

a New Old Approach to Health and Wellness!



The Philosophy of Regeneration

The ancient Chinese were first to recognize that we literally are what we eat. For several thousand years, the Chinese have researched and tested thousands of plants and recorded the effects on the body of both the single plant/herbs and herbs in combinations. Through their research they discovered and recorded how the body can bring itself to a near perfect state of health using the right plant combinations to nourish the entire body. They developed the study of herbs into a science and an art. Many manuscripts were produced that contained comprehensive knowledge of herbal food formulations. These manuscripts formerly owned by Chinese emperors were passed down from generation to generation. Many were passed to Tei Fu Chen by his grandfather, who began teaching him from the manuscripts at the age of eight. Dr. Tei Fu Chen now possesses manuscripts that cover thousands of years of accumulated knowledge of food herbs and their benefits. This knowledge has become the foundational basis for Sunrider International and “The Philosophy of Regeneration” developed by Dr. Tei Fu Chen.

“With proper nourishment, the human body has the power to regulate itself, maintain optimum health and achieve peak performance.”

The early Chinese doctors believed that instead of taking medicine to help cure a health problem, one should instead eat the proper food herbs to prevent the body from even getting sick. The Chinese doctor was paid to keep his

patients well and if they became ill, payment ceased until he got his patients well again at his own expense. What a health insurance plan!

The Sunrider Philosophy... Regeneration

“Regeneration” is the one overriding principle that is behind all of Sunrider’s foods and products. Everything is made with this philosophy in mind... that of regenerating life within our bodies. It is giving life at the cellular level so those cells, with over 600 functions, can regenerate and become stronger and stronger rather than degenerating and becoming weaker and weaker. Every year 98% of our body is new! The question is – will our body be stronger or weaker just one year from now? That depends on what kind of food we are giving our body – regenerative or degenerative foods. Sunrider foods are regenerative! They give life to the body to help it overcome its weaknesses naturally, creating abundant vitality. Our food should be our medicine!

“A truly good physician first finds out the cause of the illness, and having found that, he first tries to cure it by food. Only when food fails, does he also prescribe medication.”

– San Ssu-mo, Tang Dynasty (618-907AD)

Regeneration is truly the only way to successfully overcome health challenges and weaknesses naturally, thereby gaining a new level of health and vitality never thought possible.

IS YOUR BODY REGENERATING OR DEGENERATING?

A Regenerating Body Experiences

- Energy and Strength
- Vitality
- Endurance
- Cleansing
- Natural Slenderness
- A Sense of Well Being
- Emotional Stability
- Ability to Overcome Addictions
- Restful Sleep
- Happy Disposition
- Good Skin Tone
- Good Muscle Tone
- Regular Menstrual Cycles
- Quick Recuperation
- Clear Thinking
- Good Digestion and Elimination

A Degenerating Body Experiences

- Tiredness
- Depression
- Overweight or Underweight Problems
- Emotional Disorders
- Digestive Problems
(Gas, Bloating, Diarrhea, Constipation)
- High Cholesterol
- Poor Concentration
- Fertility Problems
- PMS
- Poor Muscle Tone
- Fluid Retention
- Tendency toward Infections, Colds, Flu
- Skin and Hair Problems
- Premature Aging
- Slow Metabolism

A healthy body has the ability to manage itself if properly nourished. Proper nutrition from whole foods will produce remarkable changes, an abundance of energy, and natural slenderness. If you have any doubts, just eat consistently Sunrider foods for 100 days and see for yourself. Good health – what a great feeling!

Regeneration vs. Substitution

Nearly 2200 years ago during a turbulent period in Chinese history, known as the “warring states,” the concepts of regeneration were almost lost. Instead of eating herbal foods to promote health, they found medicinal herbs to use as poultices and cures to treat wounds, injuries and disease. This approach, also known as “substitution,” focused on treating symptoms, rather than promoting wellness. “Medicinal herbs” became widely used, and are what we typically recognize today as herbs.

