

# SUMMIT™

4LIFE® AFFILIATE MAGAZINE • VOLUME ONE • 2023

25  
YEARS





# CONTENTS

4LIFE: 25	4
RECOGNITION	8
BIANCA LISONBEE	22
4LIFE TIMELINE	26
THE EVOLUTION OF 4LIFE TRANSFER FACTOR	30

## ON THE WEB:



facebook.com/4life



twitter.com/4life



youtube.com/4life



pinterest.com/4life



instagram.com/4life

**SUMMIT**  
**4LIFE AFFILIATE MAGAZINE**  
VOLUME ONE • 2023

DANNY LEE  
*President & CEO*

BRIAN GILL  
*Chief Marketing Officer*

KELLY BELLEROSE  
*Senior Vice President of Marketing*

JESSICA SORBONNE  
*Vice President of Editorial*

JANN SHAW  
*Director of Recognition*

PATRICK PATNO  
*Creative Director*

KEN MCENTIRE  
*Senior Designer*

JUAN MARTINEZ  
*Lead International Designer*

MIKE KEMP  
*Photographer*

SYDNEY JAMES  
*Lead Writer*

MARITZA LARSON  
*Senior Spanish Translation Coordinator*

JUDITH DIAZ  
*Spanish Translator*

4Life • 9850 South 300 West  
Sandy, UT 84070

*Summit* is published quarterly  
by 4Life Research USA, LLC, 4Life.com.  
© 2023 4Life Trademarks, LLC

No part of this publication may be used or copied  
without the written consent of 4Life Research USA, LLC.

The information listed in this publication has not been  
evaluated by the Food and Drug Administration and is  
not intended to diagnose, treat, cure, or prevent any  
disease. Advice on personal health matters should be  
obtained directly from a healthcare professional.

# 4Life:25

TWENTY-FIVE YEAR ANNIVERSARY

Lately, I've been thinking about what makes us unique. What sets 4Life apart? 4Life is more than a successful company. 4Life is a family with thousands of people who are passionate about making a difference. Whether you joined 4Life yesterday or you've been with us from the very beginning, you have contributed to the 4Life legacy. This year, we are celebrating 4Life's 25th anniversary!

When I found the Transfer Factor patent 25 years ago, I knew I had found something important. It's been so gratifying to watch 4Life grow and change so many lives.

And we are just getting started! 4Life still has so much to accomplish. Together, we are capable of incredible things, including the vision I shared at convention. I know we can share 4Life Transfer Factor® with 3 million new homes by 2030. How will we reach this huge goal? The way we've always done it: one person and one product at a time.

Keep up the amazing work. Our past is bright, and our future is even brighter.

Best wishes,



David Lisonbee







Hello to the 4Life family! David and I have been reflecting on our 4Life journey, especially since 4Life's 25th anniversary is this year. Isn't it incredible that we have been Together, Building People® for 25 years? At times, the journey has been wild and unpredictable, but I am so grateful we started 4Life all those years ago. I wish I could thank each of you personally for the hard work you put in to your 4Life business. No matter the size of your team or the way you share 4Life, you contribute to the 4Life family.

I encourage you to keep sharing 4Life. You never know what a difference one small action will make. Success is not made up of one massive action, but hundreds, or even thousands, of small actions that add up over time. Never forget the power of your influence and your team's influence. We need every single one of you to create a bright future.

Thanks again for all you do. We are cheering you on!

Warm wishes,

*Bianca P. Lisonbee*

Bianca Lisonbee

# 4Life:25

TWENTY-FIVE YEAR ANNIVERSARY

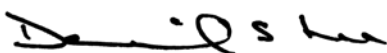
It's a great time to be part of 4Life! We are launching new products, new tools, and new rewards for our Affiliates. This year, we are celebrating 25 years of helping people Do Life Differently®.

How has 4Life helped you Do Life Differently? Are you more confident? Has your circle of friends expanded? Have you become a better leader? Each of you lead in your own way, and you contribute to our diverse 4Life family. When you join 4Life, you become a leader.

Leaders don't have to stand on a stage in front of thousands of people, or sell millions of products every day. Being a leader is living your life differently and taking advantage of opportunities. People will look to you and want to know what's different. You might be surprised how many people look up to you and are inspired by your example and success.

