



WELCOME TO THE
WORLD OF SEACRET

 SEACRET™



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OUR **MISSION**

We are building a wealthy global community, serving the world by delivering unexpected results through innovative products, opportunity and inspiration.

CORE **VALUES**

Deliver a world-class customer experience

Be a product of the product

Embrace change and be daring

Operate with a spirit of gratitude and humility

Become the person you want to attract

Communicate with love and respect

Empower and equip through continual growth and development

Build a happy team and loyal family spirit

Keep it simple, positive, and fun

Create an environment of victory and celebration

Our Core Values support our vision, shape our culture and make us who we are today. Plug in to learn more about our Core Values with our Seacret Founder Moty Ben-Shabat at

bit.ly/seacretCV



WELCOME NEW SEACRET AGENT

Dear New Agent,

We're so grateful that you've chosen Seacret to help you achieve the life you've always dreamed of. As a family owned business that started from nothing, we've built a company based on a foundation of community and support, and we are committed to helping you create a successful future for yourself based on this same foundation.

Through the adventure of achieving what Seacret is today, we have discovered what truly matters: building success with significance. We realised that by creating an opportunity for others to share in the wealth that Seacret's products are generating, we could not only transform our business, but also transform the lives of people all over the world. We went from a company that generated \$1.4 billion in retail sales through shopping centre kiosks, to the fastest growing direct sales company in the world. In the process, we have created a thriving worldwide community of business owners who benefit from the products we love so much.

Our business is about something much greater than luxury skin care. Our products are simply the means to help you reach your goals and be the best person you can be. Skin care is our product, but our true passion is YOU! Your success and your well-being are at the forefront of everything we do.

As you start this new endeavor, always remember, you may be in business FOR yourself, but you are never BY yourself. You can count on the entire Seacret Community to support you along the way. Together, we know we can achieve so much more.

IZHAK BEN-SHABAT

FOUNDER, PRESIDENT & CEO

MOTY BEN-SHABAT

FOUNDER & GLOBAL COO





THE SEACRET AUSTRALIA STORY

THE SUDDEN ENTREPRENEUR

In the year 2000, fresh out of the Israeli Army, Moty Ben-Shabat travelled from his life-long home in Israel to the U.S. to earn money for medical school. His entrepreneurial spirit led him to buy an ice cream truck, with dreams to turn it into something more. When his brother Izhak later came to visit, Moty mistakenly thought he had come to be a partner with him in business. By the time the two brothers cleared up the confusion, their parents had sold all of their possessions and sent the rest of the siblings to the U.S. to keep the family united. With everyone suddenly in the States together, Moty and Izhak knew the ice cream trucks weren't going to support them all. So, over the Christmas season, the brothers and a few friends began selling toys in shopping centre kiosks, and in just over four months, they made \$4 million in revenue. Whilst the sales figures exceeded their every expectation, the entrepreneurial brothers had a better idea. Knowing the powerful benefits of Dead Sea products from back home, and realising that nobody in the United States was selling them, Moty and Izhak replaced the toys with a variety of Dead Sea products. By 2005, they had enough money to start formulating their own products and Seacret was born.

A UNIQUE PRODUCT

The Dead Sea lies on the border of Jordan and Israel and provides some of the most concentrated, mineral rich salts and mud in the world. Dead Sea cosmetics have gained a reputation for maintaining the skin's youthful appearance and protecting against early aging. The Dead Sea boasts 26 minerals, and the unique combination of 12 of these are exclusive to these waters. Seacret combines these minerals with other natural elements and the latest advancements in skin care. The 26 minerals, naturally found together in the Dead Sea, have proven to help an assortment of skin conditions such as dry skin and discolouration. The combination of nature and cutting edge technology has cemented Seacret's place as a market leader in the world of skin care and cosmetics.

