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It Works! Wrap Focuses on the 3 T's: Toning, Trimming and Tightening

By Clarissa Hamlin
Oct 24, 2013 07:02 PM EDT

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It Works! Wrap Focuses on the 3 T's: Toning, Trimming and Tightening

By Clarissa Hamlin



The It Works! Body Contouring Wrap left my stomach feeling smoother and abs tighter after my first use. (Photo: Twitter)

It seems like everyone is talking about the It Works! Global Ultimate Body Applicator, a non-woven cloth wrap that promises to slim a particular body part in just 45 minutes. My friends who've tried it said the wrap was so versatile that you can apply to your sides, tummy, back, thighs, upper arms and lower legs. Sounds like a wonder-working miracle, right?

I had to know just what my friends were raving about when it came to using this reportedly body-changing wrap. My abs have been a trouble area for me lately, so in my mind, applying the wrap to that spot was the perfect solution. The wrap was simple to use, containing a botanically based lotion with eucalyptus, green tea leaf and jojoba seed extracts to maximize firming and toning. The item had a minty smell, and was very moist and saturated. It took some arm work to lay the wrap down flat on my stomach without any air

trapping the wrap, I put plastic over the area to make sure the wrap was secure, as per the manufacturer It Works! My plan was to follow the company's recommendation: to use the wrap for 45 minutes to see if my skin would be firming up by its natural ingredients. It Works! advises users to use the product for that allotted amount of time to judge their sensitivity to the wrap. I drank a lot of water during the wrap, and my friends told me to do so to maximize results. It was a relief to see that wrap distributors believe consuming 24 to 30 ounces of water while wrapped, and drinking at least half your body weight in ounces each day helps to eliminate daily toxins. While wrapped, I continued working and completing tasks, feeling a slight tingling.

After 45 minutes was up, I ripped off the saran wrap and the It Works! product. I rubbed in the excess lotion in my stomach after discarding the wrap. I noticed immediate results: my skin's texture was much softer, and my abs were noticeably tighter after the first application. And I felt, too. I couldn't wait to use it in another 72 hours, so I followed the company's recommended time length that one should use it until your next application. Each time you use the It Works! Wrap, the product continues to work over the next 72 hours.

Though I don't always believe in body-shaping products, I have to say that this one seems like it will ultimately work for me.

The It Works! Wrap felt like a magical fix to firming my abs. The thing that makes it so special is that my first round of results wasn't about water loss, but body toning. I found the item to be very impressive, like so many of the millions out there who have tried it. My plan is to continue using the product, along with eating better and exercising, to maximize the results.

Has the It Works! Wrap whipped your body into a wonderful shape? Already have feedback about the product or trying it soon? Let us know in the comments section below!

ULTIMATE BODY APPLICATOR

Only 45 minutes make waist slim



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SIEMPRE MUJER

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PARTY TIME

81 IDEAS PARA REAJUSTARTE CON EL **WOW FACIAL** (no más devoluciones)

EJERCICIO ¿PLACER O CULPA? TÉCNICAS DIVERAS PARA TU CUERPO

¡EN FORMA!
Podríamos dedicar nuestro tiempo a ir al gimnasio y velar nuestra dieta. ¿pero quién se negaría a recibir una ayudita extra cuando se trata de lucir ese vestido sexy para una divertida salida de noche? Estos finos paños **Ultimate Body Applicator Wrap Pack**, \$399 por 4, de **It Works!**, están saturados de ingredientes que recogen y realzaman tu piel, tales como guaraná, eucalipto y té verde. Aplica lo en las áreas que te preocupan — como los muslos, brazos y caderas — para hidratar tu piel antes de una sesión de ejercicios y así reducir la celulitis y la flacidez. Los resultados no son permanentes, pero pueden ser más duraderos junto a una alimentación apropiada y ejercicio.



Adiós al rostro flácido
Con los avances de alta tecnología en los tratamientos faciales y en los ingredientes para el cuidado de la piel, pensar en sereno en un régimen antienvejecimiento ya no quiere decir que te tienes que someter al bisturí. El cirujano plástico puertorriqueño Dr. Stephen Adler, de Adler Facial Plastic Surgery, en Miami, recomienda **Venus Freeze Face Lift Facial** como una opción no invasiva que usa frecuencias radiantes para estimular el proceso rejuvenecedor natural de la piel. "Hemos visto la revolución en el campo de las frecuencias radiantes para el mejoramiento de la línea y las arrugas. Con este tratamiento puedes ver la piel luciendo más firme y además absorbiendo algo del tejido graso alrededor del rostro", dice. El precio de este tratamiento puede variar de \$300 a \$400. Para una solución casera, busca los productos que contienen proteínas que promueven una piel tensa, firme y elástica.



