YOUR PROSPECTING QUESTIONS ANSWERED
BECOME AN EFFECTIVE PROSPECTOR BY FOLLOWING ADVICE FROM SOARING MANAGER CHRIS MUNRO.

GET REWARDED FOR BUILDING YOUR BUSINESS
HAVE YOU HEARD ABOUT THE NEW RECRUITMENT INCENTIVE THAT’S LAUNCHING IN THE UK?

EVENTS YOU WON’T WANT TO MISS IN 2017
GRAB NEXT YEAR’S DIARY AND JOT DOWN THE DATES TODAY!

THINK F.I.T. IN 2017
GET YOUR BUSINESS BACK IN SHAPE WITH THE NEW FOREVER F.I.T. AND OUR #FOREVERBRINGIT CAMPAIGN.
HUGE SUCCESS DESERVES HUGE CELEBRATION.

Join us in 2017 for:

**Success Express:**
28th January,
SECC, Glasgow

**Success Express:**
18th - 19th February,
NEC Birmingham

**Mastering Success Roadshow:**
22nd April,
Odeon Leicester Square

**Success Express:**
6th May,
SECC, Glasgow

**Success Express:**
17th - 18th June,
Genting Arena Birmingham

**Success Express:**
16th - 17th September,
Genting Arena Birmingham

**Mastering Success Roadshow:**
14th October,
Victoria Warehouse Manchester

**Success Express:**
4th November,
SECC, Glasgow

**Success Express:**
2nd - 3rd December,
Genting Arena Birmingham

Buy tickets now from
www.foreveruktickets.co.uk
Adjustments

Adjustment day for December business is Wednesday 4th January.

All application forms for Adjustment Day must be received by Forever UK Head Office no later than 12pm. In an effort to protect payment and personal details we ask that all Forever Business Owners send scanned applications and orders via our secure upload page. When sending through this channel you will also benefit from receiving a confirmation email receipt of your successful upload. The upload page can be accessed from the My Business>Tools area of the Forever Business Owner Site on foreverliving.com, or alternatively you can go straight to the page using this url: www.foreverapps.co.uk. Orders and applications sent via email to Forever Business Owner Support will be processed, but sent at your own risk.

Editor: Kate Ellice Hodge
THE WAY FORWARD

2016 was a great year for us and we can all be proud of another year of growth in many aspects of the business. We will never take success for granted; we know the hard work and sacrifice that goes into building your Forever future and we are grateful to all of you. But I want to take a moment to lay out our vision for the future, as opposed to celebrating the past.

We have been around a long time and we have learned over the years that you have to be vigilant and disciplined in your messaging and focus in order to stay current in a marketplace crowded with competition and too many noisy distractions. It is imperative that we stay true to our core message. Forever has always strived to be pure and simple as a company. What does this mean to you? It means that you will continue to see us working hard to enhance our products through ingredient upgrades and enhancements; you’ll also see further significant investment and innovations in our processes, policies and Marketing Plan that will simplify the business and how you do it.

We have just been through a unique political process in the USA and we were bombarded by the media and political surrogates with what they called ‘talking points’ – a list of areas of focus that the campaign agreed upon and stuck to. I thought I would take a minute to remind all of our FBOs and staff of Forever’s talking points. To assist in this I have broken them into five main categories, five unique selling points of our company that we feel will enable you to more effectively explain who we are:

1. **In business since 1978.** We are not perfect but we understand how to be successful, and we have proven that we are disciplined enough as a company to make the right decisions over a long period of time.

2. **Our aloe is the very best.** Our aloe is pure, proven and good for you. We control the entire process so we know how much aloe is in each product and how effective that aloe is.

3. **We are vertically integrated.** We believe enough in what we do that we purchased and reinvested in the entire supply chain in order for us to control price, quality and availability. We even own the ground that the aloe grows in, and the people that harvest it work for the Forever family. We are not selling someone else’s product with our label on it. It is truly ours, from plant to product to you.

4. **Proven Marketing Plan.** Our payment and rewards plan has withstood the test of time and all market conditions. We are not experimenting!