Three Categories of Herbs:

1. **Food Grade** - Food grade herbs can be eaten on a daily basis for the rest of your life with only positive health benefits. Food grade herbs are nourishing and balancing, rather than having a controlling effect on the body.

2. **Medicinal** - Medicinal herbs, like drugs, force the body to do a command for a desired result. These herbs should be monitored by a qualified practitioner because of their conflicting and non-harmonizing effect on the body’s own natural processes. These herbs should only be used for a short period of time as they may create dependence and side effects. Many of these herbs are used in today’s popular health, fitness, and weight loss products.

3. **Toxic** - This includes poisonous herbs and plants that can be harmful or lethal whenever ingested.

Dr. Tei Fu Chen further ensures the balance and effectiveness of each Sunrider food by including in each Sunrider formula: a primary herb for a specific function (such as to nourish the immune system), a minister herb to enhance the best qualities of the primary herbs, a balancing herb to complement the primary herbs, and a carrier herb to make sure the nourishment gets to the area desired. The Sunrider foods are not just a combination of many individual plant foods... they are highly specific planned combinations of herbal foods. When the body is nourished with Sunrider’s concentrated, food-grade herbal formulations, regeneration can occur.

Sunrider Foods

What Makes Them Unique?

Experience the Sunrider Difference!

Eight Distinctive Qualities make Sunrider Foods unique and superior to anything on the market today.

1. Life Force

The “life essences” have been captured and preserved giving the body the basic energy necessary for regeneration at the cellular level. Eating Sunrider is adding the highest nutrition available.

2. Whole Foods

Whole foods nutritionally intact are vital for regeneration. Vitamins and minerals, isolated from whole food, can only meet a deficiency and do not regenerate.

3. Food Grade Herbs

Food herbs are the most regenerative food we can obtain. Rather than medicinal herbs controlling or substituting for the weakened body, thus weakening it even further, food herbs leave the body in control and give vitality and life.

4. Assimilable

The “nectar” of the herbs is extracted (both the oil and water soluble nutrients) and the indigestible bulk eliminated. This food is like “pre-digested” and assures total assimilation.

5. Concentrated Foods

Many pounds of herbs are concentrated down to 1 pound making them minimally 4 times stronger than other herbals on the market, which are just fumigated, chopped-up plant parts. Some formulas are concentrated 30 pounds to one! Because of this concentration, they are most effective for regeneration. Tremendous nourishment without overeating makes Sunrider foods very cost effective.

6. Enhanced

Because of historic Chinese expertise, each individual ingredient is prepared in such a way to bring out its unique, superior qualities and to negate any weaknesses. Sunrider’s enhancement truly makes each prepared food very exclusive and not able to be copied.

7. Properly Combined

Sunrider herbs are properly combined to achieve balance within the body (this is the purpose of food.) Sunrider foods regenerate systems rather than just trying to treat a specific illness or chasing symptoms. Regardless of the health challenge, the “basic” Sunrider foods contain over 70 food herbs to nourish and cleanse the body systems, so the systems can come into balance and harmony. The combinations are based upon ancient Chinese herbal experience and formulas while using the latest technological methods.

8. Purest Food On the Planet

Sunrider food herbs are grown without pesticides and are never fumigated or radiated. Sunrider even cleans the herbs from the inside out – all within pharmaceutical-grade USA manufacturing facilities. Sunrider has the most advanced technology for purity.

What truly sets Sunrider apart from all other foods or supplements is the processing. The life essences of the raw herbs are kept and the foods are properly combined and concentrated to ensure effectiveness. Your body will know the difference! There is really nothing that compares. There is life in Sunrider!

The Basic Sunrider Foods



How Do I Know What Products I Need?