We have accomplished incredible things over the past 25 years. Let's set goals, dream big, and make the next 25 years of 4Life even better!

Best wishes,



Danny Lee



# It's time to get away . . .



## President's Club Trip

### **Peninsula Papagayo Costa Rica**

Where adventure meets relaxation, The Four Seasons Resort Costa Rica at Peninsula Papagayo is the ultimate coastal retreat!

**The Four Seasons Resort Costa Rica**  
November 8–14, 2023



## Great Escape

### **Baha Mar Nassau, Bahamas**

Bahamas' newest luxury vacation destination:  
where island life is the best kind of life!

**Grand Hyatt Resort**  
May 19–23, 2023

### **Alaskan Quantum of the Seas**

Discover the uncharted beauty of Alaska. Whether by land or sea, you'll experience glacial valleys, majestic canyons, wildlife, rich culture, and more.

**Royal Caribbean Cruises**  
September 18–25, 2023





# Platinum Elite

Dr. Herminio Nevárez  
Puerto Rico



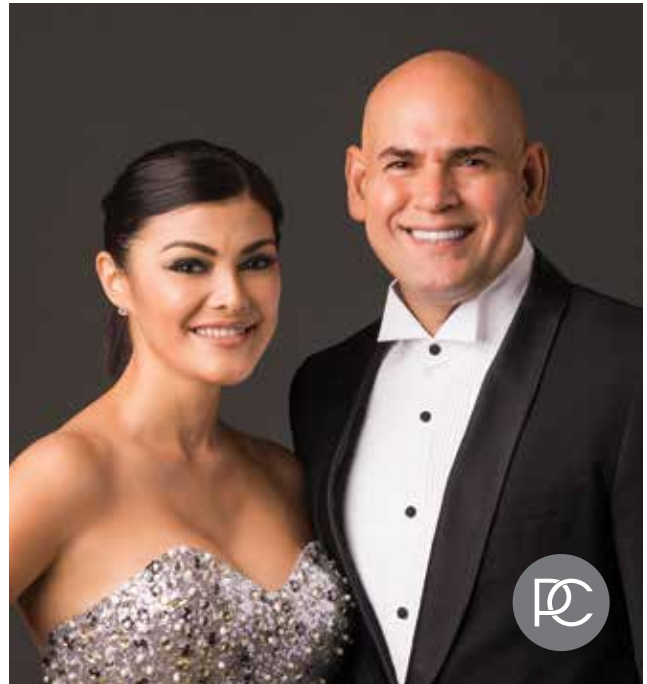
Yadira Olivo  
Puerto Rico





# Platinum Elite

Juan & Damaris Rosado  
Florida, USA



Jeff & Michelle Altgilbers  
Tennessee, USA



# Platinum



**Miguel Bermúdez Marín**  
Puerto Rico



**Esdras & Rosa Cabrera**  
Dominican Republic



**Iván Rodríguez**  
Texas, USA



**Dr. Jase &  
Dr. Jinsun Khyeam**  
Massachusetts, USA



**Dave & Gabriela Daughtrey**  
California, USA



**Dr. Eduard Hutabarat &  
Katharina Sihombing**  
Indonesia



**Ángel Molina &  
Ivelisse López**  
Puerto Rico



**Ileana & Hugo Johnson**  
California, USA



**Àngels Muñoz Estape**  
Spain



**Esthela Carpio Rodas  
& Galo Celi**  
Ecuador



**Bak Mi Ae &  
Eom Kwang Bok**  
Korea



**Lilly Sánchez**  
Florida, USA





**Grace Chun**  
Korea



**Sadik Din & Hasnimah**  
Singapore



**Sheri Din**  
Singapore



**Bonnie Taylor**  
California, USA



**Barbara Meurer**  
Florida, USA



*President's Club qualifiers 2023*

# New Gold Elite



Liya Alekseeva  
Russia

The Gold Elite rank is a steppingstone to the Platinum rank, and I can't wait to see what the future holds! Achieving each new rank inspires confidence that we can reach even greater heights!

Achieving a new rank comes from teamwork and well-coordinated collaboration. The leaders and team members each set their own goals, and then they can support each other! We can all achieve our goals together with 4Life. We are so grateful to 4Life for supporting us in our goals!