CHANGING TIMES AND A NEW DISTRIBUTION MODEL

By 2009, Seacret was a \$100 million business and a year later, their success, and the products, caught the attention of a girl named Betty Perez in Phoenix, Arizona. At 19, she already had been enjoying the success of the Direct Sales industry. After working in one of the Seacret kiosks and breaking sales records, she realised that Seacret would be perfect for direct sales. Approaching Moty & Izhak with this new business model, they were far from convinced; however Betty's passion inspired them to research it further. What they found supported Betty's vision. The world was changing. With social media and the online revolution, consumers were looking for a more personalised shopping experience. After successfully launching the pilot program, Seacret quickly had 1,000 inspired individuals who wanted to be part of the company by becoming Seacret Agents. Seacret Direct officially launched in 2011, and by 2013 had made \$71 million in direct sales, landing them in the Direct Selling News Top 100 - a global ranking of the top 100 direct sales companies. In 2014, Seacret was again ranked in the Direct Selling News Top 100, but even more impressively, they were ranked #1 in growth after doubling their revenue. Whilst these numbers and achievements are amazing, first and foremost, Seacret is about building a wealthy community. "By that, we don't just mean monetary success," Izhak says:

"I've fallen in love with what the industry has to offer: personal development, positive attitude, and the ability to change people's lives." — IZHAK BEN-SHABAT



SEACRET IN AUSTRALIA

Around the same time Seacret was born in Phoenix AZ in 2005, its first international branch was opened in Melbourne, Australia when Moty and Izhak partnered with Ziv Arbiv to trial kiosks throughout the country. The results were incredible and far exceeded everyone's expectations! With 20 locations opening during 2005 and over 50 employees, the company grew exponentially, and by 2008 operated in over 50 locations spread throughout Australia, New Zealand, Hong Kong and Singapore. Even though Australia has 'only' 23 million people, it was always Seacret's second biggest market globally with astonishing figures and customer retention. Following in the footsteps of the U.S., Seacret Direct officially launched in November 2013, after careful consideration from Ziv, Moty and Izhak as to the suitability of relationship marketing here in Australia. Now at the helm are experienced business people with a rich knowledge of direct selling, marketing know-how and passion. Coupled with the proven success of this incredible international brand, and together with our growing team of inspiring leaders, Seacret will no doubt take its rightful place as a market leader here in Australia. In a show of commitment and support, Founder & COO Moty Ben-Shabat moved his whole family from the U.S. to Australia, to dedicate his time and energy to grow the business, build the market and realise the true potential of Seacret in this great country. We are driven and determined to take our unique and extensive product into the homes and hearts of Australians across the country.

TAKING THE WORLD BY STORM

Seacret is now a world-renowned international business that has spread to more than 40 countries around the globe, and with its affiliate partners has more than \$1.4 billion in retail product sales. The company has become the largest distributors of Dead Sea cosmetics, with its products formulated in the largest manufacturing plant in the world, right next to the shores of the Dead Sea.

Whilst such success in only 10 years is incredible, our story here in Australia is just beginning, and we are excited for what the future holds. We are just beginning our national expansion with Seacret Direct, and we are looking for hungry and motivated individuals ready to take up this amazing opportunity and run with us. Are YOU up for the challenge? Will YOU be the one to take Seacret Australia to the next level and beyond? If you WANT more out of life, NEED more out of life, and are willing to do the work to GET more out of life, then we would love to partner with you and help make your dreams come true!

THE SEACRET TIMELINE

1999

The Ben-Shabat family sells their home and assets to support their sons' endeavors to open a new business in the US. They move to America to begin a new journey!

2000

The family opens a kiosk business and quickly expand to hundreds of locations on 3 continents selling Dead Sea products.

2005

Finding success as retailers, the Seacret partners establish the official Seacret brand as one that integrates Dead Sea minerals with innovative technology to deliver results-driven skin care.

Seacret opens its first international branch in Melbourne, Australia growing quickly to operate in over 20 locations by the end of 2005.

