


# SHADE

FEBRUARY 2020



 gano excel

MAKE WAVES IN 2020

20 REASONS TO GO  
TO MALAYSIA IN 2020

ENERGIZE: THE BEST WAYS TO WAKE UP  
(WITH OR WITHOUT CAFFEINE)



A MOMENT TO LOVE.  
A DRINK TO SHARE.



GanoCafé Schokolade.  
Made to be shared. ....



# CEO MESSAGE



We are all about togetherness at Gano Excel. I hear it often said that Gano Excel is a place where you can go into business for yourself, but not alone. Every Diamond leader I've talked to speaks of the team effort that is behind the success they have had. Yet, we are not simply a social organization. Socializing is a vital part of network marketing, but one pillar is not sufficient to define what happens here. We harmonize. We actualize. We revitalize. We energize. Our Affiliates gather together to make a difference in their own lives and the lives of others.

Making a difference starts with making waves. I'm not speaking of troublesome ones. Each day brings enough trouble on its own for everyone to manage. I'm speaking of the kind of waves that open one's eyes to the positive change that can happen in one's life. Perhaps you know of a friend or family member who would be a great Affiliate with Gano Excel, but they are stuck in a certain mentality about life that is not open to change. The first step is to open your friend's mind, and then present this life-changing opportunity.

Let's create change. Let's give people a new way to live their life, make money and maintain health. And, let's do it together. Our unity is our strength. Duplication is an excellent way to show that the change that is possible is available to everyone, not just a few. Help your personal enrollees build their business in the same way you were taught. Help them to advance in rank. As Mr. Leow has said, "when you focus on helping others, you will also receive your reward." Right now, you can earn points toward our Let's GO promotion by doing just that.

I am already very excited about our 25th Anniversary celebration later this year. It will be a global convention filled with Affiliates who are passionate about the health and wealth of Ganoderma lucidum. It will be another amazing reminder for every attendee that he and she are not doing this business alone. There are many more just like you all around the world who are helping others to "make waves" that lead to a new, healthier and wealthier lifestyle. I hope to see you among those who have the pleasure of experiencing this great event.

Sincerely,

Mr. Ooi Chin Aik,  
Chief Executive Officer, Gano Excel | North America



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**GanoExcel.us**

# 20 REASONS TO GO TO MALAYSIA IN 2020



1

## Explore more of the world.

This is the year for broadening your horizons by visiting a new part of the world!



2

## Take a vacation for yourself.

You own your own business for a reason! Be your own boss and take some time off for yourself.



3

## See the Petronas Twin Towers.

Two of the world's tallest structures, these impressive towers are found in Kuala Lumpur.



7

**See the Ganoderma mushroom IRL (in real life).** Get a close-up look at the famous "king of herbs!"



8

**Walk the grounds of the largest Ganoderma farm in the world.**

Gano Excel's privately owned farm is home to 100 magnificent greenhouses specially designed to cultivate the Ganoderma mushroom.



9

**Celebrate Gano Excel's 25th Anniversary.**

It's going to be a spectacular global convention you won't want to miss!



13

**Learn about the science of Ganoderma.**

Hear from scientific experts about the incredible biology behind the health of Ganoderma.



14

**Represent the USA.**

Stand proud with Affiliates from more than 65 other countries around the world.



15

**Enjoy a tropical climate.**

Malaysia lies just north of the equator with a warm, humid climate perfect for growing Ganoderma lucidum, and some of the best rainforests in the world!



19

**Hear from Mr. Leow Soon Seng LIVE in person!** Mr. Leow is so excited for the 25th Anniversary of his company and wants you to join him!



20

**Go for FREE when you win the trip with the Let's GO promotion!**

That's right, you could be going for free! Visit [letsgo.ganoexcel.us](https://letsgo.ganoexcel.us) for all the details.



4

**Eat delicious Malaysian food!**  
Have you tried Nasi kerabu? It's famous for its distinct blue rice. And it's so yummy.



5

**Catch a glimpse of wildlife.**  
Your tour may include a variety of wild butterflies, birds and even some monkeys.



6

**Meet and network with other MLM Professionals.**  
There will be thousands of opportunities to network and exchange network marketing tips at the global convention.



10

**Be at ground zero where Gano Excel was born.**  
Connect personally with the company's history and vision.



11

**Experience diverse Malaysian culture firsthand.**  
Malaysia displays a wide variety of customs, traditions and beliefs.



