



Magazine

February 2011

FROM 0 TO 200 MILLION
New dimensions in annual sales

NWA AROUND THE WORLD
Welcome to the new generation
of Network Marketing

THE MEGA EVENT
"Coming Home" by Helmut Spikker



THINK BIGGER THINK NWA



CA 02/11 0999 70235



OFF INTO A NEW DIMENSION

A NEW GENERATION OF NETWORK MARKETING HAS ARRIVED. HERE, HELMUT SPIKKER, THE FOUNDER OF NWA PERSONALLY EXPLAINS WHY.



After taking a break of several years for creative reflection, I have realized that our market - the direct sales and network market - has not kept pace with the rapidity of global developments.

Quite simply, we have allowed the Internet, social transformations, and the discovery of individuality, self-expression and self-actualization to pass us by. It's time for a new beginning. I'm returning, and I'm returning with an innovation that will bring our market back to its former strength.

Direct marketing will no longer lag behind, it will set the pace. Trade and commerce will have difficulty keeping up with us over the next years.

Our firm's distribution partners will be able to meet with our customers in their living rooms again, and tell them with pride, „Yes, you'll only get this from us.“ I am now returning with a new concept and many innovations to secure a new world for our sector and to regenerate the market. Greater selection, more individuality, more bonuses.

We can begin to dream again, and these dreams can become reality. My Network World Alliance will help you turn your dreams into concrete goals that anyone can achieve. Strong teams will aim for and achieve financial rewards, travel, cars,

yachts and houses in every price category. You can make other people successful, and enjoy the fruits of your own success. The Network World Alliance, or NWA, will provide you with the tools and the opportunities. Just take advantage and pitch in.

We provide an alliance of strength and self-confidence. Our firms will deliver top-quality, innovative products of all kinds to their customers. A growing alliance of established and new distribution and production partners will reach the pinnacle of global success. Free enterprise is no longer simply an empty promise. A new era of entrepreneurship is dawning. Help us make history. Let NWA be your future partner. With our selection of ideas and products, you're sure to find one that's right for you. Take advantage of our new diversity and the new choices we provide.

I wish you great fun and success with NWA.

Helmut Spikker
(Founder of NWA)

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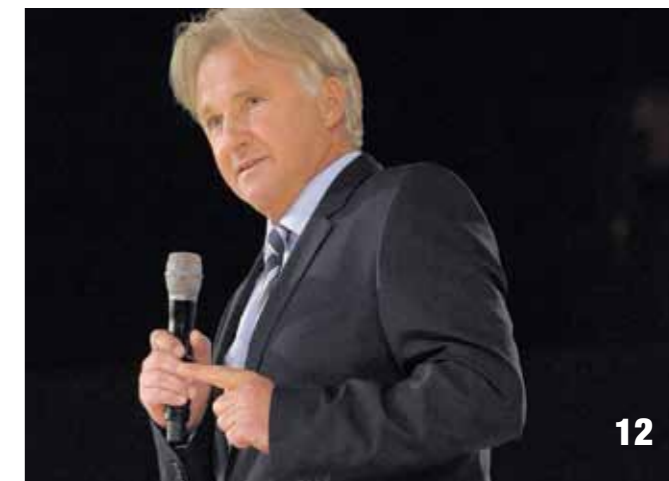
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„YOU ARE THE STAR“
CAMPAIGN: ON PAGES 32 AND 33
YOU DISCOVER, HOW YOU CAN
BE THE STAR IN ONE OF THE NEXT
NWA MAGAZINES.



LET THE NUMBERS SPEAK FOR THEMSELVES

THE WORLD HAS BEEN PULLED CLOSER TOGETHER

Whilst most companies still think about globalization, the global player NWA is already present in all contents with its worldwide functional platforms.

OVER **200 MILLION €** ANNUAL SALES

1.700 FULL-TIME EMPLOYEES WORLDWIDE

OVER **200.000** SELF-EMPLOYED BUSINESS PARTNERS

NWA Headquarters Altshofen, Switzerland

Here is where the company is directed from: alongside sales, marketing, product development and procurement, all administrative tasks are carried out here.



NWA Call centre Ahlen

Qualified, friendly Ladies and Gentlemen are based within the service area to process your orders and provide you with support, wherever possible.



NWA Production and logistics centre

The production works for the cosmetic and care products, together with the unique perfume machine, are housed on over 10,000 square meters of surface area. The global logistics are carried out from here using the most modern of distribution networks and high shelving.



Pierre Lang Production and Development Vienna

Pierre Lang stands for modern jewelry in real jewelry quality. With subsidiaries in 12 countries and the production of 5 Million jewelry pieces annually, Pierre Lang belongs to one of the most meaningful jewelry producers in Europe.



Re-Vita Asia

From its primary offices in Taipei, Taiwan, the business regulates the Asian countries with an outstanding sales and marketing structure. Re-Vita is best known for its nutritional supplements with algae content. Re-Vita Asia is brilliantly set up for the future.



Re-Vita USA

The organization Re-Vita was founded 20 years ago, achieving annual sales of 35 Million Euro in 2009. The headquarters and main production units of Re-Vita are located in Florida. The company has a reputation as a specialist in the production of nutritional supplements with algae content.



Pierre Lang Production and Development Ireland

Pierre Lang jewelry is exclusively produced in both of the production works of the organization group; in Vienna and Ireland. Both units belong to the most modern production works for jewelry worldwide. The newest technology in combination with over 45 years of experience, prove a huge advantage in the assurance of the highest quality.



THINK BIGGER THINK NWA

IN MAY 2010 THE NWA LAUNCHED IN 19 COUNTRIES. THIS NUMBER WILL INCREASE TO 33 DURING 2011.

WITH A LASTING IMPRESSION, THE COUNTRIES WERE PRESENTED WITH THEIR NATIONAL FLAGS DURING THE COMING HOME EVENT. THIS IS BIG!