When you choose regeneration as your goal, you'll want to nourish the entire body rather than just the parts you think are weak or out of balance, because each body system affects the others. We restore this balance, through putting in nourishment and taking out toxins and other wastes. Sunrider provides a basic health program that includes:

Nourishment

- NuPlus
- Quinary - Liqui-Five
- SunnyDew - Sunectar

Cleansing

- Calli
- Fortune Delight

All the Sunrider foods / products either nourish or cleanse the body.

NuPlus

The Key to Unlock the Door to Excellent Health

NuPlus is energy for the cells! It is a combination of 12 powerful whole food herbs that give phenomenal nourishment to the cells. Packed full of valuable micronutrients, powerful antioxidants, and high-powered fuel, the cells have the tools needed to regenerate. This is not a powdered protein isolate with rice syrups, added isolated vitamins and minerals, or chemicals and preservatives. Rather, it is 65% carbohydrates (complex carbohydrates that give proper fuel), 20% very assimilable protein (supplying the amino acids our body needs for tissue building and repair), 15% fatty acids, and a rich source of vitamins and minerals in whole food form. By eating NuPlus, many find that their cravings and need for snacks soon disappear. They are satisfied sooner, with less overeating, because the cells are being nourished. We have more energy and we start feeling better. NuPlus is a delicious powdered food that can easily be mixed into smoothies, juice and Sunrider beverages or even eaten right out of the package. Where else can you get complete nourishment from 12 powerful foods for only \$2 per serving? Another great way of eating NuPlus is in NuPuffs, a snack food. VitaShake and SunBars also include NuPlus, and are both complete meal replacement foods with additional protein, digestible fiber, and other nutrients.

Eating 2-4 servings of NuPlus per day unlocks the door to excellent health because it nourishes at the cellular level. NuPlus... the most important food!



Welcome to Sunrider - Simply the Best!



Calli

Camellia Tea Leaves, with caffeine and tannic acids removed and naturally- occurring antioxidants amplified PLUS 6 more concentrated cleansing food herbs to further cleanse and benefit the body.

A delicious 5-herb beverage that nourishes the body's ability to cleanse the toxins out of the cells and tissues that have been stored there (sometimes for years), as well as the new toxins the body has to deal with on a daily basis. These toxins greatly weaken our bodies creating health challenges. Some of these toxins can be excess mucous, heavy metals, radiation, nicotine, caffeine, chemotherapy residue, drugs, pesticides, chemicals, preservatives, uric acid, drinking water impurities, fermentation and putrefaction from a negative diet, left over problems from past illnesses, and unwanted fat and cholesterol.

Calli nourishes the major cleansing organs: liver, colon, kidneys, lungs and skin so that they can do their work better - naturally! With Calli, think detoxify! Mental clarity! Calm energy!

Start with a weak dilution: 1 tea bag to 12-16 cups water and increase in concentration for gentle cleansing. Steep only 5 minutes. Discard the bag after one steeping; better yet, give it to your plants or your animals!

Most people find Calli replaces the desire and need for coffee, soda drinks and sugary juices; in return, people notice more mental clarity and calm energy, and often achieve weight loss, if needed. The coffee-maker becomes a great Calli-maker! Calli is so beneficial yet so very, very cost effective (about 10 cents a cup!)

Drink this delicious beverage all day long to strengthen the body's ability to naturally cleanse the cells and the blood.



Fortune Delight

A Delicious Instant Beverage similar to, but different than, Calli.

Our 2nd excellent cleansing beverage focuses primarily on the digestive system. It is very beneficial for moving out fat and other digestive impurities. It's a great choice for anti-oxidants and nourishes the natural digestive processes and is very hydrating to the body.

Mix one packet Fortune Delight in 1 quart of water, or add to Calli for "Calli/ Delight", or great in smoothies, etc.

Phenomenal sports drink, which can be enhanced with Sunrider's ElectroSport and Evergreen.

Delicious hot or cold. Sunriders drink this every day and families love it. Instant -- great for on the go! Only pennies a day! Great energy boost mid day!

SunnyDew or Sunectar

300 times sweeter than sugar.

