de](mailto:ISD1@pm-international.de)

**1 copy,**  
Prod. No. 0209376\*

**10 copies,**  
Prod. No. 9209105\*

**80 copies,**  
Prod. No. 9209106\*



## Our recommendations for working successfully with the Business Presentation

- Your business partner should sit close to you on your left and be actively involved in the presentation – reading texts with you and turning the pages.
- “Less is more - keep it brief” do not depart from the optimal direction given by the brochure and always keep the “final target” in view. Do also keep a Teampartner Application with you.
- Take note of the auxiliary texts and instructions and practice the presentation with it several times. This will give you confidence in

presentation and conversation.

- Practice the presentation with your team and then reflect together on the strengths and weaknesses of presenting. It is always extremely enriching to exchange experiences and tips in a team.
- Do not wait long before taking your newly won Teampartner with you to a Business Academy, product training and talks at your DSC. These deepen knowledge on all topics, affirm convictions and increase motivation. Your new Teampartner will quickly acquire

competence to carry out a business presentation with success.

- Do be sure to watch the new training video on the business presentation in your Teampartner Room under Videocenter, in the Training Center. There, successful business partners provide valuable insight and tips on the best possible Business Presentation. The result for you is: sponsor more, sponsor more quickly and more successfully with the Business Presentation.

\* Contact your country's subsidiary for more details or the Department ISD at PM in Speyer, Germany: [ISD1@pm-international.de](mailto:ISD1@pm-international.de)



## Business Partners' Successes



*"Yeah!!! - It feels really good to be so close to the top of the world sponsoring ranks! It is highly motivating to me and also satisfying. What I find really great is that absolutely*

*everyone has an opportunity to get to the top. I now have 50 new Teampartners in my first three lines and more will follow. I always have a Business Presentation with me. I am always ready to explain the business in the best way. Business is also easily duplicated so every new Teampartner can also immediately start with it."*

**Corinna S., Vice President from Peine (D)**



*"I started myself on April 1, 2010 and had no Teampartners. Within the shortest period I had been able to register 12 new TPs with a Quick Start and that's the way I have continued. It is like a walk*

*in the park! I have yet to hear a 'no'."*

**Markus E., Marketing Manager from Ulm-Ermangen (D)**



*"Within just one month we had 66 new Teampartners in our whole team. There are many in our team who are really getting going and really want to be among the first in the*

*World ranking lists. Their motivation is huge. Of course, we are using the new business presentations in the whole team."*

**Hans Reiner L., Gold President's Team from Otterstadt (D)**



*"The business presentation is simply brilliant. Great simplicity for building business. It has everything in it, brought exactly to the point. All the areas have been structured perfectly. I registered three*

*new Teampartners in quick succession without presenting many arguments. It could not be easier."*

**Karin Z., President's Team from Farchant (D)**



*"I have already used the Business Presentation many times. It works excellently! Every Teampartner can really start up with it at once. Fantastic!!!!"*

**Renato P., Executive Vice President from Eppan (IT)**

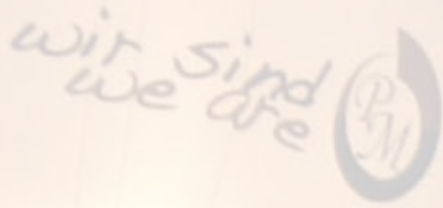


*"Yesterday I had a meeting with a pensioner, aged 63. She is trained as an industrial engineer*

*and wants to top up her earnings. Initially, she was very sceptical. I said, 'Let me come over and sit next to you then you can see what I'm showing you better.' Then I went through the Business Presentation with her. By the finish, we only had to decide which start up she would chose. There's nothing better!"*

**Sabine L., Executive Vice President from Hoppegarten (D)**

# What thrills me about PM-International is that...



*"...my life has changed immensely for the better financially and personally with PM."*  
**Silvia T.,**  
**Vice President**  
**from Östringen (D)**



*"...Solidarity of the big family, enjoying being together, can be felt."*  
**Hans Jürgen R.,**  
**Sales Manager from Fürth im Odenwald (D)**



*"...PM is truly a 'family company' and a first class basis for everyone. PM is simply great!"*  
**Michael K., International Marketing Manager from Wiesbaden (D)**



*"... I have achieved everything I wanted thanks to PM. An absolutely colossal feeling. Simply a dream - my dream!"*  
**Angelika W.,**  
**President's Team**  
**from Alsfeld (D)**