12

**Walk on holy ground.**  
Your tour may include a visit to the famous Batu Caves, a sacred Hindu site.



16

**Be the proudest you've ever been.**  
Seriously. You will be so proud of yourself!



17

**The photos! Oh, the photos!**  
Your social media feeds are going to look awesome for months.



18

**Meet other Ganoderma lovers from around the world.**  
Hit it off with others like you – you may even forge new friendships for life!

*Ready to be totally inspired to make the trip of a lifetime  
your top priority in 2020?*

*Whatever your reason - get ready to GO this fall!*

## Gano Excel's 2020 U.S. Tour

*We'll be visiting these cities in 2020 starting in March. See you soon!*



Let's **go!**  
+ Promotion

### READY FOR AN INCREDIBLE CELEBRATION?

Malaysia 2020 celebrates Gano Excel's 25th Anniversary!

Don't miss out on this unforgettable trip.

**LET'S GO in 2020!**

Get there with Gano Excel's newest promotion, Let's GO!

Earn points towards your Malaysia trip today. Promotion ends August 30, 2020.

Visit [letsgo.ganoexcel.us](https://letsgo.ganoexcel.us)



"There is no greater reward than working from your heart, and making a difference in the world." – Carlos Santana



## ENERGIZE: THE BEST WAYS TO WAKE UP (WITH OR WITHOUT CAFFEINE)

Time to start a new day with your very own *Ganoderma lucidum* business! Let waking up be your first step toward a great day. Is the best part of waking up a warm cup of coffee? Or perhaps you enjoy a routine that is caffeine-free. Either way, don't let that rising sun become your worst enemy. Here are a few tips to making friends with the morning and getting yourself up on the right foot.

### For a Morning With Caffeine...

Obviously, our best choice is an easy cup of GanoCafé! No grinding beans, no coffee filter. No waiting for the coffee to brew while you sit in the cold kitchen waiting. Just mix hot water with your favorite GanoCafé product and stir to combine! A cup of GanoCafé goes great with all of these ideas.

- Sip your cup of joe and read a short meditation or devotional – a proven way to reduce stress!
- Enjoy your GanoCafé while eating a protein-powered breakfast to fuel your day.
- Pour that joie de vivre into a travel mug and head out the door for a short morning walk! The fresh air, sunlight and movement are sure to get you going.

### For a Morning Without...

Not a caffeine lover? No worries! Start your day with a variety of caffeine-free GanoCafé products and activities!

- You knew we couldn't leave off the healthiest way to start your day – with exercise! Whether it be a morning stretch or complete workout, exercise is a great way to get your system up and running.
- Open your curtains and make your bed. The natural sunlight will help your brain to wake up, and accomplishing one simple task sets you up for a more productive day.
- Enjoy a cup of GanoCafé Red Rooibos Tea, full of antioxidants and naturally caffeine-free!
- Need a dose of comfort to lure you out of bed? GanoCafé Schokolade and C'Real with Spirulina can be prepared in seconds for an extra sweet way to start your day.



## SCHOKOLADE BROWNIE IN A MUG

*Turn that hot chocolate into your very own brownie in seconds! This fast and easy recipe delivers all the chocolatey goodness of GanoCafé Schokolade as a delectable dessert just for you! Best of all, it cooks right in your mug! Simply pop it in the microwave and then enjoy. This rich, chocolate brownie enriched with immune-boosting Ganoderma lucidum brings comfort and happiness with every bite.*