5. **Proven Leadership.** Our staff throughout the world have shown over and over again that they are motivated by the long term success of Forever and they recognise that their success is dependent on our ability to create a profitable environment for every FBO and customer around the world.

I hope this helps you all to ‘see what we are thinking’. I am so proud of each of you and what a thrill it is to be associated with you as we build something very special together.

Have a wonderful Christmas and holiday time. Take time to reach out to those you love and maybe even to those that you don’t!

Forever Yours,

Rex Maughan
Chairman and CEO
A FUN-FILLED BUSINESS

Supervisor Grace Oyerinde’s journey started when her friend asked her if she would host a Forever product launch at her home...

Supervisor // Grace Oyerinde
Sponsors // Adenike and Adegboyega Taiwo
Favourite product // Aloe Nourishing Serum

I agreed as I was happy to support my friend, but I also liked that I wouldn’t have to lift a finger in preparation for the party – she offered to organise the catering and everything so that I could simply be a guest in my own home. To be honest though, I was also curious; my knowledge of the product range was very limited. I had only been introduced to Forever Bright Toothgel previously, so I was interested in learning a bit more.

We had a lot of fun that evening, sixteen people attended in total and I was impressed by how professional the team was at setting up and presenting the products. I was also struck by the integrity of the company – I loved that they offered a sixty-day money-back guarantee and that the aloe was organically-grown, without the use of insecticides, and that it’s hand-harvested. I was also fascinated to learn about the nutritional ingredients contained within the products. I made the decision to buy the Business Owner Box as I wanted to benefit from the discount on future purchases. I was not interested in the business side of things – I had work and other commitments – I was just keen to get my discount!

Throughout the months that followed I naturally found myself talking to friends, family and colleagues about the products. I used all the products in the Business Owner Box, I went on and did the C9, and I purchased other products for personal use too. Friends and family wanted to know what I was doing and how was I doing it, and, five months later, I realised that my Forever business had taken off. Despite being a mother of three young children, holding two jobs as an accountant, and working other commitments such as teaching Sunday school, I was determined to give my business a real go. I held my first product launch, which was promptly followed by further presentations, and although not all were well attended, I quickly learnt that it wasn’t really about the volume of people, but engaging those who had a passion for the products.

The success I’ve seen so far has been down to my passion and the amazing support given by a Senior Manager in my upline, Celestina Egbor. I’m having so much fun hosting tea parties, doing table-top displays in my local community, and supporting my friends with their respective launches – I really have loved every minute!
PLAN YOUR GOALS FOR 2017

It seems only a short time ago that I was writing the first article of the year: how quickly 2016 has gone! We have experienced South Africa for the Global Rally and Greece for the Eagle Managers’ Retreat, and now we look forward to Dubai in April and the Mediterranean boat cruise later in 2017 – I hope you have them in your diary!

As we enter the Christmas period, I hope that you have achieved all of the goals you set at the beginning of the year, or at least some of them. It’s good to have challenged yourself and to have a map of where you want to be.

I found myself reflecting on the plans that I had set at the start of the year. I feel a sense of achievement for the ones that I have attained, and feel I have grown as a result of that success. The ones that I have fallen short of, I have learned by. The main learning points have been that I did not do enough activity to achieve some of them, and sometimes I did not approach them with 100% positivity. Note to self: stay positively focused on the task longer next time.

The power of goal-setting is well documented; if we have a clear idea of what we want from our lives, we are more likely to get it. The sad fact is most people spend more time planning their annual holiday than they do their lives! The Christmas holiday is a great time to sit down and take time out to plan what you want in 2017. Set yourself challenging but realistic, short-term goals, and be more imaginative and expansive with your long-term plans.

“Imagination is the beginning of creation. You imagine what you desire, you will what you imagine and at last you create what you will.” – George Bernard Shaw

“Imagination is more important than knowledge.” – Albert Einstein

Remember, in Forever you can have whatever you want, as long as you help enough other people to get what they want. Build a detailed business plan of how you will bring more people into your business next year, and how you will help the people you already have in your team to do the same. Be persistent and consistent. Lead by example. Remember, the speed of the leader determines the speed of the pack.

