

The Nerium Ripple:

The Impact of Living Better



Individually Taking Responsibility,
Collectively Changing the World



Our goal at Nerium International™ has been simple from day one: Make people better. We believe there is an innate calling in all of us to grow into the best versions of ourselves, which allows us to be fully capable of helping others, touching others' lives, impacting the world around us, and leaving a legacy. Above all else, we believe in becoming the REAL you: the one who lives a life that truly makes a difference.

The concept of The Nerium Ripple translates to an unrelenting commitment to personal achievement and the fulfillment of your

potential. Our charter is to align powerful thoughts, words, deeds, and actions with the intent to make a positive difference. To create an environment that fuels camaraderie, sharing, and growth. To pay it all forward and create a better world in the process.

Nerium's commitment to personal achievement starts with continuously providing resources and content that is life-driven. Then we create an environment that encourages people to take responsibility for the improvement of their own lives and to help others do the same. The Nerium Ripple's core cause is to create positive change, or positive ripples, in everyday life.



Nerium **Ripple Actions**

- Smiling
- Sending a thank you note
- Volunteering your time
- Sharing a compliment
- Lending a listening ear
- Helping someone in need
- Providing encouragement
- Spending quality time
- Giving to charity

The Ripple Effect

When someone implements positive changes in their life, a positive ripple effect is created all around them. They become a better relative, friend, spouse, business associate, and community member which, in turn, resonates throughout society. Actions, whether positive or negative, never simply affect the doer of the action. The effects of those actions set off a chain reaction in the doer's world. So when a person reaches out and positively affects another person through his or her actions, they create a slight change in that person, who is then more likely to reach out and positively affect someone else.

Simply put, one touches a life, who touches another life, who touches another life. Everyone is constantly creating a ripple effect by the way they interact with their environment. It can either be a positive ripple or a negative ripple. The choice is yours. But the Nerium Experience is for people who want to create a positive ripple.

“ We strive to be a community of world-changers and soul-enrichers. A family who takes individual responsibility and collectively changes the world. ”

A black and white photograph showing two hands, one from the top right and one from the bottom left, reaching towards each other to form a heart shape. The hands are positioned over a field of tall, dry grass. The background is a bright, slightly hazy sky. The text is centered within the heart shape formed by the hands.

*The physical and financial
gain Nerium provides is
minuscule compared to
The Nerium Ripple you can
create. Nerium is only the
vehicle. YOU are the driver.*

The Nerium Ripple

What you do every day matters. Your choices do make a difference. Creating a positive ripple is a constant pursuit that begins with your personal development. Because you can't positively impact others until you focus on making positive choices and having an optimistic outlook on your own life. The Nerium Ripple is about raising the collective awareness of who we are, where we are going, and how we are impacting those around us.

“Nerium can provide financial freedom that empowers you to give without hesitation and invest in what matter most.”



The Nerium Experience is comprised of people who:

- Are REAL, above all else
- Take responsibility for their lives and the betterment of their community
- Stand up against the negative in our society and celebrate the positive
- Selflessly help others through life's journey
- Inspire others and make a difference in their lives
- Don't give up
- Think big and generate big effects in the world

Creating Ripples with Big Brothers Big Sisters

Nerium International partnered with Big Brothers Big Sisters of America, a non-profit association dedicated to building brighter futures for today's youth. "Big Brothers Big Sisters is a natural extension of The Nerium Ripple. We look forward to seeing our Independent Brand Partners impact their community in a 'big' way," commented Co-Founder and Vice President of Marketing and Culture at Nerium International, Amber Olson Rourke.

During the first year of their partnership, Nerium International raised almost \$500,000 and enrolled many "Bigs" to aid Big Brothers Big Sisters in fostering positive, enduring, mentoring relationships with children facing adversity. To recognize this effort, Big Brothers Big Sisters awarded Nerium the prestigious Community Impact Award in 2013.



Visit: bbbs.org/nerium



Amber Olson Rourke and Renee Olson accepting the Community Impact Award.

What will your
RIPPLE be?

What **LEGACY**
will you leave?

We invite you to join us in creating
millions of positive Nerium Ripples.
Be the catalyst for change, because
even the smallest ripple can
generate a tidal wave.

