

Health Express

THE REGULAR NEWSLETTER OF THE DR. RATH HEALTH ALLIANCE

Welcome to our New UK Health Education Campaign!

This is the first issue of a new, regular newsletter for all members and customers of the Dr. Rath Health Alliance in the UK. We hope that it will develop into a primary communications channel and that you, the readers, will communicate with us on the topics covered. We would welcome your comments as to what you would like to see in "your" newsletter in future and, hopefully, the submission of articles for publication on subjects such as: your personal experiences with Cellular Medicine; experiences with different therapies; how you have introduced others to the Health Alliance etc.

We would also like to receive your comments on the format of this newsletter (favourable or otherwise) and your experiences in dealing with Head Office and what you would like the Company to do - both to assist your ability to

Health Alliance coach, Bob Hook (see picture of Bob in action on page 2). Bob has been asked to act as a "mentor" to our Health Alliance members in the UK and also to act as a liaison between them and Head Office. He brings many years of international training experience to this role (along with many other important skills) and we encourage all members to make as much use of Bob's expertise and experience as they require. Included in Bob's responsibilities is the job of meeting as many members as possible, whilst providing regular Cellular Medicine training courses around the Country.

He has already been instrumental in running Foundation and pilot Advanced Courses in Leeds, Newcastle, Birmingham and London and in planning further courses for the near future. Many more training courses will be offered throughout the rest of the year.



Foundation Course Training Seminar, London 4th May

"spread the word" and to make any amendments that would be of benefit to everyone.

National Health Alliance Coach

Appropriately for this first edition, we should like to introduce to everyone our new, national

If you have a group of people that you feel would benefit from our Foundation Course training, then please either contact Bob or our Head Office (see contact details in the panel on page 1) when you next have cause to speak to us and we will do our utmost to arrange it.

Issue 1, August 2008



Some useful numbers and other contact details for our Membership Support Team in Heerlen

For Product Orders:

Call: 0031 457 111 118

Fax: 0031 457 111 119

Email: info@rath-programs.com

For Book, Brochure & DVD Orders:

Call: 0031 457 111 223

Fax: 0031 457 111 229

Email: info@rath-eduserv.com

For Training Course Enquiries:

Call: 0031 457 111 178

Fax: 0031 457 111 179

Email:

Katharina.Aainani@rath-eduserv.com

For General Enquiries:

Call: 0031 457 111 223

Fax: 0031 457 111 229

Email: info@rath-eduserv.com

To Contact National Health Alliance Coach - Bob Hook:

Call: 01202 868812

Email: bobhook339@btinternet.com

Please visit our website regularly for up to date news and information and to register for forthcoming training courses:

www.rath.co.uk

Our Website - www.rath.co.uk

Details of all future courses will be posted regularly on our web site: www.rath.co.uk and we would urge you to visit it frequently, for up-to-date information. The Foundation Course in Cellular Medicine is now online - including the questionnaire - in order to give you the necessary qualifications to fully benefit from our new commission structure (see next section for more information).

Also, on the website is our response to the recent stupidity about vitamins being dangerous to our health, when we are all aware that exactly the opposite is true. You will also find information about the "Step-By-Step" program which, when read alongside the Product Guide, gives a concise, informative response to anyone requiring information on the benefits of Cellular Medicine and why it is so vital to our health and well-being.

SEE NEXT PAGE

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An order form for promotional material, as well as membership application forms are available for download from the website, as is free, online



Bob Hook (I) in action

access to important videos and books that may also be ordered for delivery to your home.

All this information will, of course, be available to those who do not have access to a computer and one of the roles of this regular newsletter will be to keep everyone advised of new materials as they become available.

New Commission Structure - Four Months To Go!

There are just four months to go - yes, to Christmas and yes, to the New Year. As everyone says, "Where does the time go to?"

But there are also just four months to go until the new commission structure for the Dr. Rath Health Alliance comes into full force, after the period that was allowed for everyone to get prepared and to get used to it.