SILUETA DE BAILARINA

Todas tenemos un área problemática, esa que no logramos mejorar no importa cuántas horas pasemos en la barra en la clase de ballet o haciendo Pilates. Cuando me enteré de que existía una solución no invasiva que trata directamente esas zonas problemáticas, tuve mis dudas. Y cuando descubrí que ésta involucraba enfocarse en un láser a mi abdomen y que tomaba menos de una hora, tenía que verlo para creerlo. Pero después de 20 minutos con unos cálidos y calmantes láseres enfocados en mis rollitos y un masaje al vacío de 10 minutos, mi cintura se había reducido en una pulgada. ¿Cómo funciona?

El **LipoXcell** de Chromogenix descompone la grasa almacenada en el tejido adiposo, que entonces es absorbida y utilizada por el cuerpo (procura beber mucha agua y hacer un entrenamiento rápido luego del tratamiento). La doctora cubana Bertica Rubio explica: "Es como tomar una uva y encogerla hasta que es una pasa. Esto hace que las células que antes estaban enfermas vuelvan a estar sanas". Pero los beneficios no acaban ahí. Tus células sanas más pequeñas ahora son capaces de producir una hormona llamada leptina que inhibe el apetito. Aunque este tratamiento no es adecuado para todas y requiere de un nivel de compromiso, ya que usualmente se recomiendan dos sesiones por semana por un mes, es una buena forma de incrementar la pérdida de peso o eliminar esas terribles zonas de grasa. —J.T.

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Labor Day 2013: It Works! Global Shares Six Tips For Looking Your Best

By Clarissa Hamlin

BEAUTY WORLD NEWS Beautywn.com

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Labor Day 2013: It Works! Global Shares Six Tips For Looking Your Best

By Clarissa Hamlin
Aug 29, 2013 08:30 PM EDT

13 Comments

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It Works! Global offers six tips for looking and feeling great this Labor Day. Cheers!(Photo : Facebook)

Beauty junkies, summer isn't over yet! There's still one last hurrah on the way this Labor Day weekend, so shouldn't you look and feel your best?

Whether heading to the sea-cressed beaches, packing up the car for a little getaway or rocking out at a BBQ, it's all about looking great while lounging. Plan on being effortlessly fabulous by following a few simple tips from **It Works! Global**, the unique lifestyle product company that's famous for their It Works! Body-contouring wraps for toning the tummy.

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For healthy looking tresses, always refresh your salt- or chlorine-ravaged hair with your fave leave-in conditioner. We

Body-contouring Wraps for \$99. Infused with botanically-based ingredients like eucalyptus, green tea leaf and jojoba seed extracts, this product specializes in tightening, toning and firming areas like the arms, back, butt, legs, hips and stomach. All you have to do is put it on for 45 minutes and go about the rest of your wonderful day. Super easy!

If you plan on following these tips, or have a few of your own in mind, share them with us in the comments section below!



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aches, packing up the car for a little getaway or rocking out at a BBQ. Plan on being effortlessly fabulous by following a few simple tips from **It Works! Global**, the unique lifestyle product company that's famous for their It Works! Body-contouring wraps for toning the tummy.

For healthy looking tresses, always refresh your salt- or chlorine-ravaged hair with your fave leave-in conditioner. We love **TriSwim Aqua Therapy Chlorine-Out Conditioner** with Keratin for hydrating with no heavy build-up. It Works! recommends using the conditioner the night before your Labor day debut to create a marvelous mane. Love that tip! And if your hair is in need of a bit more repair, choose to rock a cool hat to make it a great hair day in disguise. The more fun and floppier the choice of hats, the better!

And a summer glow is still very much in. So don't forget to use a moisturizing lotion like **Jergens Natural Glow Daily Moisturizer** that has bronzing and shimmer effects for achieving a great sun-kissed radiance. Jergens has glycerin, avocado and fruit oils, perfect for fair to medium skin tones.

