

# SUMMIT

PLATINUM EDITION

4LIFE® DISTRIBUTOR MAGAZINE • SUMMER 2015



**DR. JASE &  
DR. JINSUN KHYEAM**

PLATINUM INTERNATIONAL DIAMONDS  
SOUTH KOREA

**4Life**  
TOGETHER, BUILDING PEOPLE®









“There are only  
**TWO TYPES**  
of people in this world—  
**LEADERS AND FOLLOWERS.**  
I have always wanted to be a leader,  
because leaders create  
**OPPORTUNITIES**  
**TO SERVE** others.”

# A SHOW OF SUPPORT

Dr. Jase received the news about his Platinum International Diamond achievement on Chuseok (Korean Thanksgiving Day), one of the most festive holidays in the Korean tradition. He began receiving congratulatory text messages from his top leaders that morning at 3:00 am. “It was amazing to hear from my team members throughout Indonesia, South Korea,

and Japan. They were so happy for me. It was the best Thanksgiving gift of my life!” he recalled.

Dr. Jase was thrilled that he could continue the celebration with other 4Life® leaders and executives the following day on the Platinum Pinnacle/Gold Getaway trip to Hawaii.





In 2004, Dr. Jase was challenged to achieve the rank of Platinum International Diamond by his six-year-old daughter, Shea Min. She continued to challenge him for ten years. “The moment I achieved the rank, I said, ‘Shea Min, I did it!’”

“My family members are great motivators for me.

**THEY ARE THE REASON**

for my 4Life journey.”



# AN ENTREPRENEURIAL SPARK

Dr. Jase's parents are from North Korea. "The people of North Korea are strong and diligent," he commented. "As a wealthy family, my parents had high expectations for me, but they also taught me from a young age to be humble and help people. If someone did a favor for me, my father taught me to do two favors in return."

Dr. Jase recalls an early business experience when he was in sixth grade. His teacher told the class that American children hold part-time jobs delivering

newspapers to earn extra money. Dr. Jase decided to try it.

Dr. Jase learned that he could make about 60 cents by selling ten newspapers. After six or seven hours, he finally sold all of the papers. Dr. Jase remembers feeling proud of his accomplishment. "It was a good experience for me," he remarked. "It's a good story that I share even today."



# HELPING OTHERS

Dr. Jase believes that a true leader serves others. “I have always taken on leadership roles since I was younger. I enjoy being a leader, because it creates opportunities to serve.”

For Dr. Jase, leadership isn’t about being an authority figure or telling others what to do. Instead, he recognizes it as the opportunity to help people with whatever they need.

Service isn’t limited to those at a certain rank. “You don’t have to be a Platinum International Diamond to help others,” he shared. “Many Diamonds in my organization serve people, too.”

Dr. Jase finds great satisfaction in helping others, both on his team and in the community around him. “I have a big heart for orphan children. I try to help them wherever I go. I offer whatever support I can give them,” he shared.





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During my 40 years in network marketing, I've had the opportunity to work with the 'best of the best.' However, I've never seen anyone with all of the qualities that Dr. Jase possesses. The depth of his passion, caring, and integrity are evident to everyone. He knows what he wants and he doesn't accept anything less. He is willing to do the impossible to achieve his goals, all while maintaining a positive attitude. I'm thrilled and blessed to work with him as part of Team Bond. Congratulations, Jase!

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**BONNIE TAYLOR**

Platinum International Diamond  
California, USA



## WORKING TOGETHER

Dr. Jase was first introduced to 4Life® when he and his wife, Dr. Jinsun, ran a holistic health clinic. They both became interested in the products when they saw the health support that 4Life Transfer Factor® could provide. “It really appealed to me,” he shared. “After doing some research, I was impressed with the way in which this product impacts the immune system.”\*

Dr. Jase describes 4Life as true love—a company with a unique family atmosphere that is full of integrity and sincerity. “It’s wonderful to have family throughout

the world,” he remarked. For Dr. Jase, 4Life is also a tremendous avenue to achieve independence, develop a strong sense of humility, and better face life’s challenges.

He closely aligns himself with the 4Life message. “I like to share happiness with other people. Because of this, I would describe myself with three words: happiness, together, forever—similar to the 4Life mission of Together, Building People®.”