—Liya Alekseeva

*"We couldn't be more proud to have Liya Alekseeva become the first Gold Elite in the Eurasian market. She is a paragon of 4Life's mission: Together, Building People. We can't wait to see how Liya uses that mission in her next chapter with 4Life."*

—Tyler Madsen

Vice President, Global Markets



José Luis & Maria Martínez  
Dominican Republic

4Life has led us to the gradual fulfillment of each dream that we've pursued, and this is just the beginning.

We are immensely grateful to God, to 4Life, and to each of our mentors for the opportunity to grow as a couple, as a family, as leaders, and as a team guided by David and Bianca's beautiful vision. We feel inspired by their example to create a better world through the 4Life pillars.

— José Luis & Maria Martínez

*"José and Maria took hold of David and Bianca's vision and used it to fuel their own passions. They're an incredible example of what it means to put action behind a goal and watch amazing things transpire."*

—Nathan Larsen

Vice President, Field Development



Ruth Flórez de Bermúdez  
Puerto Rico

Reaching this rank makes me feel immensely grateful to God, 4Life, my upline, my great team, and my precious family. This is everyone's achievement!

—Ruth Flórez de Bermúdez

*"Ruth is a team player and is extremely dedicated to making not only her own dreams come true, but others', too. We are so proud of her and know that this is just the beginning of her incredible journey."*

—Nathan Larsen

Vice President, Field Development



President's Club qualifiers 2023

Gold Elite advancements are for the volume months of November 2022–February 2023



# New Gold Elite



Aleksey Egorov  
Russia

When it's difficult and you have doubts about your success, take a step back and look at the big picture. Expand your horizon, and not only will pain and anxiety go away, but you will see the road to well-being and happiness. Act and everything will work out.

—Aleksey Egorov

*"Aleksey, we are so excited to see you advance to the Gold Elite rank! You are a world-class leader and an inspiration to all who know you. We wish you continued success!"*

—Tyler Madsen

Vice President, Global Markets

# Gold Elite

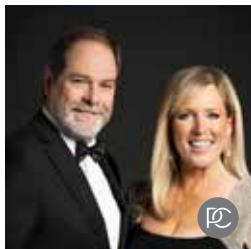


Olenia Sullivan  
Tennessee, USA

# GOLD



**Martha Isabel Acero**  
Puerto Rico



**Dana & Mike Lombardi**  
Idaho, USA



**Angela Crist**  
Ohio, USA



**Ranny Marrero & Ivelysse Robles Nieves**  
Puerto Rico



**Lourdes García**  
Puerto Rico



**José Martín & Zoraida Rosado**  
Florida, USA



**Tiffany Carnal**  
Kentucky, USA



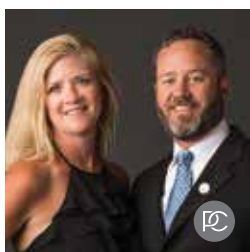
**Rigoberto Carrion**  
Florida, USA



**Claudia Vega**  
Florida, USA



**Hernán Santiago**  
Puerto Rico



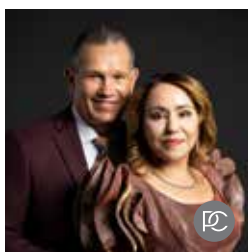
**Rob Robertson III**  
Tennessee, USA



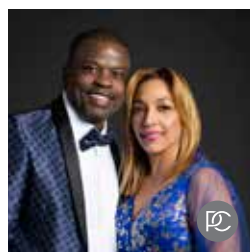
**Robert W. Robertson, Jr., MD**  
Kentucky, USA



