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DECEMBER 2017



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A NEW YEAR FOR COFFEE!

COMPLETING YOUR 2017 BUCKET LIST

REVITALIZE: AGING WELL





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GanoCafé Mocha



The delectable flavors of coffee and milk chocolate in one cup!

Warm up the season with the joy of GanoCafé Mocha, enriched with Ganoderma lucidum. It's packed with nutrients for a healthy, happy holiday. Sit back and let those sugarplum dreams take over.

GanoCafé Mocha. Made to be shared.



CEO MESSAGE



Wow, is it December already? It is amazing how fast time goes by. You wake up one morning, look around and years have gone by in a flash! Around this time each year, I have a habit of asking myself a simple question: What has changed, and what has stayed the same? As we grow older, there is no stopping the years from passing, but what things do we hold onto and what do we let go?

Surely, in the pursuit of our “why,” we want to see plenty of change. You want to see yourself closer to your goal each year. You want to move past obstacles and see glimmers, if not realizations, of the future that you dream for yourself and your family. As planners, we create checklists of things we want to accomplish, and it feels good to see those things checked off one by one, whether that be for your business, your family or yourself.

There are also things we would hate to lose to time. For one, you are likely here at Gano Excel because you value your health. At Gano Excel, we are all about vitality. The wonders of *Ganoderma lucidum* have lifted spirits of wellness for ages, helping us to feel alive and of good health. The vigor that many experience when they include *Ganoderma lucidum* in their daily diet is one that revitalizes and strengthens. We want to hold on to that energy and vigor as long as possible.

We also take cues from those who inspire us. Someone I consider to be a model for keeping a youthful spirit is Ellen DeGeneres. You may be surprised to learn that Ellen is turning 60 in January! We never associate Ellen with age, but instead with youthfulness. She is known for humor, her dancing and optimism in places where bitterness or negativity could take root. Whoever comes to mind to you, take a look at the habits that keep him or her rejuvenated. What lifts that spirit day after day? What keeps him or her fresh? It is important to develop those habits so that this time next year, we have grown better with age and not simply older.

I wish you a happy December, and many, many more!

Sincerely,

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



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A NEW YEAR FOR COFFEE!

Get ready! The U.S. market's love for coffee is promising for 2018. **Coffee is once again on an upswing in the U.S.**, with trends focusing on how and where consumers like to drink their favorite comfort food. Reports by the National Coffee Association in 2017 pointed toward more Americans wanting to find their gourmet cup of coffee at home, rather than make the trek to a coffee shop and pay the extra premium. Every age group has increased its consumption in the past year, with the biggest jump being in the 40-59 age range. The reports also show an inclination toward preparing a single cup of coffee, instead of what we know all coffee lovers consider a catastrophe, pouring wasted coffee from the pot down the drain! **These trends are good news for Gano Excel Affiliates!**

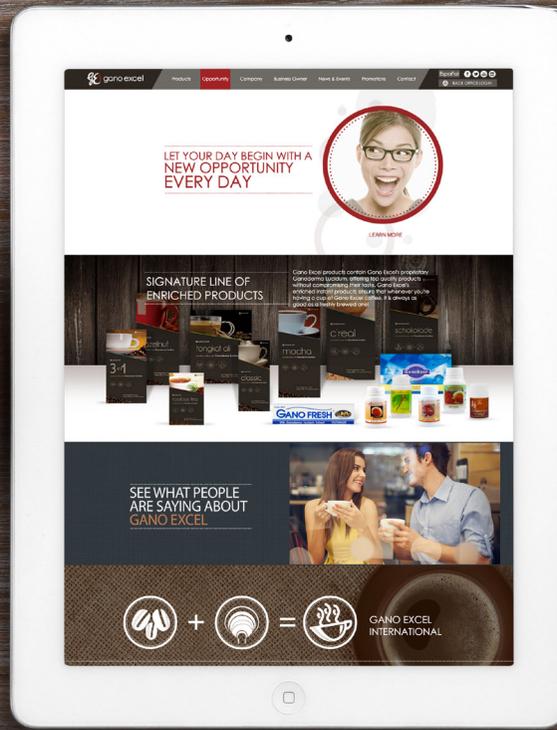
Preparing a single cup of premium GanoCafé instantly, and at home, is an appealing thought. Now add to that the benefit of having hundreds of extra nutrients packed into your cup, on top of the wonders coffee already does for your body. Scientific research published in 2017 has also made coffee a hero for the year ahead. You may have heard about a study from the *Annals of Internal Medicine* published earlier this year. It was covered by NBC on the Today show and its Nightly News program. The study claims that regular coffee consumption was associated with reduced risk for death from various causes, tracking the consumption and health of more than 500,000 enrolled participants for an average of 16 years.