\*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

“I love working in the network marketing industry because it creates wonderful opportunities to **FOSTER TEAMWORK.** It’s not only about my success. I can **PARTNER WITH PEOPLE** and help them **ACHIEVE THEIR DREAMS.”**



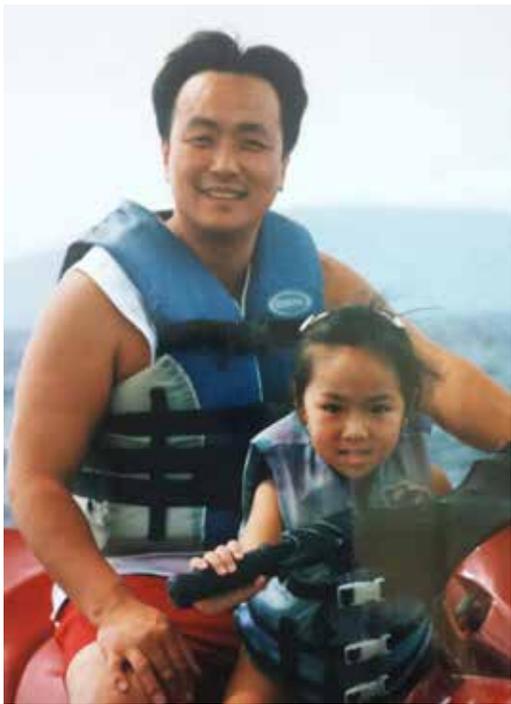


# A SHARED DREAM

Dr. Jase's wife, Dr. Jinsun, has offered support and encouragement during their 4Life® journey. "Becoming Platinum International Diamonds shows other distributors that their dreams can be achieved through 4Life. People have increasingly been motivated by our accomplishment," remarked Dr. Jinsun.

Dr. Jase and Dr. Jinsun share the dream of helping others succeed. This has been the key to their partnership. "It is truly fulfilling to be a 4Life independent business owner," remarked Dr. Jase. "I have no set obligations, and I love what I do."

"I always thought it was impossible to live more than one dream at a time, but 4Life has given me the ability to spend more time with our daughter, relax, and help others. I am so thankful that I can do all of these things every day," shared Dr. Jinsun.



“

Jase has an unwavering and genuine passion for everything he does. We are committed and excited to journey through this adventure with our team members. When we work as a team, we can achieve the impossible.

”

**DR. JINSUN KHYEAM**

Platinum International Diamond  
South Korea



# Success



ILLUMINATE 09  
4LIFE INTERNATIONAL CONFERENCE

## A PRICELESS LESSON

As with any business venture, Dr. Jase's 4Life® journey has not been without challenges. "Some people in my organization have become discouraged and quit easily. I show my team members that we have to keep going—no matter what happens. Like children who are learning to walk, if we fall, we stand back up again. This has been a priceless lesson."

His efforts to stand back up have definitely paid off. Dr. Jase's commitment to business growth has resulted in phenomenal success throughout South Korea. In fact, South Korea is now the largest 4Life international market!

Dr. Jase says that he never doubted 4Life would be successful in South Korea. "Whenever I face a negative response, it only confirms my belief that this is the right time for South Korea. I believe that good things are going to happen each day."



“Korean people are very **PASSIONATE AND LOYAL.**

I know what we are capable of accomplishing, and I know

that 4Life can become

**NUMBER ONE** in the

world. We just have to

**KEEP MOVING FORWARD.”**

“  
Dr. Jase is a visionary leader. He points at a goal, and says, ‘You’re mine!’ He has a powerfully driven personality, but is tender and servant-hearted in leading his team.

”  
**RAY MEURER**

Platinum International Diamond  
Florida, USA





Dear Dr. Jase and Dr. Jinsun,

Congratulations on this incredible achievement! We are thrilled to celebrate your advancement to the Platinum International Diamond rank. You have displayed a tremendous example of dedication—not just to your own success, but also to the success of others. Witnessing this commitment has truly been an inspiration.

Thank you for the work you have done, and continue to do, to make South Korea one of the strongest markets within 4Life®. We are confident that with your continued leadership, this tremendous growth will only continue.

We are so proud of what you have accomplished. We look forward to many more years of shared success!

Sincerely,

David and Bianca Lisonbee  
Founders

Steve Tew  
President & CEO

# Congratulations!

Mark Otter

*Mark Otter*

Jeffrey Kalman

*JK*

Preston M. Richards

*PMR*





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# PLATINUM

Rare

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Precious

Unyielding strength



Platinum makes everything around it shine beyond measure.

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