### Ingredients:

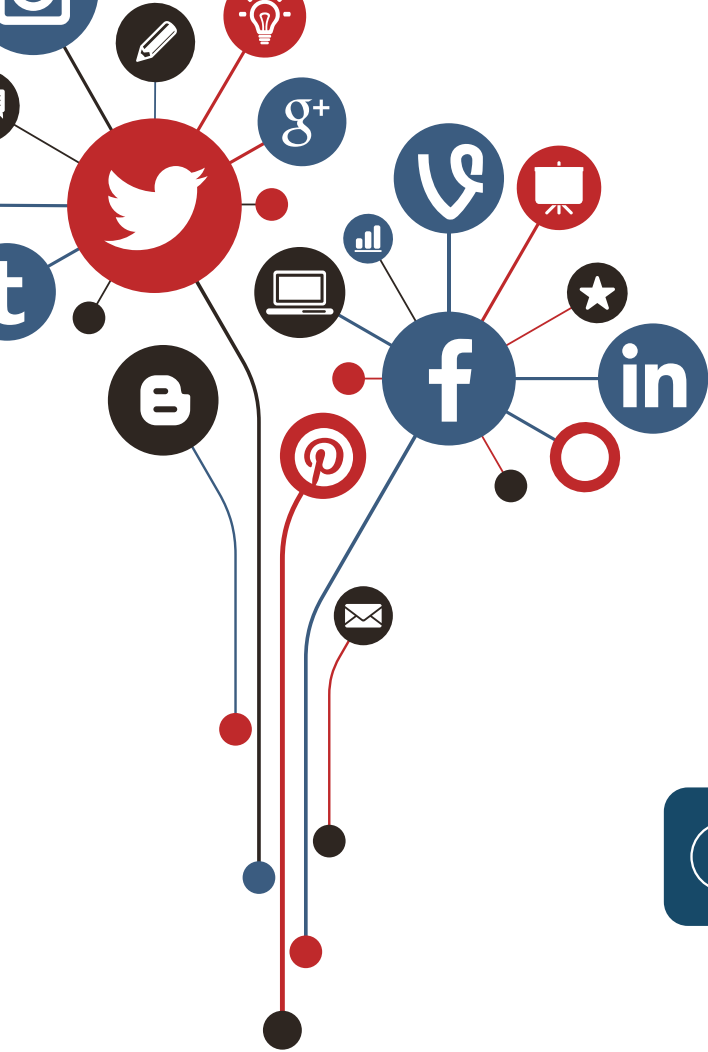
- 6 Tbsp GanoCafé Schokolade (about two sachets)
- 4 Tbsp all-purpose flour
- 2 Tbsp canola oil
- 3 Tbsp water
- ¼ tsp vanilla extract
- 1 heaping Tbsp chocolate chips (optional)

### Instructions:

1. Combine GanoCafé Schokolade powder and flour in a coffee mug. Stir.
2. Add oil, water, and vanilla extract. Stir until dry ingredients are wet and combined into a batter.
3. Top with chocolate chips.
4. Microwave on high for 60-90 seconds.
5. Voilà, you've got a brownie! Careful, contents will be hot. Let cool before digging in.

### NUTRITIONAL FACT:

*According to recent studies, the flavanols in cocoa are thought to improve nitric oxide levels in the blood, which can promote heart health and protect cells against oxidative damage. That's good news for your blood vessels, and your whole body!*



# TIME TO SHARE

## Gano Excel's Social Media Stars of the Month: Isis Hernandez, Maria Diocelina and Francia Constanti!

*Congratulations and thank you, Isis, Maria and Francia for using social media as an important tool to leverage your Gano Excel business!*



**Facebook: Isis Hernandez**

*"Awesome Friday – let's drink a Tongkat-Ali with Ganoderma."*



### Do you want to be next month's Social Media Star?

Make sure to use **#ganoexcelusa** and **#ganoexcelnorthamerica** and tag us in all of your Facebook, Instagram and Twitter posts!



**Instagram: Maria Diocelina (@mariadhcz)**

*"GanoCafé Mocha"*



### GLOBAL CORNER



The birthplace of mariachi, color television and the caesar salad, Gano Excel is proud to operate in the United

States of Mexico! The only thing better than a telenovela twist is the opportunity for health and wealth with Gano Excel (and it's real!)



**Instagram: Francia Constanti (@fconstanti.ganoexcel)**

*"The perfect companion for a cold winter morning: my healthy GanoCafé 3in1 enriched with Ganoderma Lucidum."*





# LEADERSHIP SPOTLIGHT RUBEN & MAGGIE CARDENAS



ROYAL DIAMONDS

**Ruben and Maggie Cardenas are the top producing power couple of Gano Excel USA.** Raised in the San Gabriel Valley, the two met in high school and began their love story as teenagers. Now, they have been happily married 25 years and live in the Inland Empire with their five children and dog, Teddy.

They are great at edifying each other. Ruben will tell you he is in business because of Maggie. Maggie will say the same about Ruben. They praise each other's skill and excellence when it comes to business. Together, as a couple, they are unstoppable.