IN 2011 ALREADY PRESENT
IN 33 COUNTRIES

Overview of our countries:

- Austria
- Belgium
- Bulgaria
- Canada
- Czech Republic
- Croatia
- Cyprus
- Denmark
- Finland
- France
- Germany
- Greece
- Hungary
- Italy
- Luxembourg
- Malaysia
- Netherlands
- Norway
- Philippines
- Poland
- Portugal
- Romania
- Russia
- Serbia
- Singapore
- Slovakia
- Spain
- Sweden
- Switzerland
- Taiwan
- Ukraine
- USA

The NWA conquers the world with its business model

Helmut Spikker consciously aims for global presence. To enhance the exhilarating atmosphere in the audience, the greetings were carried out in the corresponding languages of each country. This was mastered by the charismatic host together with his co-moderator and company spokesman, Thorsten Nigge.



NWA BRANDS

THE NWA INTRODUCES A UNIQUE BUSINESS MODEL. UNDER ITS UMBRELLA, YOU HAVE A HUGE SELECTION OF COMPANIES; EACH A SPECIALIST IN ITS MARKET. AT THE SAME TIME, THIS ENABLES AN UNRIVALLED STABILITY AND DYNAMIC.

blue nature In addition to products such as aloe vera, nutritional supplements and cosmetics, this firm also offers innovations in perfumes, its bluebox range. The bluebox is an assortment of fragrances, flacons and cardboard packaging, especially selected for the customer.

Institute Prof. Wirth Institute Prof. Wirth stands for personalized nutritional supplements and a holistic diet and nutritional concept. It is headed by a team of university and medical experts - Prof. Dr. med. Alfred Wirth, Prof. Dr. Michael Hamm, Dr. med. Werner Voss and Prof. Dr. med. Jean Krutmann.

DreamScout Dreams become reality on the DreamScout Internet platform – A voyage into outer space; or a job as a custodian in the Caribbean. Anything is possible. And every week, there's a selection of brand-name items at fabulously low prices.

Re-Vita Asia is based in Taipei, Taiwan, and has an outstanding distribution structure in Asia. Nutritional supplements based on algae are the flagship product of Re-Vita Asia. The company is optimally positioned for a strong future.

Apas Vital The experts at Apas Vital have access to a wealth of know-how and state-of-the-art technology. A highly complex filtering method (membrane filtration) removes undesirable impurities from water. The system was developed according to strict safety standards for electrical devices. All devices are TÜV, GS and CE-certified.

Pierre Lang Couture, the company with exclusive designer jewelry as well as exclusive accessories. High-quality rhodium-plated and gold-plated jewelry, 100% nickel-free, and 80% hand-crafted along with a selection of designer accessories.

Vie at home offers high quality products from women for women. England's largest party-plan direct sales company for make-up, face care, body care and aromatherapy.



Pierre Lang stands for costume and fashion jewelry with the same quality as genuine jewelry. With subsidiaries in 12 countries, an annual production of 5 million pieces of jewelry, and sales of about 125 million euros in 2009, Pierre Lang is one of the most important jewelry manufacturers in Europe today.

Coffee Club The Coffee Club motto is: "Our coffee. Indulgence of the senses of the highest quality." In addition to the coffee classics such as espresso, decaffeinated and mild roasts, the Coffee Club also offers specialties such as Açai Coffee, Soy Coffee and Tunguska Coffee. And Coffee Club customers can buy a designer coffee maker in either black or white.

tex4net The world of jeans. A carefully selected range of jeans featuring an outstanding fit, time-tested models and cuts, trendy designs, and tested quality. And all at a fantastically low price. And the tex4net business model is as uncomplicated and successful as the product range.

NatuRe-Vita The company specializes in nutritional supplementation in liquid form. Their product range extends from Spirulina Liqua Health and Ultimate Açai (based on the berry from the Amazon region) to the benefiTal power drink. NatuRe-Vita also works with UNESCO on an educational project for children in poverty.

Animal Deluxe High-quality premium pet food for dogs, cats and horses. Animal Deluxe stands for optimal nutrition for your pets. The product range includes both canned and dry pet food. Pet food is a multi-billion global industry.

Re-Vita USA The Re-Vita company was founded some 20 years ago, and posted a turnover of 35 million euros in 2009. The Re-Vita headquarters and production sites are located in Florida. The company is a specialist in nutritional supplements based on algae. In the last 15 years, Re-Vita has donated over 40 million dollars to combat hunger across the world and to help provide children with a future.

COMING HOME

IT'S CALLED PROGRAM: AFTER A 5 YEAR CONSTRUCTIVE BREAK, MR. SPIKKER, A GIANT IN DIRECT MARKETING, RETURNS.

It was THE event of the year. Many came from far away to be a part of the first ever NWA mega event



