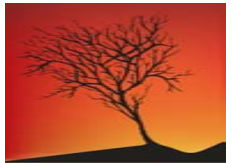


s i n c e r i t y

AWARENESS • ACTION • ACHIEVEMENT



PRODUCTS • SERVICES • RESOURCES

Believe in a company' approach.

Imagine innovative offerings.

Explore alternative options.

silvina etchegoyen

647.504.4301

www.sincerity.ca



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SIMPLY INQUIRE FURTHER...

Silvina Etchegoyen
647.504.4301
contact@sincerity.ca

Financials Available upon Request

sincerity



sincerity' mission...a respected global “wellness” retail source promoting & offering alternative options, holistic insights, natural products & innovative services within a modern environment. A “place” that inspires one's journey towards personal wellbeing.

Products: All products available through **sincerity**. are produced with the intention for personal well being. Mindfulness is applied in ALL aspects...from concept, design, manufacturing, packaging to marketing. Non **sincerity** manufactured products encompass the same philosophy in their process'. Each products comes with an added value “good to know” card.

Services: Our offerings have been created with the intent to guide one's exploration into Holistic living. We aide individuals & business' in the process of creating awareness to inspire positive actions resulting in achievements for personal well being.

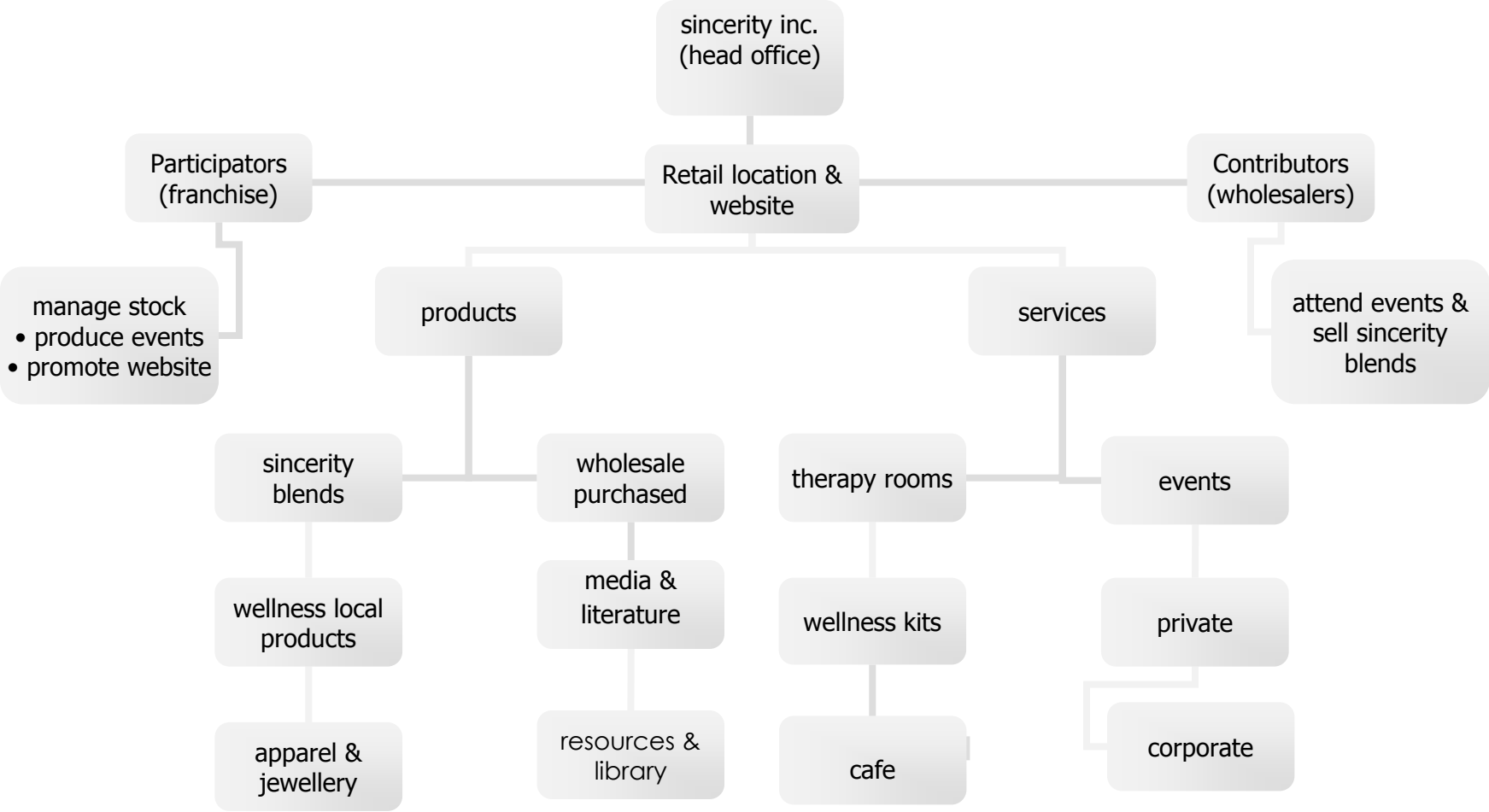
Resources: The network of individuals & business' follow the same philosophy as our products & services. We unite with only the most positive & sincerest of sources. We do the research so you don't have to, thus one can be eased with the knowledge that all of **sincerity** resources follow the genuine intent as **sincerity**.

