It Works!®

SPRING 2014

BEAUTY WORLD NEWS

It Works! Wrap Focuses on the 3 T’s: Toning, Trimming, and Tightening
By Clarissa Harris

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 it 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 comes to using this reportedly body-changing wrap. My plan was to slim 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 botanical-based blend with many phyto-green tea, leek, and jojoba seed extracts to maximize firming and toning. The wrap had a minty smell, and was very moist and warm. It took some time work to lay the wrap down flat on my stomach without any air.
PARTY TIME
81 IDEAS CON EL WOW FACTOR
(no más devolución)

EJERCICIO
PLACER O CULTIVAR TÉCNICAS DIVERSES PARA TU CUERPO

SIETE DE BAILARINA
Todas tenemos alguna persona que no llegaremos a imaginar como pasaría en la vida de otra. Aquí en el mundo de bailarina. Siempre hay un sueño de poseer una cuerda en la mano de un hombre o una mujer. Hoy no hace falta que te acaríe. Ella estuvo allí. Entonces serías una actriz de flamenco que mostrarse con el público, o una bailarina de ballet. Libera el cuerpo con el maquillaje que te lleves al rancho. Hay muchas personas que entran en el estudio de ballet sin ropa y terminan bailando sin ropa. No se acabe sin ropa. Tan solo calza de un equipo de ballet para aprender a bailar sin riesgo. La belleza tiene que ser un aspecto de belleza personal y no de belleza grupal. Si no quieres que te vean a cuero, entonces debe ser una parte de tu belleza personal.
Labor Day 2013: It Works! Global Shares Six Tips For Looking Your Best

By Clarissa Hans
Aug 29, 2013 5:30 PM EDT
9 Comments

For healthy-looking tresses, always refresh your scalp and shampoo-encrusted hair with your favorite conditioner. We love It Works! Global’s Sweet Pomegranate and Almond Milk Conditioner, which leaves hair shiny, soft and touchable.

For healthy skin, always moisturize your skin with a sunblock or SPF each day. It Works! Global’s SunQuest Trio includes Sun-Kissed Bronzer, Sun-Kissed Bronzer and Sun-Kissed Bronzer, which are all designed to help you achieve a natural look.

For a healthy body, always drink plenty of water and eat a balanced diet. It Works! Global’s Body-Shaping Wraps are infused with extracts from fruits and vegetables that help to tighten and tone the body. 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!
Metro Man & Metro Home

Grooming Products Made Easy for Fall Travel

By PK Greenfield

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 N-Weeker. This company offers a wrap to tighten, tone and firm by combining several natural herbs in a scientifically based formula. They claim a measurable difference after 2 applications 72 hours apart. The wraps come in 2 individually wrapped bags and easy to store in your suitcase.

I’m athletic and fit but every guy would like to add 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.
Luxury Web 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, body, buttocks, legs or slide – leave on for 45 minutes and voilà! 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.myworksglobal.com or by phone at 1-800-637-2396.
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 fifty-five 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 (as we retrospectively think it was a small price to pay). But with that said, wearing a belly band can be an anxiety-inducing experience so we couldn’t wait to try the It Works! Wrap (aka The Ultimate Body Applicator).
Want that 'All American' Toned Body for Fourth of July 2013? Body Wraps by It Works! Global are the New Way to Go

by Cassidy Hoyle
June 18, 2013 9:40 PM
60 Comments

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 former figures this season. It Works! Global offers a great one that tones those stubborn areas in a "matter of minutes," according to a press release.

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Best Face Firming Creams
www.skincareresearch.com/fac...
An Unbiased Review List of The Top Performing Skin Tighteners

The It Works! Wrap contains ingredients like horse chestnut, green tea, guarana and euonymus 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.

For more, visit myitworks.com.
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 glowing 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 Saujani

Watch Pentecost in a video on his ranch.
High School Teacher Turned Multi-Millionaire: It Works!

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 36. “I was one of those guys that always read the books on how to get ahead. I read 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.”