For eye-popping pearly whites, using a teeth-whitening product like the **Kim Kardashian-endorsed Idol White Teeth Whitening Pens** can always help you dazzle this holiday weekend. The Idol White pens contain glycerine, hydrogen peroxide, water and sodium hydroxide, which are all ideal for DIY whitening.

Looking to cinch things in a bit? Try **It Works!**

Body-contouring Wraps for \$99. Infused with botanically-based ingredients like eucalyptus, green tea leaf and jojoba seed extracts, this product specializes in tightening, toning and firming areas like the arms, back, butt, legs, hips and stomach. All you have to do is put it on for 45 minutes and go about the rest of your wonderful day. Super easy!

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The Beauty News Network **BEAUTY NEWS NYC** **BEAUTY NEWS LA**

BEAUTY NEWS NYC

The First Online Beauty Magazine

Metro Man & Metro Home

Grooming Products Made Easy for Fall Travel

By PK Greenfield

Tweet 141 Like 151 Pin 35

I love to travel in autumn. The crowds have subsided, the weather is temperate and the prices are a bargain.

Whether you are on the road for business or cruising from one exotic port of call to the next, I've selected several products that will make your journey so much easier.



It's common for travelers to break from our exercise routines and eat less than nutritious meals when we're on the go.

I'm very leery of products that make people slim without exercise and proper diet, however, I decided to keep an open mind and try It Works! This company offers a wrap to tighten, tone and firm by combining several natural herbs in a botanically based formula. They claim a measurable difference after 2 applications 72-hours apart. The wraps come in flat individually wrapped bags and easy to store in your luggage.

I'm athletic and fit but every guy would like to see a little less carry-on baggage around the gut, so I'm willing to give this a try on my upcoming trip to California.

Read more about It Works at <http://www.myitworks.com>.

For amazing travel apparel this fall, make sure you check out our Metro Man section in the coming weeks.




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LuxuryWeb Magazine
dedicated to the art of living well.

By the Staff

Ladies, for your BFF or even for a pre-holiday party with all of your BFF's, share an Ultimate Body wrap experience. **It Works! Wrap** is its name and tightening, toning and firming body parts is its game. You just apply one 13-by-21-inch wrap to an area of your choice – abdomen, arms, back, buttocks, legs or side – leave on for 45 minutes and voila; you can see and measure the difference. It even minimizes the appearance of the hated cellulite! Good for an occasion when you want to look especially appealing, or for prolonged effect, it can be repeated every 72 hours. Available at \$99 for a four-pack or at a reduced rate for loyal customers online at www.itworksglobal.com or by phone at 1-800-537-2395.

Ladies, for your BFF or even for a pre-holiday party with all of your BFF's, share an Ultimate Body wrap experience. It Works! Wrap is its name and tightening, toning and firming body parts is its game. You just apply one 13-by-21-inch wrap to an area of your choice – abdomen, arms, back, buttocks, legs or side – leave on for 45 minutes and voila; you can see and measure the difference. It even minimizes the appearance of the hated cellulite! Good for an occasion when you want to look especially appealing, or for prolonged effect, it can be repeated every 72 hours. Available at \$99 for a four-pack or at a reduced rate for loyal customers online at www.itworksglobal.com or by phone at 1-800-537-2395.



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Insider Beauty *buzz* the latest products, treatments and breaking beauty news

Want a tighter tummy? There's a wrap for that.

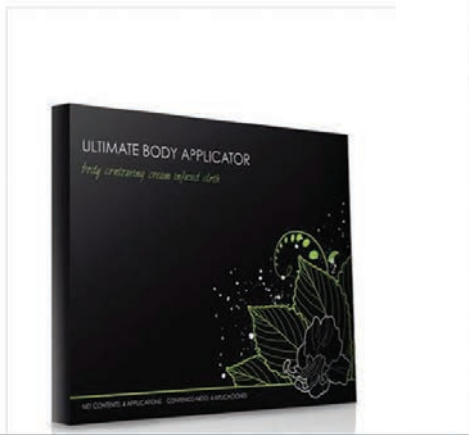
As the saying goes, "You live and you learn," right? Well, one of the biggest beauty lessons we've ever learned is that gaining 85+ pounds when pregnant doesn't do your body any favors. Five years later, we weigh 85 pounds less than the day we gave birth, and let's just say we traded tight tummy skin for an incredible little boy (so in retrospect it was a small price to pay). But with that said, wearing a bikini can be an anxiety-inducing experience so we couldn't wait to try the It Works! Wrap (aka The Ultimate Body Applicator).