There have been many questions from both customers and members asking for information about the change, so much so that we felt we should provide additional clarification.

The change in commission structure was brought in at the end of 2007 but, for reasons that are a little unclear, was either not fully understood or explained sufficiently at the time. Some members were not advised of the changes at all. This we regret.

We felt that the old structure did not sufficiently

reward those members whose activities were expanding the Health Alliance and that membership should bring the benefit of a reduction in the retail price of the products. These changes should encourage members to talk to others about their experiences with Cellular Medicine, so having the opportunity to benefit more (and faster) from the introduction of new members.

The increased commission levels are also intended to allow Active members the opportunity of reaching "Free For Life" status, whereby their commission earnings either equal or surpass the cost of their own Cellular Medicine requirements. This should normally be achievable once a member has introduced approximately 6 other active members, dependant upon the level of ones own orders.

The Cellular Medicine training program has been introduced into the structure in order to provide all members with sufficient knowledge - and therefore the confidence - to speak to others and to expand their customer base so that, with time and a little effort, attainment of "Free For Life" status is possible.

Whether through participating in the training program (available in print from Heerlen; online via the website or in organised group training sessions - see later sections); through new information materials, including books and DVD's; by talking to our people in Heerlen and/or to Bob Hook, or any combination of the above, it is hoped that you will take every opportunity to assist others to better health and, at the same time, find sufficient rewards for yourself.

Specifically for our customers, you are still very welcome to purchase the essential nutrients for your on-going health and well-being.

But why not become a member of the Health Alliance and obtain a 10% discount off the total price of your order? By completing a membership application form and having an existing, active member counter-sign your application, you immediately become a Passive member and are eligible for a reduction in the price of your order.

In addition, if you would like to, you can become an Active member at any time upon completion of the Foundation Course. You will then not only be entitled to the discount, but also to receive commission after you talk to others and explain the benefits of Cellular Medicine to them and they commence to take responsibility for their own health by ordering our products.

Specifically for our Members, you will have some added responsibilities.

If you have not completed the Foundation Course by the end of the year, you will no longer be classed as an Active member and will thus lose your entitlement to receipt of any commission,

although you will still receive a 10% discount off your own product orders.

This decision has been taken to ensure that anyone promoting Cellular Medicine has a good basic understanding and is able to speak with the required level of knowledge that the Foundation Course will supply.

It will also equip members to better provide assistance and guidance to their customers and fellow members. Staying in touch with people is vital to the success of any Health Alliance activity, but this fact has been a little overlooked in the UK lately. We hope these changes will re-address the balance and support those who have been "active" compared to those that have done very little.

On successful completion of the Foundation Course you will immediately be classed as an Active member and thus enjoy the benefits that active membership brings.

We have heard from many members that successful completion of the Foundation Course has given them added confidence when talking to others about the benefits of Cellular Medicine, with attendant increases in the activity levels and thus their earning capacity.

The fact that we are a completely "not for profit" organization, with all profits re-invested into research, education and the furtherance of natural remedies, has also been a positive influence on members' success.

Other Matters

Included with this newsletter you will find copies of the promotional material order and membership application forms, together with details of the new commission structure for anyone requiring clarification.

Also included with this newsletter is a copy of our new flyer about the Dr. Rath Health Alliance. Further copies are available on request - see the order form included with this newsletter.

We have made a full commitment to the UK for 2008 onwards and we invite members to join with us in doing all they can to assist in increasing the number of people taking responsibility for their own health; reducing the numbers of people facing serious health issues and to bringing "Health for All by 2020" closer to reality.

Finally, we would like to encourage all readers to let us have their email addresses. Communicating by email is so much faster and more efficient than the post and we would love to be able to circulate information to all our customers and members this way. Why not leave us your email address next time you call, write, fax - or send us an email!

We look forward to receiving your comments and submissions for consideration of publication. Please address all correspondence to the editor at the address below.