



## FREQUENTLY ASKED QUESTIONS

### THE PRODUCT

#### **What is Evolv?**

Evolv is a nutraceutical beverage that combines our proprietary Archaea Active™ formula with natural spring water to deliver the health benefits of hydration with increased stamina, energy and endurance.

Additional benefits may include:

- Helping enhance the absorption of vitamins, minerals, amino acids, proteins and other important nutrients
- Helping to speed fatigue recovery
- Helping maintain healthy circulation
- Helping support a healthy immune system
- Helping restore mental alertness from fatigue or drowsiness

More than 15 years of research and development have been invested into Evolv's colorless and flavorless formula, created from all natural ingredients including extracts of alfalfa stems and leaves, milk whey and enzymes from pineapple and papaya.

Evolv's formulation, manufacturing process and technology are all proprietary. The product is backed by studies from world renowned research centers and supported by testimonials from everyday people like you.

#### **What does Archaea Active mean?**

Archaea Active™ describes the energy advancing benefits of increased oxygenation at the cellular level which have been scientifically demonstrated through in vitro tests. Products made with this proprietary formula and involved manufacturing process are identified with the Archaea Active™ logo.

#### **You call Evolv a nutraceutical beverage. What does the term nutraceutical mean?**

The term "nutraceutical" is a blend of the words nutrition and pharmaceutical. Nutraceutical products and other "functional foods" have health enhancing properties. Typically, these products are enhanced with vitamins and minerals, antioxidants, or other natural and nutritional ingredients to provide health benefits.

#### **What are some of the benefits of drinking Evolv?**

Evolv is not intended to diagnose, treat, cure or prevent any disease. Attributes and benefits of our Archaea Active™ formula are hydration with increased stamina, energy and endurance. Other benefits of increased oxygenation at the cellular level, of which drinking Evolv may help, include enhancing the absorption of vitamins, minerals, amino acids, proteins, and other important nutrients; speeding up fatigue recovery; maintaining healthy circulation; restoring mental alertness from fatigue or drowsiness.



### **What does Evolv taste like?**

Evolv's nutraceutical beverage combines the colorless and flavorless Archaea Active formula with natural spring water. Simply put, it tastes like premium filtered spring water with the added benefit of the Archaea Active formula.

### **Who has been involved with the testing of the product?**

FutureCeuticals<sup>®</sup>, a vertically integrated bio-technology company that specializes in the discovery and development of nutraceuticals, has performed in vitro testing on the formulation. In your eCenter and at [EvolvHealth.com](http://EvolvHealth.com) you can find testimonial statements and videos of people who've been drinking Evolv over the years. We think you'll be surprised, maybe even amazed, by their stories.

### **What makes Evolv different? How do I describe it to others?**

What makes Evolv unique is its Archaea Active<sup>TM</sup> formula, a result of our all-natural ingredients – extracts and enzymes - and our proprietary manufacturing process that has been in development for more than 15 years. Our product has undergone in vitro testing with FutureCeuticals<sup>®</sup>, Inc. to identify our product's attributes and resulting benefits.

## **About the Company**

### **Who's behind EvolvHealth? When did it come together?**

Trey White, founder of EvolvHealth, invested in the original intellectual property company in 2007. The other founders are Chief Executive Officer Brent Hicks and Chief Marketing Officer Jonathan Gilliam, both highly experienced executives in the operations, training, marketing and technology. We also have assembled three of the direct sales industry's top professional network marketers as our trainers and Master Distributors, all of whom have both served in the field and have run their own direct sales businesses.

### **Why is Evolv launching as a direct selling company?**

The years of testing Evolv's formula have led to a strong word of mouth product offering. People had heard about its benefits from the testers and would often drive hours to the manufacturing facility for a sample. That convinced us that the best way to sell Evolv was through the direct channel – person to person. A retail shelf just can't deliver the message of Evolv like you can.

Direct selling also dramatically lowers the cost of launching and operating the business and redistributes advertising dollars directly to the hands of its distributors, therefore making Evolv more affordable for everyone.



