

PROGRESSIVE VISION FOR NATURAL MEDICINE



## Company Presentation 2011

Developing And Manufacturing Of Unique Natural Food Supplements,  
Natural Food Products And Professional Cosmetic



## Company Editorial

For more than two decades Tivoni has been developing and manufacturing unique food supplements, natural food products and natural cosmetics, according to the principles of functional medicine. The Tivoni company owes its success to the special and innovative development capabilities it derives from the natural functional medicine. Working with nature makes it possible for us and for you to create a change from within that will last over time.

With healthcare costs at all-time highs, Tivoni has been experiencing exponential growth by offering products that promote prevention and self-healing. This functional approach to patient care is the essence of The Tivoni Method - and the results speak for themselves.

What started as an idea in 1983 - almost 30 years ago - has now developed into an international company with a physical presence in many countries and a virtual presence all over the world. Today, Tivoni International is known for producing the highest quality, all-natural supplements, cosmetics, and food products on the market.



That type of recognition didn't come easy. Tivoni has invested heavily in research and development, high-tech manufacturing facilities, product quality, global marketing, international relations, training and community awareness; but it's been worth the cost.

Tivoni's current position for global growth and continued innovation has created a stable platform on which to build the future. The company recently opened a modern production facility in Bulgaria, and together with manufacturing partner R.P. Scherer GmbH & Co. KG of Germany, and ongoing collaborations with international drug makers, Tivoni is poised to handle any increase in product demand.

The company continues to train thousands of practitioners wanting to specialize in The Tivoni Method, and has developed an Institute for Public Instruction. Ongoing practice of the method, in clinics in Israel and around the world, provides valuable feedback for future product development, and proves that the method has a tremendous effect on countless people.

Izhak Tivoni's management team encourages employees and practitioners to think in terms of what is possible rather than limitations. That philosophy has served the company well up to this point and will propel it into the future for years to come.



## Company History and Profile – Tivoni International

In 1983, Izhak Tivoni entered the business world with the belief that functional medicine - a system of medicine that treats the whole person, not just symptoms of an underlying illness - could provide a better patient outcome than traditional medicine alone. Functional medicine encourages the patient to become an active part of the treatment process, giving the practitioner a greater understanding of the person's characteristic tendencies, not just the affecting disease. With that belief firmly in his heart, Izhak Tivoni began developing a functional approach to diagnosis and treatment of illness. In 1989, after several years of research and trial, The Tivoni Method was born.

As the Tivoni Method began growing in popularity, Izhak Tivoni started offering courses to physicians and therapists. But he realized that practitioners of The Tivoni Method would soon need supplements and remedies to support his functional treatment method. He began experimenting with oligotherapeutic remedies and in 1992 the first products under the Tivoni label began being sold in clinics. The goal of Tivoni remedies and food supplements has always been to treat or reestablish the patient's hormonal and enzymatic balance at the cellular level.

By understanding the characteristic tendencies of a particular patient, Tivoni specialists are able to produce products that help the body reach self-balance. Independently, patients are able to rid their bodies of toxins, promote digestion of nutrients, restore proper immune system function, optimize energy, and reestablish psychological equilibrium. Izhak's research has resulted in a full line of supplements and natural cosmetics, along with a growing line of natural foods.

The response to Izhak Tivoni's methodology and products has been remarkable. Not only have thousands of clinicians taken courses to specialize in The Tivoni Method, tens of thousands of patients have been treated by those clinicians. With such a revolutionary treatment system, it wasn't long before international governments and the public came calling. In 1993, Izhak Tivoni had the privilege of collaborating with Israeli Defense Forces and treating Antoine Lahed, leader of the South Lebanon Army. The company founded by Izhak Tivoni just 10 years earlier had gained an esteemed reputation, as well as valuable market share.

1996 brought the official establishment of Tivoni International when Tivoni products began

selling directly to the international public through conventional and natural pharmacies.

Since then, global agreements have been signed to distribute Tivoni products in Japan, Turkey, and Israel. In 2004, Tivoni opened a product development company in Bulgaria, solidifying its place in the Bulgarian marketplace, as well.

The future continues to look bright for Tivoni International. 2010 culminated with a Korean marketing development agreement and currently the company is engaged in active negotiations with other regions, including the UK and South Africa. In addition, Tivoni continues educating practitioners in The Tivoni Method and continues to invest heavily in product development.





## Tivoni's Pharmaceutical Division

Producing the highest quality nutritional supplements on the market today isn't easy. It's a rigorous process, requiring highly educated chemists and support staff, clinical trials, as well as modern manufacturing facilities and equipment.

In addition to Tivoni's manufacturing partnerships with German giant, R.P. Scherer GmbH & Co. KG, and additional internationally recognized drug makers, Tivoni operates its own high-tech manufacturing plant in Bulgaria.

