

Our Story: The SEACRET Journey

SEACRET is an international success story that has spread to more than 40 countries around the globe. With its affiliate partners, it has achieved more than \$1 Billion in retail product sales. The company has become one of the largest distributors of Dead Sea skin care products. SEACRET's products are formulated in the largest manufacturing plant in the world, right on the shores of the Dead Sea. All of this has been accomplished since 2005, the year SEACRET was born.

Many have asked, "What's the secret to such incredible success?" The answer is really quite simple. Although our business relies on developing unparalleled, life-changing products that help people improve their looks and overall health, our true passion is our community. Our motivation and the foundation of any and all of our success is the people that are SEACRET.

Family, Friends, and Community.

The SEACRET story begins with Moty Ben Shabat, who came from Israel to America to look for temporary employment to earn enough money to pay for medical school. He first started by getting a job selling ice cream in a Houston, Texas neighborhood, but he soon realized that it would be more advantageous to work for himself. Moty bought his first ice cream truck, and as his business thrived he decided to buy more trucks and extend his stay in America.

For three years Moty built his "ice cream truck empire." As he fell in love with his new venture he set aside his dream of becoming a doctor and decided to build his future in America. As he worked hard to make the venture succeed, he also tried to convince his younger brother, Izhak, to join him so they could work together in the family business. At that time Izhak was serving as a captain in the military and had no intention of joining Moty's new "empire." But after seven years of service, Izhak decided to take a short vacation to visit his brother Moty in America before resuming his military career.

When Moty heard about the trip, he thought that Izhak was finally going to be his business partner. As soon as Izhak landed in America, Moty put him to work on an ice cream truck. Izhak just didn't have the heart to tell his brother the real reason for his visit and how short it would be.

Like most siblings, Moty and Izhak didn't always get along when they were children. Wanting to bring the family closer, their father, David, promised them that if one day they worked together he would give them whatever they needed to succeed, including the backing of the entire family. Eager to finally fulfill his father's dream, Moty told his parents that with Izhak as a partner he would be able to build a business they would be proud of. The one person he didn't tell about the partnership was Izhak, who still thought his job on the ice cream truck was temporary!

David was so excited to hear the news about his sons that he made arrangements to sell everything they owned in Israel and bought tickets for the remaining family members to join the brothers in America. Needless to say, Izhak was in a bind. How could he tell his father that it was all a big misunderstanding? Torn between continuing his military service and giving his brother and the business a chance, he decided to stay in America for a while to see what would happen.

Within a few weeks of David joining his sons in America, they all realized that if this family of eight was to thrive, they were going to need a business with greater potential than the ice cream trucks. They also knew that they wouldn't be able to do it alone. They made a list of their closest friends back home and then called them to ask for help establishing a profitable, successful business. Twenty good friends of the Ben Shabat family flew to Texas to support them and their dream.

Without risk there can be no rewards, and so the ben Shabat brothers made the decision to risk every last penny that their father gave them on a new idea. They would pioneer the mall kiosk industry. They were not only successful, but something much deeper happened during those first months: Their family and friends became much closer. A community was born. As they lived and worked together, they realized that family is not only those who are connected by blood, but that it's also the people who knit their lives together by choice. Over the years they grew their business from a few kiosks to hundreds across America, sharing the wealth, creating opportunity for friends and family, and serving the members of the community.

Enter SEACRET.

In 2001, the brothers decided they needed take things to the next level. Growing up near the Dead Sea, Moty and Izhak knew the mystical, therapeutic benefits of the minerals it provided. In fact, these benefits have been known and used since the time of Cleopatra. They decided that America should experience them as well.

That year the brothers began selling Dead Sea skin care products. They weren't the first to use minerals from that legendary source, but they were determined that their products would be the best. That meant not just selling Dead Sea products, but creating a superior brand that integrated formulations with the latest age-defying technologies that would deliver immediate results.

They hired the foremost Dead Sea mineral specialists and best formulators and began manufacturing an innovative skin care line that would bring people as close as possible to experiencing the Dead Sea's healing qualities without actually being there. Those products were infused with nature's most coveted elements, and blended with state-of-the-art manufacturing techniques. In 2005, after perfecting the formulations, SEACRET was born.

People loved SEACRET products and the instant results they produced. By 2009 the SEACRET brand was established in more than 35 countries and had more than \$100 million annually in retail sales. Looking to continue a standard of excellence for their customers, they sought out the next evolution for SEACRET. They established a partnership with the world's largest cosmetics manufacturer. This melded two decades of Dead Sea mineral research with an unparalleled development team.

An Unexpected and Surprising Turn of Events.

As they continued the search to enhance not only the brand but also the shopping experience, something was brewing in a kiosk in Arizona early in 2010. That something was a determined 19-year-old named Betty Perez. She came to work with SEACRET's VP, Robert Meirovich, and spearheaded the formation of a local sales force. Betty fell in love with everything about SEACRET – from the unique, luxurious product line that seemed to work miracles on skin, to the international brand it had become. She recognized not only how much better the products made people look, but also how much better they made them feel.

With that insight, Betty broke the company's first-day-sales record. When asked how she did it, her explanation was simple - she believed in the product. She recognized that there wasn't a need to sell the products, but instead to simply demonstrate them and tell the Dead Sea story. But that was only the beginning of her contribution to SEACRET.

After a few weeks, an idea began to take shape. She knew that when people fall in love with a product they want to share it. She wondered what would happen if they gave customers the opportunity to share the products with their friends and families in the comfort of their homes. Would cutting traditional business expenses and selling customers the same product at half the price still be as – or even more – profitable? And could this business model offer greater financial rewards to those who helped spread the word? She knew that the next stage for SEACRET wasn't more kiosks, or even opening stores, but instead was to turn retail selling into Relationship Marketing.

Betty told her idea to Robert. Convinced, he took her into their first meeting with Moty and Izhak. With passion, poise, and determination, she put her proposal to the partners. As she stood before a group of successful entrepreneurs and proposed a 180° direction change to their business, she first opened their minds, and then their hearts. Betty was a vivid reminder of how SEACRET began: A dream, a great deal of passion, and young individuals setting out to make a difference. They decided to let Betty and Robert run a pilot program.

After extensive research on the industry, the brothers came to discover the incredible potential of Relationship Marketing. It would encompass:

- Allowing consumers to experience the products at a lesser price
- The ability to share the wealth with the community
- Changing consumption habits through the power of going social
- Offering an unbelievable business opportunity

And ultimately they saw the beauty of Relationship Marketing as a way to fulfill their vision of creating a wealthy community on a grand scale.

Today, the co-founders and the leadership team still carry their vision of creating a wealthy community. That vision goes beyond skin care. It is to build a lasting legacy and foster an environment in which people's hopes and dreams can be transformed into the life they've always wanted. This is our story. However, we believe this is just the first chapter. We are looking ahead to the many chapters yet to be written – by you. It's the story millions will read, and one that truly exemplifies what desire, belief, and action can lead to. It's a story in which the most spectacular things happen in the most unexpected ways to anyone who listens and believes.

That's why when we're asked about the secret to our success, our answer is always, *"Our Community!"*