**Cordyceps mycelium**

Cordyceps have been used in traditional Chinese medicine for centuries for their therapeutic effects. These nutrient rich fungi grow on a multitude of hosts by taking over the host organism. Cordyceps are made from two parts, the ascocarp and the mycelium. The mycelium are tiny fibers that invade and eventually replace the original tissues of the host organism. By breaking down the host, the mycelium are able to absorb nutrients and feed the ascocarp, or fruiting body of the cordyceps. The ascocarp of the cordycep is the portion that is easily visible to the human eye from the outside, while the mycelium are usually not visible without looking into the host organism.

Both portions of cordyceps are important, but the mycelium have been shown to be especially nutritious portions. The mycelium can be cultivated without the growth of the fruiting body and cultivation is held to strict regulations in China by China’s Ministry of Agriculture. The Ministry of Agriculture requires that all companies who cultivate cordyceps mycelium obtain a license by proving they have knowledge of cordyceps, professionally cultivating their strains using the appropriate equipment and facilities, and keep records for regular review and inspection.

Although the process of cultivating cordyceps mycelium is difficult, the nutrient rich product is worth it! Recent studies have shown that extracts made from mycelium of various cordyceps strains have hypoglycemic potential.

These benefits and more are why we use cordyceps mycelium in Celebration™ and Millennium® Powdered Beverage Gold Edition! To learn more, check out our Signature Products [http://www.eexcel.net/signature-products]!

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**Power of social media – productive communication**

Social media can be a huge tool for direct selling professionals, but only if used correctly. Social media networks like Twitter, Facebook, and Instagram allow you to communicate with your friends and family. You can share information about Nutritional Immunology and E. EXCEL and the amazing products we have to offer. Follow the quick tips below to make sure you use social media the right way to grow your E. EXCEL business!

**Be courteous to others**

Just like in real life people don’t want to be bothered constantly. Spamming on social media means posting the same or similar content multiple times a day. By constantly posting about your E. EXCEL business you reduce the amount of credibility your words carry. People will also be less likely to stop and read a post if it’s the fourth or fifth post they’ve seen of yours that day about the same topic. What’s even worse than posting these things on your feed so your friends can see them, is to post information directly to someone else’s feed. Posting to someone’s personal feed without their permission is likely the best way to alienate them permanently. Think of it this way: you probably wouldn’t hang a poster on your neighbor’s door without their permission, so you shouldn’t post on their social media feed either!

**Provide valuable, informative content**

To truly pique someone’s interest, you have to engage with them on a level they can relate to. You’ll usually have a pretty short time to do this, so be careful to tell people the most valuable aspects about E. EXCEL. Do you know someone looking for a great business opportunity? Tell them about the wonderful opportunities E. EXCEL has to offer. Do you know someone looking for natural beauty products? Be sure to inform them about E. EXCEL’s Elemente® Beauty Products! Everyone can find value in E. EXCEL and it’s your job to tell them where!

**Give info in easy to digest bits**

The science of Nutritional Immunology has lots of information that is foreign to those who aren’t familiar with it. In an effort not to intimidate a potential customer, you should offer relatable easy-to-digest tidbits. Does your lead have children? Offer an invitation to learn like, “It’s so important to care of kid’s health! Protecting their immune systems is the best way to keep your kids healthy and E. EXCEL has just the products to support their health!”

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**Millennium® Powdered Beverage and Millennium Powdered Beverage – Gold Edition now available!**

Many E. Excellers who attended the Live • Learn • Excel conference in October 2013 have been eager to get their hands on Dr. Jau-Fei Chen’s latest product formulations! At the conference she introduced Millennium Powdered Beverage and Millennium Powdered Beverage Gold Edition and we’re pleased to announce they’re now available for sale! To find out more information about these amazing products read about them and our other Signature Beverages! [http://www.eexcel.net/signature-products]