Any company manufacturing under the Tivoni banner, whether in name or partnership, must adhere to the most stringent European standards, including Good Manufacturing Practice (GMP) and those of the EU-HACCP (Hazard Analysis Critical Control Points).

All Tivoni nutritional supplements, as well as its cosmetic line and growing line of food products, are limited to toxin-free natural ingredients. Though these ingredients tend to cost more, Tivoni believes in using only the best and will not compromise quality for lower prices.

In addition, all products are developed based upon EBM (Evidence Based Research). Often times, approving a product for release to the public takes years as our testing process, which includes checking for reciprocal effects of combined ingredients, is painstakingly strict.



Our company founder and CEO, Izhak Tivoni, takes a keen interest in selecting new products for development. Only after a product meets with Izhak's approval will it bear the Tivoni brand.

One of Mr. Tivoni's requirements is that any product put out by this company must be developed according to the Tivoni Method, which is based on functional medicine and oligotherapy in mind. Each product must serve to treat the underlying cause of an illness, not the symptoms, as well as promote self-balance within the body.

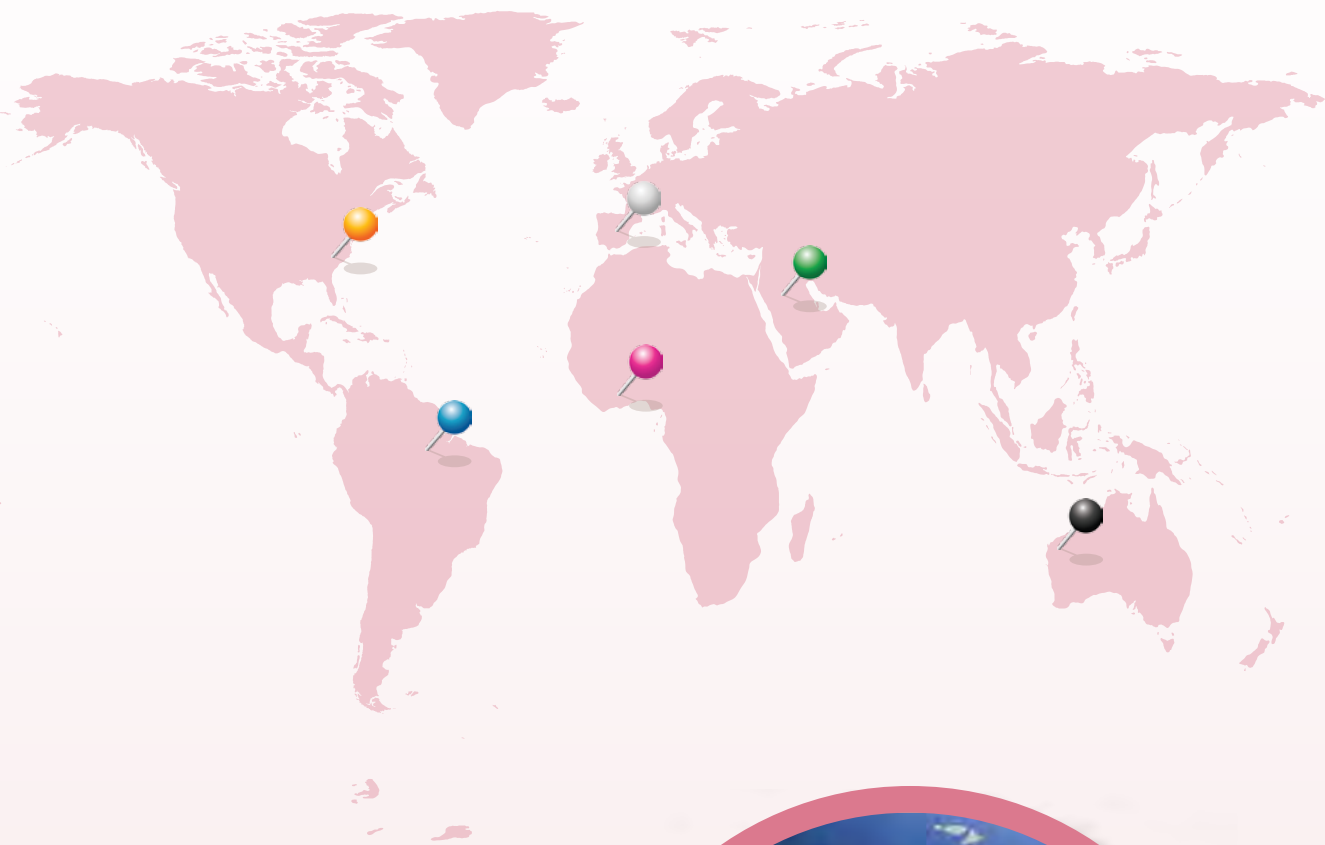
These stringent standards and modern manufacturing facilities set Tivoni above its competition and make it a brand customers can believe in. Tivoni takes great pride in the product it turns out and will continue operating with the same integrity that has made the company successful thus far.