“To dream anything that you want to dream. That’s the beauty of the human mind. To do anything that you want to do. That is the strength of human will. To trust yourself to test your limits. That is the courage to succeed.” – Bernard Edmonds

I know that this has been a tough year for Forever UK and Ireland, but our fundamental business is very strong. We have so much going for us and there is such untapped potential in both of these markets. All we need are bigger goals, sometimes a thicker skin, and a strong work ethic, then we can achieve anything we want. So, when setting your goals for 2017, think bigger than you have ever thought before.

From all of the staff, both in the UK offices and Ireland, we wish you a very Merry Christmas. Thank you for all that you do to make Forever great. For 2017, we wish you health, wealth and happiness.

Good luck in all that you do,

Bob Parker
Country Manager
@bobparkerflip
www.youtube.com/flpukltd
BELIEVE YOU CAN DO IT

Assistant Manager // Emma Mulraine
Sponsor // Michele Finlay
Favourite product // Forever Bright Toothgel

Emma used to work in finance within the oil and gas industry, but realising her job was unstable caused Emma to shift her focus...

I’m mum to two boys, Mikey, nine, and Caiden, sixteen months. I was introduced to Forever when thirty weeks pregnant with my second son. Michele, my sponsor, asked me to share a post on Facebook about earning an extra income, and since I was soon to be on maternity leave I was intrigued as to what it was about. I signed up the next day. I was determined to reach my first promotion before Caiden was born. I did what I was told, listened to all the training, started talking about the products and I built a team. I reached my first promotion five days before he was born. I continued to work hard building my team but when he was eight weeks old my relationship broke down and I became a single mum. I had been a single mum before; I raised Mikey by myself until he was five, but my confidence had taken a hit. Although I still worked the business, I didn’t work it as hard as I could or should have. I didn’t believe that I could be a success and go all the way any more. But then something changed...

In December my business doubled. I was made redundant but I didn’t care as I knew everything would be ok and from then on my business continued to grow. I now work part-time as a payroll and bookkeeping assistant for an accountant’s, which I love, and thanks to Forever I have been able to take my kids to Legoland (Mikey had it on the goal board). I just love that I have spare time to spend with my boys!

I now believe that anything is possible. I used to be really negative, believing that the successful person could never be me, but now I know I can have it all and more. All it takes is hard work and the belief you can do it.

"I just love that I have spare time to spend with my boys!"
Prospecting often seems to be an aspect of Forever’s Marketing Plan that people feel less comfortable with, but becoming an effective prospector is a skill that you can learn to master. Soaring Manager Chris Munro spoke recently at Success Express on prospecting, and he shared some of the common questions that Forever Business Owners (FBOs) are faced with when they are trying to recruit others. It’s not always easy to know how to respond when confronted with some of these queries, but Chris was able to impart some invaluable advice on how FBOs can respond to questions, and he even encouraged his fellow FBOs to embrace every question that comes their way.
Believe that questions are good…

Being asked a difficult question doesn’t mean that the person asking it is doing so as a means to trip you up, and it’s also unlikely that they are asking it just for an opportunity to criticise your response. In reality, the motive behind their ask is likely to be down to intrigue and a healthy curiosity that stems from a want for what you are telling them to be true. Even if their approach seems off, chances are their questioning is a way for them to process information, and your answers will help them to decide whether or not joining the business is worthwhile. Use their inquisitiveness to your advantage by putting your prospect’s mind at ease; answer their questions honestly and in a timely manner, and encourage them to attend a Business Presentation if you feel it will be of benefit.

Chris says:
I absolutely love questions and you should and will learn to love them too. “What, are you mad?” I hear you cry, but honestly I do, and you will as well! Normally when something seems daunting it’s because you don’t know how to act or respond, but also you probably haven’t done it enough to have built up your confidence. Learning how to invite prospects to take a look at our amazing opportunity is the first skill that you will need to learn, and this includes being able to answer questions. If you master this and consistently talk to five-to-ten people a day, I promise you that you’ll grow an amazing business!