Flags flying

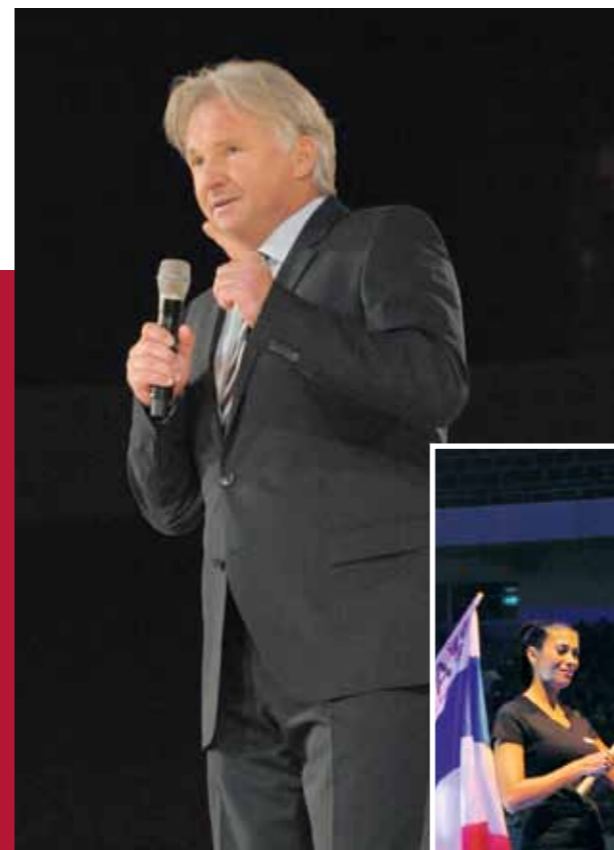


Before the show, the guests fueled their energy levels with a hearty snack



The super VIP guests full of fascinating anticipation of the program

The guests had every reason to be amazed as no other than the American, Michael Buffer, called the "undefeated world champion in network marketing" to the stage.



The founder of the NWA shares his visions with the excited guests



The sheer size of the NWA was further emphasized with a remarkable flag march. Helmut Spikker could not resist greeting each country in its corresponding language.



Mario and Bianca Felicetti and Michaela and Uli Walter – the first Presidents and One Star Presidents, respectively with their certificates. They explain their success secrets on the way to the top on pages 20 to 23.

With tremendous pleasure, Helmut Spikker presented the first NWA Ambassador, Erika Thumm, with a certificate for achieving significantly more than 300,000 Euro personal annual sales. As an additional surprise, Erika Thumm was handed the keys to an S-Class.



COMING HOME

HELMUT SPIKKER PERSONALLY LEAD HIS GUESTS THROUGH A FIREWORK SPECTACLE OF HIGHLIGHTS

Ladies are always dressed delightfully with Pierre Lang



Perhaps the most well-known top-model in the world is the new face of Pierre Lang



Huge array on the stage! International models and dancers (two of which were already on tour with Kylie Minogue) show how tex4net jeans fit to all circumstances. The new sunglasses from Pierre Lang ensure a great view.

You cannot decide which of the fantastic Pierre Lang necklaces are for you? No problem, simply combine several and create your own look.



During his travels through Africa, Helmut Spikker painted his own picture where he can best help. UNESCO Ambassador and special guest, Ute Ohoven, thanked "the man of action" from her heart for his commitment to helping children in need in Africa.

"The Wendler", a star in high demand and especially popular with the guests, put on a true show with a resounding party atmosphere, bringing the room to boiling point.



The emotions rose during a performance by the children. The smallest held sunflowers in their hands. The nationwide children choir "Kids on Stage" touched the audience with the song "We are the World" by Michael Jackson.

The guests were excited and breath-taken as they followed the events on the 30 meter long and 15 meter wide stage.



NWA EVENTS 2010

ONE WHO WORKS HARD, CAN PARTY HARD:
HERE THE HIGHLIGHTS OF THE NWA EVENTS FROM 2010,
SEVEN PIERRE LANG GALAS ALONE ALREADY TOOK PLACE

LEADERSHIP MEETING MUNICH 14.08.2010

OVERVIEW OF THE NWA EVENTS OF 2010

Gala Berlin 23.01.2010	Gala Hannover 29.01.2010	Gala Düsseldorf 30.01.2010	Gala Paris 06.02.2010	Gala Bregenz 12.02./13.02.2010	Gala Rome 20.02.2010
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Travel Incentive Mallorca
19.-22.06.2010



Travel Incentive Bali
07.-16.10.2010



ERIKA THUMM

HELMUT SPIKKER AWARDED ERIKA THUMM AS THE FIRST EVER NWA AMBASSADOR FOR EXCEPTIONAL PERFORMANCE AND HE HANDED THE SURPRISED JEWELRY DISTRIBUTOR A BRAND-NEW S-CLASS MERCEDES



“Being a jewelry distributor is a wonderful opportunity for me to define myself. I hoped for a job with a lot of social interaction. Seeing as I am very interested in fashion and jewelry, Pierre Lang is my first choice.

Individual presentations and consultation

Amongst the high trend appeal, I value the ability to plan my own time. Needless to say, my timetable is pretty full as I am booked out several months in advance. My customers value my individual presentations and individual consultations.

Each day presents new challenges

I have been a jewelry distributor for the company Pierre Lang for 21 years and still look forward to the challenges of each day.

My personal goals for 2011

My personal target for the year 2011 is to achieve the same level of around 300,000 Euro.

Pierre Lang jewelry distributor – the ideal return into the working life

For me, the return into the working life as a jewelry distributor of Pierre Lang was a spell of luck. Here I can flourish and home in on the individual wishes of my customers.

Success comes through hard work, enjoyment and reliability

The volumes of sales that I generate are predominantly the result of hard work, consistency and great reliability. Becoming

a successful jewelry distributor involves hard work with lots and lots of satisfaction in the task, the interaction with people and very nice jewelry with a high quality.

As before, my home is with the jewelry presentations of Pierre Lang jewelry.

I feel very well there and can apply all of my experience. I would love to continue working this profession for many years to come. “



The completely surprised jewelry distributor on stage

Erika Thumm's recipe for success is compiled from the ingredients: hard work, enjoyment and reliability. She traded her S-Class for an Audi Q5. This request was gladly realized.



MICHAELA & ULRICH WALTER

LOW AND BEHOLD, AFTER ONLY FIVE MONTHS, MICHAELA AND ULI WALTER RECEIVED THE TITLE OF “ONE STAR PRESIDENT”

We started directly on the 1st May 2010. With the concept of several platforms, the marketing plan and the persons involved, above all Helmut Spikker, we were more than certain: Here a new network giant is born and of course we wanted to be part of that.