Vision Site is located in the Toronto West Area.

Currently all office duties, events, manufacturing and buying is produced & managed @ the base (home) location.

sincerity's business approach is unique in the North American marketplace. A goal is to assist the holistic industry' various therapies into the mainstream market & increase exposure of the various alternative approaches for well being.

sincerity



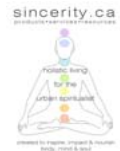


PRODUCT DETAILS

Our products have a modern design while maintaining the integrity of nature's wonder & ancient attributes. Our **GOOD TO KNOW reference cards** accompanying EACH product (print & website) provides insights of ingredients &/or materials. We offer insights & actions that may be applied to improve one's energy & environment.



Our aromatic blends are created combining chemistry, psychology, aromatic flair & meditative vibes. They have been created as a support for varying emotional imbalances. We offer quality organic ingredients and appropriate packaging. *Average Blend Price Point: \$20.00 (currently manufactured @ \$)*



Wellness Guides...a personalized holistic action plan including emotional, physical, & nutritional insights. Guides provide researched studies & alternative methods. Customized for individuals, families or corporate environments. Offered in booklet or downloadable formats. *Average Guide Price: \$60.00*



A line of casual chic clothing that can be used to inspire & influence emotional wellness through positive words. All clothing will be made of organic materials & free of toxic chemicals. *Average Product Price: \$25.00 (currently manufactured @ \$)*



A line of crystal & gem inspired products known to carry energetic influences including: jewellery & home products. *Average Product Price: \$40.00 (currently imported @ \$)*



Pro-Environment, natural home/office products aiding wellness within one's personal space. Candles, Feng Shui Products, Art, Frames, Quote Cards. *Average Product Price: \$28.00 (average retail mark-up)*



Offer topical literature & publish researched insights, techniques, & lifestyle approaches. Locate & produce various forms of media: web-casting, cd's & videos. *Average Product Price: \$22.00*

sincerity



SERVICE DETAILS

Tailored to answer the “WHY & HOW” of our holistic offerings. Offering “GOOD TO KNOW” action card in an optimal environment stimulates client loyalty & provides sources for continued growth. We strive to inspire “aha moments” sparking positive actions towards awareness, responsibility & well being.

sincerity follows the principal that products & services work together to fuel each business entity.

The services are available through the various marketable outlets **sincerity** applies in its business environment.

Private Events - intimate catered events exploring alternative approaches to wellness in a contemporary, social environment (see next page for further details).

Offsite, quarterly events in urban area's where market sustains such guest potential (75+). Site potentials include restaurants, private lofts, boutique hotels & such. Corporate sponsorship will be attained for individual events.

Corporate Events - comparable to private events yet tailored to the specific audience. The selection of contributing therapists & menu offerings are negotiated.