### **Can you provide more information on Trey White, Founder & Chairman?**

Trey White is a highly successful serial entrepreneur based in Dallas, Texas. He and his team possess an uncanny ability to take measured risks and ultimately dominate whatever category they choose to focus on. Trey's business philosophy centers on what he calls "simple rules for complex environments, rules that are instrumental in stacking odds toward the probability of success." He typically isolates opportunities with a view toward utilizing technology to accelerate and create new benefits and new markets. Trey understands technology can create an edge in the marketplace and propel his companies to higher levels of success.

Some of Trey's successful businesses include:

- [Homestore.com](#) - 1999 IPO /\$10 Billion market cap. Merged with [Realtor.com](#), the world's largest real estate listings provider.
- Chairman and Founder of the 4th largest producer of Ethanol in the US by investing \$500 million into ethanol refining investments.
- Chairman, EarthQuest: a \$500 million Disney-style Theme Park, currently under development.
- Chairman, TKR Capital, a private equity firm headquartered in Dallas, Texas.

Trey's latest endeavor: Founder and Chairman of EvolvHealth. At Evolv, Trey has assembled a best-of-breed management team and is committed to building yet another billion-dollar company with long-term sustainable growth.

## **The Opportunity**

### **Can I really make money with Evolv?**

Absolutely! Evolv presents incredible earnings potential, and we've made this business extremely turn-key and simple. It is, however, your own business, so you will get out of it what you put in. We have brought on the top industry trainers and mentors in all areas to assist you in building your Evolv business and, as a result, your financial future.

### **What type of compensation plan will Evolv use to pay its distributors?**

Given our potential for explosive growth, we have undertaken extensive research into the best fit for a compensation plan, one that will reward our Distributors handsomely for their efforts as well as set the company up for long-term success.

In the direct sales industry there are several strong plans to choose from. Evolv has chosen a "Binary" compensation plan, time-tested and proven. We know a binary is the best method to maximize return for our Distributors, and we have also added a very exciting twist to provide you with an earnings edge like none in the industry. We are confident you will be thrilled by Evolv's carefully considered and innovative comp plan, that creates multiple revenue-generating opportunities to build your business. You can find a copy of our compensation plan at [www.evolvhealth.com/pdfs/Evolv\\_Comp\\_Plan.pdf](http://www.evolvhealth.com/pdfs/Evolv_Comp_Plan.pdf).



**Is this an international opportunity?**

We are initially launching the US with International markets to follow. Planning is now underway for our global expansion.

**Pre-Launch**

**I only received one or two emails from you. Where are the rest?**

Look in your junk or spam folder for any misplaced emails. Then be sure to add "[evolvhealth.com](http://evolvhealth.com)" to your safe senders list.

**What is the Pre-Launch period?**

Pre-Launch is a period of time where our product is available in the US only. As many in the direct sales business understand, a distributor's success can be enhanced greatly by positioning early in an organization's development. By enrolling now, you can secure your spot and then add others under you in your organization by referring them to your basic eCenter or premium eCenter website supplied to you once enrolled.

**What is the launch schedule of the company?**

We have moved to our Pre-Launch phase as of October 19, 2009 for the US only. The Official Evolv Launch and Launch Events are planned for early 2010.

**As I refer others to my personal eCenter website and they register with me, will I get credit when they become a Distributor?**

Yes. Distributors below you become part of your Evolv Distributor organization. So, your goal is to align as many people as possible in your organization. The more people you align, the larger your distributor organization can be and the greater your potential earnings can be during the Pre-Launch period – and beyond.

**Will Evolv be fully functional, shipping product and paying commissions during Pre-Launch this fall?**

Yes and in addition, our Distributor Training and Support Systems will be in place along with our Web 2.0 Technology, all to support you and help you achieve success with your Evolv business.

**I want in! How do I tell others?**

The best way to tell the Evolv story is to contact your friends and family right away. Other proven methods to spread the word of your Enrollment:

1. Advertise your personal eCenter website online and offline.
2. Post to your Facebook and Twitter accounts via our site or on your own.
3. Use [www.evite.com](http://www.evite.com) or another free, invitation-style website to announce upcoming events and drive people to your site.



4. Invite people to a presentation of your own, or hold conference calls.
5. Invite people to Evolv sponsored webinars and conference calls.

Remember, this is YOUR business. Do whatever works best for you!