Their journey with Gano Excel started when a friend shared about the company with Ruben. Ruben had a reputation for being "a natural" at promoting products he liked within his family and friends. At first, Ruben was skeptical. He wasn't a coffee drinker. Maggie, on the other hand, was. So much so that she was spending hundreds of dollars every month at popular, expensive coffee shops. As it turned out, Maggie loved GanoCafé Classic. With a price per cup of only mere cents, Ruben realized that this affordable coffee would create savings for his family. The money they would save was just the beginning. Maggie also began to show an improvement in health. Although they were still skeptical about network marketing, the opportunity became one that Ruben couldn't resist. He believed in the product, he saw the savings, and after receiving his first check, **he had to SHARE.**

As soon as Ruben started getting paid for sharing Gano Excel with others, Maggie became a believer in the company. She began dreaming of the day she could leave her stressful job. She wanted to become a stay-at-home mom, where she would have more flexibility to run a Gano Excel business. In 2015, she decided it was time and she began her transition to become a **full-time mom and entrepreneur.**

Working together has been a totally new experience, but one that they had dreamed about for a long time. **"The best part of being in business together is getting to work with your best friend,"**

said Maggie. The experience has provided them with a greater understanding of each other's business. It helps them support each other in new ways. They allow each other to use their strengths and find they can accomplish more together than they could as individuals.

**"One of the reasons we work so well together is the respect we have for one another,"** Ruben said. Ruben and Maggie agreed that both people must be open to personal growth. When working as a couple, it may be tempting to put your guard up about ways you can improve. **It's important to remain coachable and that such conversations are done with respect.**

As a family, Ruben and Maggie have shared goals that are significant to both of them: buying a new house, saving for retirement and providing for their children. Each one also has a more personal **"why."** For Maggie, it means having a career while also being a mom and not having to choose one or the other. For Ruben, it means building a business that will be a legacy for his children one day. Last year, Ruben and Maggie took their family on a four-week vacation across the U.S. visiting breathtaking national parks, followed by a trip to Belize and Mexico. "A vacation like that would never have happened if one of us was at a traditional job," said Maggie. **"It is a wonderful part of working together with Gano Excel."**

Ruben and Maggie are excited about the new product coming this summer. They see the new beverages opening up new demographics that they will be able to reach. "It will only add to the business that we already have and so it is very exciting," said Ruben.

They are also thrilled about the upcoming trip to Gano Excel's 25th Anniversary in Malaysia. They are making arrangements now so that the two of them can travel together this fall. **"It's definitely time. We are looking forward to being there celebrating this milestone for Gano Excel and it's our 25th anniversary as well, so it makes it even more special."**

### IRIS COLINDRES

RANCHO CUCAMONGA, CA



***Iris Marisol Colindres radiates her love of Ganoderma lucidum with everyone she meets.*** She is positive and passionate, and her business is growing like crazy. She and her husband, Marvin, had learned about the positive health benefits of Ganoderma lucidum years ago. When Martha Diaz Lalonde began talking to them about Gano Excel in 2018, they were already in love with the ***“king of herbs.”*** By March, Iris was ready to start her own business with Gano Excel. She was excited to share the goodness of Ganoderma that she and her husband had experienced firsthand. Now it would not only be her passion, but her profession.

***Iris loves that Gano Excel provides a product that not only benefits her health, but has economic benefits as well.*** Consuming and sharing these products every day results in profits for her and her family; not to mention, a healthy and vibrant life. ***“I no longer worry like I used to,”*** says Iris, ***“I am thankful.”***

She and her husband have made a great team. They have shared the Gano Excel opportunity with many others. She describes it as an adventure and also a challenge. They are looking to teach more and more people about the benefits of consuming Ganoderma as an integral part of one's daily diet. Gano Excel has conveniently mixed Ganoderma with a beverage you probably already consume every day: coffee. This makes ***delivering the hundreds of phytonutrients found in Ganoderma to your body*** easier than ever. ***“We invite people to taste a delicious and nutritious cup of coffee,”*** said Iris. ***“It's so simple, yet so effective.”***