Applied to local, national & international corporations willing to apply alternative techniques for improving work-place habits & inspire effective business environments.
Corporate *workshops* created by sincerity contributors.

Customized Aroma Blends - for individuals, families or business'. Includes private session with **sincerity** aromatic therapists. *Average Product Price: \$60.00*

Visions to use the web for customized recipes including **sincerity** aromatherapist support. We will provide a “create & ship” blend.

Customized Guides - The wellness & resource guides for individuals, families & corporate environments.

Template has been created & a base format can be applied to all clients. *Average Guide Price: \$50.00*

sincerity



EVENT DETAILS

The events provide subtle opportunities to explore with a pre-selected list of Holistic Therapists (contributors).

A relaxed setting where one may listen or inquire about simple actions & insights for personal well being . Each contributor shares insights, techniques, & action based advice as well the attributes of the **sincerity** line, our services & their own modality. Therapists volunteer, or pre-negotiated commissions are offered. *Average Fee: \$75.00 per person.*

Kitchen

An interactive approach where food & nutrition inquiries are welcomed & encouraged as a chef prepares the evenings menu. We share information on how the ingredients impact one's physical & emotional wellbeing.

Lounge

Where the social energy settles in. Guests are educated in a conversational non-intrusive style while therapists offer insights of sincerity products & their individual expertise. Insights available on how one's psychological, emotional, & physical concerns may be impacted when applying alternative approaches to one's routine.

Shopping Nook

Designed to showcase products while providing access to a topical library. A relaxed contemporary space for exploration of faith-based & intuitive therapies. Such as energy medicine (reiki), regression therapy (past life).

Mindful merchandising applied in product displays.

("Good To Know" info displayed & provided with product)

Currently various marketing techniques have been applied during events such as mini surveys & friend referral cards. For growth, the marketing opportunities will expand to more sophisticated marketing tools applying websites as a tool. **sincerity** understands the valuable position of being able to market directly to our client base & beyond.



BUSINESS DETAILS

Currently, establishing successful formats to be used as a model by which other “sincerity sites” will operate. We intend to apply positive business approaches. Our intention creates an innovative format for growing the **sincerity** vision into a provincial, national & international corporation. Vision Base Duties:

- create product recipes
- manage marketing, advertising, & P.R.
- corporate financial duties
- wholesale, corporate sales
- manage participators & contributors
- design product
- host private/corporate events
- resource researchers
- establish industry resources
- produce & create various media
- design media creative
- manage web-site
- consignment management
- logistical requirements
- contract & barter management

PARTICIPATORS (franchise)

Sites operate independently with an individual or team manufacturing blends (NOT recipes). Offering **sincerity** product line & wholesale offerings (sites promote website for non stocked items) as well as generating local events. The sites will be used as an avenue to connect directly with potential clients & participating event guests in multiple areas.

Head Office supplies:

- recipes, ingredients, bottles & packaging
- business advice & support selection of wholesale products
- designed creative
- industry resources
- web support

sincerity believes in nurturing mindful social action & responsible business practices. Environmental & social issues are greatly considered in all corporate decisions. We believe self-responsibility through knowledge & action stimulates wellbeing. With **sincerity** is our way of operating & living.



BUSINESS DETAILS CONT'D

CONTRIBUTORS (wholesalers)

The contributors are individuals that aspire to promote their holistic modality.

Below is a list of various types of therapies that **sincerity** has committed or intends to participate with.

Vision Base maintains the listings of all contributors.. A healthy scope of holistic modalities are offered. Certification, Education, & other details will be reviewed & confirmed by Vision Base. All contributors are interviewed, or have been personally recommended by another **sincerity** participator and/or contributor.