“**U**nique compared to competing businesses in the market, is amongst everything, the different platforms, which offer something for everyone, together with the synergies that exist thereof. For example:

I am very interested in water and suddenly come to realize that my coffee tastes even better with my water.

Or that my pets turn their noses up to other water (and as a reward they also receive Animal Deluxe), that my nutritional supplements (regardless of whether in pill or powder form) does twice as much when taken with my water etc.

Let's take perfume. After a perfume party, get out a pair of jeans or put the jewelry on the table and create additional revenue and significantly increase the hourly wage. That's fun, brings success and ensures stability.

No sales obligation

Bonus from the first Euro of sales, no sales obligation and a fantastic marketing plan – that convinces prospective distributors and ensures new entries. More new entries = stability = many satisfied distributors and a lucrative second income or even main income.

Uli Walter and Apas Vital

My absolute favorite platform has got to be Apas Vital, because there are simply amazing machines, because they are relatively easy to sell with few convincing arguments and because you can achieve the position of 21%er with just five units. Furthermore, because of the many combination possibilities with other platforms, like coffee, Animal Deluxe and nutritional supplementation. We are talking of ONE product that fulfills three basic needs: health, comfort and money (save

Michaela Walter
in Action



and earn). Michaela Walter combines perfume, jeans, and jewelry and care products. Perfume! Because it is so much fun, to create individual perfumes depending on the mood you are in. There were times where I would mix and order new fragrances almost daily; my excitement soon rubbed off on customers and business partners. Apart from that, there are fantastic mix and match possibilities with jewelry, jeans and care products from the Blue Nature program.

It was even better than we expected...

When we look at the development of our team, there is just one word: breath-taking! With all the positive thinking, we just never imagined that such a rapid growth was possible, in such a short time.

After five months we were awarded the title of “One Star President”. It was an

incredible experience to receive such recognition in front of several thousand distributors, and that after such a short period of time. Now we will stabilize all of our lines and support our partners in achieving their goals.

The future

Looking back on the developments over the past months, it is easy to start daydreaming about what the future has in store. But that was only the first wave. Far too many people live by the motto: seeing is believing! That means now, seeing as we can demonstrate the first successes; where there are the first Team Managers, the first Silver, Gold and Platinum Managers and the first Presidents, now that more NWA company cars drive daily out onto the streets and more and more people are made aware of NWA, that it exists, that it works, a second wave is brewing and it will be stronger and bigger than before. “



Michaela and Ulrich Walter



BIANCA & MARIO FELICETTI

BIANCA AND MARIO FELICETTI MADE THE MUTUAL DECISION TO BECOME A PART OF THE NETWORK WORLD ALLIANCE

Because neither of them ever wanted to work a day in their lives in which they had to find a job that they love... and despite all, they obtained the status of President within only four months! Read for yourself how that works...

“My wife and I are part of the NWA since 1st May 2010. The reason for this is simply because we have an incomparable selection of companies and therefore countless options, which we can offer to many more people.

Unique in the market is the diversity

This diversity is without a shadow of doubt, unique compared to any competitors in the industry. In short, that means if someone cannot relate to a product area, he/she can at any time select another area without leaving the company! That is exactly what I was missing in the last years, was looking for and with the NWA, have now come to find!

I personally find all platforms incredible. You should never forget that you only really need to find yourself in ONE, to become successful.

Here most always get the wrong idea. You do not need to master all the platforms.

Just imagine, in some years, the NWA will surely contain 30 – 40 companies. You cannot possibly know everything. In conversations with a new partner, the deciding thing for me, is knowing what goal he is in pursuit of, and only then, do we look at the platforms. And here there is always at least one for everyone.

The perfume machine is an absolute sensation

ONE platform is simply the sensation! Namely, the bluebox or rather the perfume machine. As I heard about this globally exclusive piece, I knew: this will be something enormous! After all, who would pass the opportunity to create their own fragrance with their own name on it, and all that to a price that you can just about buy an eau de toilette for in a shop? I find: every partner must have a bluebox at home, to have one available at every presentation! I am 100% convinced that

alone with this bluebox, an enormous organization can be built! And everyone has a fragrance at home, right?

‘That’s going to be huge!’

Looking back on my career development so far, I am completely overwhelmed. I was of course of the impression that this would be something very big. However, the short time that it has taken to become President, and that with over 1 Million PV, has taken me by surprise! I hope that many NWA partners will become motivated as a result! After all, it cannot really be a problem to find 12 people in the next years that are happy in the NWA and are prepared to set their backsides in motion... well, you know what I mean!

It is time, to rethink

Our life up until now has seen significant changes since the NWA. I cannot help but

think about our new house, our surroundings, simply the people, who also think big, much like the motto: ‘Think Bigger, Think NWA’, they think the same! Much rather 50% of a big piece, than 100% of nothing!

Perhaps in closing, the absolutely brilliant slogan of my wife: ‘Search for the job that you love, and you need never work another day in your life!’

We wish everyone the success, which you wish for yourselves!

*In other words, get to it!!!
Your Presi’s
Bianca and Mario Felicetti”*



Bianca and Mario Felicettis House



Bianca and Mario Felicetti



RALF LIEBIG

RALF LIEBIG HAS OVER 20 YEARS OF NETWORK EXPERIENCE AND AS SUCH IS AN “OLD-TIMER” IN THE BUSINESS



Here he shares with us,

why the Network World Alliance will continue its steep growth to the top.



“I see the NWA as the biggest opportunity to establish a fast, successful future. Why?”

The large selection of platforms guaranties success

Because by the large selection of the diverse platforms the NWA union, in contrast to “traditional” MLM, does not have a market boundary where “friends bring friends”. By the NWA, organizations and businesses can also be sponsored, which can immediately move the goods. I like to compare the NWA to Monopoly: the more houses that are sponsored (even in Mayfair), the more successful you can set yourself up for in the future.