**Dionny Recio**  
Dominican Republic



**Juan & Elsa Tamayo**  
Oregon, USA



**José & Odalis Cuevas**  
New York, USA



**Renaldo & Lymari Sánchez**  
California, USA



**Juan & Ana Cruz**  
California, USA



**Rolando Sánchez & Zaida Morales**  
Puerto Rico



**Diana Ramos**  
California, USA



**Claudia Martínez & José Megia**  
Panama



President's Club qualifiers 2023

Gold advancements are for the volume months of November 2019–February 2023



# GOLD



**Jessica Azimi**  
California, USA



**Rafaela Santiago**  
Florida, USA



**Dr. Ricaurte Samaniego  
& Joanna Martino**  
Panama



**Jeanny Serra &  
Manny López**  
Puerto Rico



**Antonio González**  
Puerto Rico



**Nathaniel Lowe &  
Jamileth De Lowe**  
Panama



**Luisa Lopez-Sanchez**  
California, USA



**Edison & Claudia  
Echeverry**  
California, USA



**Joel Rivera & Jennifer  
Martínez**  
Florida, USA



**Wendy Young**  
California, USA



**Cheung, Yuet-Sheung**  
California, USA



**Martha Fajardo &  
Jairo Beltrán**  
Texas, USA



**Carmen Nuñez &  
Juan Rodríguez**  
Florida, USA



**Kim Ferguson**  
Arizona, USA



**Leo & Jordanna  
Espinosa**  
California, USA

## Legacy Golds:

**Antonio Nuñez  
& Joana Clunie**  
Panama

**Barbara Wagner**  
Nevada, USA

**Clementina Nena Beron**  
Florida, USA

**Edgar Mojica**  
Florida, USA

**Eduardo León Marín  
Aristizábal**  
Panama

**Elizabeth Krakowiak**  
Connecticut, USA

**George Fei**  
California, USA

**Guillermo Rodríguez  
& Patricia Ferrer**  
Panama

**Gustavo Adolfo Moreira  
& Flor De Liz Hidalgo**  
Costa Rica

**Javier Santana  
& Menchy Oquendo**  
Puerto Rico

**Jhonny Aguilar Pinto &  
Betzaida Cova de Aguilar**  
Emerging Market

**José Ángel Sánchez**  
Texas, USA

**José B. Pérez**  
Puerto Rico

**José Vargas  
& Nelmarys Camacho**  
Puerto Rico

**Juan Vargas  
& Heidy Rosado**  
Puerto Rico

**Kevin & Courtney  
Moore**  
Utah, USA

**Kurt & Melanie Kuhn**  
Arizona, USA

**Leslie Daughtrey**  
California, USA

**Linda Emmerson**  
Emerging Market

**Sandra Davis**  
Kentucky, USA

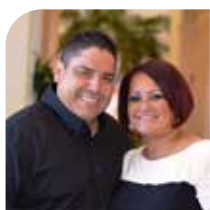
## New Silver Elite



**Hugo & Arelis Flórez**  
Emerging Market

Silver Elite advancements are for the volume months of November 2022–February 2023

## New Silver



**Ana & Alexander Salinas**  
South Carolina, USA



**Ashlee Jansen**  
Idaho, USA



**Eddy Polanco & Janeris Tavarez De Polanco**  
Dominican Republic



**Roberto Ramirez**  
Pennsylvania, USA



**Susie Marrero**  
Florida, USA



**Victor & Darquis Sena**  
Rhode Island, USA

Silver advancements are for the volume months of November 2022–February 2023

## New Bronze Elite



**Jairo Rafael Ordoñez Ríos**  
Emerging Market



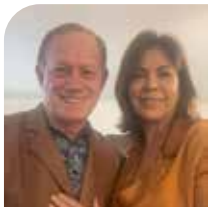
**Jenny Tejada**  
Rhode Island, USA



**Neida Antonia Laguado Sandoval**  
Emerging Market

Bronze Elite advancements are for the volume months of November 2022–February 2023

## New *Bronze*



**Artemio Otero Colon**  
Puerto Rico



**Edgar Antonio Torres Gonzalez**  
Emerging Market

*Not pictured:*

**Martin Hernandez Coronado**  
Dominican Republic

New Bronze advancements are for the volume months of November 2022–February 2023

## New *Presidential Elite*



**Ana Terrero**  
Massachusetts, USA



**Anne Lagemann**  
Illinois, USA



**Juan Rodriguez**  
California, USA



**Maria Guadalupe Aguilar**  
California, USA



**Michael Bertone**  
Louisiana, USA



**Victor Gil De Los Santos**  
Rhode Island, USA

*Not pictured:*

**Aida & Jose Pineyro**  
New Jersey, USA

**Juan Gabriel Sanchez**  
Emerging Market

**Luis Sanchez Otero**  
South Carolina, USA

**Ana Maria Rojas**  
Texas, USA

**Karina Pearl**  
Utah, USA

**Maria De Jesus Barrera**  
California, USA

**Elba Sarmiento**  
California, USA

**Kori Chin**  
Alabama, USA

**Elvyn Paulino**  
Dominican Republic

New Presidential Elite advancements are for the volume months of November 2022–February 2023