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Want that 'All American' Toned Body for Fourth of July 2013? Body Wraps by It Works! Global are the New Way to Go

Want that 'All American' Toned Body for Fourth of July 2013? Body Wraps by It Works! Global are the New Way to Go

By Clarissa Hamlin
Jun 28, 2013 04:05 PM EDT

98 Comments 2.43 364 8-1 49 67 67



If you're looking to redefine your midsection curves, try a body wrap from It Works! Global. (Photo: Facebook)

Looking for a tighter, toned body to show off on the Fourth of July?

Try one of the talked about botanically based body wraps that are getting people to create firmer figures this Summer. It Works! Global offers a great one that trims those stubborn areas in a "matter of minutes," according to a **press release**.

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Best Face Firming Creams

www.skincaresearch.com/Fa...
An Unbiased Review List of The Top Performing Skin Tighteners

The It Works! Wrap contains ingredients like horse chestnut, green tea, guarana and eucalyptus to "firm skin and minimize the appearance of cellulite" on your abdomen, back, legs, side, arms and even your butt.

It is also great for nourishing and moisturizing to avoid flaky dry skin. And if you want to look slim quick, this is a favorable option.

• Memorial Day 2013: Five Easy Tips For Looking Great, Boosting Confidence in Swimwear at the Beach

For more, visit myitworks.com.

Tags [fourth of july](#), [body](#), [skin](#), [Weight Loss](#), [Skincare](#), [body wrap](#), [summer 2013](#)



How to show off on the Fourth of July?

Botanically based body wraps that are getting people to create firmer figures are a great one that trims those stubborn areas in a "matter of minutes."

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In a nutshell, you can sculpt your way to a greater you in just an easy 45 minutes, without any pain or sweat.

Many consumers see immediate results after their initial use of the body-morphing product.

Wouldn't you want something that helps you look and feel your best so you can dazzle others on the beach?

You can even leave the wrap on while you attend to your daily activities whether manning the BBQ grill, shopping for a summer wedding or traveling on a quick warm-weather jaunt.



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Inc.

STARTUP **GROW** LEAD INNOVATE PEOPLE MONEY VIDEO

PRODUCTIVITY PLAYBOOK

STRATEGY OPERATIONS SALES MARKETING CUSTOMER SERVICE FRANCHISES

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MO

Taking the Bull by the Horns

Two years ago, Mark Pentecost decided to scratch his cowboy itch. Pentecost, CEO of It Works! Global, a direct-sales company in Bradenton, Florida, bought a working 340-acre ranch, complete with 50 Texas Longhorns, wild hogs, and coyotes, in nearby Myakka City. "It's like a John Wayne movie out here," says Pentecost, who spends several days a month at the ranch plowing fields, feeding cattle, and rounding up his herd on a horse. One thing he can't do is connect with the outside world: There's no cell signal, landline, or Internet connection. "There are no interruptions, which has taught me to hear other people—and myself," he says. "It's made me a better CEO and a better person."—Reshma Memon Yaqub

[Watch Pentecost in a video on his ranch.](#)

Mark B. Pentecost
 It Works! Global
 Three-year growth 1,047.2%
 No. 438
 PHOTO: BRYAN SCHUTMAAT

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Most Popular
Year's Hottest Startups

Forbes

ENTREPRENEURS

High School Teacher Turned Multi-Millionaire



Mark Pentecost just wanted to make another \$500 a month to support his family. He wound up getting bitten by the entrepreneur bug and becoming a millionaire.

Pentecost's company, It Works!, is a direct sales enterprise that sells body contouring wraps, health foods and personal care products. Cloth wraps that promise to tighten and tone skin may seem a bit odd to some consumers but numbers do not lie: It Works! is expecting to close out 2013 with about \$500 million in total sales.

The husband and father of three had been a math teacher and varsity basketball coach in Grand Rapids, Michigan, in the early 1990s and the idea of having a few more dollars at the end of each month moved him to look for sources of revenue beyond his teacher's paycheck.

"We were dreaming. There were more things we wanted," says Pentecost, now 56. "I was one of those guys that always read the books on how to get ahead. I loved reading biographies of other people that had done it and I was always trying to look out for how we could make extra money. I enjoyed teaching, I enjoyed coaching, but the income wasn't enough to raise a family on."