The biggest opportunities for the future

Amongst all, the platforms Blue Nature and Apas Vital are my favorite. The Blue Nature product range is so meaningful to me because of my 20 year past in network marketing. Apas Vital is a new area for me; however, here is where I see the greatest potential for the future.

New goals and dreams

This of course means: more work, more appointments and more seminars as previously. But this I view as positive. That so many people are approaching me, wanting to start working INDEPENDENTLY, to set themselves new goals and dreams in life, is a new experience for me.

I believe in the concept of sustainability

I believe in the visions of Helmut Spikker and I am strongly convinced, that with his new, sustainable concept, Helmut Spikker will rise up amongst the top global players in network marketing.

In the 1st Month

5x 21%er

In the 2nd Month

8x 21%er

In the 3rd Month

Qualification to Platinum Manager

In the 6th Month

10 x 21%ers plus
350,000 PV / 153,200 BV
total monthly sales

BIRGIT GUTFRUCHT

FOR THE SINGLE MOTHER, THE NWA IS THE BIGGEST OPPORTUNITY TO GIVE HER CHILDREN THAT WHICH THEY DESERVE

“I started on the 1st May 2010, with all obstacles. And it was good that way, because as many waited, I just got going.

I cannot wait for the time to come when we can look back and say ‘remember how it was back at the beginning...?’

Trust, belief and visions

I suppose I started with the NWA through trust, belief and visions. Trust in Helmut Spikker, in my friends from Team Felicetti and Team Walter. Believe in yourself. If you are an honest person, many people will again trust you and follow you. This I knew. I saw the visions of Helmut Spikker and immediately believed in them – was finally able to reinstate my visions again.

NWA – the big chance

The NWA is the biggest opportunity for everyone, especially if you are a single mother, like I am. I want to give my children the life that they deserve, and I can only do that here. Unique about the NWA is the diversity, the wide selection, and the fairness of the marketing plan.

The right thing is here for everyone.

The possibilities to excite people through NWA are enormous. Since there is a RIGHT thing here for everyone.

One will enjoy the perfume, the next the jewelry, the third the water, everyone works with that where their strengths lie.

To be honest, I have never had so much fun in my life as I have had in the last six months and I am thankful every day, that I took this step in the right direction.

When I first saw this incredible perfume machine for real, I was totally amazed. Here you just have to have a few crazy ideas and everyone will volunteer to sit by the bluebox!

It is crucial to be prepared to really work

Right from the beginning, I was prepared to really work and pay the price for the success. In doing so, I always concentrated on the things that worked and never let the things that weren’t quite perfect bother me. That might well be a secret of my success. I meet people every day, whether in my own living room or in that of someone else, to talk about our goals, visions and products.

The big goals have returned

From right at the start, I took it upon myself to push me to the limits for the next three years. That also means: Less sleep than usual, more talking, less time on the sofa, more time with people, but our products give me much more in return. That is why we (and by ‘we’ I mean myself, and my sons Jonas, 14, and Julian, 11, as they’re part of it, not just watching it) have surpassed the Silver Manager qualification. Each day I am thankful for the sensational team that has grown here and continues to grow.

My life is turned upside down, everything is different – the big goals are back again, the craziness.

The people around me, whether my upline, downline, or the business managers, are all in a good mood, stick together, have fun and do not moan.

I can offer my children that what they deserve.

Clear announcement for the future

And if someone should ask me what luxury is, then it is exactly that I am always at home, when my children are also at home.

Clear announcement... with the NWA we will put everyone else in the shade! – Especially those that doubt us and make ridiculous claims against us.”



Birgit Gutfrucht

has had more fun in the last six months than she has ever had in her life and is delighted that she took the step in the right direction

SUCCESS STORIES

FURTHER SUCCESS STORIES FROM NWA PARTNERS
ON THEIR WAY TO THE TOP

NWA – New Territory – New Chances – New Challenges – Great Rewards

When we first saw the NWA Business Model there was only one word we could say: WOW!!, what a vision, what a concept. Both of us have limited experience in Network Marketing but are always open to ideas and opportunities. Being a yoga teacher and health and wellness consultant I have been approached many times in the past by MLM companies who offer supplements or drinks but it never seemed convincing enough to invest my time. When we looked at NWA with its multiple platforms, the variety and especially the quality of the products, we were excited right from the beginning.

In September last year Anand was invited to join a team of leaders representing Canada at the NWA Homecoming Party in Germany. He was so impressed when he came back (especially about the perfume machine) that we started thinking about a big idea, something that would benefit the company and ourselves. Anand being a photographer, photographs many people in sports, politics and entertainment, thought "How about we make a perfume for the 'Toronto Maple Leafs', North America's most profitable ice hockey team. After two months of research, meetings and sharing of ideas, and with great support from the NWA team in Ahlen, a Maple Leafs Fragrance for Men and Ladies went on sale at the largest sport merchandising retailer, owned by the Maple Leafs, in downtown Toronto.

The past success of our businesses always depended on us individually and our physical performance every day. With NWA we found an opportunity that helps us to create the life we want, working in a team with amazing people who have the same vision and at the same time having the flexibility we need as parents of three young children. Are there challenges along the way? Yes. A great deal of learning and growing as individuals, being disciplined and professional, showing strong leadership and responsibility. Stepping into a new territory brings excitement and takes courage, but we know if we are able to do it, many others can duplicate what we do. We are not only thinking about our own team, we want to move NWA forward and help all its members to grow and be successful. The last few years have been challenging for many families facing huge financial setbacks, and we feel that with the opportunity and the vision that Mr. Helmut Spikker has given us, we are able to help others create personal freedom and financial stability. For us, NWA is a family business, our children love it as much as we do. NWA became part of our daily life, from the time we get up in the morning until the evening when we go to bed. The house is transformed with products, the jewelry and jeans ready to show every day. Our daughter was thrilled to appear in the NWA magazine with her own perfume.