# New *Presidential*



**Adrian Jose Figueroa  
Montes De Oca**  
Emerging Market



**Beatriz Martin Peraza**  
Panama



**Elizabeth George**  
Hawaii, USA



**Juan Gabriel Sanchez**  
Emerging Market



**Nohelia Carolina  
Arita Escobar**  
Emerging Market

## *Not pictured:*

**Ariel Salomon  
Castellanos Diaz**  
Emerging Market

**Eliza Ashby**  
Utah, USA

**Graciela Regina  
Araujo Perez**  
Emerging Market

**John M. Cossyleon**  
Indiana, USA

**Ramon Humberto  
Gomez Hernandez**  
Emerging Market

**Daniel Leonel  
Ramos Brazoban**  
Dominican Republic

**Esther Robles**  
Texas, USA

**Ivan Rodrigo  
Cardona Rios**  
Colorado, USA

**Lkhagvasuren  
Purevdorj**  
Mongolia

**Sarah Chavez**  
New Mexico, USA

**Delgerjargal  
Tegshjargal**  
Mongolia

**Etna Lili Ponce  
Ambrocio**  
Emerging Market

**Jan Joost  
Perez Diaz**  
Rhode Island, USA

**Maria Concepcion  
Vallecillo Barahona**  
Emerging Market

**Xiomara  
Cantarero Alonzo**  
Emerging Market

Presidential advancements are for the volume months of November 2022–February 2023



# New Diamond Elite

## DOMINICAN REPUBLIC

José David Martínez  
Rodríguez  
Maria Altagracia Cabrera  
Ramírez  
Nicaily Yubeliski Castillo  
Del Rosario  
Quelvy Magdaleno Sosa  
Sosa  
Ramon Alexander Abreu  
Peralta  
Virquis Shayssa Gil Sena

## EMERGING MARKETS

Aminda Maradiaga  
Nuñez  
Benita Vaneza Herrera  
Zapata  
Carlos Antonio Salazar  
Mercado  
Deisy Dubraska Pastran  
Pinilla  
Elio Elizandro Cutzan  
Rejopachi  
Gladis Suyapa Corea  
Muñoz  
Ingrid Veronica Bran  
Solorzano De Fuentes  
Irma Liliette Fariñas  
Barrantes

Jaime Rene Hidalgo  
Arrivillaga  
Jesus Guevara  
José Aquiles Pineda  
Ulacio  
Judith Maria Rodríguez  
Kamil Abraham Rosales  
Zeledon  
Koech Jenifer  
Jepkemboi  
Luis Angel Socarras  
Luis Antonio Orozco  
Fuentes  
Maria Jose Potoy  
Ruth Eunice Golon  
Barriondo  
Santos Marisol Ríos  
Jiménez  
Steven Dony Daniel  
Matute  
Victor Manuel Urbina  
Torres  
Wilber Antonio Reyes  
Munguia  
Wilmer Alberto Ortiz  
Lujan  
Yosmar Andreina Rojo  
Briceño

## MONGOLIA

Altangerel Dugertsend  
Bolormaa Battseren

## PANAMA

Angie Fernanda Cedeño

## PUERTO RICO

Erica Gabriela Pérez

## UKRAINE

Oleksandr Serhiyovych  
Yanko

## ALABAMA, USA

Michael Chin

## CALIFORNIA, USA

Adriana Calleros  
Alexis Rodriguez  
Ana Maribel Lopez  
Beatriz Sanchez  
Liliana Garcia  
Luz Marina Giraldo

## FLORIDA, USA

Cynthia Lilly Villanueva  
Gladymar Delgado

## ILLINOIS, USA

Hanah Georgia Rizzardo

## INDIANA, USA

Anna M Hollihan

## MASSACHUSETTS, USA

Angel Corado  
Isabel Lebreault  
Jose M. Cuevas  
Marisol Rubio

## MINNESOTA, USA

Amber Knick

## NEW JERSEY, USA

Deyanira Peña

## NEW YORK, USA

Margarita Fernandez

## TEXAS, USA

Ana Maria Juarez  
Christina Del Toro  
Claudia E Ortega  
Hector Rojas  
Maria Gonzalez  
Verna Jordan