- acupuncture
- aromatherapy
- ayurvedic medicine
- chakras
- chinese medicine
- feng shui
- herbs/vitamins
- hypnosis
- massage therapy
- nutritionists
- polarity therapy
- psychotherapy
- reiki
- regression and past lives
- shiatsu
- vibrational healing / energy medicine
- yoga therapy
- reflexology

sincerity' team participation in the holistic industry & various wellness practises compliments our objective in promoting the benefits of alternative. Committed contributors (therapists) & individuals continue to perform varying active assistance for its continued success. We have established a successful formula for the events, & corporate creative has been designed. Manufacturing requirements for the blends have been established as supplier is a **sincerity** shareholder. **sincerity** uses various established sources & contributors from the holistic community to provide contractual services, & barter for required active assistance. Also offer **sincerity** merchandise on a consignment basis.

sincerity

DEVELOPMENT TEAM

Silvina Etchegoyen - Company Visionary

Born in Argentina in 1970, her family moved to Brazil while awaiting for legal migration into Canada. In search of economic opportunities & political stability her family settled into creating an "American dream". Raised in the successful family manufacturing business, she observed daily positives & negatives of entrepreneurship. During her 20th year, she resided in Paris expanding her language & business skills. Returned to Canada to attain formal education in Marketing & Advertising as the thought of effectively communicating a message intrigued her from childhood. After graduation, she enriched herself with corporate "know-how" growing from an eager junior to National Account Manager. At 30, an awareness to include personal well being into her success' had surfaced. In search of wisdom & inspiration that complemented her Urban lifestyle the vision of **sincerity** became clear.

Now 7 years into this endeavour while nurturing a vibrant 4 year old multi-lingual daughter , she continues to offer passion & excellence in creative design, business process', event hosting, customer care & living by a simple philosophy...**with sincerity**.

Details:

- 11+ years in marketing & advertising companies (creative & media).
Companies: McCutcheon Graphics, KWIK Kopy, PPL Marketing, Padulo Advertising.
Accounts: CIBC (Bank), Ford Canada, Suzuki Motors, National Ballet of Canada, Simmons, H.H.Brown.
(includes exposure to graphics, design, promotional material, media planning & purchasing
- Analytical skills with knowledge in advertising research including focus groups, questionnaires & statistics.
- 20+ years in combined business formats including: manufacturing, retail, MLM, franchise, corporate, customer service, & sales
- Independently educated for 6+ years in wellness & Holistic approaches for personal well being.
- Completed 3 year George Brown College Marketing & Advertising Program
- Client Care Specialist
- Multi-lingual English, Spanish & French





DEVELOPMENT TEAM CONT'D

Victoria Lorient-Faibish - MEd, CCC, RPP, CPE
- contributing since 2001

Victoria has been involved in the "alternative" community for over 15 years. Her extensive credentials includes industry knowledge & contacts, formal education & certifications, industry lobbyist, media creator & has appeared on T.V, Radio, Newspaper & Magazines. **Current Assists:** product co-creator, holistic expert, event contributor, industry contacts, wellness guides & sincerity media development, subtle sales.

Vera Matovina - M.Sc.A, M.Sc.F.
Committed Chemist/Manufacturer - contributing since spring 2005

Vera has been manufacturing quality therapeutic products for over 7 years. Her holistic yet scientific approach in the manufacturing of such quality "beauty" products infuses **sincerity** with a solid foundation to create a product line that's functional as it is aromatic. **Current Assists:** blend co-creator, blend manufacturer, ingredient & applications expert, industry contacts, wellness guides & sincerity content development, subtle sales.

sincerity has established an extensive & committed network of individuals & local companies with equal focus, intention, & commitment to assist in the development & operational requirements for the **sincerity** centre. I am offering a % of common shares for aid in the next stage of **sincerity** growth. We are in search of a sincere Angel investor(s) to purchase shares. Please contact Silvina Etchegoyen to inquire about financial details & expectations. A finder's fee of equity is available to a third party source for referral & attainment of a committed Angel investor(s).