Anand Maharaj and Susanne Müller-Maharaj



What motivates us is that every day we have the opportunity to do something that is of value to others, to help improve someone's quality of life, financially and physical well-being, with all of our great products. We are grateful for the opportunity of being part of NWA Canada, especially being part of it so early on.



Anand Maharaj and Susanne Müller-Maharaj with kids



France Merrill (right)



FRANCE MERRILL - NWA DISTRIBUTOR AND CAR DRIVER TEAM NIAGARA

I am a married, mother of 2 young daughters, as well as a full time caregiver for my disabled father who lives with us, so my days are full of various responsibilities and activities. I am blessed to have the support of my children, and my husband in my dream of growing a successful network marketing business. My girls, aged 5 and 8, are my best promoters!

I have been in sales and business management throughout most of my career, and have owned traditional retail and wholesale businesses in both Canada and the US. My husband is a design build contractor, and so I have also partnered with him on projects where I could use my interior design and decorating degree. We are perfectly matched as we are both "can do" people with an entrepreneurial spirit.

One of my favorite sayings is: Do unto others, as you would have them do unto you!
"The Golden Rule"

When I was first introduced to NWA by my leader Agata Klimczak, I immediately became excited about the opportunity to

combine network marketing with the ability to promote wholesale and retail sales, all while buying quality products at a discount! I tell my team that the choice is up to the individual to find their niche, and have fun sharing it with others. The car program is very achievable, and what a terrific way to promote your business every time you leave your driveway.

My favorite platforms are the perfumes, the jewelry and the jeans, 3 basic staples in any woman's life! There really is something for everyone to focus on as the core of their individual business.

I am focused on growing a global team of successful distributors and customers, and appreciate the wonderful opportunity that NWA has given me. Working as a team, is the only way to grow a successful networking business.

Together we can achieve anything we put our minds to. Dreams do come true!



TRAVEL SEMINAR

QUALIFY YOURSELF IN 2011 AND EXPERIENCE
UNFORGETTABLE AND SPECTACULAR DAYS IN 2012



Do you dream
of the distant Dubai?

*Be a part
of it and do
not let your
dream fade
away!*

YOU ARE THERE!



Do you dream of adventures
and the never-ending breadth
of Colorado?



Travel Seminar

Do you dream of travels to far away
Dubai? – Of an adventure in Colorado? –
Or would you prefer a cruise? The NWA
makes it possible, you simply need to
choose 'your' personal goal.

What do you dream of? During 2011, first
qualify yourself to the next status after the
position of Manager.
For example...

Minimum qualification:
Team Manager

Qualification in 2011:
first-time qualification to Team Manager
in 2011

or

If the position of Team Manager (and
upwards) has already been reached in
2010, the next level of manager must be
reached (e.g. Team Manager must become
at least Manager, Bronze Manager to Silver
Manager etc)



Or are you dreaming of a cruise?

UNESCO

NWA FOUNDER HELMUT SPIKKER PRESENTS A CHEQUE FOR 300,000 EURO FOR CHILDREN IN NEED AT THE UNESCO GALA



Ute-Henriette Ohoven

is fascinated by Helmut Spikker's product ideas, especially concerning the bluebox perfume concept. Her individual fragrance "Ute Ohoven" expresses her strong personality. When further good deeds from the NWA were not to be lingering in the air...

The UNESCO charity gala, organized by UNESCO Ambassador Ute-Henriette Ohoven, is amongst the Top-Ten Charity Galas worldwide. Mrs. Ohoven and UNESCO General Director, Irina Bokova were astonished and overwhelmed by the generosity of the Ahlener.

High-ranking guests from the economy, politics and culture

Ute Ohoven called and they came: You know them from films and television; they are national and international Stars – and on the 30th October they came to the Maritim-Hotel at the airport in Düsseldorf. Over 1,200 high-ranking guests from the economy, culture and politics were present, national and international Stars ensured that with their assertion through raffle sales, the people opened their hearts and wallets for the needy children of this world.

Help for children in need

The evening once more took on the motto "Help for children in need". Ute Ohoven was able to receive the largest donation of the evening from Ahlener Founder of the NWA, Helmut Spikker. In the presence of global-stars like Sienna Miller,

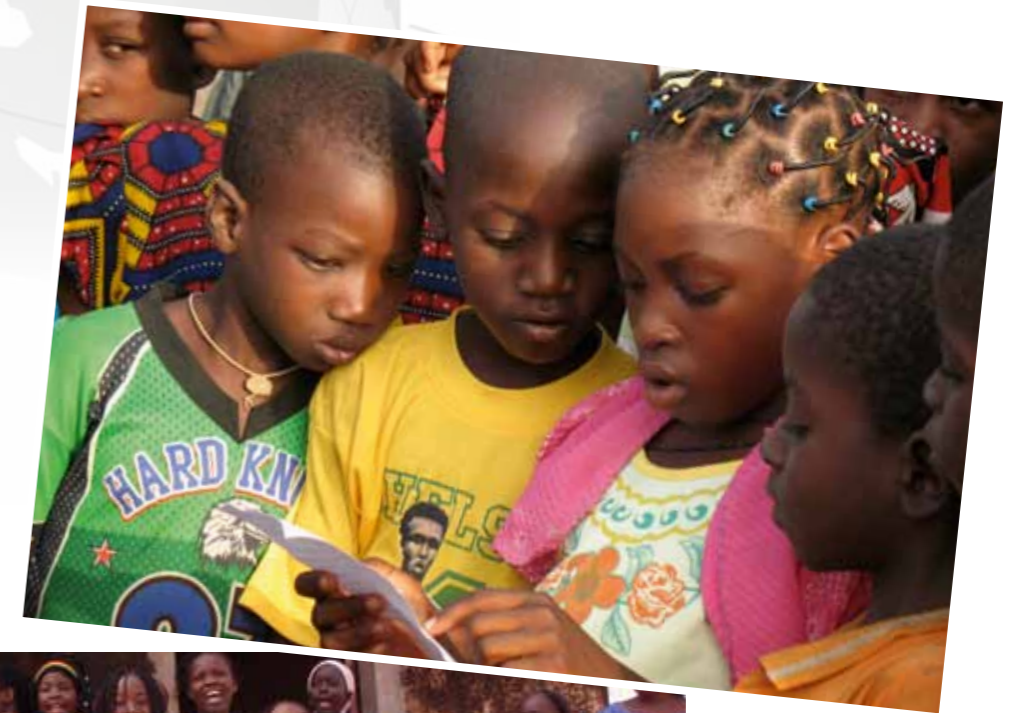
Donastella Versace, Oliver Stone, Paul Potts, and many others, Helmut Spikker presented a cheque for 300,000 Euro.