Diamond Elite advancements are for the volume months of November 2022–February 2023



# New Diamond

## DOMINICAN REPUBLIC

Alejandra Rijo  
Villavicencio  
Andrea Gonzalez  
De Perez  
Denny Jose Hernandez  
Cabrera  
Dr Jose Peguero  
Constanzo  
Esther Vasquez Pichardo  
Hardy Paul Contreras  
Mercedes  
Jose Reyes  
Leonel Apolinar Ramos  
Brazoban  
Luis Terrero Terrero  
María Estela  
Cabrera Alberto  
Mirta Selene Terrero  
Pedro Ricardo Gil Ruiz  
Prema Aleksa Foy  
Acosta  
Ramon Candelario  
Camacho Jimenez  
Rosa Elbelisa Martínez  
García  
Santa Sorteo De Rijo

## EMERGING MARKETS

Alethia Orellana  
Alta Gracia Ramos  
Lemus  
Ana Celia Alberto  
De Sanchez  
Ana Paez  
Blanca Alicia Rolon  
Brenda Licecett  
Chinchilla  
Candido Eladio  
Gonzalez Molina  
Collen Amanda Everett  
Groves  
Daniel López Ortiz  
Edna Luz Meza  
Hernandez  
Elda Castellanos  
Elsy Karenina Carvajal  
Camacho  
Elsy Yamilet Salguero  
De Núñez  
Facundo Darían Ureta  
Franklin Blandon  
German Danilo  
Rivera Rivera  
Gertrudys Castro  
Escobar  
Henry Jeovany  
Dubon Padilla  
Isis Alejandra  
Carias Erazo

Ismael Alirio Rivas Rojas

Jose Diego Lainez  
Jose Luis Vazquez  
Albarenga  
Jose Madrid  
Juan Ramon  
Galindo Reyes  
Karla Beatriz  
Castro Luna  
Linda Orellana  
Luis Americo Brito  
Gonzalez  
Luis Daniel Vitriago  
Bitriaco  
Ma. Lucia Marcelina  
Bonilla  
Maria Concepcion  
Espinoza Melara  
Maria Elena Herrera  
Dean  
Mario Edgardo Fonseca  
Lainez  
Md. Manik Mia  
Mibzar Enrique Roa  
Castellón  
Oscar Eduardo  
Rodriguez Maldonado  
Rafael Angel Rivera Cruz  
Sonia Elizabeth Escobar  
Portillo  
Susi Johana Rodriguez  
Medina  
Ubaldo Israel  
Sarmiento López  
Ventura Velasquez  
Yolani Judith Escalante  
Justiniano

## MONGOLIA

Ariunaa Damdinsuren  
Bayasgalan Badrakh  
Davaa Batchuluun  
Dulamjargal Boldbaatar  
Otgonbat Serjeedorj  
Tegshjargal Gayabazar  
Ulziiduuren Tsegmid

## PANAMA

Aloysius Maria  
Van Der Jagt  
Carlos Enrique  
Rodriguez Singh  
Elena María  
Rodriguez Peña  
Juan Ruperto  
Alvares Cruz  
Teofilo Gabriel Gómez  
Espinosa

## PUERTO RICO

Efraín Figueroa  
Liznoeli Colon  
Mercedes Tejada Perez

## UKRAINE

Galyna Mykolaivna  
Snigur

## ARIZONA, USA

Gerardo Razo  
Luis Angulo

## CALIFORNIA, USA

Andrea Galeana  
Bernarda Hernandez  
Alvares  
Eliana Del Rocio  
Muñoz Gomez  
Erika Sanchez  
Estelia Guerrero  
Juan Rodriguez-Parraga  
Judy Gomez  
Maria E Tovar  
Maria Elvia Rodriguez  
Maria Julieta Saucedo  
Mary Jeannette Alberto  
Zamora  
Miriam Sanchez  
Norma Angelica Todd  
Petra Roman Galeana  
Silvia Morales Cortez  
Teresa Almanza

## COLORADO, USA

Ernesto Acosta

## FLORIDA, USA

Axel Pacheco Miranda  
Gladys B. Colon  
Graciela Umpierre  
Johanna Castillo  
Judith Sanchez  
Kimberley Davie  
Letha Cheatam  
Marta Diaz  
Mike Del Rosario