2007-2009

Seacret research scientists combine nature and a multitude of advanced skin care technologies to deliver benefits of Dead Sea Minerals to the skin. Our Age-Defying line and Recover line are developed to help reduce the signs of aging.

By 2008, Seacret is operating in over 50 locations across Australia, New Zealand, Hong Kong and Singapore.



The future is looking bright
as we continue to

build, grow
and expand

within Australia and into markets all over the world

2010

Betty Perez, at age 19, presents the partners of Seacret with a new way to distribute their products through relationship marketing. She becomes a partner, and the implementation of a new venture begins.

2011

Seacret Direct officially launches, signifying the introduction of an entirely new opportunity to the entrepreneurs of the world. It's incredible to think how far we've come since!

2012

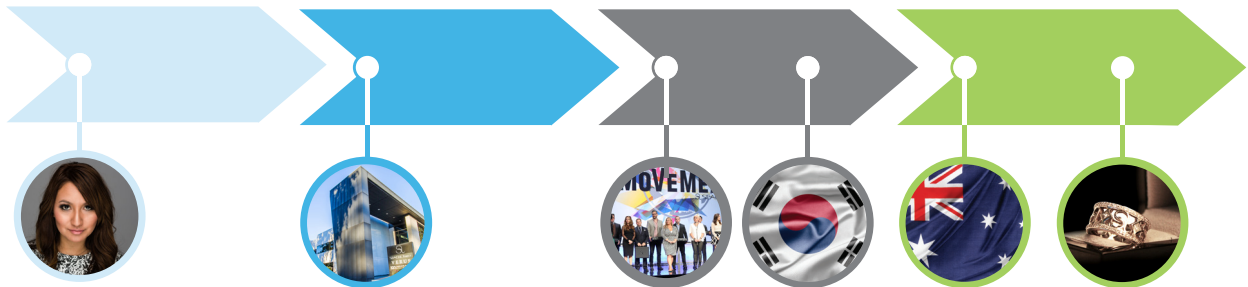
Seacret Direct is founded in Australia by Ziv Arbiv, Moty Ben-Shabat, and Izhak Ben-Shabat.

Seacret leadership is formed! A Cabinet is created to help build an idea into a legacy, and solidify our community and core values. Seacret launches in Korea. Within the first year, Seacret became one of the top ten relationship marketing companies in Korea!

2013

Seacret Direct is officially launched in Australia and the company hit the ground running.

Seacret launches in Canada! The first Crown Agents in Seacret are announced and Agents are awarded their 7-figure ring!



2014

First Crown Royale Agent is achieved. Seacret opens in Mexico. Men's Line and Hair Care Line are launched. Seacret makes the Direct Selling News Global 100 List of Top Revenue-Generating Direct Sales Companies in the world!

Seacret hosts its first ever Australian convention 'BELIEVE', spanning three days with inspiring international speakers, incredible training and enviable after-parties!

2015

New markets are opened in Japan and Germany. 10,000 Agents rally around the company at our first stadium-sized convention in Korea. Seacret is the #1 Direct Sales Company in terms of growth, according to Direct Selling News.

Seacret Founder & Global COO Moty Ben-Shabat moves his whole family from the US to Australia to dedicate his efforts on growing the business and building the market in this country.

2016

Seacret continues to build in Australia, emerging as a frontrunner within the Relationship marketing industry. New systems are put in place and a growing team of local, inspiring leaders front the pack.

2017+

Acquired SevenPoint2 plant-based, alkaline nutrition product line, providing wellness solutions from the inside out, and outside in.

Seacret continues to build, grow and expand into new markets across the country.



WHY SEACRET?

For the first time in the history of this industry, you now have an opportunity to partner with a strong skin care brand whose products have sold more than \$1.4 billion in retail sales, and whose history is rich with thousands of years of amazing stories that chronicle the health and beauty benefits of the Dead Sea.

