

# Direct Selling and Traditional Marketing...



**Where The New Economy Meets the Best of The Old Economy!**



**AL International, Inc.** (Ticker: JCOF) ([www.alintjcof.com](http://www.alintjcof.com)), is a fast growing, innovative, global direct marketer dedicated to improving lifestyles through vibrant health and flourishing economics. AL International offers more than 400 high-quality, technologically advanced products; including nutritional products, sports and energy drinks, health and wellness-related services, lifestyle products (pets, spa and bath, garden), gourmet fortified coffee, skin-care and cosmetics. Our Nutritional and Healthy Lifestyle products and services are distributed through a global network of Preferred Customers and Distributors. AL International believes that combining the best of the direct selling industry with the fundamentals and capabilities of a traditional business model will exponentially maximize shareholder value.

AL International is a newly created company that was formed in July of 2011, by the merger between Youngevity Essential Life Sciences and Javalution Coffee Company. AL International's goal is to provide health conscious consumers with nutritional and healthy lifestyle solutions that will help them achieve their health and wellness goals. Since the merger, AL International has shown an impressive track record of steady growth and revenues. On February 12<sup>th</sup>, 2013 the Company filed its Form 10 Registration Statement with the SEC.

According to a recent research report, by

Opus Group Research <http://www.alintjcof.com/investors.php>, AL International has had impressive revenue growth in a short period of time and is now past the half-way mark of becoming a \$150 million annual revenue company by 2014. Revenues have doubled each year since 2010 and continue to exceed market expectations.

**MULTI-FACETED AVENUES OF SUCCESS... YOUNGEVITY**

Youngevity Essential Life Sciences is the direct selling division of AL International and offers nutritional and lifestyle products and services through a global "consumer cloud" of direct selling networks. Youngevity is headquartered in San Diego, Ca., and was founded in 1997 by Dr. Joel Wallach, DVM, ND and Dr. Ma Lan, MS, MD. The world headquarters, in Southern California, has grown to 58,000 sq. feet and within five years AL International has a global network of distributors and preferred customers, including offices in Canada, Australia, New Zealand, Singapore, and Japan.

A biomedical research pioneer, Dr. Joel D. Wallach, DVM, ND is renowned for his groundbreaking research on the health benefits of selenium and other minerals.

He currently dedicates his time to lecturing throughout the world on the therapeutic benefits of vitamins and minerals and lobbying the U.S. Food and Drug Administration on behalf of the dietary supplement industry. Dr. Wallach's work has been published in more than 70 peer-reviewed and referenced scientific journals and books. Dr. Wallach's

40 year message of preventative health is the foundation of Youngevity's 90 for Life marketing campaign.

The 90 for Life campaign, which is the largest generator of revenue and growth for the company, has made it easier than ever for Youngevity's large field of distributors to introduce people to the concept that

the body needs a core group of 90 essential nutrients to function at optimal levels. These core products have undergone clinical studies at Clemson University's Institute of Nutraceutical Research ([www.youngevity.com](http://www.youngevity.com)), which is one of the most highly regarded organizations in the field of phytonutrients, vitamins and minerals. The 90 for Life campaign is going strong and as a result of this powerful message Youngevity's field leaders have seen their business grow by 300 percent since the merger.

Youngevity stands by its commitment to provide its customers with the most accurate