In 1993 Pentecost joined up with Excel Telecommunications, a reseller of long distance deals for landline phones. Up until that point his only real experience as an entrepreneur had been acquiring fixer-upper houses to renovate and then reselling them. But in the direct sales environment - having home parties where he showed how guests could save money on calls - he found he had a knack for sales and soon became one of the company's top aces, earning \$300,000 to \$500,000 per year at his peak. He quit his teaching gig around 1995.

High School Teacher Turned Multi-Millionaire: It Works!

11/26/2013 @ 12:30PM 64,314 views

Mark Pentecost just wanted to make another \$500 a month to support his family. He wound up getting bitten by the entrepreneur bug and becoming a millionaire.



From variety coach to direct sales guru: Mark Pentecost (left) displays

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As landline long distance costs shrank and mobile phones began taking over, Pentecost found his industry forever altered and, by 1999, his position unnecessary. He left the company but took with him an enthusiasm for the direct sales industry. "At that point I said that if I ever do this again I'm going to do it as the owner of the company so that I could

direct sales industry. "At that point I said if I ever do this again I'm going to do it as the owner of the company so that I could control my destiny."

Pentecost filled the void investing in commercial real estate. "I thought I was going to be the Donald Trump of Grand Rapids." But all of direct sales persisted and he searched for something to sell that could provide the foundation for a new company.

Product - the toning wraps - began in late 2000 as a way to appeal to boomers. "People were worried about how we were aging after visiting a doctor. Pentecost secured the product through his reselling days



Friends he'd made through his ownership help from family members began doing business in Michigan, and later other states. In 2002 the company saw sales of \$1 million.

The company had yet to get any real traction so Pentecost used his own capital to keep the enterprise afloat. It took off, with pockets of interest in other markets thanks to hard-working sales personnel.

In 2003 Pentecost left his debts and broke into Canada where the company earned sales of \$27 million. A year later in 2004 the company surpassed the \$200 million mark.

Headquartered in Bradenton, Florida, the company's employees include Pentecost's wife, Lisa, 51; and Tyler, 29, who handles the company's philanthropic aspects.



When starting a new business, Pentecost says, "It's not just about the Gulf of Mexico. It's about eight more states. It's about being a resource for people. It's about being a leader through direct sales. It's about being a little more Jimmy Kimmel. It's about being laid back down here, I like being in the sun. It's not how high your IQ is, it's your grit. It's your grit? If you've got that you'll find you can be successful at this."

For inspiration, check out Pentecost's favorite entrepreneurial books: Robert Kiyosaki's *Rich Dad, Poor Dad*; Greg Norman's *The Way of the Shark*; and Donald Trump's oeuvre.

Follow me on Twitter @KarstenStrauss



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SMART BUSINESS

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FLOR Mark Pentecost sees growing pains as High-class that can't hold a match to It Works! teamwork

Why you social a road Tomm - a vi What impo

Mark growing pains as

Dennis Seeds @ 15pm EDT November 21, 2013

Mark Pentecost knew it was time to work on the substantial growth his company, It Works!, was experiencing — and stop putting out fires all the time. The health and wellness company, whose flagship product is called the Ultimate Body Applicator, grew from \$29 million in revenue in 2010, to \$45 million in 2011, to more than \$200 million in 2012.

There were growing pains along the way, but Pentecost, president and CEO, prefers to think of them as high-class problems.

"I think you get caught in the weeds putting out fires all the time instead of being at 10,000 feet, seeing what's going on," he says. "It was how to connect the departments. We were growing so quickly. We were adding 10 or 12 people to a department and all of a sudden we were becoming too many departments instead of one team."

"I had to make sure the focus was crossing over and that people were spending time together as a team."

Pentecost set out to find ways to ensure crossover between departments. One device he settled on was an informal company get-together called fire pit talks.

While certainly not a revolutionary idea — the term "fireside chats" goes back to President Franklin D. Roosevelt's days — it offered a tool to fire up team members while they were in a relaxed, casual setting.

But there was one rule that made it different. The participants, usually the lead figure from each department, were not allowed to talk about anything in their departments — they could only talk about ideas they had for other departments.

"So that made it OK to leap across departments and say, 'Hey, have you ever thought about this with your supply chain? Or have you thought about this with your marketing team? Social media, I know you guys are doing this, but what about ... ?'" Pentecost says.