## GEORGIA, USA

Deborah Whitby  
James T Davis

## HAWAII, USA

Scott Adams  
William Laeha  
Yuliya Ogai

## IDAHO, USA

Jason Stoddard  
Katie Packwood  
Tami Reed

## ILLINOIS, USA

Calixta Rivera  
Michael Walker  
Sidney Dove

## INDIANA, USA

Juan Jimenez

## KANSAS, USA

Renee Spreser  
Robert Hittle

## KENTUCKY, USA

Ekaterina Tkachenko  
Kevin C. Woosley

## MARYLAND, USA

Dwayne C. Robinson

## MASSACHUSETTS, USA

Betsy Karina Tavarez  
Delcy Dolores Sandoval  
Ramos

## NEBRASKA, USA

Megan Kramer

## NEVADA, USA

Daniel Pena

## NEW JERSEY, USA

Denise Rocco  
Luisa Reyna Ponce  
Maria Del Socorro  
Cabrera  
Noel Munoz  
Rosa Gomez

## NEW YORK, USA

Justin Carvalho

## NORTH CAROLINA, USA

Abish Valdez

## RHODE ISLAND, USA

Andrea Hernandez  
Pablo Perez

## SOUTH CAROLINA, USA

Erika Gutierrez  
John Hill

## TEXAS, USA

Jose Martinez  
Marcos & Juana Cortes  
Maria Del Rocío  
González  
Maria Lucia Torres  
Martha Santos  
Nancy Salazar  
Roberta Wilcots  
Saul Landa Sanchez

## UTAH, USA

Becky Richardson  
Cristian Andrés Gonzalez  
Salas  
Nicholas Pickard

## WASHINGTON, USA

Leticia Fatton

## WISCONSIN, USA

Tanya Reuter

Diamond advancements are for the volume months of November 2022–February 2023





# Bianca Lisonbee:

## 25 Years of Inspiring Affiliates and Women Everywhere

Interview by Calvin Jolley,  
Vice President of Corporate Communications

---

Bianca, born Bianca Palmieri, arrived in this world on an ocean liner while her parents were emigrating from Italy to America. Her passport lists her place of birth as "At Sea."

"You can imagine the strange looks I get while going through Customs and Immigration when I travel. Reactions range from outright laughter to suspicious looks. The responses make me wonder if officials think I might be some sort of mermaid in disguise!" said Bianca.



At the captain's request, Bianca was named after his ship, the Conte Bianca Mano.

Bianca's origin story provides never-ending inspiration to Affiliates and customers around the world.

Her passion for people and service inspired the creation of Foundation 4Life—4Life's non-profit that supports people and seeks to Break the Cycle of Poverty in over 25 countries.

We sat down with Bianca to talk about her journey as a 4Life founder and what it means to be a woman in this industry.

### **Q. What is your favorite quote?**

A. I love this quote from Viktor Frankl, who was a prisoner in a Nazi Concentration Camp during World War II. "Everything can be taken from a person but one thing: the last of the human freedoms—to choose one's attitude in any given set of circumstances."

I love this quote because it helps me remember to not just react to what life throws at me, but to remember I can choose how I will respond to the people around me and the challenges I face.

Going along with that is this great quote by Voltaire: "The most important decision you make is to be in a good mood."

### **Q. Careers are full of unexpected people, places, events, and decisions to be made. What unexpected things have you encountered in network marketing, and how did these things change you, redirect you, or inspire you?**

A. One thing that has been a really pleasant surprise is the level of gratitude we have felt from our Affiliates. It is humbling to see how grateful they are that we started 4Life and to see that it has blessed their lives in so many ways. This makes us want to continue to bring our very best efforts to this company so we can continue to bless their lives.





4Life:25



# My advice to women is to be yourself. Who you are is your greatest asset.

---



**Q. What's the most significant challenge/obstacle you've overcome as a female founder/executive?**

A. Because I have shared the role of founder with my husband, David, from the very beginning, I imagine that my challenges as a female in this industry would not be the same as that of a woman who has shouldered that role alone. But in my experience interacting with women who have done just that, I think it's important for us to have a passion for what we are doing. That passion breeds a level of confidence that others are drawn to, regardless of gender or anything else. Nothing can stop an enthusiastic woman who believes in what she is doing!

