**Splash: Conference/social media**

E. EXCEL's *Better Health • A Richer Life* conference is coming up on September 14, 2014 in Mississauga, ON! This year we'll be introducing a lot of new and exciting ways to communicate the exciting events that will be taking place at The Living Arts Centre!

In previous years, Dr. Chen has introduced new products at the conference and this year won't be any different! Those in attendance will be the first to learn about upcoming E. EXCEL products, but if you can't attend – don't worry! We'll be introducing for the first time a way for those who can't attend to learn about these things by live streaming the highlights of the conference!

Where should you look for these updates? Just use the hashtags #betterhealth and #richerlife to stay on top of our updates! You'll be able to see all the action all in one space on (Facebook) [<http://www.facebook.com/eexcelna>] and (Twitter) [<http://twitter.com/EEXCELNAmerica>]. What do you have to look forward to throughout the day? Content like this!

[2013 EVIEW VIDEO]

**Block 1: Ginseng/Celebration**

*Celebration*™ has been available for just about three weeks now and we’re pleased at the popularity of this hallmark of our Signature Products! In the past few weeks we’ve told you about many of the benefits of *Celebration*’s amazing ingredients and now we’re going to share what American ginseng can do for you!

American ginseng contains the powerful antioxidants vitamins A, E, and B2, as well as beta-carotene. These antioxidants help you by reducing the damage caused by oxidative stress from free radicals. This helps reduce the damage to internal organs as well as helps make the skin more radiant.

Combined with the other fantastic ingredients in *Celebration*, American ginseng finds itself in excellent, nutrient-rich company. To order your *Celebration* today, visit the (Online Business Center) [http://eexcel.myvoffive.com].

**Block 2: 1-SHAPE 2nd place**

Last week we told you about the success of the winner of the *1-SHAPE Shape Up* contest! Now you'll have a chance to learn from the three second place winners!

[PHOTO]

[RANK] Kang Dong lost 16.8 pounds during the eight weeks of the *1-SHAPE Shape Up!* After completing the two-month process, she feels as though she has a new outlook on life! Read what she has to say about her incredible journey!

“I work as a physiotherapist, so I know the importance of health! In my own life I always focused on exercise and in the past I always showed people the importance of being healthy, fit people. However, once I entered middle age, I found that I couldn't control my weight. There were other things that began happening physically as well, like higher blood pressure, headaches, and the like.

I had tried many different ways to lose weight and help manage these symptoms before—diets, meditation, everything! I increased my exercise, and even the nature of my work had me walking 7,000-10,000 steps a day. I quickly realized that while exercise could help, I needed to get serious about my diet.

In this moment, when I was feeling down, a friend introduced me to E. EXCEL products. The *1-SHAPE Shape Up* was a great deal, a great opportunity, and gave me the encouragement I needed to really become serious about my weight management goals. During the first week I lost seven pounds and it was inspiring! There is a saying, ‘A good beginning is half the battle,’ and it’s so true. After that first week, the second, the third, and so on, it was incredibly easy to stay successful.

My life has changed a lot. I no longer need to take a nap in the afternoon. I still have enough energy to read at bedtime. While completing the Shape Up my family experienced a tragedy, my mother fell and had to undergo surgery and rehab. During this time I continued working, taking care of my two children, and visiting her in the hospital. *1-SHAPE™* helped me maintain the energy I needed and helped me manage my appetite in this stressful time.

My success with *1-SHAPE* is due to the quality of the product and the high quality nutrition. My body's daily response to *1-SHAPE* has strengthened my confidence in it. It's simple and easy to take even if you have a busy life, which is why it's easy to stick to for a long time. I'm so pleased to have had the opportunity to participate in the *1-SHAPE Shape Up* and finally realize my weight loss dreams come true!”

[PHOTO – inset left]

[RANK] Yang Hengwen also placed second in the contest and had the following to say.

“When I started drinking *1-SHAPE* for the contest, I thought if I could lose ten pounds I would be happy. I drank *1-SHAPE* before meals and if I ever felt hungry, I'd have another. I lost 19 pounds with *1-SHAPE* and felt no negative impact. As a matter of fact, I felt so much more energy!”

[PHOTO – inset left]

Our third second place winner, [RANK] Lin Li Juan, told us how changing food choices helped her succeed! “Before I began the *1-SHAPE Shape Up*, I ate very high-calorie foods. With the help of the Shape Up and participating for two months, I lost 15.5 pounds! Now that *1-SHAPE* has helped me change my diet, eat less, and make better food choices, my cholesterol is lower. *1-SHAPE* is a pure, natural health beverage that is a safe way to manage your weight management goals!”

We're happy to see so many successful *1-SHAPE Shape Up* stories! Check back next week to hear what our third place winners have to share!

**Block 3: BC Family day**

Earlier this summer E. EXCEL Distributors in the Greater Toronto Area hosted a Family Day to celebrate the importance of family and health. We're pleased to announce that Distributors in Vancouver hosted their own Family Day this past weekend! E. EXCEL loves to support philanthropic causes and are proud that our Distributors have chosen to donate the proceeds from the event to a local children's charity!

E. EXCEL Sr. Vice President and COO, Gary Takagi, and marketing staff members, Cherie Beal and Jennifer Kwan, joined E. Excellers in Vancouver on August 23 for a day of family fun! The BC Business Center also closed that day so your favorite staff members, Kevin Hsaio and Michael Su could join in on the fun!