The fire pit talks put It Works! back on track, and emphasized how critical teamwork was.

"It led to being one team, and now as we see challenges, we are trying to pick up on them," Pentecost says. "In the last couple of years we have added so many more people, and we have had to do more processes — which sometimes is painful and isn't fun."

"You've got to have a process for everything you do. Your operations people say, 'Let's just work over and do it,' and your vision people say, 'We've got to wait for the process.' So there are those kinds of growing pains. For me, it's fun. It's exciting how to put those together."

Here's how Pentecost makes it all come together with his team of 40,000, who serve more than 400,000 customers through direct sales.



Mark Pentecost, president and CEO, of It Works!



vision — and hopefully experience — to make a

ool teacher and basketball coach gave him the

aching," he says. "First you have to get the right people o Great proverb: You've got to get the right people on ot to have a great game plan, keep people focused

other departments to help make sure new hires fit into

if you're coming in as a programmer or maybe you are at a higher level that you are coming in, what we are r talents, but it is also how you interact with the whole

its first \$100 million in sales was to use a sports-like headquarters, as well as in the field, and staffers added

ding," he says. "At them, there is a lot of passion, at we wear the next month, and we all really get behind just inspiring people to be connected that way."

mon purpose, such as raising funds for a charity, helps

en I was coaching basketball, I had 12 on my team," 00 to 10,000 people. So to me, it is unifying them as a fan is. The same message that somebody would have

our own way, having a good vision, focus, keeping in for success, especially in

the last few years. Our growth has been amazing.

"I feel like coaching was really just a prelude to being the CEO," he says.

Brainstorm and build upon an idea

When Pentecost was first using the fire pit talks to smooth out the wrinkles in the teamwork fabric, he also realized it offered a time for brainstorming, which not only resulted in some great ideas but also helped build the feeling of team ownership.

Anyone can bring up an idea, and even Pentecost tosses out a few.

"I'll see a commercial on TV, and I'll say, 'Hey, what do you think of this crazy idea?' And then I let them take off from there. We like to have a crazy idea. Something that might be really crazy but you throw it out there.



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SBOMAG Roundup: Debt-Free Is The New Sexy

0 Comments Dec. 9, 2013 | SBO Editor

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Little more than a decade ago, Mark Pentecost was a small-town high school teacher and basketball coach aching for a way to get out of debt and have more time to spend with his wife and children. Little did he know that, within a decade, his startup venture would become a half-billion-dollar enterprise and give hope to thousands of independent distributors on their way to experience life debt-free.

"People have forgotten how to dream," says Mark Pentecost when asked about his company, It Works! Global, and its rise from a part-time side job to a company that pays commissions to more than 50,000 distributors specializing in instant-results products ranging from botanically based skincare to body contouring to nutritional supplements. Sound familiar? In a time when the average American household maintains more than \$15,000 in credit card debt alone, more than 10 percent of mortgages are in default and total U.S. consumer debt is at an alarming \$11.4 trillion, that quintessential American dream is proving elusive to millions.

Such was once the case for the Pentecosts. They needed a way to have an extra \$500 per month for groceries, vacation and savings. After a direct sales side job in the late 1990s, Mark realized he had a knack for it and began seeking a product with which he could launch his own direct-sales company. In 2001, he heard news of a product that could deliver skin tightening, toning and firming results, often with just one 45-minute application. After seeing results for himself, Pentecost founded It Works! Global with the It Works! Wrap as its flagship product.

and children. Little did he know that, within a decade, his startup venture would become a half-billion-dollar enterprise and give hope to thousands of independent distributors on their way to experience life debt-free.

Debt-Free Is The



by hit \$27 million in sales and expanded into Australia, Canada and select 011, sales nearly doubled to \$46 million and Pentecost relocated from Mich. to sunny Bradenton, Fla., bringing his entire executive team with sales grew to \$200 million, and the company is on track to hit half a billion

y, the company teamed up with the Manatee County Sheriff to build a he Police Athletic League, which provides a safe place where athletics and ent instill pride, responsibility, self-confidence, teamwork and respect.

finishing construction on a 50,000-square-foot headquarters overlooking a gulf coast. Stairs are lined with slides so staff can have a little fun between t also owns a nearby golf course, where he holds team events, and a h, which is his retreat to clear his mind as well as host business recognition events. But the real fun comes in the form of five-figure bonuses ident distributors who meet certain sales goals.

in a classic pay-for-performance move, Pentecost developed the GOOD (Get Out Of Debt) Bonus in 2012, awarding \$10,000, \$25,000 and \$50,000 bonuses to qualifying independent distributors who earned a promotional rank, coining the phrase, "Debt-free is the new sexy." Independent distributors are encouraged to use these bonuses to pay off credit cards, college loans, mortgages and other debts. Thus far in 2013, more than 1,000 independent distributors qualify for the GOOD Bonus and since its inception, distributors have earned more than \$23 million in GOOD bonuses.