There are dozens of reasons why Seacret has experienced massive success in our short business life so far. Here are a few that you can use when sharing Seacret with others:

THE SOURCE: Seacret brings to you the most advanced formulation and integration of one of nature's true gifts to us, the Dead Sea. The Dead Sea has attracted visitors for more than 5,000 years. These visitors include King Solomon, Queen of Sheba, and the beautiful Cleopatra. King Herod built the world's first spa on the shores of the Dead Sea for royalty to come and bathe in its waters. They were the first to discover the Dead Sea's therapeutic and beautifying properties without any science or research; all they knew is that whenever they bathed in the waters, they looked and felt better. Now those are real results!

WHERE SCIENCE MEETS NATURE

Seacret presents a complete line of products to rejuvenate your body, face, and soul for all skin types and ages. We have more than 45 products on the market, plus 20 more in development. As a leader in the specialty retail industry, we formulated and designed our products to be the most demonstrable in the industry, clinically proven to deliver immediate results to your skin in less than 15 minutes, while continuing to benefit from the long-lasting effects of our advanced treatments. We appropriately call this the "Wow Factor," because "WOW" seems to be the first word people say when trying our products.

CREDIBILITY: Not only is Seacret the most recognised and advanced Dead Sea brand in the world, it is also the ONLY company whose products are manufactured by the world's largest and most respected cosmetics company as a third-party partner. While Seacret's formulas are its own, we chose this partnership because of their vast experience, professionalism, scalability, and almost a century of leading the cosmetics industry.

GLOBAL PRESENCE: In this age of technology, the ability for our Agents to cross borders and expand their business internationally is easier than ever before. Seacret has product approvals and a distribution footprint in over 40 countries on six continents. Our warehouses are equipped with millions of dollars in products ready to ship at a moment's notice. Effective and efficient shipping practices help our Agents around the globe. Now we can deliver these products for half the price to our consumers through relationship marketing.

COMMUNITY-DRIVEN CULTURE: For more than a dozen years we have built a wealthy community by empowering and developing talented, creative, hardworking, and loyal leaders as well as partners around the world that share our vision, values, and culture. Our top field leadership include some of the most well-respected professionals in the relationship marketing industry. These professionals have helped to develop teams that represent more than one million agents and customers. Our Agents understand the true value of building a foundation for long-term residual income that leads with incomparable products, a lucrative success system, and family values.



OUR PRODUCTS

We have packaged the Dead Sea into the most advanced proprietary formulation, creating an unmatched line of face, skin and body products. Seacret holds three registered patents and has four additional patents pending.

The collagen in our skin is made up of long chains of amino acids strung together like a chain of linked building blocks. When it is broken down, short segments of 3-5 amino acids form called peptides. These act as a signal to tell your skin it has been damaged and to make new collagen. Our Age-Defying Collection contains unique peptides that stimulate your skin's ability to produce more collagen, while reducing and relaxing the fine lines caused by expressions.

Recover™ is the name of our patented, anti-aging technology that instantly reduces the appearance of fine lines and wrinkles while providing long-term results. Clinical studies for our Recover™ formula have been conducted in the best labs in the world, with one of the most advanced laboratories for pharmaceutical product testing. These studies show an immediate (2 hours or less) decrease in wrinkle depth of up to 44%, and a 50% decrease after 28 days of use.

Your skin deserves the best nature has to offer. **Your skin deserves Seacret.**

THE DEAD SEA

On the border of Jordan and Israel, at the lowest point on Earth, the amazing body of water known as the Dead Sea enchants and mystifies all who encounter it. The Dead Sea has attracted visitors for more than 5,000 years. From King Solomon and King David to Queen Sheba, King Herod and Cleopatra, this body of water is recognised as the first ever and longest standing source of healing and beauty.

The Dead Sea is so salty that it lacks any form of life. Yet its true enchantment is not what it is missing, but what it produces. As the lowest point on earth at more than 400 metres below sea level, it is the world's most saline body of water (nine times as salty than any ocean). It is breathtakingly beautiful, with crystalline salt shores, deeply coloured mud, and crystal clear blue waters.