**How can I help spread word of this invitation with Web 2.0 technologies?**

To start, we've made it easy to post your news about Evolv to your Twitter and Facebook accounts. On your home page there are buttons to post your site's link and customized text. After Pre-launch, we will provide the tools and the training on how to simply and effectively grow your business with the support of online technologies.

**Can I get my own non-Evolv URL?**

Yes. You can register your own URL and then forward it to your personal replicated website address we provide you once you have enrolled.

**Can you tell me more about your plans to converge Web 2.0 and Direct Selling?**

Direct selling has always been about the development of personal and professional social networks, except those physical networks were often managed, and constrained, by a Rolodex. Today, technology has made it easy to manage your social network via your laptop or phone; free social networks like LinkedIn, Facebook and Twitter make it incredibly easy to stay in touch and be social with old and new friends, family members and colleagues. What's more, these Web 2.0 technologies make building a strong personal brand faster and more efficient. Evolv will make full use of Web 2.0 at the corporate level while providing plenty of training and tools for its direct selling community on how to best employ the evolving technology.

**What if I (or someone I know) have a documented history of strong earnings in the Network Marketing Industry? Is it possible to meet with the Evolv Executive team and Field Leadership prior to Pre-Launch?**

Yes. Contact our Field Leadership team at "[MasterDistributor@evolvhealth.com](mailto:MasterDistributor@evolvhealth.com)" and provide contact details for them to reach you.

**If I have a question not covered here, how do I get it answered?**

Contact us at "[info@evolvhealth.com](mailto:info@evolvhealth.com)".



## Usage Guidelines

**Evolv is all about authenticity and trust. It permeates everything we do. Trust and honesty allow us, and you, to build this great business.**

### **Be honest.**

We have received many email questions about what is allowable and not allowable in marketing materials, claims, statements, and web sites. Our answer is “don’t do anything dishonest or make incorrect claims.” It is essential that all our Members, employees and partner companies be honest at all times. Our policy and procedures can be found on the front page of our corporate website at [www.evolvhealth.com](http://www.evolvhealth.com).

### **Be cognizant of our trademarks.**

Evolv and EvolvHealth are registered trademarks of EvolvHealth LLC. If you create a website about Evolv, terrific. Please display a prominent disclaimer on all of your pages that your site is not an official EvolvHealth property. Also, always be sure to identify yourself on blogs and the social web. You will make yourself, and us, more trustworthy. Sites that use the EvolvHealth LLC logos and copyrighted marketing materials without full disclosure may jeopardize Member status.

Our philosophy is that a good Evolv business is built with mentorship, training, and introducing people to the opportunity. Negative, deceptive or “tricky” techniques to build enrollment such as spamming or false advertising are discouraged and also jeopardize Member status.

### **Don’t make false claims.**

We invite all Evolv members to help us stay true to our mission and goals and report false claims or marketing that “pushes the envelope”. All of us, corporate and field alike, are charged with protecting company and we will be vigilant about ensuring that all claims and promotion come from a position of facts and validity. Dishonesty or false claims will not be tolerated. Unfounded health claims especially are problematic and are absolutely prohibited; please use only existing corporate statements about health and efficacy of our products.

If you have a question about what might violate policy, please just email us. All of us have a duty to protect Evolv. After all, it’s your business.

## Changes and Updates

### **Matching ED Bonus Discrepancy**

There is a discrepancy between the Compensation Plan Brochure all members received in their Membership Kits and the Compensation Plan Policies Manual located in your back office. The Matching ED Bonus begins at Vice Presidential Director, not Executive Director, and is paid to the personal sponsor (if that person is a qualified VPD or above) or to the first qualified VPD or above in the new Executive Director's enrollment genealogy.

Please note that the Compensation Plan Policies Manual, located in your eCenter back office, supersedes any information contained in any overview material provided by Evolv Corporate or any Evolv Member.

## Environmental Statement

EvolvHealth is committed to preserving a healthy climate by minimizing the impact our business has on the environment both locally and worldwide. We take careful consideration in every decision we make as a company and its significance in improving our global footprint. Our Company complies with all legal and regulatory obligations while constantly auditing and enhancing our practices to become an industry and global leader in environmental preservation. Recycling is a staple within our company culture and daily lives. Evolv's vision is to create effective and sustainable solutions for a better planet.