"Debt is such bondage. It's a very emotional thing for our independent distributors to get out of debt," says Pentecost, who has plans to expand It Works! Global's reach into 11 more countries within the next five years. "I don't know where it's all going to go, but we're going to keep on growing and expanding as long as we're having fun and inspiring people in a positive way."



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MERGERMARKET GROUP

It Works! Global looks at buys; targets international expansion, president says

Proprietary Intelligence

It Works! Global, a privately held Bradenton, Florida-based direct sales company, is considering potential acquisitions, said Mark Pentecost, president and CEO.

Meanwhile, the company is becoming more "intentional" with its international strategy and will add local legal counsel for entry into new, undisclosed countries in Europe, he said.

The company, with USD 200m in revenue, up from USD 17.4m in 2009, is looking for an acquisition target that could help it drive customer retention and loyalty as it gathers new customers at a rapid pace, said Pentecost.

"I've got a couple things up my sleeve now that we're looking at," he said.

A mobile app or software integration company could also make an interesting target for It Works! Global, as could a company with an innovative new product line, said Pentecost.

Talks with potential targets have not advanced far enough to require a financial advisor, and the company has no timeline for making a buy, said Pentecost.

The company in 2005 made an undisclosed acquisition in the nutrition category, said Pentecost.

It Works! Global, with a presence in 12 countries, announced in November plans to enter France. The company started growing internationally by entering Canada in 2009 and has since expanded to Australia and Europe. It plans to grow further in Europe in 2014, said Pentecost, declining to disclose the countries it is targeting.

Local counsel hires in new countries will help the company enter its targeted markets as well as handle language barriers.

entering countries in Central and South America and d. About 12% of the company's sales are of the US, a figure it seeks to grow, said

ounded the company in 2001. Pentecost said he than 90% of the company, and Pam Sowder, who the company's chief networking officer, holds the take.

ty firms have approached the company with it has never held serious investor conversations, ost. The company is not interested in investors or a d, noting it has been debt-free since 2008.

oted that he has three children that work in the cluding two in its sales force and one that works Back program, which looks to support local s. Sowder has a daughter that works in the a salesperson, he said.

pany expands globally, it plans to add executives to rnational operations, noted Pentecost.

ny's products include a cloth body wrap line tighten and tone skin, a facial skin care line, and a upplement line.

It Works! Global has in-house corporate legal counsel in the US.

by Ellena Kleinman

Write to Ellena Kleinman at ellena.kleinman@mergermarket.com.

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SARASOTA/MANATEE BUSINESS

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Sunshine, Low Taxes—and I'm Happier Here

Published November 4, 2013 | By gsmadmin



Why six entrepreneurs moved their companies to Sarasota.

-By Abby Weingarten. Photography by Barbara Banks

Long known as a beautiful resort and retirement destination, Southwest Florida has become a sought-after business destination as well. The region is rapidly rebounding from the recession, and local economic development officials have much to crow about these days.

Major multimillion-dollar initiatives, such as Bradenton's IMG Academy expansion, Port Manatee's partnership with Brazil, the transformation of Nathan Benderson Park into an international rowing facility and the construction of the 880,000-square-foot upscale University Town Center mall, are putting Sarasota and Manatee on the national and global map.

Population is growing again, too. Manatee County's population expanded to 333,895 in 2012 from 322,833 in 2010, according to the latest estimates from the U.S. Census Bureau. Sarasota County's population increased to 386,147 from 379,448 in 2010.

Business CEOs and entrepreneurs are paying attention. The region recently ranked No. 92 on *Forbes'* list of "The Best Places for Business and Careers," outranking such places as West Palm Beach, New Orleans and even Chicago. Since 2009, the Bradenton EDC has worked with 59 companies that have either relocated to or expanded here, generating \$467 million in capital investment and projected to create more than 3,500 jobs. In neighboring Sarasota County, the EDC has helped 31 companies invest \$114 million with a promise of 2,360 jobs.