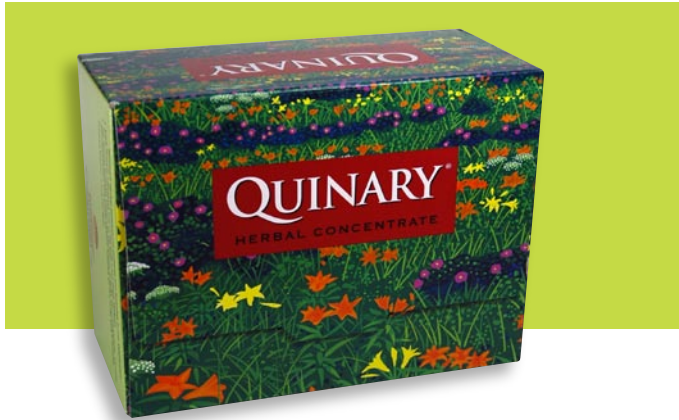
Does not promote tooth decay! Stevia has been safely used for thousands of years.

Dr. Tei Fu Chen pioneered its worldwide use. Stevia combined with Chrysanthemum flower makes everything taste extra good, and gives extra nourishment for the digestive system. Mix with your NuPlus, Calli, Fortune Delight, or anything else. A great addition to your kitchen!

Also, used topically, it makes a great first aid kit! Sunrider's SunnyDew wins every stevia taste test!



Welcome to Sunrider - Simply the Best!



Quinary

50 Foods that Nourish the Body Systems

50 concentrated, unique herbs that nourish the 5 life-support systems “the 5 work horses” of the body: Immune, Endocrine, Digestive, Respiratory, and Circulatory. Quinary also feeds the organs within these systems. The combinations are very carefully selected to bring life to these systems rather than just substituting for weaknesses... regeneration vs. substitution!

With whole food nourishment, the body “knows” how to bring balance and health to the entire body. Nowhere else can we find 50 properly combined, powerfully concentrated, food-grade herbs designed to communicate balance and harmony throughout the entire body!

The individual formulas that nourish the individual systems may be added and eaten separately, or can be eaten all together in Quinary capsules, powder, or Liqui-Five (liquid vials) (1 powder pkg. = 10 capsules or 1 vial).
2-3 pkgs. / vials a day for accelerated regeneration.

Recommendation for an Excellent Beginning Regeneration Program Includes:

- Regular Calli
- Fortune Delight
- Regular NuPlus (bulk only)
- Quinary Powder Packets or Capsules
- SunnyDew

Below are the individual system foods making up the Quinary food formula. For a weak system eat extra of that “system-specific” food.

• Prime Again

Food for the Endocrine System

This formula nourishes all the functions associated with glands, hormones, heart, and nervous system.

Emotional food for “lack of joy.”

• Assimilaid

Food for the Digestive System

This formula nourishes all the functions that deal with digestion of foods and the body’s ability to absorb the nutrients vital to health. Regeneration and degeneration both begin in the digestive system.

Emotional food for “lack of contentment.”

• Conco

Food for the Respiratory System

This phenomenal formula nourishes all the functions associated with respiration (breathing) and the lymphatic system.

Emotional food for “grief.”

• Lifestream

Food for the Circulatory System

All fluid-related areas in the body are nourished. This formula nourishes the functions of this vital system.

Emotional food for “fear.”

• Alpha 20C

Food for the Immune System

This food nourishes the body’s defense system and contains naturally occurring antioxidants as well as those with fortifying properties.

Emotional food for “anger.”