*"... PM gives me the security and the absolute confidence to not just dream my dreams, but to live them out."*  
**Angela A., President's Team from Stade (D)**



*"...my business with PM makes it possible for me to have much more time for my family. Time I really enjoy."*  
**Benjamin D., Executive Vice President from Bruchsal (D)**



*"... PM creates particular security for us which is hugely important especially today."*  
**Paul S., International Marketing Manager from Nordhorn (D)**



*"... I can cope with many day-to-day things more easily with the additional earnings from PM and being able to treat myself to extras is very comforting."*  
**Alexander G., Sales Manager from Dettenhausen (D)**



*"...PM-International is a company you can touch where immense solidarity, respect and top support make it possible to build business risk-free and structured in the best possible way!"*  
**Focko B.,**  
**Executive Vice President**  
**from Uplengen (D)**



*"...the products almost sell themselves for us thanks to their premium quality and the first-class offers of information from PM-International!"*  
**Ursula und Dietmar K., International Marketing Manager from Bad Honef (D)**



*"...today I do not just have a better living standard, improved quality of life and more joie de vivre, but that I have also grown as a person with PM. I am proud that I recognized and am using my huge opportunity with PM."*  
**Eva B., Vice President from Nieste (D)**



*"...I decided to start something completely different aged 45 and that PM gives me the certainty of having made absolutely the right decision!"*  
**Klaus C., President's Team from Kleinbittersdorf (D)**



*"... I have found at PM-International what I was always looking for."*  
**Juliusz L., President's Team from Höxter (D)**



*"...PM provides simply everything for the best start in business."*

**Elke G.,  
President's Team  
from Zierenberg (D)**



*"...everything fits at PM. A great concept!"*

**Lutz L.,  
Silver President's Team  
from Schindellegi (CH)**



*"...everyone can experience the family company, its values, a firm feeling of belonging and the strong pillars of success!"*

**Wolfgang S.,  
Gold President's Team  
from Tiefenbach (D)**



*"...I can say, full of enthusiasm, 'I am PM'. Thank you for these brilliant products and this business idea."*

**Nathalie L.,  
International Marketing  
Manager  
from Ehlerange (LUX)**



*"...I am PM and PM is my family!"*

**Josi D.,  
Vice President  
from Korb (D)**



*"...Motivation is huge for everyone! My business is really fun, every day!"*

**Hans Reiner L.,  
Gold President's Team  
from Otterstadt (D)**



*"...PM is always 'really close' to me. I find that indescribably lovely and am thankful for it from the bottom of my heart."*

**Cornelia W.,  
Executive Vice President  
from Dortmund (D)**



*"... although I had deliberately never recommended anything as an athlete, my results with FitLine and the products' high safety convinced me to completely change my attitude!"*

**Jan S.,  
Executive Vice President  
from Borsdorf (D)**



*"...the results of the many athletes with FitLine in the Sports Catalog immediately convinced me about the business idea."*

**Nicole F.,  
Vice President  
from Hamm (D)**



*"...my dream of driving has also been realized through the PM Car Program."*

**Constanze J.,  
Executive Vice President  
from Gießen (D)**



*"...this premium company with premium products provided the best basis for completely changing my professional life from one day to the next."*

**Frank H., International  
Marketing Manager from  
Arnsberg (D)**



*"...our top motivation is to bring people to a life of more fitness, greater well being and beauty. Our earnings are the result."*

**Ina und Christian K., President's Team  
from Bingen  
a. Rhein (D)**



*"...PM means a perfect branding strategy with particular reliability and stability!"*

**Janine S.,  
President's Team  
from Mögeln (D)**



*"...I got off to a flying start with PM, that made it clear to me immediately that I can make no mistake with PM, but can only gain."*

**Lidia W.,  
International Marketing  
Manager from Bremen (D)**



*"...you can achieve everything you want to with PM."*

**Anton and Andreas G.,  
President's Team  
from Munich (D)**



*"...the additional benefits are among the finest and I am enjoying great support."*

**Gabriela T.,  
International Marketing  
Manager from Rutesheim  
(D)**



*"...it is really easy to be successful."*

**Michael A.,  
International Marketing  
Manager from  
Aglasterhausen (D)**



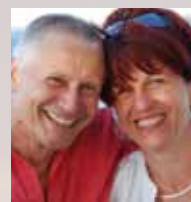
*"...I can say full of pride 'We are PM'. Everyone should give themselves a chance for this unique company PM!"*

**Tanja K.,  
Sales Manager  
from Ahnatal (D)**



*"...for me personally, privately and in business PM is the best."*

**Robert A.,  
President's Team (D)  
from Tangendorf**



*"...PM always values our work highly and in a way we do not take for granted."*

**Sabine and Wolfgang L.,  
Executive Vice President  
from Hoppegarten (D)**

# President's Team Awards 2010 in St. Tropez – Unique Luxury Weekend for newly qualified President's Teams at PM-International AG.