Iris is proud that she counts people from many cities, states and even other countries among the thousands of people with whom she has shared Gano Excel. ***“It's true that the opportunity with Gano Excel really has no borders.”*** She says that she carries samples of Gano Excel products at all times so that she can prospect constantly. She also loves the Coffee Break as a way to present about the Gano Excel opportunity. She connects regularly with her long-distance teams via Zoom, a free teleconferencing app she has on her phone. ***“We are able to stay in touch with our teams from Las Vegas to Guatemala and work together to accomplish our goals with Gano Excel.”*** Training her team on the Ganoderma-enriched products, personal development and leadership are all important to her. ***“My agenda is this: to enrich the lives of more families with this wonderful opportunity.”***

She is grateful for 27 amazing years of marriage with Marvin. He is a great encouragement to her and acts as her mentor in business and life. ***“Together, we have achieved incredible goals,”*** says Iris. ***She wants to thank everyone who has contributed to her success. She looks forward to a great year in 2020 celebrating Gano Excel's 25th Anniversary.***



# LIVING UP TO OUR FULL POTENTIAL

Gano Excel is very happy to celebrate and recognize the following rank advancements for their commitment and dedication. These Affiliates are making waves in their lives and the lives of others and it is a pleasure to watch as they excel to new heights. These special Affiliates have demonstrated their ability to motivate others and set positive examples for existing and new Affiliates. They act; they make it happen. It takes courage and discipline to advance and inspire others to do the same. ***Congratulations from your Gano Excel family!***

## DIAMOND EXCELLERS

### DIAMOND



Ruben Cardenas  
Rank: Royal Diamond



Olga Yaneth Loya  
Rank: Royal Diamond



Ana Lorena Aguilar  
Rank: Royal Diamond



Walter Garcia  
Rank: Royal Diamond



Tomas Rodriguez  
Rank: Royal Diamond



Maggie Cardenas  
Rank: Royal Diamond



Erica Reyna  
Rank: Premier Diamond



Milo Sanchez  
Rank: Premier Diamond



Blanca Solorio  
Rank: Executive Diamond



Cecilia Villegas  
Rank: Executive Diamond



Hipolita Gonzalez  
Rank: Executive Diamond



Marivel Santoyo Huizar  
Rank: Executive Diamond



Rebeca Sanchez  
Rank: Executive Diamond



Rene Marin  
Rank: Executive Diamond



Rocio Peralta  
Rank: Executive Diamond



Sandra Estrada Morales  
Rank: Executive Diamond



Susana Ceballos  
Rank: Executive Diamond



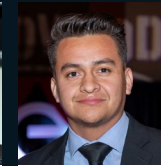
Isabel Rodriguez  
Rank: Diamond



Jersis Aparicio Hernandez  
Rank: Diamond



Johanna Villegas  
Rank: Diamond



Juan Sebastian Pinzon Arjona  
Rank: Diamond



Maria Casteneda  
Rank: Diamond



Rosa Licon  
Rank: Diamond



Sara Diaz  
Rank: Diamond

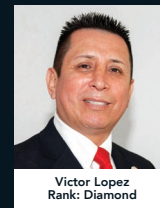
## RANK ADVANCEMENTS

### GOLD

Iris Marisol Colindres  
Norma Paredes  
Gabriel Poot

### SILVER

Evalia Bojorquez, Nataly Borrego Estrada, Atala Castaneda, Matilde Dominguez, Cynthia Estrada, Karen Flores, Gloria Garcia Ortega, Fransisco Javier Perez Gonzalez, Lucero Gonzalez Arenas, Alveiro Guerrero, Olga Hernandez De Tovar, Armando Huerta, Josefina Lira, Jiovana Lopez, Omaira Martinez, Raimundo Mota, Jose Miguel Nieves, Sixto Ramirez, Melquiades Rangel, Guioana Rangel Fernandez, Gustavo Resendiz, Angelica Yietel Reyes Garcia, Alonso Rodriguez, Isaac Emmanuel Rodriguez, Zenaida Saldivar, Salina Valencia, Miguel Vasquez, Luis Enrique Velazco, Maria Villasenor, Matthew Wolfe, Diana Milena Zavala Paladinez



Victor Lopez  
Rank: Diamond

### BRONZE

David Arebalo, Ramanjit Brar, Norma Olivia Carrasco, Elsa Casto, Guadalupe Douen, Eva Garcia, Devin Gill, Estela Manriquez Herrera, Maria A. Miriam, Liliana Oribe, Elizabeth Pavia, Irma Solis, Alba Velasquez