The Dead Sea provides some of the most concentrated, natural mineral salts and mineral-rich mud in the world. These minerals are essential to the health of your skin, yet many people go their entire lives without experiencing their benefits. We have taken these minerals and infused them into every Seacret product.

The Dead Sea's minerals have been used for centuries to achieve the look of younger, more beautiful skin and our Founders wanted to bring these rejuvenating powers to the world.

After acquiring product-rights in 2005, we began selling our Dead Sea products throughout the United States and discovered that customers could not get enough of our extraordinary products.

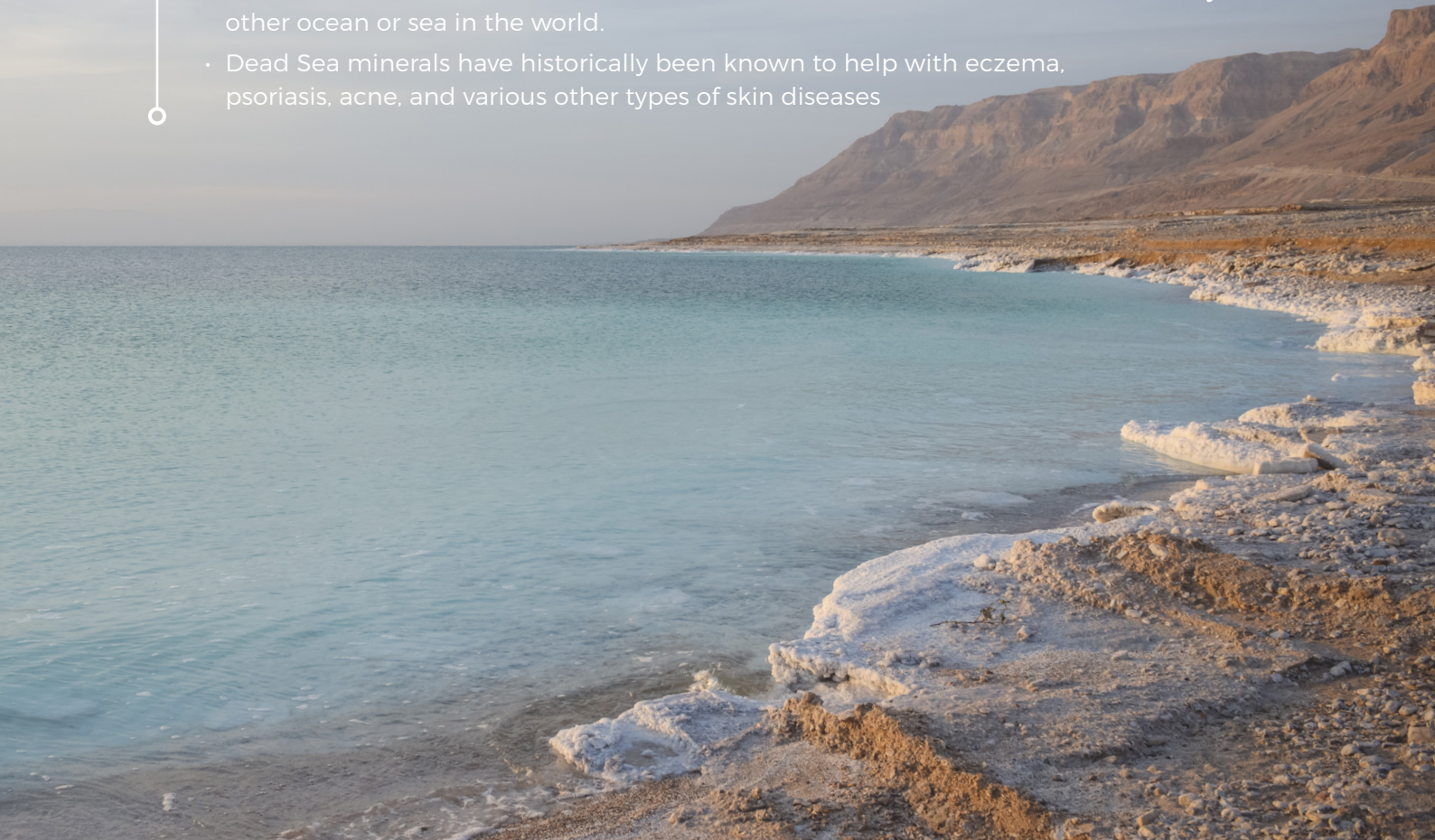
The Dead Sea area has become a major center for health research and treatment for several reasons. The mineral content of the water, the very low content of pollens and other allergens in the atmosphere, the reduced ultraviolet component of solar radiation, and the higher atmospheric pressure at this great depth, each have specific health effects.