Helmut Spikker traveled to Africa

After he was able to form an impression of his own in Africa a few weeks earlier, Ute Ohoven acknowledges "the man of action, who doesn't mess around but acts immediately". Helmut Spikker feels it is "out of gratitude and humanity and an obligation as a business to provide the poorest of our world with the opportunity for access to education and nourishment".

Education for children in need

Under the slogan "education for children in need", the money donated by him will be used to develop a school. However, Helmut Spikker wishes to continue working together with the UNESCO on further projects: "help to self-help" is in the forefront as one such project. Here, for instance, a production works of the NWA for spirulina-based nutritional supplements is to be established in Africa, which would create vacancies for employment possibilities. Sustainability is not only the main priority for his business.



Helmut Spikker was able to draw

his own picture of the circumstances in Africa. He promised the children that he would return – and this time with concrete help packed into his luggage. Alongside his plans to commission a product works for spirulina-based nutritional supplements, Helmut Spikker also intends to build a school.



BLUEBOX COMPETITION

THE BEST PICTURES WILL BE PREMIERED

CREATE YOUR OWN PERFUME, DO YOUR PHOTO SHOOT
AND BECOME A STAR IN ONE OF THE NEXT NWA MAGAZINES



It is no longer just the privilege of Paris, Sarah Jessica or Naomi, to create their own perfume. With the unique bluebox concept you become the star yourself, because with the bluebox you can compile your own individual perfume. Be it for yourself, your friends, mum, dad, for your whole family, through the bluebox, all your loved ones have the opportunity to be the star. For example, Mum created a perfume. Little Lukas presents Dad's fragrance – after all, as motorsport fanatic he chose the image for the bottle. Lukas poses for the camera, Mum takes the photo and Lukas is the star! Birgit lets someone take a photo of her with her own fragrance and is thereby the star. Selina chose the packaging and the design for a perfume for her mother and proudly shows of the result – she is also the star. Send us your stars! In our "you are the star" campaign, our judges will select the three most creative for an appearance in our next magazine issue!

**SUBMISSION CLOSES:
15TH MARCH 2011!**



▲
Your star photo
could be here

Here are the conditions to become a star in the NWA magazine. Join in!

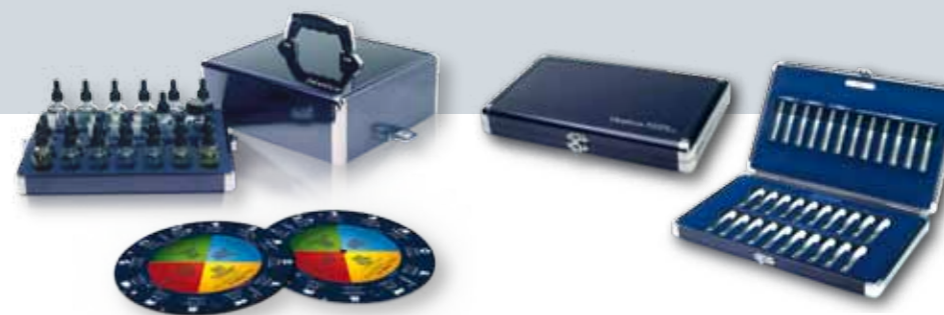
1. First create your individual fragrance. That's easy: Log into our website using your partner number, create your fragrance in the bluebox area and complete the necessary steps and complete the order. Your perfume will soon arrive at your home.
2. As soon as you receive your bottle, prepare a photo shoot and pose together with your perfume. There are no boundaries to your creativity.
3. Send us your finished photo including your name, address and partner number: Either as a jpg to youarethestar@my-nwa.com or via post to the following address:

Network World Alliance
"you are the star"
Kantonsstrasse 1
CH-6246 Altshofen
(for Germany, Austria and Switzerland)

4. An NWA panel of expert judges will chose the best three photos. These will then make an appearance in one of the up-coming NWA Magazines as 'stars'.

With your submission through the "you are the star" campaign, you are providing us with the right to use your photographs in our printed media and online.

So, join in and get mixing! We look forward to receiving your personal perfume pictures!



Birgit



Lukas



Selina

bluebox

A scent as individual as yourself

PIERRE LANG

pierre lang
designed for me

HAND CRAFTED WITH THE MOST MODERN TECHNOLOGY

With subsidiaries in 12 countries, around about 700 employees and annually 5 Million jewelry pieces in production, Pierre Land is amongst the most prominent jewelry manufacturers in Europe

Stages involved for the creation of a piece of jewelry.

- 01** Hand drawn design as a template for the goldsmith
- 02** Wax model for the creation of a plaster form
- 03** Several wax models are molded to form a tree
- 04** Jewelry pieces are poured into a raw form from the tree
- 05** The setting of smallest jewelry stones demands a lot of feeling in the finger tips
- 06** The sparkling result of a complex finishing process



Satisfaction through quality

Pierre Lang offers a perfect craftsmanship, a high quality refining process, and a hassle-free application for every jewelry item. Should a piece of jewelry just once not meet your expectations, please turn to your Pierre Lang consultant.