**Q. How has your journey differed from what you originally envisioned?**

A. To be honest, in those early days, it was hard to envision anything beyond making payroll! We just knew we had an amazing product that we wanted to share with as many people as possible. Some days, that was only one person, but that one person mattered to us then and still does today, even though that one person has now grown into thousands and tens of thousands and hundreds of thousands of people.

**Q. If you could give yourself advice at the beginning of your career based on your experiences up until now, what would it be? What advice would you give women entering the channel from both a corporate and field level?**

A. My advice to women is to be yourself. Who you are is your greatest asset. We don't need to try and be like our male peers, although we should be open to learning from the great examples of leaders all around us. I have found that women possess a natural ability to network and connect with others. This is a relationship business, so women already have a great advantage in that regard.

**Q. What do you consider best practices for developing and empowering women inside your corporate organization? Is this a purposeful target for you as a founder/executive?**

A. It's important to make sure your company provides a level playing field for growth and progress for all your employees, and that, of course, includes women. This is something that needs to be visited and revisited regularly. And yes, it is very important to us because it makes for not only individual satisfaction in the workplace, but helps the entire organization move forward in dynamic ways because an employee who feels valued in their contribution will bring a lot of positive energy and talent to the table.

Did you know that  
4Life Transfer Factor is  
**clinically proven to activate  
the immune system within  
two hours?**<sup>\*1</sup>



Scan here to see how 4Life  
Transfer Factor works inside  
the body, from ingestion to  
activation!\*

\*THIS STATEMENT HAS NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

1. Clinical study on the rapid immune modulating effects of 600 mg of 4Life Transfer Factor Blend compared to placebo. G. Jensen, NIS Labs Report 058-006.



1998



4Life is founded  
by David and Bianca  
Lisonbee

4Life Transfer  
Factor® is launched

2000

4Life®  
Transfer  
Factor Plus®  
is launched



2001

First 4Life  
Convention in  
Las Vegas, Nevada



2003

Immune Spray  
is launched



4Life opens  
market in Korea



2002



4Life Transfer Factor®  
Cardio is launched

4Life Transfer Factor egg  
source is discovered and  
patented



2004

4Life Transfer Factor®  
Advanced Formula is  
launched

4Life opens  
market in Mexico



2007

NanoFactor® molecules  
are developed

4Life Transfer Factor® Tri-Factor®  
Formula is launched



2008

4Life opens  
market in India



▶ 2005

RioVida® juice  
is launched



2010

4Life Fortify®  
is launched

4Life opens market  
in Indonesia

2006

4Life opens market in the Philippines

4Life Transfer Factor® Belle Vie® is launched

Foundation 4Life®, 4Life's non-profit branch, is founded



2014

4Life wins Nutrition  
Business Journal  
Philanthropy award

2013

RioVida Stix® is  
launched

Renuvo® is launched

2011

Energy Go Stix®  
is launched



2012

Chamber of  
Commerce names  
4Life as Best Large  
Company of the Year

NBJ



2015

New manufacturing  
facility is opened

Pro-TF® is launched



2021

Gold Factor® is launched

Corporate America Today names 4Life as Best Immune System Company



2022

Immune Boost is launched

4Life Transfer Factor two-hour activation claim is announced

Gold Factor wins two Gold Titan Awards for Best New Product and Best in Health

2016

4LifeTransform Burn® is launched



2020

RioVida® Chews is launched



2019

äKwä® is launched

2018

Pre/o Biotics® is launched

4Life wins Silver Stevie Award for Corporate Social Responsibility



**4Life:25**  
TWENTY-FIVE YEAR ANNIVERSARY



# The Evolution of 4Life Transfer Factor:

Since 1998, 4Life Transfer Factor, 4Life's flagship product, has been at the core of what 4Life has to offer: superior immune system support from The Immune System Company®. But while the product and its benefits have remained unchanged, its look has evolved over time. Let's look back on 4Life Transfer Factor over the years!\*



\*THIS STATEMENT HAS NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.





9850 South 300 West  
Sandy, UT 84070-3262  
1-888-454-3374  
4Life.com  
#81166

PRST STD  
U.S. POSTAGE  
**PAID**  
SALT LAKE CITY  
PERMIT NO. 6614

