

# GUIDING PRINCIPLES

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FirstFitness Nutrition is defined by a daily commitment to 10 guiding principles. These truths form the basis of how we think, how we make decisions and how we treat others. They form a foundation for lasting success.

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## HONOR GOD

True success begins by recognizing God as the true source of ultimate blessing—and following His principles for life.

## HONOR THE FAMILY

One's family takes precedence over the affairs of business. When family is honored, business life becomes balanced.

## HONOR THE INDIVIDUAL

Every person associated with FirstFitness Nutrition, has immeasurable value and deserves the highest level of respect and fair treatment.

## INTEGRITY

A consistent and dependable alignment between our public declarations and private actions will mark us as a believable and trustworthy company.

## MAKING A DIFFERENCE

As we deliver high standards of exceptional value into the lives of others—we will be marked as a Company that "makes a difference."

## LEADERSHIP

We seek to influence others by personal example. We cannot expect others to do that which we will not do ourselves.

## RELATIONSHIPS

An environment of mutual loyalty and trust between a Company and its Distributors is the foundation for a lifelong relationship.

## OPPORTUNITY

All men and women are created to be free—free to pursue and realize their dreams, free to accomplish worthwhile goals and live their lives in the pursuit of happiness.

## EXCELLENT PRODUCTS

We pledge to always offer products that meet the highest and most exacting standards of quality, purity and effectiveness.

## LOVE FOR AMERICA

We strongly adhere to the freedom-based principles on which our Country was founded. We believe in and support our treasured, American way of life.