THE WATER

The Dead Sea is a saltwater lake, nine times saltier than the ocean at almost 34% salinity. Its unique composition of natural minerals is derived in part from the fact that it is the lowest place on Earth. For this reason, this region has its own micro-climate that helps produce conditions that are just right for the natural mineral production process to occur. The Dead Sea contains 26 essential minerals, 12 of which do not exist in combination in any other sea or ocean in the world. Some are known to have extraordinary qualities such as easing our bodies into a state of relaxation, nourishing our skin, activating our blood systems, and calming metabolic disorders.

QUICK FACTS

- Over 400 metres below sea level
- World's oldest spa
- Over 1.5 million people visit every year
- Contains 26 essential minerals, 12 in combination of which cannot be found in any other ocean or sea in the world.
- Dead Sea minerals have historically been known to help with eczema, psoriasis, acne, and various other types of skin diseases



THE MUD

The mud produced from the banks of the Dead Sea is world-renowned because of its healing capabilities. It is known for reducing stress, relieving aching and tight muscles, and easing rheumatic pains. The organic mud (black in colour) is made up of layers of soil from the surrounding mountains and silt from the waters of the Jordan River and the nearby hot springs. As the rich silt and soil meet and combine at the Dead Sea, they sink deep into the lake. This mineral mud is ideal for relieving chronic inflammation and helps moisturise and revitalise cracked and dry skin, and we have incorporated Dead Sea mineral mud into some of our soaps and shampoo.

NATURE'S FOUNTAIN OF YOUTH

For centuries, the mystical healing powers of the Dead Sea were used by royalty for its beauty-enhancing benefits. Now you can experience what ancient beauties did to naturally retain their youthful, healthy skin. Treat yourself to minerals from the biggest, most natural beauty spa in the world, with Seacret.

WHY RELATIONSHIP MARKETING?

Seacret is experiencing growth and great momentum. Over the last several years we have been evaluating the best platforms to facilitate our continued growth. After much research we decided that we wanted to simply put the business in the hands of the people that love and use our products every day.

Seacret understands the power and rising potential of this industry. Our world is changing before our eyes and the opportunity within relationship marketing and social selling is emerging. The timing in this industry could not be better considering the cultural movement being experienced around the globe. Now more than ever, people not only trust, but rely on recommendations from their friends, family, and local community as well as online technologies. While global economies are struggling and conventional brick-and-mortar retail is on the decline, the world of relationship marketing is growing exponentially and positioning itself as a mainstream industry. Respected investors, business leaders, and economic experts like Warren Buffett, Donald Trump, Sir Richard Branson, President Bill Clinton and others, have endorsed and/or personally invested in the future of this industry.

What makes this industry so attractive?

THE PROMISE OF THE INDUSTRY

Due to its unique structure that helps eliminate costly and unnecessary corporate marketing expenses, this industry can deliver consumers high quality products for much lower prices. For the last several years, Seacret products have been in high demand in more than 40 countries and have sold more than \$1.4 billion in retail sales. Transitioning the business to a relationship marketing model allows Seacret to offer its products at half the price of what it sold in the kiosks, fulfilling the promise of the industry.