CREDENTIALS & CERTIFICATES

- Masters in Educational Psychology
- Canadian Certified Counsellor
- Registered Polarity Practitioner
- Certified Polarity Educator
- Reiki Master
- New Decision Therapy

CREDENTIALS & CERTIFICATES

- Masters in Plant Stress Physiology & Plant Nutrition
- Developed course "Role of plants in Human life" recognized by the CFA (Cnd. Fed. of Aromatherapist)
- Published in various Scientific & Industry Journals

sincerity

MARKET CONDITIONS



Industry Size and Marketplace

- Health Canada Website reports "As of 1997 over 50% of Canadians now consume natural health products in the form of traditional herbal products, vitamins & supplements, traditional Chinese, Ayurvedic medicines & homeopathic preparations."
- Provincial Government has programs promoting the use of holistic therapists through medical & residential services
- minimum of 20 national & local "wellness" publications have established subscription rates & free circulation placements
- TIME magazine's 2003 August 4th cover story on the benefits of meditation & emotional wellness to one's physical health; in addition, Chakras references have appeared in such mainstream magazines as InStyle, US Weekly, & ELLE
- established beauty product manufacturers are focusing on naming their products on varying emotional states; such as Body Shop's Relaxing Body Wash & Avon's Tranquil Moments Fragrance Mist

Industry Research

- *THE SOURCEBOOK for Touch Therapies 2004 reports;* Ontario boast the largest industry population in Canada (8000 total) with approximately 6200 registered practitioners; Home practice represents less than 40% of all locations, whereas 20 years ago it was over 70%; The cost of a one hour session ranges from over \$100 to a low of \$30 with an average across country of \$45.
- The National Institute of Health has created the National Center for Complementary & Alternative Medicine (NCCAM) to study complementary & alternative medicine. Also, a special presidential commission was established in 1999 to study this subject. Clearly, this movement is not a fad but rather a global sociocultural trend with deep historical & intellectual roots." *Dr. Kenneth R. Pelletier, The Best Alternative Medicine*

THE BIG PICTURE... **Mental Health Issues cost our economy about \$51 billion per year, says a 2008 study by the Public Health Agency of Canada. It determined direct medical costs at \$5 billion, with loss of productivity due to short- and long-term disability costing another \$9.3 Billion and \$8.5 billion, respectively. The remaining \$28.2 billion was ascribed to "reductions in health-related quality of life."**

8% Take prescription meds for depression - 18% Have been diagnosed with clinical depression - 20% Experience a stress-related illness per year.

64% Keep mental health problems secret from employers. Sources: Chronic Diseases in Canada Public Health Agency of Canada, 2008. Mental Health in the workplace, Ipsos Reid Study, November 2007; Statistics Canada.

Governmental Matters, Bi-Laws, and Permits

- therapists will all be registered, licensed, certified & formally educated by recognized establishments.
- The Ontario Polarity Association (past president is a **sincerity** contributor) is one of many groups in the process of establishing governmental relationships for regulating wellness industry standards
- food license not required for private events.



MARKET COMPARISONS

COMPETITION

sincerity' closest product competitor is Young Living, an american company.

Young Living Corporate Details

Founded by Dr. Gary Young in 1993, Young Living Essential Oils promotes itself as producer of high-quality essential oils, dietary supplements, personal care products, & other unique solutions for healthy lifestyles.

- one of the leaders in the cultivation, distillation, & production of organically grown, guaranteed pure essential oils.
- sells products in over 20 different foreign markets, including Hong Kong, Japan, Australia, & Russia.
- has more than 250,000 distributors.
- had sales growth of over 4,000 percent during the past five years.
- participates in joint-venture research farms in France, & Spain.
- developed AromaSilk™, an -natural, essential-oil-enhanced product line designed to benefit all hair & skin types.

OF NOTE

One of many business variances lies in the marketing of our aromatherapy blends & services. Our products are handmade & created with various approaches including chemistry, psychology, aromatics expertise & meditative vibes. We have the objective to offer a wide range of products & services expanding into a global source for holistic living. We provide info-cards with each product detailing the ingredients & their potency on the emotional & physical level. The local toronto area has approximately 270+ businesses offering various types of wellness therapies or products. **sincerity** seeks to create business relationships encouraging sincere exposure of the wellness industry.



INDUSTRY OBSTACLES

Limited mainstream awareness & acceptance of time-honoured alternative methods for emotional & physical wellness.

pro-active methods & actions

- an informative, social environment coupled with insightful media are some of the tools used to enhance & promote our product & service offerings.
- we provide an environment where clients may “smell, taste, hear, see, & ultimately feel a ” texture” to creating balance while introducing positive actions that one may integrate into their current “urban” life.
- organize assistance from various established media contacts to apply effective media exposure.