Every newly qualified President's Team also received a special honor this year. Founder and CEO of PM-International, Rolf Sorg and his wife Vicki Sorg sent invitations to their private Villa in St. Maxime near St. Tropez to over 50 participants to the largest President's Team Awards ever. It is a firm PM-International tradition and one of the excellent highlights in the career of every business partner of PM-International.

The personally invited guests were greeted by a unique weekend experience with luxurious highlights of the finest type at one of Europe's most beautiful and exclusive resorts – the French Cote d'Azur. The award weekend began with a personal reception for the guests at the Sorgs' family villa. The relaxed, informal afternoon against the backdrop of the villa's tropical garden with its fabulous view across St Tropez bay set the mood in a great way for the highlights to follow while Vicki and Rolf Sorg personally spoiled their guests with specialities of the Provence as a culinary prelude. The day was brought to a fitting close by a supper, enjoyed later at a country restaurant providing the finest southern French food in a romantic setting.

The "first-class" weekend continued with a boat trip on the Sorg family's private yacht or alternatively with a shopping trip to the hot spots in St. Tropez, including a shuttle service for the guests and then lunch at the world famous jetset "Club 55".

That was followed by the official President's Team award ceremony when the President's Team pins

were personally presented to the internationally representative business partners by founder and CEO of PM-International, Rolf Sorg and his wife Vicki on the flower-decorated terrace of family Sorg's villa: an exceptional experience for all the guests.

The awards culminated in an exclusive summer night party which went on into the early hours of the morning. Its motto was "friends and family" – a really special feature this year as Founder and CEO of PM-International Rolf Sorg and his wife Vicki personally invited all the existing President's Teams along with family and friends. Over 100 guests enjoyed a unique party that left no wish unfulfilled: a live band, cabaret artists, a grandiose atmosphere and dancing in front of the backdrop of a sensational panorama of southern France enchanted the guests.

Wellness and relaxation on St. Maxime Beach, lunching at the noble "Maxime Plage" then dining exclusively at the 5 star "Chateau de la Mesardière", the castle high above St. Tropez where Vicki and Rolf Sorg said "I do" over 10 years ago were on the program to pamper the guests after the hot party of the previous evening and the festive and moving close to an unforgettable President's Team awards' weekend.

*"Glitz and glamour. President's Team awards at which we really felt like Presidents through and through,"* was the thrilled comment of one of the freshly awarded President's Teams summarizing what all the participants felt.

### An extension day of especial luxury!

One highlight of the most extraordinary type awaited PM-International's top 3 business partners this year as well as those President's Teams who had qualified to take part by doubling their sales within 12 months or by building up two new President's Teams. Immediately following the award weekend in St. Tropez a program of sheer luxury had been prepared: a superlative shuttle-service per helicopter to Cannes harbour, an extensive trip on a luxury yacht and an exquisite dinner in one of the in clubs on Cannes world-renowned "Boulevard de la Croisette" followed by a night at the best hotel in town. There was no end to the excitement.

### How can you also enjoy such a luxurious award weekend?

**President's Team Award:** qualify as a President's Team and you will receive the award weekend with the personal presentation of your President's Team award pin by Founder and CEO of PM-International, Rolf Sorg and his wife Vicki.

**Return visit and extension day:** as a President's Team double your sales within a maximum of 12 months or support two of your lines in reaching the Marketing Plan Position of President's Team, then you, too, will enjoy an extension day with an unforgettably luxurious surprise program.

*See the exclusive poster with many impressions of the President's Team Awards in the Download Center of your PM-E-Business.*



## Drive “more car” more quickly and easily with PM-International!

More quickly and easily through easier qualifications, more car through higher co-payments.