The reports given on the study elaborate on the findings, stating that **one cup of coffee per day may reduce the risk of death by 12%**, and **3 cups per day could reduce it by 18%**. Although drinking coffee cannot be said to prevent disease or death, research shows there is certainly no long-term harm to drinking even three to five cups of coffee per day, which is considered a moderate daily intake.

That wasn't the only pro-coffee research study. Research in 2017 also pointed to coffee improving skin hydration and function, and increasing fat oxidation during exercise, after eating, and even during sleep! Natural elements in coffee can reverse deposits of fat in the liver. A study at Indiana University also looked at enzymes boosted by the caffeine in coffee, suggesting a protective effect against dementia.

These studies indicate that 2018 is going to be a great year for coffee sales. That especially goes for gourmet flavors like GanoCafé Mocha and Hazelnut! Armed with health facts stacked in favor of *Ganoderma lucidum* and coffee, your sales success will come down to flavor. That is where sharing the product becomes so important! Once consumers taste the difference, they will fall head over heels for the enriched benefits of *Ganoderma* in an affordable, fast and convenient way to prepare their coffee bean. **Share away!**



COMPLETING YOUR 2017 BUCKET LIST

Some of the most popular bucket list items people have shared in 2017 have been to swim with dolphins, learn a new language and visit a volcano!

We all have that seemingly never-ending list of things that we want to get done. Most of those things seem like tasks we need to do just because we are grown-ups. Our business and our home require a lot of details to be checked off, constantly, in order to stay on top of it all. Then, there are those things you have always wanted to do, or that piqued your curiosity some time ago, and you are hoping that “someday” those ideas will become memories to tell your children and grandchildren.

So far, 2017 has been a great year for Gano Excel. We moved our U.S. headquarters to a bigger and better building in Chino, CA. ***We have even more Diamonds than we did in 2016.*** Our Back Office got a new look. And we sent well-deserving Affiliates to places like New York and Hawaii!

With one month left, what is on your bucket list that you can make happen before the year is up? What are those dreams that Gano Excel is helping you to achieve? Everyone wants a successful business, a cleaner house, to shed a few extra pounds. How about those things that make your list special?

Gano Excel wants to see you live life to the fullest. Your Affiliates and prospects do too! Seeing you achieve your “somedays” today is a revitalizing inspiration. By swimming with those dolphins and hiking that volcano, you keep yourself inspired as well as inspiring those who are watching the difference that Gano Excel and Ganoderma lucidum make in your life. It's not too late to make a short list of items that would bring a little extra life to your holiday season! And no worries, if not in 2017, then definitely make one for the new year!



Viva Gala

Saturday, November 18, was one special night! Hundreds of Gano Excel Affiliates gathered for an evening of celebration at the Pasadena Convention Center. The Vegas-themed end-of-year gala was a hit! Affiliates showed up in style and were welcomed by an entourage of glitzy and glamorous entertainment. “Viva Las Vegas” came to life as Affiliates played at stakes-free casino games. The Gano Excel family was treated to a dazzling performance by The Dancing Fire, choreographed specially for the Viva Gala.

Affiliates showed tears of gratitude for Lucy Melbon’s eight years of cheer and passion with Gano Excel. CEO Aik Chin Ooi offered his personal thanks to Affiliates for the hard work that made 2017 a great year. Founder Mr. Leow Soon Seng also shared his greetings and gratitude from the global headquarters in Malaysia. It was a special message of encouragement that brought smiles across the room.

The stars of the night were the **seven Affiliates** being recognized for their extraordinary achievements as well as the astonishing **42 Affiliates advancing in rank**. **Ruben Cardenas, Ana Lorena Aguilar** and **Olga Loya** stood to great applause for being the top producers in the U.S. for 2017. Gano Excel also honored Ana Lorena Aguilar for cultivating the most Diamonds in an organization; **Erica Reyna** received recognition for duplicating efforts; and **Blanca Solorio** and **Rocio Peralta** received the award for Most Supportive Team. Gano Excel showed special acknowledgment to emerging leader **Marivel Santoyo Huizar** from Denver, CO. All of the honorees enjoyed special congratulations from their Gano Excel family of Affiliates and the corporate team.

The crowd went wild for exciting raffle games that sent lucky Affiliates home with cash and product! The evening concluded with dancing to the sensational music of the Yari Moré Latin Band. As a special token, each Affiliate in attendance also received a box of GanoCafé, compliments of Gano Excel USA. What a night!