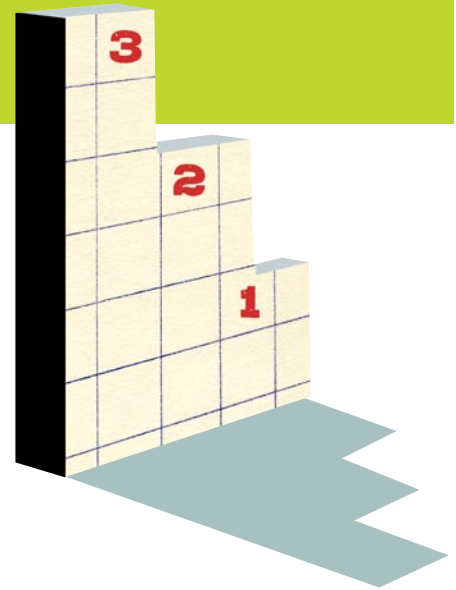
Sunrider: 3 Levels to Regeneration

Nourishing and cleansing your body to increasingly vibrant health.

Regeneration: Level 1

Simply Switch Your Beverages!

- Experience the difference by drinking only Sunrider's delicious teas and water.
- Sunrider tea beverages are Camellia leaves PLUS concentrated herbs.
- Lose desire for and replace: coffee, lattes, processed juices, pop, and alcohol.
- Nourish and cleanse your body without the negatives of caffeine or tannic acids.
- Enjoy calm energy, mental clarity and assistance in weight management.
- Save money by drinking Sunrider's concentrated herbal beverages throughout the day.
- Choose Calli and Fortune Delight as your beverages of choice.



Regeneration: Level 2

Nourish, Balance and Cleanse with a 10 or 30-day Daniel Test!

Nourish with NuPlus:

Complete nourishment for your entire body

Balance with Quinary:

50 specific foods for your 5 body systems
(Respiratory, Circulatory, Immune, Digestive, Endocrine)

Cleanse with Calli/Fortune Delight:

Gentle detoxification

Daniel Test:

In Daniel 1:15-16 The Bible says, "At the end of the ten days, Daniel and his three friends looked healthier and better nourished than the youths who had been eating the food supplied by the king! So, after that the steward fed them only vegetables and water, without the rich foods and wines." Daniel had just proven how amazingly powerful a 10-day nourishing and cleansing diet really was.

Sunrider's SunPack is 10 meals and 10 beverages of over 72 Food-Herbs to Nourish, Balance and Cleanse your body. You add the water. You can look younger and have more energy!

For Best "Daniel Test" Results

Eat the foods for 10-30 days

Be consistent

Love the benefits

- Drink 8 cups of Calli and 4 cups of Fortune Delight daily with SunnyDew throughout the day.
This represents a total of 10 foods.
- Eat 1 NuPlus every day
Use in your beverage, smoothie or dry from the pkg.
This represents a total of 12 foods
- Eat 10 Capsules of Quinary
(5 morning and 5 evening)
This represents a total of 50 foods.

Total: 72 regenerative, concentrated, whole food herbs properly combined, highly assimilable with the life-force intact!

Welcome to Sunrider - Simply the Best!

Enjoy the early signs of Regeneration!

- More Mental Clarity
- Calm Energy
- Sleeping Better
- Emotional Balance
- Diminished Cravings
- More Productive Hours/Day
- A New Sense of Well Being

These are just the beginning signs of Regeneration.

Purchase SunPak

(10 meals / beverages - 72 food herbs)

Each SunPak Includes

- 10 pkgs NuPlus
- 100 Caps Quinary
- 10 pkgs Calli
- 10 pkgs. Fortune Delight
- 1 bottle SunnyDew
- 1 bottle Sunbreeze Oil
- 1 16 oz. Shaker Bottle

Regeneration: Level 3

Continue to eat for optimal health! Nourish, Balance and Cleanse

NuPlus, Quinary, and Calli/Fortune Delight

- 1x a day – body begins to “wake up”
- 2x a day – exciting changes
- 3x a day – optimal regeneration

The Chinese say it takes 90 days for the body to start working in balance. Enjoy for the rest of your life the Journey of Regeneration assisting your body to nourish, balance and cleanse naturally. Sunrider gives your body the tools to gain and maintain excellent health and vitality.