Aromatherapy products are readily available at drugs stores, anchor stores & grocery stores

pro-active methods & actions

- all blends produced by **sincerity** are given extensive consideration in the following aspects:
 - therapeutic grade & quality of essential oils
 - emotional, physical & chemical impact
 - handmade with meditative vibes
 - appropriate packaging to maintain the ingredients integrity
 - no synthetic chemicals

Our standards are of the highest in the aromatherapy product category. We aspire for constant awareness, mindfulness & the sincerest of vibes when creating our products from conception to delivery.

Extensive efforts in all of **sincerity**' actions is common practice.

The inclusion of insights & actions with our product is a key variance in our comparisons with other like offerings.

Correlations within **sincerity's** products, services, & events inspire each to perform independently & as a whole.

Inspiring various marketing tools for creative & profit driven opportunities.



TARGET MARKET

Though our primary target market is women, men have been active guests at events & have provided helpful insights into the creation of our products. Equal marketable opportunities available in mature & younger markets. Our products are non-gender specific & designed with a unisex approach.

Primary: Females 25-49 - high income, formally educated, with children

Secondary: Adults 18-65 - all demographic profiles

Today's Parent Group Research Department – Source: Study on marketing to women 18-54, 1999

- 53% use alternative/herbal medicine
- interest in alternative medicine
 - Aromatherapy 21% Naturopathy 33%
 - Acupuncture 25% Reflexology 25%
- 60% of the shopping is done in afternoon or early evening
- 35-40% of females shop at least once a week
- 44% have made new product purchases on a friend's advice or recommendation
- 40% of female consumers are more apt to buy a new fragrance
- 66% like to shop at specialty boutiques
- 54% purchase personal care products on a monthly basis
- 54% purchase nonprescription medication

sincerity Survey's - among females & males ages 24-39

- 70% of respondents are interested in personal blends
- 75% of those respondents wanted to learn about aromatherapy
 - 1% would want to be formally educated in aromatherapy
 - 71% would be "very interested" in an evening tutorial

sincerity's awareness that all individuals are connected by the experiences of similar emotions, allows for effective marketing to the commonalities within all demographic profiles.



MARKETING STRATEGIES

Our marketing strategy is to position **sincerity** as a *modern guide of simplistic insights* for individuals who are choosing to explore “alternative” options & holistic approaches for personal well being. *The "Urban spiritualist" explores Mind, Body & Soul connections, embraces alternative products, are environmentally conscience & enjoy urban living.* **sincerity** plans to apply a variety of marketing approaches & materials (some established). Sales of the company's products & services will be handled by internal & external teams (participators, contributors, & website).

Promotions and Advertising

- Emails from growing contact list.
- Postcards introducing **sincerity** to the local community
- continue establishing relationships with like-minded local companies providing “word of mouth” exposure and facilitating cross promotions: yoga centres, wellness centres, health food stores, and alternative health colleges
- host various large scale events (100+ quests) relating to holistic living
- participate and donate products and services to selected Charity Events (as prizes & such)
- develop media opportunities resulting in television, magazine, newspaper and online exposure
- print ads to run in local social publications such as Toronto Life (restaurant guide, NOW Magazine (urban listings)
- demonstration nights helping to create or launch of a product (“focus group” events)
- Seasonal Promo's - holiday promotional ideas – Christmas Blends, Valentine's Day Blends
- Theme events –family night, girls night, showers, birthdays
- licensing (limited due to **sincerity'** business operation standards)

Silvina Etchegoyen has the experience, passion & insights to effectively create, produce, & execute a variety of marketing potentials for this unique company.

sincerity

WEB APPLICATIONS



sincerity will be using the web-site for various business applications & requirements.