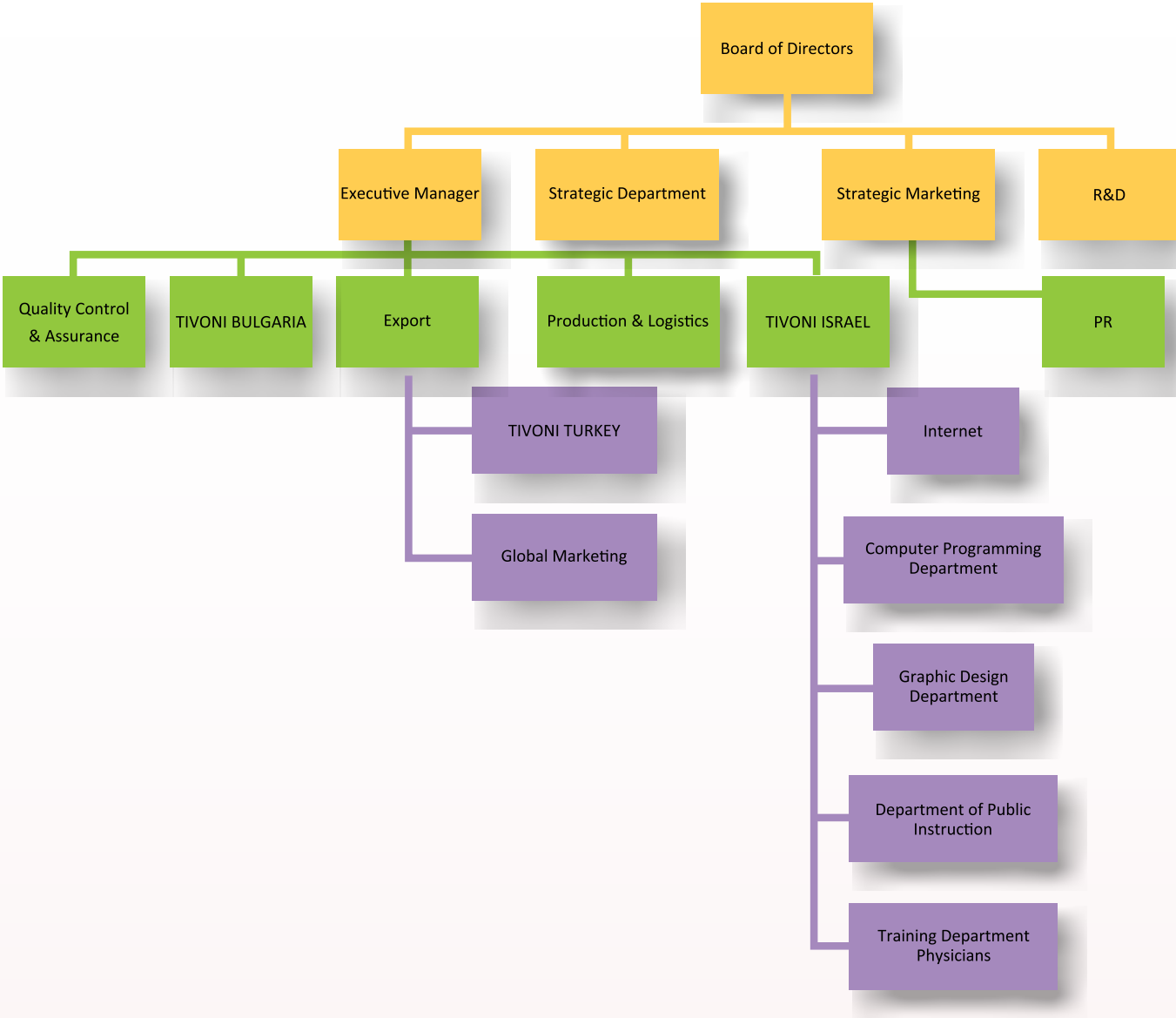
# Worldwide Business and Marketing Activities of Tivoni

Since 1983, Tivoni has grown into one of the world’s most trusted manufacturers of nutritional supplements, natural cosmetics and natural whole foods. From its humble beginnings in Israel, Tivoni has become an international company, transcending borders to market and distribute products in Bulgaria and Turkey. In addition, Tivoni has pending trade agreements with Korea and Russia in place, and is engaged in active negotiations with the UK and South Africa, as well as other countries around the globe.

Anticipating further international growth, Tivoni recently opened a manufacturing factory in Bulgaria and remains committed to its current global partnerships.



