

SUNRIDER HISTORY

Sunrider opened its doors in 1982. In the beginning people scoffed, "People want quick fixes in this throw-away society," they said. Dr. Chen, owner of Sunrider, was convinced in his beliefs and poured millions of dollars into creating the finest herbal food production facilities on this planet. Since its founding in 1982, Sunrider has shown exceptional growth, expanding into 50 countries and owning over two million square feet of manufacturing facilities.

Once Sunrider proved itself, many of the same people who said it would fail have been falling over themselves to jump on what they perceive to be the "Chinese herb bandwagon" or the "health-product bandwagon."

Sunrider foods are based on 3,000 years of research in China from about 3,000 B.C. to about 0 B.C. Over this 3,000-year period, many herbal food formulas were developed to nourish, cleanse and establish balance in the body. The *Philosophy of Regeneration* was the fundamental principle of the Chinese at that time.

Over 161,000 pieces of data were recovered during this 3,000-year period with only 36 entries to disease. Their focus was health and longevity, not disease or cures. 2,000 years ago, the period known as the "warring states" began in China. Strife divided the country and walls protecting the borders of many small provinces began dotting the land. In an effort to unite the country, the emperor at that time began a construction project to join the several smaller walls into one great wall. This took 200 years and was completed during the Ming Dynasty at the height of the warring states.

ANCIENT CHINESE PHILOSOPHY OF REGENERATION TURNS TO ONE OF SUBSTITUTION. Centuries of war took their toll; plagues and disease swept across the continent. Gradually, the *Philosophy of Regeneration* was changed into one of *substitution*. Herbs were diverted from their role as foods that nourished and strengthened, to treating wounds, injuries and disease. Many of the ancient manuscripts were discarded in

favor of a more immediate fix. But this new philosophy had its limitations.

A few traditionalists remained who held the ancient philosophy sacred. With the new science taking over, the old volumes that accurately taught the principles of longevity and health were stored away. In the early 1900's during the Boxer Rebellion, Dr. Chen's grandfather came to possess several volumes of the ancient manuscripts.

All of the Sunrider products are created based on the wisdom from these manuscripts. It is the knowledge in these manuscripts, combined with Dr. Chen's expertise that makes the Sunrider foods so unique. What is Dr. Chen's expertise? Dr. Chen is a master herbalist with the working knowledge of over 4,000 herbs and has degrees in pharmacy and biochemistry. His wife, Dr. Oi Lin Chen, is a western medical doctor. Drs. Chen have personally developed every one of the over 400 products Sunrider has today. They are safe, effective, and very high quality.

Sunrider has just celebrated its 35th anniversary. The company leadership has grown by five as the Chen's five children are now also involved in the decision-making and product development. Reuben, Wendy, Sunny, Eric and Jonathon with varying degrees - Medical Doctor, two Lawyers, Organic Chemistry, and Information Systems... have brought a younger and more modern perspective to the company.

In the last two years Sunrider has completely updated the whole business side of the company including launching a new cutting edge marketing plan June 1, 2017.

Sunrider has the stability of a legacy company but now has the growth potential and income potential of a start up venture.

I hope you will join us

Jim Pendree