- E-marketing tool providing direct access to established & growing client base.
- Participator & contributor maintenance
- Shopping cart for blends & services
- Logistics management

Products

(retail & wholesale)

- All products (blends, home, jewellery & clothing)
- Symptoms guides downloads
- Wellness prescriptions downloads
- Media: books, cd's & videos downloads & purchase
- Customize blends division

Services

(For clients & members)

- Upcoming event calendar
- Event reservations
- Web-cast sessions
- Resource guide
- Corporate services

Business applications

- Therapist listing & management
- Business banking
- Participator/contributor relations
- Management of logistics and marketing
- Inventory management

Marketing uses

- Customer servicing & direct client communications.
- E-marketing - surveys, promotions & web marketing
- Marketing for products, services, & resources
- Monthly newsletter for members & clients
- Wellness industry cross promotions with holistic partners



CURRENT ACTIONS

- host private events (@ 4 annually) & opens houses (@ 3 annually)
- promote line of aromatic/psychological blends
- offer limited wholesalers & artisan stock
- maintain stock for “by appointment blends
- manage & create library of media that compliments rotating products offered
- product currently offered in a clinic & through committed holistic therapists.
- wholesaler of plant power products (chemists products)
- produce blends for a select client base
- fuel growth of contributors/therapist relations
- research compatible local business' for complementary marketing opportunities
- Producing wellness guides, blends, paper products, exclusive jewellery, and such.

Pro-Active Actions for 2009

Locate financial investor – minimum of \$700,000.00:

- Hire staff of 2
- Lease building and open 1st location in the Junction/High Park Area
- Produce required print media & execute marketing campaign
- Invest in further web development (sales)
- Marketing & Advertising including...100+ GUEST Event to officially launch sincerity inc.
- Organize financials & accounting assistance & lawyer fees (disclaimers, contracts & such)
- Asset investment (events, office, manufacturing equipment: capping machine, refrigerator, label maker,)

TO DISCUSS FURTHER DETAILS & POTENTIALS PLEASE CONTACT SILVINA @ 647.504.4301



GROWTH PHILOSOPHY

Establish a fixed percentage of profits to be directed to each level of society's local, provincial, national, & international sectors once all loan repayments have been made. A Board of Directors will be created to manage **sincerity**' growth philosophy and charitable monetary allocations.

Local (Vision Base)

- community level assistance for local women's shelter, schools & park clean-up programs

Provincial (2+ **sincerity** sites)

- provincial education and healthcare programs will be supported

National (5+ **sincerity** sites)

- national outlets such as the environment and social services

International (11+ **sincerity** sites)

- establish affordable spiritual retreats/vacation resorts providing holistic therapies and services

Allocation of fixed percentage of profits by growth stage

- Local (4+%), Provincial (3+%), National (2+)% , International (2+)%

sincerity believes the growth philosophy is a fuel that contributes to its success.

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AWARENESS • ACTION • ACHIEVEMENT



PRODUCTS • SERVICES • RESOURCES

THE PLACE...



APPROXIMATE SIZE REQUIREMENT - minimum 2600 square feet
 PREFERRED AREA – Junction High Park Area

Therapy Rooms

To be leased to contributing Therapist.
 Daily/Monthly/Yearly
 Mind – offers talk therapy
 Soul – Alternative therapies offering faith based approaches including Reiki & meditation.
 Body – Therapy which include massage
 Connected to a Spa room that maybe be used in conjunction with Touch therapy and hourly.

Office/Storage - To be used accordingly

Café/Juice Bar - For daily visitors and event catering

Meditation Area

Offers an opportunity to enter the world of relaxation and education

Retail

Each colour represents the Chakra's and products will be merchandised accordingly
 Grey Retail area offers a range of products purchased wholesale.

Lounge/Event Area

Space for events/workshops

The overall look for sincerity retail site is contemporary, eco & healing attributes with a focus in adding texture to the message that sincerity promotes. Adding texture for individuals searching to explore alternative options

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AWARENESS • ACTION • ACHIEVEMENT



PRODUCTS • SERVICES • RESOURCES

Detailed Financials Available Upon Request...

Thank you in advance for any efforts applied to this endeavor.

With sincerity & integrity...

silvina etchegoyen

647.504.4301

www.sincerity.ca