- Exclusive Distributor
- Existing Activity
- Start Activity Soon
- In Negotiating
- In Negotiating



## Organizational Structure of Tivoni International

Tivoni continues to expand its global operations and has positioned itself to meet the increasing demand from both present and emerging markets. The organizational structure as seen below ensures that its rigorous production standards will continue to be met with the greatest efficiency possible.

Like many reputable corporations, Tivoni International is governed by a Board of Directors, which deals with strategic planning and corporate development. An Executive Manager, with the aid of various department managers, oversees the company’s daily operations, quality assurance, exports and logistics, as well as international relations.

While most of the manufacturing takes place at the Tivoni factory in Bulgaria, corporate headquarters are located in Israel and handle all marketing, public relations, product and packaging design, business and administrative activities, and company-wide IT requirements.



## Tivoni Products – A Natural Approach

Tivoni places great value on consistency. The process by which ingredients are extracted and products produced matches The Tivoni Method of patient care—a method adopted and proven by practitioners around the globe for over 20 years.

The Tivoni Method, which incorporates functional medicine, emphasizes patient care rather than disease care in that it is more important to know who has the disease than what disease that person has. That is the essence behind all of Tivoni's products. They are developed to give people the power to reach self-balance and let their bodies treat themselves, no matter what disease has taken root. Tivoni uses only 100 percent natural ingredients, as well as organic, that fulfill a functional need.

Tivoni uses naturally occurring trace elements and catalysts that aid in the restoration of the body's:



### Immune System

*T3, T6, CareTiv, Cell Oxygen 2*



### Hormonal System

*Andro 7, MenoTiv*



### Digestive System

*DigesTiv, Biocal*



### Vascular System & Heart

*OmegaTiv*



### Unique Care Systems

*19 mineral series*



### General Balance & Prevention

*CareTiv, Shitacare, Cell Oxygen, OligoTiv*

### Mental Health

*MemoTiv (M-Tiv), StabaTiv, Calmophitum*



In addition to those supplements, Tivoni manufactures a top-selling line of natural beauty, weight, and hair care products:



### Bone & Joint Health

*ArtroTiv, LiveTiv*



### Beauty & Skin

*BeauTiv, WellTiv-1, D-Sol*



### Weight Control

*WellTiv, D-Tiv, D-Tiv18*

Eye and Vision	Vascular System & Heart
Beauty & Skin	Digestive System
General Balance & Prevention	Weight Control
Bone & Joint Health	Mental Health
Hormonal System	Immune System

Tivoni continues to gain market share on its competitors because of its unwavering commitment to quality and its holistic method of patient care. As new markets emerge, Tivoni will be there—solidifying its place as one of the world's top-selling brands.



## The Tivoni Brand

Since the company's inception, great care has been taken to build a brand worthy of the Tivoni name. It's no accident that product names follow a particular pattern, making them instantly recognizable. CareTiv, BeauTiv, MenoTiv, StabaTiv and LiveTiv are just a few of Tivoni's top-selling brands of nutritional supplements, natural cosmetics, and natural food products.

The Tivoni brand isn't for everyone, but then again, Tivoni customers aren't just anyone. They're discerning and selective, intelligent and open-minded. They choose Tivoni for one reason - it's a proven name with proven results.

Placing new products under the umbrella of the established Tivoni brand enables the creative team to quickly build market awareness and acceptance of any new product. Tivoni's marketing team has been instrumental in creating a reputable brand and continues to make every effort to keep Tivoni in the public's consciousness.

The following samples illustrate the effective use of various media by the Tivoni team to build an instantly recognizable brand:





## Production Quality - The Tivoni Way

No amount of advertising can make up for poor production quality. That's why Tivoni adheres to the strictest quality control standards - from the very beginning of the production process.

Tivoni understands that quality output begins with quality input. From raw materials and ingredients to the precise computerized machinery Tivoni uses; from the manufacturing process to the final product; quality assurance reigns. Tivoni knows that a cut corner during any part of the production process will result in lost customers.

The European and Bulgarian especially stringent standards supplements. Rather than standards like many in the Tivoni embraces them.



Health Ministries impose on nutritional food try to get around these supplements industry,

Products are produced EU-HAACP (Hazard Analysis and GMP (Good Manufacturing require inspection points to be put

in accordance with Critical Control Points) Practices). These standards in place at various stages of production to ensure that customers receive only the highest quality products.

In addition, Tivoni scrutinizes every ingredient and continuously monitors bacteria, heavy metals, and disinfestation chemicals, which can adversely affect the finished product. This is how high quality products are produced. This is how Tivoni guarantees all natural products with no side effects.



At any point during the production process, employees have the power to halt the production of a particular product if it fails to meet Tivoni standards for quality. Halting production once in process can cost the company thousands of dollars, but the additional cost is worth it if Tivoni's reputation for excellence is maintained.





## **Tivoni International**

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