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 three-bedroom houses to renovate and then reselling them. But in the direct sales environment—having been part of a company where he showed how guilt could save money on calls—he found a knack for sales and soon became one of the company’s top sales, earning $500,000 to $700,000 per year at his peak. He quit his teaching gig around 1995.

As long-distance long distance costs shrank and mobile phones began taking over, Pentecost found his industry forever altered and, by 1995, his position unnecessary. He left the company but took with him an enthusiasm for the direct sales industry. At that point I said if ever do this again I’m going to do it as the owner of the company so that I could

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 book. Yes, I’m a Trump fan! If you’ve got that you’ll be able to be successful at this.”
Mark Pentecost sees growing pains as High-class that can't hold a match to It Works! team workforce.

Why you social a road - a vi What imp Mar growing pains as lo...
0 Small Business Opportunities

MONEY MAKING IDEAS FOR ENTREPRENEURS

SBOMAG Roundup: Debt-Free Is The New Sexy

Little more than a decade ago, Mark Pentecost was a small-town high school teacher and basketball coach asking for a way to get out of debt and have more time to spend with his wife and children. Later he knew that, within a decade, his startup venture would become a billion-dollar enterprise and give hope to thousands of independent distributors on their way to experiencing the dream.

"I've 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 botanical based skincare to body contouring to nutritional supplements. Sound familiar? In a time when the average American household面临着 more than $15,600 in credit card debt alone, more than 20 percent of mortgages are in default and total U.S. consumer debt is at an alarming $11.4 trillion, that quintessential American dream of paying all cash to millions.

It Works! started as the idea 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, Paris 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 found It Works! Global with the It Works! Wrap as its flagship product.

The business grew and expanded into Australia, Canada and select EU. Sales nearly doubled to $46 million and Pentecost relocated from Alachua to sunny St. Augustine, Fl. bringing his entire executive team with sales grew to $200 million, and the company is on track to hit half a billion a year.

By the time the company learned that the Maratee County Sheriff's Office was able to build a police athletic league, which provides a safe place where athletics and work instills pride, responsibility, self-confidence, teamwork and respect.

Finishing construction on a 50,000-square-foot headquarters overlooking a golf course. Stairs are lined with slides for staff can have a little fun between shifts. It also owns a nearby golf course, where he holds team events, and a lunch, 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 for independent distributors who meet certain sales goals."
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 counsel in Spain for entry into new, undisclosed countries in Europe, he said.

The company, with US$200m in revenue, up from US$71.4m 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.

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by Elena Kleinman

Write to Elena Kleinman at elena.kleinman@mergermarket.com.
Why did entrepreneurs move their companies to Sarasota?

“Sunshine, Low Taxes—and I’m Happier Here”

Published November 4, 2013

By Abby Weinberger
Photography by Barbara Banka

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 BIG Academy expansion, Port Manatee’s partnership with Brazil, the transformation of Nathan Benderson Park into an international rowing facility and the construction of the 860,000-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 2013 from 323,833 in 2010, according to the latest estimates from the U.S. Census Bureau. Sarasota County’s population increased to 380,147 from 379,448 in 2010.

Business CEOs and entrepreneurs are paying attention. The region recently ranked No. 92 on FORTUNE’s list of “The Best Places for Business and Careers.” Outperforming such places as West Palm Beach, New Orleans and even Chicago since 2008, the Bradenton EDC has worked with 59 companies that have either relocated to or expanded here, generating $667 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 2,300 jobs.

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

“Everyone was excited about the move to Florida, where we hold quarterly training events and rent at the Renaissance Ranch in Lakeland City or at Stonybrook Golf Club. With our move to our new global headquarters in the Manatee River in the next few months, I’m expecting to drive our boat to work,”

days and our team being able to fully live our motto of being ‘more Jimmy Buffett than Warren Buffet. ‘We like to have fun and keep things casual while staying innovative and cutting edge.”
Company's distributors donate to fund to feed hungry children

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 1998, 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 Brandon-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, Felah Freedom and the National MPS Society. At the annual convention in January, It Works! adopted 600 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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