At the PM-World Management Congress last April this announcement (made possible by the new rules for the leasing rate co-payments) immediately had significant effects on demand for cars on the PM Car Program by business partners of PM-International. This great news did not have to be repeated to numerous business partners at PM-International. Over 150 business partners responded to this special offer “to drive a car for free from the Position of Marketing Manager with 7,500 Points.” to fulfill their desire for a brand new business car as quickly as possible.

Business partners were immensely thrilled to be able to drive a PM business car even more quickly at the best conditions. One special reason for deciding on a car from PM was also mentioned as the importance of presenting your own business professionally in public.

“A PM car is an effective contact instrument. Now I always take my business with me, can clearly indicate my conviction, and solidarity to the company PM and to the products and my success. It works – I am often directly asked about it!” were some of the advantages of a PM business car mentioned by the overjoyed new car owners.

### Our Business Partners' Enthusiasm



*“As a Marketing Manager with 7,500 Points receiving 111 Euro is simply a dream. A new era*

*has begun for me. I am completely thrilled. Do all make use of it! If I can make it, anyone can!”*

**Christian N.,  
Marketing Manager from Altfranhofen (D)**



*“Driving my first car on the PM Car Program is really great around for me. A new car, great savings,*

*no stress with repairs for three years AND the huge advertising effect for my business. Having the stickers with logos etc. applied would cost a small fortune in itself elsewhere. I can only recommend that everyone uses this opportunity with PM for his or her business.”*

**Christoph U.,  
International Marketing Manager from Herford (D)**



*“This car means great freedom to me privately and in business and with its design a great advert for my business. Contacts arise thorough a business car. Just yesterday a lady spoke to me out of interest in my car with the great, large text ‘FitLine’ and I was able to gain her as a*

*Teampartner! It simply could not be easier, could it?”*

**Silvia T., Vice President from Östringen**



*“Of course I immediately used the offer from the World Congress for myself. Advertising my*

*business is first class and effective with the car. It is also gigantic motivation to me!”*

**Astrid B.,  
Marketing Manager from Berlin (D)**



*“It is really easy to become successful with this great support of the Car Program. I thank the Car Program for the first car of my own and what's more its new. I am really*

*pleased and very thankful to PM. It is a first class opportunity to make contacts in business and visible proof for everyone what I love doing and am successful in.”*

**Michael A.,  
International Marketing Manager from Aglasterhausen (D)**

## PM Car Program more attractive than ever before – the New Rules in brief

Until May 2010 the Marketing Plan defined the co-payments to the leasing rate by Position. Now the new rules mean co-payments to leasing rates can be gained between Positions. That means: easier qualification and higher co-payments! From the Position of Marketing Manager (7,500 Points) you will now receive a co-payment of 111 Euro; from the Position of Vice President 222 Euro from monthly sales of 25,000 Points up. 333 Euro are paid from the Position of Executive Vice President from 50,000 Points up and from 75,000 Points up the co-payment rises to 444 Euro. President's Teams from 150,000 Points up receive 555 Euro, Silver President's Teams from 300,000 Points 1,111 Euro. (The rules are internationally valid since the commission month May 2010.) Business partners of PM-International can take advantage of especially reasonable wholesale conditions for various car manufacturers on the PM Car Program (including VW, Audi, BMW, Mini, Porsche, and, now new, Smart and Mercedes Benz.)\*

### Comparison of the new Car Bonuses

	Bonus up to now in €	new Bonus in €	
MM (≥ 7,500 P)	0	111	NEW
IMM (≥ 10,000 P)	100	111	+11%
VP (≥ 25,000 P)	100	222	+122%
EVP (≥ 50,000 P)	350*	333	
EVP (≥ 75,000 P)	350	444	+27%
P (≥ 100,000 P)	350	444	+27%
P (≥ 150,000 P)	350	555	+58%
SP (≥ 200,000 P)	550	555	
SP (≥ 300,000 P)	550	1,111	+102%
PP (≥ 800,000 P)	1,100	2,222	+102%

\* Contact your country's subsidiary for figures applicable to your country. Current leasing contracts for the Position EVP remain valid at the old conditions i.e. until the contract expires a Teampartner continues to receive €350 for a maximum of 36 months.

### Special Speaker Training aimed at the Business Academies was a huge Success!

The Business Academies are PM's number 1 success tool for building business and teams and to give every Teampartner the foundational training needed to start up in business for a successful future with PM-International. A speaker at a Business Academy so carries a high level of responsibility for an event's success. He plays a decisive role in determining which feelings are aroused in visitors, how convincing information can develop into enthusiasm and which inner decisions are taken and confirmed.