We asked six entrepreneurs why the move was good for them and their companies.



OF IT WORKS! GLOBAL

company for beauty and wellness products. on in 2011 from Grand Rapids, Mich., when ere looking for a place to entertain their sales. The company has 77 employees, annual experienced 1,047 percent growth in three

years.

"Everyone was excited about the move to Florida, where we hold quarterly training events and entertain at the Pentecost Ranch in Myakka City or at Stonybrook Golf Club. With our move to our new global headquarters on the Manatee River in the next few months, I'm expecting 'drive your boat to work' days and our team being able to fully live out our motto of being 'more Jimmy Buffett than Warren Buffett.' We like to have fun and keep things casual while staying innovative and cutting edge."



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Company's distributors donate to fund to feed hungry children

Staff Report
Published: Tuesday, October 1, 2013 at 9:50 a.m.

It Works! Global distributors have donated \$150,000 to Children's Cup to feed more than 60,000 African children.

Through Children's Cup, a nonprofit organization founded in 1992, a \$5 donation can feed two children for about four weeks.

The donation was made at the It Works! quarterly conference last month in Seattle. Mark B. Pentecost, CEO of the Bradenton-based company, and his wife, Cindy, personally matched the distributors' donations.

"A little can go a long way and It Works! is proud to support a cause that is making such a difference in kids' lives," Pentecost said.

To help raise the money, It Works! sold "Give Hope" bracelets for \$5 donations, and the bracelets immediately sold out.

In June, the Pentecosts traveled to Africa to meet some of the children who benefit from the It Works! Gives Back program that works to make a difference through financial, practical and emotional support.

The It Works! corporate team also recently hosted a 5K event and raised more than \$18,000 for two other nonprofits, Selah Freedom and the National MPS Society. At the annual convention in January, It Works! adopted 800 children through donations to Food for the Hungry.

It Works! Global is a consumer lifestyle direct sales company that offers a variety of products sold through independent distributors.



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From lenders, surprise relief

HOMES: While millions struggle, other borrowers, not even in default, get aid

By DAVID STRETFIELD
The New York Times

As millions of Americans struggle in foreclosure with little hope of relief, big banks are going to borrowers who are not even in default and cutting their debt or easing the mortgage terms, sometimes with no questions asked.

Two of the nation's biggest lenders, JPMorgan Chase and Bank of America, are quietly modifying loans for tens of thousands of borrowers who have not asked for help but to whom the banks claim to be at

Fast-growing local firms on Inc. list

NO. 10, 67 AND 438: Financial, automotive and direct sales firms

Staff Report
Three local companies made it on Inc. magazine's list of the fastest-growing private companies in America: Sarasota's Integrity Funding, Manatee County's Celebrity Auto Group and Bradenton's It Works! Global.

Integrity Funding — an 11-employee company that Inc. magazine described as a "specialty finance company that participates in the structure, acquisition and sale of financial instruments in the aviation, life and annuity asset classes" — posted a three-year revenue growth rate of 10,452 percent and ranked 6th on the 2013 list.

The company at 8181 S. Tamiami Trail reported 2009 revenue of \$104,871 and 2012 revenue of \$11 million.

Integrity added six employees in the last three years.

No. 67 on Inc.'s list was **Celebrity Auto Group**, which "sources exotic automobiles for celebrity athletes and entertainers worldwide. Its only form of advertising is product placement in music videos that are seen by its prospective clientele."

The south Manatee County company reported three-year revenue growth of 4,745 percent. Revenues were \$334,985 in 2009 and \$16.2 million in 2012. The six-person company has added two employees in the three-year period.

At No. 438 was **It Works! Global**, a Bradenton company that

See LIST on p. 60

3 fast growers make Inc. list

LIST from 10

sells dietary supplements and weight-loss body wraps to independent distributors worldwide who, in turn, sell the products to consumers.

The company has thousands of direct-selling distributors in the U.S., Canada,

the European Union and Australia.

It Works! reported 1,047 percent growth over three years, with 2012 revenue of \$200 million.

The company, with 58 employees, has hired 31 in the three-year period covered in Inc.'s list.

memories we've got

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