CREATING | INDUSTRY | VISION

One Company – Leveraging Love

A LOT of people coming together, each doing a little bit- that's network marketing. Find out how Lisa's company is taking 'helping others' worldwide… from the heart!

by **Lisa Johnson**

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People who can turn on a tap and have clean water to drink, to cook with and to bathe in, often take it for granted — and yet more than one billion of our fellow human beings have little choice but to use potentially harmful sources of water. Each year, March 22 (World Water Day) marks an ongoing effort to promote access to safe drinking water and sanitation. March 22, 2005 marked the launch of the International Decade for Action: Water for Life 2005- 2015.

> ***These are critical years to focus global attention on what should be obvious -- that clean water is indispensable to sustain life.***

Every week diarrhoeal disease, due to easily preventable causes, claims the lives of 30,000 people - most of them young children. This is a silent humanitarian crisis. Billions of people worldwide are locked in a cycle of poverty and disease. The humanitarian case for action is clear; the economic case is just as strong.

Watering The World With Love…

Vita Genesis, Inc., a network marketing company distributing structured water products, has been approved by the UN Secretariat of Water to support international efforts to educate the public about water issues and to help raise public awareness and participation in the International Decade on Water for Life. To do our part in saving lives, we extend our hands in assistance and love to the world. In honor of the United Nations

International Decade of Water for Life (2005 - 2015), and World Water Day (March 22, 2007), we have developed a *"Watering The World With Love"* fundraiser to accomplish the following objectives:

- Support WaterAid America and the UNDP (United Nations Development Program) "At Least 20" Program through financial contributions from our Vita Genesis, Inc. Fundraising program. Our "*Watering The World With Love*" fundraiser begins immediately and will run through March 22, 2007 (World Water Day). Funds from our World Water Day efforts will be sent to WaterAid America and the UNDP "At Least 20" Program on Monday, March 26, 2007.

- We at Vita Genesis, Inc. are keenly aware of the clean water, sanitation and hygiene education needs of billions of people world wide. We understand that women and children must walk miles each day carrying heavy loads of water because they do not have a water source close to where they live, and that more often than not, the water they bring back home is unclean and unsafe. We are also aware of the agony of many families who have experienced the death of a child due to diseases related to water, sanitation, and hygiene issues.

- We believe that NO child, NO fellow human being, should die from dehydration or diseases related to contaminated water and lack of sanitation. We can do something for these children and their families. We can give them a voice to make others aware of their plight while helping them to meet their basic need for clean water and sanitation. We can create the change and be the catalyst for a better tomorrow for these children and their families. We can, and will, help to restore their hope and dignity.

As we continue to participate in the International Decade for Action: Water for Life, it is clear that achieving goals for safe drinking water and basic sanitation will bring benefits worth many times the investment involved. The right approaches have been developed, they are being used, but there is not enough involvement or commitment by governments, by the private sector, by nongovernmental organizations or by communities. The links between water and human health are powerful.

Getting involved and taking action will bring health, dignity and transformed lives to many millions of the world's poorest people.

Get Involved!

"Life's most persistent and urgent question is, 'What are you doing for others?'"

-- Martin Luther King Jr.

Whoever you are, and whatever your interests, we need you to get involved. We rely on people like you to help us make a difference to the world's poorest people.

Every 15 seconds a child dies from disease related to drinking contaminated water. 5,000 children perish each and every day because they lack one of the most basic necessities of human existence -- clean, safe water. $1 from you will go a long way toward saving a child's life. Just $1 will help make the difference!

Give a gift of water and love now at: www.createthechange.com or call 877-401-7151 Monday - Friday 9AM to 5PM Eastern Time to make a donation by phone. We also accept donations by check or money order. Please send donations to: Vita Genesis, Inc., PO Box 71, Negaunee, MI 49866.

Please help us "Water The World With Love".

Together, we can Create The Change and do our utmost to respond to the plight of billions of our fellow human beings who are

deprived of this vital resource - Water for Life.

With gratitude and love,

Lisa Johnson, RN
CEO and President
Vita Genesis, Inc.

Lisa Johnson, RN, CEO and President, Vita Genesis, Inc.:
As a heart-centered leader with a profound vision, Lisa offers a rare and much valued symmetry between her true passion to help others and her stellar professional experience. Besides over 12 years as an R.N., and as a manager over other nurses, Lisa is a seasoned network marketing professional with more than 10 years in building and coaching teams of many thousands of people. Lisa helps others to realize their dreams. She has the gift to inspire others to higher and greater achievements for the purpose of making a significant difference in the world.

As an RN, Lisa was always healthy until one evening, while working in the Emergency Room, she experienced her own life-threatening health crisis. Lisa became intimately aware of what it is to feel the desperation and hopelessness related to failing health. She knew in that moment that she had to do something to make a difference in her own health as well as the health of others. Throughout her life, Lisa has always been powerfully attracted to water. She loves water and feels best when she is nearby a lake, river, waterfall, or ocean. Her desire to create a positive change, combined with her love of water, prompted Lisa and her husband, Jeff, to start Vita Genesis, Inc. in 2003.

What Lisa has learned, and now teaches to others, is that drinking water alone is not adequate to support an individual's health and well-being. What makes the difference is drinking the *right* water. An important cornerstone of building and maintaining vibrant health is properly structured water that efficiently hydrates every cell of the body. Vita Genesis's flagship product, Aqua Di Vita, is designed precisely for that purpose. It gives Lisa great joy to know that thousands of people now drink Aqua Di Vita daily.

Lisa believes that Vita Genesis, Inc. is the crux of her life's purpose which is to serve humanity, and provide the means for all people to experience the excellent health, prosperity and success they deserve. Lisa has four children, and a grandchild. Lisa, her husband, Jeff, and their 10-year old daughter, Kristin, live in Michigan with their two dogs near Lake Superior.