This is why PM-International trains abilities using special speaker training sessions to enable presentation with increased personal ability to convince informing thoroughly about products and product concepts and about the business idea in direct marketing and creating excitement

about it. There are valuable recommendations and instructions about professional communication, visualization and about making optimum use of acquisition tools and modern media.

From June 4-6, 2010 the first special speaker training session (Rhetorik Training 2) took place at the PM-Logistic Centre Europe in Speyer. The prerequisite for taking part in the valuable sessions was previous participation in IMM-Training (Rhetorik Training 1). The training hugely benefitted everyone there and was a great success.

The next Speaker Training will take place on November 5-7, 2010 (in Speyer). Register today or contact your country's subsidiary for more details or the Department ISD at PM in Speyer, Germany: [ISD1@pm-international.de](mailto:ISD1@pm-international.de)



*"I was able to learn an awful lot. It was super! I will return the favor by taking on parts at BAs. I am already looking forward to taking the stage."*

**Corinna S.,  
Vice President from Peine**

*"To me it was a grandiose speaker training: three full days of learning and growing. It was not just speaking at a BA that was trained, but self confidence was strengthened. I can only say to every leader who missed the training 'it was your own fault'."*

**Michael, Vice President**

### Travel Incentive Egypt 2010 – A Dream Vacation in the country of the Pharos

80 participants from Switzerland, Germany, Austria, Belgium, Luxembourg, Bulgaria and Sweden were able to spend a week's dream vacation with PM-International in the luxury facility the "Makadi Palace Hotels" in Hurgada (Egypt)

The hotel left no wish unfulfilled – an extensive pool area, 7 restaurants and numerous shopping and sporting facilities made the stay especially pleasant. It was possible to dive straight into the fantastic underwater world of the Red Sea on the hotel's own reef and a special cultural program including visiting the pyramids of Giza, the temples of Karnak and Luxor and the valley of the kings had every heart beating faster.

Of course, numerous intensive conversations were also held between the travellers from many countries. The experiences and tips exchanged were highly enriching for everyone. The special closing evening right on the beach with an Egyptian barbeque and a buffet of the finest, belly dancing and music clearly underlined that in this dream vacation pampering, fun and relaxation were at the fore.

#### Sound bites on the fantastic Egypt Incentive:



*"Super. Here you can really relax and refill the tanks. We can but recommend to everyone that they get going for the next qualification. We are infinitely pleased that we are able to be here because it is simply awesome. We wish our team would see everything here and then also be here next time. It is pure motivation!"*

**Christiane and Peter S.  
Executive Vice President  
from Schöningen (D)**



*"My husband and I had a fantastic, lovely week. For us, it was also a 'silver wedding anniversary' without comparison! We enjoyed every day. We are infinitely please to belong to PM. It means so much to us."*

**Markus and Cornelia N.  
International Marketing Manager  
from Hüttenberg (D)**





## The Uniqueness of FitLine and BeautyLine Products!

Remain efficient, fit and vital to a high age and look younger. The optimum anti-aging strategy for this is a responsible, balanced lifestyle combined with sensible food supplements and a sensible skin care system.

FitLine and BeautyLine combine anti-aging "from inside and out" to a new dimension using their unique product characteristics and combined effects – the best foundations for your sales success!

### The foundations for success

#### • Bioavailability is the key to success!

The FitLine and BeautyLine products are founded on Nutrient Transport Concept technology that has been used in FitLine nutritional supplements successfully for many years. This aims at a bioavailability of the nutrients and ingredients in the products that is as good as possible. Once bioavailability is optimal, the body's billions of cells receive what they need.

#### • Quality that knows no compromise and highest purity!

The whole FitLine and BeautyLine range conforms to the highest guidelines on quality, purity and safety. Production of the products ("Made in Germany") is according to Good Manufacturing Practice (GMP), a standard of production that is valid for pharmaceutical preparations that guarantees highest purity. High standards and strict guidelines securing quality at the manufacture and at PM make for product safety and uncompromising quality.

#### • Naturalness is the measure of all things

FitLine products are gluten-free, contain no preservatives, artificial emulsifiers or stabilizers. BeautyLine products are free from paraffin oils, contain very gentle preservatives without chlorinated organic compounds and are scent-tested as well as free from ingredients that must be declared.