Pierre Lang jewelry is without exceptions, nickel allergen free. An allergic to nickel can generally not occur through the wearing of Pierre Lang jewelry, as supported by regular clinical tests.

Anti-aging for your Pierre Lang jewelry

Pierre Lang designer jewelry consists of high quality materials that are worked with much care. Look after your jewelry pieces with care and love, to receive a long-term enjoyment from it.

Your jewelry consultant will gladly give you individual anti-aging and care tips for your jewelry.



01



02



03



04



05



06



More of that in our new Pierre Lang catalogue:



ULTIMATE AÇAÍ

ULTIMATE AÇAÍ
COSMETIC

THE ULTIMATE AÇAÍ ALL OVER BEAUTY SERIES,
OUR COSMETIC PASSION – CARE FROM HEAD TO TOE

Açaí berries count to the treasures of the Brazilian rainforest. The açaí fruit is a rich source of anthocyanines. Its levels exceed that of for instance red wine by four-fold. The Brazilians therefore talk of it as the “beauty-berry”. With our new Ultimate Açaí Cosmetic series, we are able to offer you an extraordinary care line with selected açaí berry extracts from the Amazon area.

- | | | |
|---|---|---|
| <p>1 Mild Shampoo 200 ml
Our shampoo formula strengthens the shine of your hair, silk proteins and panthenol promise additional care</p> <p>2 Shower peeling 150 ml
The skin is gently freed from dead skin. It becomes clearer and shines.</p> <p>3 Light face cream with SPF 15, 50 ml
Moisturizing care for delicate skin</p> <p>4 Care intensive face cream with SPF 15, 50 ml
Intensive care for smooth skin</p> | <p>5 Shower mousse 150 ml
Cleansing with a fine, pleasant and care intensive foam. The shower mousse protects the natural surface moisture of the skin. Skin friendly pH value</p> <p>6 Hair Conditioner 200 ml
The conditioner intensifies the nourishing effects and enables ease of brushing through the hair</p> <p>7 Body oil 150 ml
The aromatic body oil is truly multi-talented. Its composition provides the skin with a well-groomed and younger appearance.</p> | <p>8 3 in 1 Face Cleansing 200 ml
Face cleanser, face tonic and eye make-up remover in one. Cleanses, refreshes and cares for a smoother feeling skin</p> <p>9 Moisturizing spray 150 ml
Your hair receives a moisture boost for a silky, natural shine</p> <p>10 Lip balm 10 ml
Magically soft lip service so nothing can stand in your way</p> |
|---|---|---|

COMING
THIS YEAR!!



SPONSOR PROMOTION

FROM 12.02 TO 15.03.2011

WINNER'S SELECTION

NWA
NETWORK · WORLD · ALLIANCE



YOU CHOOSE
YOUR NWA WATCH!

*The choice of watches becomes available to you upon qualification during March 2011.

THE TIME IS RUNNING.

FROM 12.02. TO 15.03.2011

THE MORE NEWLY REGISTERED FIRST LINES, THE MORE WATCHES



COMPETITION TERMS

At least 2 newly sponsored first lines =  or 
choice of women's or men's

At least 5 newly sponsored first lines =   or   or  
a choice for each: men or women



TIME TO GET GOING

Time frame: 12.02 to 15.03.2011

Let this be your time to shine! Do not let time tick away and build up your business foundations for the new year!

Do not just watch it happen, make it happen for a watch!



Think bigger Think NWA

*Only new first lines that enter with a starter set count. Returns will be deducted.



CERTIFICATES, SEALS, AND THEIR MEANINGS

HARDLY ANYONE CAN STILL FIND THEIR WAY THROUGH THE JUNGLE OF SEALS AND CERTIFICATES: WE EXPLAIN WHAT IS IMPORTANT FOR YOU AND WHY



Who doesn't know TÜV? Whether cars or machines, it is always there, where there is a chance of human harm, the TÜV is often connected. If you were to purchase a car, it should have a TÜV, right? Then you should favor products where a company has voluntarily taken a TÜV test. Source: <http://www.tuv.com/en/index.html>

Dear partners, we really invest a lot of time and money to ensure that your customers receive good, high quality products. That means we welcome product auditors and controllers with open doors and allow them to look at our cards, as there is nothing that we have to hide.



By the testing of products like creams, lotions, hair wash products, or generally cosmetics, there are a number of Institutions. One of the most famous is DERMATEST®. This is lead by a Doctor. Before you sell a product, you can have it checked for skin tolerance by this independent and neutral Institution. When you see this symbol, the product was tested dermatologically for skin compatibility. This means: Our product has not undergone animal testing, but was tested on humans. Thus it gives you an additional peace of mind. Source: <http://www.dermatest.de>

*Everyone can also view these symbols online. The descriptions allow for interpretation and will not have much meaning without engagement.



Specifically for the product Aloe Vera, where there are a lot of makes and manufacturers, it is important that we, from the NWA, extract the raw material, Aloe Vera which reflects a certain quality. Since Aloe Vera is planted and harvested in the southern countries, it is essential for us that these are not treated with substances (fed or sprayed) that could contain hazardous substances. Hence, we only use the raw material Aloe Vera that displays this proof mark. Source: <http://iasc.org/complete.html>



We want to be extremely sure though and have therefore commissioned an independent Institute. This is a privately run, independent laboratory, which has no share or involvement in any other companies. Here, checks are carried out against so called GMP-Norms. GMP is the abbreviation for 'Good Manufacturing Practice'. Under these standards, pharmaceuticals are manufactured around the world, are regulated. Source: <http://www.institut-kuhlmann.de>