“Youth is happy because it has the capacity to see beauty. Anyone who keeps the ability to see beauty never grows old.”

- Franz Kafka



REVITALIZE: **AGING WELL**

Gano Excel brings the health and wealth that has been associated with Ganoderma lucidum for centuries to every customer and Affiliate. Staying revitalized no matter your age is important for your own personal health as well as your business.

Let your business age well. Last month, we talked a little about the concept of residual income. Residual income is a way that previous work or investments continue to pay off over time. For instance, radio stations continue to pay music artists to play their music years after the songs were written and recorded. Founders of companies like Microsoft and Walmart continue to earn residual income from the businesses they built years ago as well.

Keeping successful duplication going in your organization will keep your business fresh... forever! What are some secrets to a successful duplication model?

1. What have you learned from others?

You want those who come after you to be successful in order to maximize your residual income. So, it is to your advantage to help your Affiliates learn the same tricks of the trade that your Upline taught you. Take an inventory of all the lessons you have learned from watching others, and prepare your own training to pass along.

2. What steps have brought you the most success?

Chances are, not everything you have learned has brought you equal success. In order to create the best duplication possible, think about the techniques that work the best and the most often. What will help someone else grow his or her business the most?

3. How can others repeat what you did, simply and successfully?

Ultimately, everyone has different strengths. Like we talked about last month, having different strengths builds a robust organization! It is important to focus on the strategies that you see work over and over, for each person who enrolls in your organization. These strategies are the gold that will keep your business going strong years into the future.



MOCHA CREAM FROSTING

Tis the season for celebrating! No matter what your cake of choice, make sure to whip up this delicious Ganoderma-lucidum-enriched frosting! Beyond frosting, adding GanoCafé Mocha to the mix can bring a boost of antioxidants and phytonutrients even to the sweetest parts of the holidays.



Ingredients:

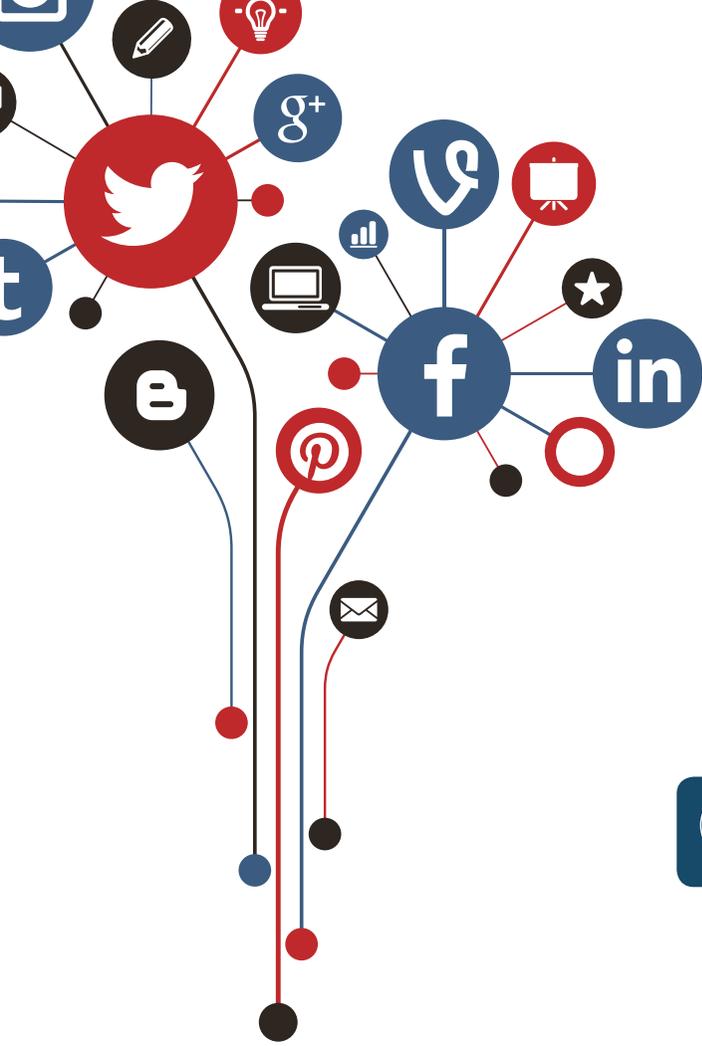
- | | |
|----|--|
| 1 | cup (2 sticks) unsalted butter, room temperature |
| 3½ | cups powdered sugar, sifted |
| ¼ | cup heavy cream, cold |
| ¼ | cup of prepared GanoCafé Classic |
| 1 | sachet GanoCafé Mocha powder |

Directions:

1. Make sure the butter is soft enough to whip with a wire whisk or electric mixer (but not melted). Then, use your whisk or electric mixer to cream the butter until light and fluffy.
2. Slowly add the powdered sugar and continue to mix.
3. Separately, combine the heavy cream with the prepared GanoCafé Classic and GanoCafé Mocha powder.
4. Add the coffee mixture to the frosting and blend until fully incorporated.