#### • Use of the latest scientific findings

The whole FitLine range is based on secure scientific findings and is continuously developed. The development of the BeautyLine products strictly relates to the latest findings in cosmetics and development as well as to valid legal requirements.

### Additionally unique in FitLine

#### • Optimal Administration

FitLine products are provided in powdered form or as concentrates that can be dissolved in fluids. Nutrients are dispensed to the body in a dissolved form ensuring optimal intake.

#### • Ingredients combined for synergetic effects

A sensible combination of nutrients is prepared for every single FitLine product with regard to optimal absorption. Synergy results from improved interplay of the nutrients.

#### • Micro-Micellization

Micellization is a procedure that forms fat-soluble vitamins into the smallest of drops with the aid of emulsifiers. That means they can be more easily absorbed by the cells in the mucous membrane of our small intestines.

#### • Additional Safety

FitLine products are regularly and independently checked by the Swiss Vitamine Institute Lausanne and the center from preventative doping research at the Sports University in Cologne, Germany (more information is available under: [www.koelnerliste.com](http://www.koelnerliste.com)).

#### • FitLine nutrient provider for top sports

Competitors at Summer and Winter Games, World champions, national teams and renowned sporting associations rely on FitLine for an effective increase in performance and fitness: with great successes!

### Additionally unique in BeautyLine

#### • Innovative anti-aging technology with long term and immediate effects

The NTC complex\* contained in BeautyLine in combination with hyaluronic acid, vitamins and extracts of green tea supports cell regeneration and skin restructuring. The skin cells anti-aging protection is improved (DNA protection). Wrinkles and fine lines are clearly reduced.

\* Patent pending

#### • Synergetic Cooperation!

Ideal interplay of the ingredients in a team results from the patent-pending NTC complex and the correct combination of ingredients as an ingredient group. Through the synergetic cooperation of the individual ingredients in the NTC complex and of the choice natural ingredients better and faster results are achieved.

#### • Optimal tolerance!

Of course BeautyLine products have been dermatologically tested!





## Duo Lift Finish – Your Guarantee for greater Sales Success!

Achieve huge sales success now with the correct working method

When the product Duo Lift Finish was presented at the PM-World Management Congress 2010 in Karlsruhe (Germany) the new top product by BeautyLine immediately hit like a bombshell!

In just 1 ½ days after its World premiere the top product had sold out and the next order received immediately afterwards had too. Demand for this BeautyLine star was and continues to remain high. "A New Star is born!" was the unanimous conclusion of numerous business partners of PM-International and Duo Lift Finish's triumph is continuing unchecked!

You, too, should profit from the special properties of Duo Lift Finish – let Duo Lift Finish become your sales star too!

Test Duo Lift Finish, convince yourself about its effects and pass on your enthusiasm. As you know from FitLine, nothing is more infectious than your own enthusiasm. Allow your customers and prospects to feel the sensational effects of Duo Lift Finish – ask for their impressions and experiences with it. You will see how easily the results convince your customers and encourage them to buy.

Read here how easy and successful it is to work with Duo Lift Finish:



*"I always keep a Duo Lift Finish in my handbag and let everyone test it. Everyone sees a very beneficial result. My own enthusiasm as a satisfied product user additionally animates conversation. I sold 7 products that way in no time at all – they went so fast! It's really fun!"*

**Daniela G.,**  
Executive Vice President from Kirchartdt (D)



*"In one week I quickly sold 5 Duo Lift Finish without having wanted to specifically speak to people about cosmetics. The conversations materialized. That clearly indicates the demand for this product."*

**Hans Reiner L.,**  
Gold President's Team from Otterstadt (D)



*"In our team we have had really great sales successes. At one seminar we just placed the product on the table. After that we busily sold 'out of the car'. It is going fantastically well and the price is of no importance to those who are buying it. Whenever I have taken it to an event, 3-4 Duo Lift Finish go at once!"*

**Ralf G.,**  
President's Team from Baunatal (D)



*"Demonstration is brilliantly simple as I can use it anywhere. It can easily be used over make up. That is how I quickly sold 12 Duo Lift Finish."*

**Claudia M.,**  
Vice President from Germersheim (D)



*"I immediately sold three to 5 prospects – a record that speaks for itself. The advantage of Duo Lift Finish is that it produces results immediately and can be used at any time."*

*I always carry one with me!"*  
**Viola G.,**  
International Marketing Manager  
from Herges Hallenberg (D)



*"Personally I sold the product very quickly. It was really easy! I was also able to sell FitLine products to one lady and immediately gain her as a Teampartner. Another of the Teampartners in my team bought in Duo Lift Finish for 1,200 Points and she sold them all in just one weekend. It is sensational."*

**Benjamin D.,**  
Executive Vice President from Bruchsal (D)

Do you want to know more about BeautyLine?