SHARING THE WEALTH

In addition to the cost-saving benefits for the consumer, the opportunity for wealth-sharing makes this industry incredibly rewarding. By partnering with a company that is built on the right foundation, our Agents have the ability to be in business for themselves, but never by themselves.



We at Seacret established worldwide success by sharing our wealth with our community and building relationships that matter. When Moty and Izhak were planting their roots in the US, they would open their home every week to Agents, Guests, family and friends for an evening of servant hospitality, great food and drink, and even better company. Their mother would, and still does, cook up a feast for upwards of 100 people! This weekly tradition, now called our Open House events, has extended into all markets Seacret operates in around the world.

Every month here in Australia our Seacret Founder Moty Ben-Shabat and his family, or a Seacret Leader, open their home to our community, providing a wonderful opportunity for Prospects to see for themselves what we are all about.

It is a time for us all to come together and share in the truly unique culture of Seacret that makes this company so great. Our Open House events are for everyone, and we encourage you to also host your own Open House events with your team to spread the word and share the amazing opportunity that is Seacret!

CULTURAL MOVEMENT

Times have changed. Conventional high cost marketing campaigns and celebrity endorsements no longer have the same impact. Consumer spending habits are now mainly driven by recommendations and referrals from people they know and trust. With technology and social networking, the world is now more connected than ever before, allowing for rapid expansion in this industry.

BUILD YOUR BUSINESS ON YOUR OWN TIME!

You are your own boss! You can choose when you want to work, where you want to work, and how much you want to work. Your future is in your hands.

TAX ADVANTAGES ALONE MAKE IT WORTHWHILE!

Owning your own business is one of the greatest tax advantages you can have. Talk to your accountant to find out how to maximise your gains and limit your exposure with business ownership.

EARNING POTENTIAL IS IMMEDIATE & UNLIMITED

We empower our new Agents to earn immediate income by selling our products. In addition, by following our simple system and helping others have success, your income potential is unlimited.

LOW BARRIER TO ENTRY

Most new businesses require investments that can be tens of thousands of dollars, or much more. With SEACRET, you can become an Agent for only \$70.

BEING AN AGENT **HAS ITS BENEFITS**



IN SUMMARY: THE COMPETITIVE **ADVANTAGE**

WORLD CLASS PRODUCTS

- We've packaged the Dead Sea to create an unmatched line of products.
- Our products are approved and distributed in over 40 countries on 6 continents.
- Our Age-Defying Collection contains our Recover™ formula, a patented, anti-aging technology that has been shown to reduce the appearance of fine lines and wrinkles while providing long-term results.
- Sold over \$1.4 billion in 900 retail locations.
- Manufactured by the largest skin care company in the world.
- Learn more about Seacret products using the Seacret Product Catalog provided in your kit.

SKIN CARE INDUSTRY INSIGHT

- Globally, consumers spend over \$216 billion dollars a year on skin care and cosmetics, with estimates of over \$400 billion predicted by 2018.
- Skin care industry is one of the fastest growing industries on earth.
- Australians spend an average of \$94 per month on skin care products.
- Women make up 75% of the direct selling workforce in Australia.
- With an aging population, demand for anti-aging skin care has never been greater.
- Relationship marketing is dominated by skin care. 8 out of the top 10 BILLION dollar direct sales companies are in the skin care arena, however, no one else has the unique combination of science and nature that Seacret offers.
- Seacret have ranked in the Top 100 for the last 3 years running as a brand new company and is steadily moving up!





We want to thank you once more for choosing Seacret, for making this your home and calling us your family. We trust that you are equally as excited as we are to be embarking on this incredible journey together. This is just the beginning of wonderful things to come for you, for us and our entire Seacret community. Together we will work hard, dream big and achieve success.

Together we can do anything!

DARE TO **DREAM** / DARE TO **SOAR** / DARE TO BE **SEACRET**



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