NUTRITIONAL FACT:

Chocolate may be an indulgence, but in moderation it can be part of a healthy diet! Cocoa powder helps to modulate lipid metabolism in the body – that means helping your body deal with fat. Research also suggests that a diet with cocoa reduces triglycerides, LDL cholesterol and glucose levels. Enjoy!



TIME TO SHARE

Gano Excel's Social Media Stars of the Month: Caesar Sandoval, M-Jai Scotton and Rosa Linares!

Congratulations and thank you, Caesar, M-Jai and Rosa for using social media as an important tool to leverage your Gano Excel business!

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!

CUSTOMER SERVICE CORNER



At the call center, we understand the importance of time and what it signifies: The urgency of getting your orders in order to close a cycle with a goal in mind. The excitement of finding a solution when you're pressed for time. Throughout the years, we have built relationships and shared your story. This said, to us you are not just the next in line, but our future. We are dedicated to you and your achievements become our own. This is why we thank you, for patiently walking with us as we transform to better serve you.

Seasons Greetings - CSR

f Facebook: Caesar Sandoval
"Yes! Ice cold GanoCafé on some rocks."



f Facebook: M-Jai Scotton
"My Awesome husband and I had such a Great time at the "G S R" SUPER SATURDAY with "GANO EXCEL" ORGANIC GOURMET PREMIUM."



f Facebook: Rosa Linares
"Good morning, beautiful people."



DIAMONDS IN ACTION

A special thank you to our Diamond leaders for all your dedication!



MARIVEL SANTOYO HUIZAR

DENVER, CO



Marivel Santoyo has reached Executive Diamond, and is being honored as 2017's Emerging Leader of the Year. Many years ago Marivel was introduced to Gano Excel by Olga Loya. She took some convincing! Her mother arranged a meeting for Olga to present the Gano Excel opportunity, and without her mother's persistence and Olga's patient dedication, Marivel would not be where she is today. Marivel is absolutely certain she made the right decision to join Gano Excel, both for her health and her career. Once she saw how simple it was to earn, and how much healthier she felt, it became her goal to share Gano Excel with as many people as possible.

Marivel came to the U.S. as an immigrant, and once here, she struggled for opportunities just to make it through life. She was limited by her education and her background. The Gano Excel opportunity has made it possible for her to actually enjoy her life, still working hard, but not struggling. She is proud to have a career that shows others how achieving their dream – their dream of the lifestyle that brought them to the U.S. – is possible. It is meaningful to her to provide women who face similar situations with such an example. She also knows that even those who grew up here in the U.S. can sometimes feel limited, even with education. So many dreams go unfulfilled because someone's education did not lead them where they wanted to go. With Gano Excel, Marivel loves that everyone can fulfill their dreams. Seeing dreams come true for others inspires her, and it has become her ultimate "why."

With sincerity, commitment and follow-through, anyone can reach the success that Marivel has with reaching Executive Diamond. Some practical steps she takes each week are to set aside times for motivation, presentation, meeting new people and following up. Every Monday, Marivel holds a conference call with her team and her leader, Olga Loya. Each person makes a commitment to bring two new people to their opportunity presentation that week. She has created an additional incentive for Affiliates who bring in five people. Then, each week, they hold an open meeting to present the opportunity to prospects. She believes in inspiring her team by setting the example, and so Marivel also sets aside time each week to work a booth at a local spot in order to garner interest from new contacts. Then, she follows up with them and invites them to the weekly presentation personally. Marivel encourages her team to duplicate the same strategies she uses so that she can teach them exactly what works for her.

Marivel often sees an opportunity to lead with her own personal testimonial. She has noticed that when people meet her for the first time, they often ask her how she keeps her skin looking so youthful. She takes the opportunity to tell them that she actually lived with an awful skin complex that left her with extremely dry skin. Her skin would scab or flake, which was hard on her self-image and made her look much older than she really was. She spent a lot of money on dermatological treatments, but didn't see very good results. After she started using Gano Excel's products, she now has the skin that she has always wanted without spending thousands of dollars on expensive treatments.