In one year you will have a brand new body. New cells are made every day. Will your new body be stronger or weaker than the one you have today? You have Sunrider to help now and for your future.

*The Chinese proverb says,
“Live long and die young.”*



Shopping at your own store saves you hundreds, even thousands of dollars. Sharing the gift of Sunrider can bless your home and others as well.

What Would Your Savings Be?



What would your savings be if you could...

eat the most nutrient dense, pure, whole food on the planet that is properly designed to bring balance to our bodies and not just meet deficiencies?

- If you could...

eat less food per meal since the body recognizes that it is being nourished and is satisfied sooner?

- If you could...

replace “empty” expensive foods in your budget with concentrated, nourishing foods? —The Great Exchange!

- If you could...

have your cravings disappear, eliminating the desire for “spendy” “junk” food?

- If you could...

save spending on pharmaceutical prescriptions, over-the-counter drugs, health-food store herbs, and vitamin/mineral supplements, etc.?

- If you could...

have convenient, healthy food while traveling, shopping, at work, etc.?

- If you could...

replace your dental, personal, and home care products much less frequently due to Sunrider’s concentration? A little goes a long way!

- If you could...

obtain the highest quality personal and home products at great economical values?

- If you could...

build body muscle tone with less time at costly fitness programs?

- If you could...

save on dental, eye, and doctor appointments, as well as spinal adjustment costs?

- If you could...

maintain your weight without the cost in time and money on diet programs?

- If you could...

eliminate loss of time at work or home because of illness or just not feeling “great”?

- If you could...

harmonize your emotions to cut down in conflict resolving time and have energy for a happier lifestyle?

- If you could...

reduce the number of hours of sleep that you need yet be rested and energized?

- If you could...

have all the energy you need to accomplish those things you really want and need to do each day?

- If you could...

experience “One-Stop-Shopping,” saving time and money with a company you can trust?

Many spend their “health” trying to gain their “wealth” and then spend their “wealth” trying to regain their “health”!

Welcome to Sunrider - Simply the Best!

How Much You Eat Determines the Pace of Regeneration:

- 1 - Rejuvenation (eat at breakfast)
- 2 - Maintenance (eat at breakfast and mid-afternoon)
- 3 - Regeneration (eat 15 min. before each meal)

Eat anytime you need extra energy and balance in the body.
Consider what you can consistently budget for at least 6 months.

Do You Eat Other Foods Besides Sunrider?

Yes, since eating Sunrider is bringing food brimming with life to our table, sometimes we eat it alone or along with our other foods. Most people find they start cutting their regular grocery shopping bill

by 1/3-1/2 because their tastes and quantities change! As people start eating these foods their desire for a healthier lifestyle becomes a reality. The better quality our other foods, the more benefit we will receive from our Sunrider dollars. Even more important than the cost is the realization that Regeneration is replacing Degeneration within the body.

Sunrider foods are our foundational nutrition and other foods add to that solid base. If one were stranded on a deserted island, you could live on NuPlus! When eating Sunrider foods, choose table foods that complement your Regeneration program rather than detracting from it. Eat whole live foods as God created them. Every time you eat you participate in your destiny!

Health & Income

Sunrider: A 2-Fold Mission!

- Bring the best healthful living foods and lifestyle products to the world.
- Bring the best financial opportunity to families around the world.

This is Good News, especially in this economy.

Sunrider: The Right Company at the Right Time

- Owners expertise: Dr. Tei Fu and Dr. Oi Lin Chen
- Thousands of years of ancient Chinese wisdom plus modern technology
- 27 years financially stable, 22 offices worldwide, 43 countries
- Independent Business Owners partner with Drs. Chen in a franchise-like business
- 2 million sq. ft. in pharmaceutical-grade manufacturing
- Over 415 exclusive, highest-quality, herbal nutritional products, made in the USA
- Every product is based on the Philosophy of Regeneration
- The company you can count on for generation after generation!

Gaining Health while helping others has never been more rewarding! The Time is Now!