Ask for details about Cosmetics Academies near you

Contact your country's subsidiary for more details or the Department ISD at PM in Speyer, Germany:  
[ISD1@pm-international.de](mailto:ISD1@pm-international.de)



Order Now!

Prod. No. 9202179\*  
Special Offer BeautyLine General Brochure, 30 copies

Prod. No. 0116012\*  
BeautyLine Anti-Aging System DuoLift Finish, 30 ml



## Top Retailer Awards

(Personal Sales in Points and Sales Prices in Euro)

### National and International Top 10 Retailers



Germany

International



June 2010

No.	First Name	Last Name	Points	VK
1	Manfred	B.	10.125	9.618 €
2	Benjamin	R.	6.340	6.023 €
3	Heiner	K.	4.841	4.599 €
4	Walter	S.	3.958	3.760 €
5	Piroska	P.	3.798	3.607 €
6	Paul	S.	3.678	3.494 €
7	Christian	L.	3.446	3.274 €
8	Roger	F.	3.067	2.914 €
9	Christine	F.	3.034	2.882 €
10	Josef	S.	3.003	2.853 €

June 2010

No.	First Name	Last Name	Country	Points	VK
1	Manfred	B.	DE	10.125	9.618 €
2	Pasquale	D.	CH	7.793	7.403 €
3	Muhammad	F.	MY	6.840	6.498 €
4	Benjamin	R.	DE	6.340	6.023 €
5	Daniela	G.	CH	6.087	5.782 €
6	Krisztina	T.	HU	5.526	5.250 €
7	Heiner	K.	DE	4.841	4.599 €
8	Elena	S.	RU	4.470	4.246 €
9	Annemarie	B.	CH	4.365	4.147 €
10	Anna	N.	CH	4.240	4.028 €



*"My life and my quality of life have changed decisively for the better with PM-International! What is crucial for me apart from the earnings is the fun I am having and*

*the fact that I am doing good to people. Today, thanks to my business with PM I have become open and very self-confident where I used to be shy. Thank you, PM, for everything! I have been almost 'bowled over' by my business as everyone I offered the products desperately wanted to have them. The financial opportunities in this business, with an income of over 1,000 euro a month impressed me so much that I wanted to be in business full time and am continuing with conviction!"*

**Daniela G.,**  
Executive Vice President  
from Kirchardt (D)



*"Everyone has a chance to achieve an awful lot with PM-International. In particular, the great offer of the greatest wave of sponsoring - 1,111,111 Euro is really great and*

*incredible motivation for me. I advise everyone to make use of it. In the month of May alone I registered 26 new Teampartners. Thanks to this fantastic offer I am now an International Marketing Manager! It's just great!"*

**Jens-Peter J.,**  
International Marketing Manager  
from Buchenheim (D)



*"When we were new to this business with PM, from the start we did not feel like small cogs in a big wheel as the recognition and acceptance from all sides are very high. We*

*notice that we are taken seriously, even though we are only in business as a side line and that, in particular, is great! Now we are just really getting started, as a Marketing Manager we received our first FitLine car recently. Great motivation and with the bonus of freedom, mobility and an advertisement for our business - so to speak at 'no cost' to us! That is super! Our monthly income of around 500 Euro really gives us security as we can use it to fulfill those 'little extra wishes'."*

**Harriet and Axel Z.,**  
Marketing Manager  
from Berlin (D)



*"After my maternity leave it was unfortunately very difficult for me to return to my old job. Just over a year ago I immediately seized my chance with PM. Being able to mould*

*my professional future myself with a highly reliable company at my side while also dedicating important time to my family fully convinced me. Success with PM is not just a theory, but can really be achieved. 'I am PM!', I am proud to say my monthly income of around 900 Euro is of great assistance to our family. We are able to invest in our children's future. We have made it*

*possible for both of them to take music lessons - one of their greatest wishes and we have now been able to fulfill it."*

**Sandi G.,**  
International Marketing Manager  
from Kassel (D)

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