The biggest asset she has gained from succeeding with Gano Excel is the confidence and self-esteem it has brought to her. Working with people can be difficult because everyone is so different. It requires wisdom and confidence to know how to communicate and help others, and she is grateful to have gained those skills. Above all, she loves having a career that she believes in so much. Seeing transformation in people is an achievement that she gets to enjoy over and over again.

Marivel sees Gano Excel as the best company in the world. The results she has seen from the product and the opportunity have been impressive, in her own life and in the lives of others. Gano Excel makes it very simple to earn, and she is fascinated at how anyone, from any background, can join and succeed.

About being honored at this year's Viva Gala, Marivel feels very fortunate. She is grateful for the courage it brings, both to her and to others that need to believe that achieving success is possible.



LIVING UP TO OUR FULL POTENTIAL

At Gano Excel we rejoice in watching our Affiliates reach new milestones, grow their businesses and achieve the success that catapults them from one rank to the next.

Recognizing them for their achievements, focus and dedication is a privilege for us. We know that when we focus on the positive and rewarding aspects of our business, we are working together as a team for the company and for each of our "Whys."

Please help us express our gratitude for their hard work!

DIAMOND EXCELLERS

DIAMOND



Ana Lorena Aguilar
Rank: Royal Diamond



Olga Yaneth Loya
Rank: Royal Diamond



Ruben Cardenas
Rank: Royal Diamond



Tomas Rodriguez
Rank: Royal Diamond



Walter Garcia
Rank: Royal Diamond



Erica Reyna
Rank: Premier Diamond



Milo Sanchez
Rank: Premier Diamond



Blanca Solorio
Rank: Executive Diamond



Hipolita Gonzalez
Rank: Executive Diamond



Maggie Cardenas
Rank: Executive Diamond



Marivel Santoyo Huizar
Rank: Executive Diamond



Rene Marin
Rank: Executive Diamond



Rocío Peralta
Rank: Executive Diamond



Sandra Estrada Morales
Rank: Executive Diamond



Susana Ceballos
Rank: Executive Diamond



Jersis Aparicio Hernandez
Rank: Diamond



Rebeca Sanchez
Rank: Diamond



Rosa Licon
Rank: Diamond



Veronica Carbajal Solis
Rank: Diamond



Victor Lopez
Rank: Diamond

RANK ADVANCEMENTS

PLATINUM

Lidia Sanchez
Norberto Montero
Sergio Navarro Barba

GOLD

María Sandoval
Dora Buenrosto
Hugo Arreola
Maricela Cisneros
Hermelinda Govea
Librada Pérez
Rosa Linares
Gloria Zuniga
Salvador Villegas Sandoval
Teresa Lazaro
Evangelina Hueso De Baltazar
Leticia Isabel Barraza
Victor Zuniga
Bogarín Ortega Solís
Nancy Escalante
Norma Sanchez
Felipe Arellano
Ana Mayett Vega
José Luis Santoyo
Martina Estela Juarez Portillo
María Duarte
San Juana García
Mario Duarte
María García
Adelina Rivera
María Ana Dolores Pina
Sofía Gallegos
Ignacio Cervantes
Magdalena Vazquez

Alma B Herrera
Carolina Romo Gallardo
María Luisa Rodríguez
Johanna Villegas
Eugenio Casanova Perez
Mario Barbosa
Cecilia Villegas
Margarita de Jesus Perez Coatzocon
M-Jai Jefferson

SILVER

Eddy Alberto Esqueda
María Bravo
Ariana Bravo Luna
Rosa Lopez
María Quiroz
Ubaldo Zarate Hernandez
Oralia Ramirez
Irene Reyes
Gloria Ruiz
Rosio Arellano
María Guadalupe Garcia
Victor Gutierrez
Victor Arreola
Socorro Tlaseca
Guillermo Vega
Nicolasa Olivarez
Eliazer Pulido Haro
Elizabeth Santiago
Alex Castaneda
Francisca Gusman
Rosario Castillo
Bridget Guerrero
Alberto Villegas
Isabel Marquez
Jorge Cornejo
Norma Ortiz
Rosaura Cornejo
Carmen Anaya
Olivia Díaz
Jazmin Barbosa

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Daria Soriano
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Margarita Badillo
José Luis Damian Hernández
Roscelin Pantoja
Heidy Trujillo
Luis Sánchez
María Genoveva

BRONZE

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Leonardo Silva
Juanita Piña
Javier Negrete
Adriana Rodríguez
Francisca Cabrera
Guadalupe Aguirre
Crisanta Rosales
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