Become fluent in communication…

You can read all sorts of guide books and listen to various podcasts, but the most effective way to become fluent in communication is to physically go out and do it! Seize opportunities to talk to people by becoming a social butterfly, accept all the invitations that you receive, or join clubs and community events that expose you to others. The more you talk to people, even if it’s general conversation, the more your confidence will grow.

Chris says:
This business is all about rolling up your sleeves and learning by doing! It’s strange to think that learning how to be a good communicator is considered a skill; I mean we hold conversations every day right? You would have thought that we would all be experts, but understanding how to control your excitement, learning how to listen and how not to over-talk, and being able to read someone, are all skills. These skills come with practice and time, so don’t worry. We have all been in your shoes and have gone through what you are going through right now!

Handle questions effectively…

One really effective method is to speak openly with the prospect by telling them your story. Remember that you were once in their situation and probably even asked the same kind of things. Be honest about why you got involved and what it was that attracted you to the company. Show them articles and videos that illustrate the values behind Forever, and reassure them that you are around to offer support and training. In some instances you may need to do some question-asking of your own. By asking the prospect what makes them ask a certain question, you may discover a reason for their apprehension, you may open up an opportunity to set up a one-on-one meeting that you can prepare for, and it may buy you time to do some research and speak to your upline for advice.

Chris says:
Don’t forget, all we are trying to do is educate people to realise that there is another option to a better work-life balance. We do this by showing them the information, but it is for each prospect to make up their own mind as to whether the opportunity is for them. By asking, “That’s interesting. Do you mind if I ask what makes you say that?” with the ‘feel, felt, found’ structure (“I understand how you feel, I felt exactly the same way but what I found was…”), you’ll find you’re able to overcome any question or objection.
Q: What is Forever?

A: I always try to answer so that my response relates to the person I’m speaking to. If it’s a mum, you could answer with, “I help mums like you earn an additional income working from home flexibly around their children. The business is within the health and wellness sector which is booming at the moment!” If it’s a professional, try, “I help professional people like you build an incredible business from home that can match, or in many cases exceed, your current income. Developing a successful Forever business can help you to retire early and give you a better work-life balance. Most people don’t have the time to enjoy life; this opportunity can give you that freedom whilst still earning an incredible income. Now this may not be for you, but I would love to catch up over a coffee (or online, or send you some information) so that you can take a look at the information and decide. It’s great fun and I know you would be incredible at it! How are you fixed for ………… morning?”

Q: Is it selling because I am no good at selling?

A: I am so glad you said that because I’m not looking for sales people, and to be honest I understand how you FEEL as I FELT exactly the same when I was first approached. What I FOUND was that it’s more of a recommendation role, a bit like when you have eaten at a good restaurant and you recommend it to your friends. This works in exactly the same way. You try the products so you can recommend them with passion and honesty, and I know once you have tried the products you will absolutely love them! What I would love to do is catch up over a coffee (or online, or send you some information) so that you can take a look at the information and decide if it’s for you. It may not be, which is fine, but I know once you have seen what you can achieve you’ll want to get started straight away just like I did! How are you fixed for ………… morning?

Q: I’m just not sure I would have the time...

A: I totally understand how you FEEL as I FELT exactly the same, but what I FOUND was that once I had seen how it worked, I could see how it would fit into my already busy lifestyle. Since getting started I’ve noticed that it’s the busy people who are really successful as they come into contact with people on a daily basis. This may not be for you, which is fine as it’s not for everyone, but I would love to catch up over a coffee (or online, or send you some information) so that you can take a look at the information and decide for yourself. Let’s pop a date in the diary, I’m free Wednesday and Thursday evening this week, which is best for you?

A final tip…

Sometimes prospects will throw questions at you which mask something else. For example they may ask, “It’s not a pyramid scheme is it?” purely because they don’t know what else to call it and they don’t understand network marketing. In this instance, ask a question back, “That’s really interesting. What makes you say that?” You will then find the real reason why they’ve asked that specific question. You can then use a “feel, felt, found” response to reassure them.
I originally wanted to be a physiotherapist but when I was on a year out I decided to start a career in marketing. I eventually moved into B2B marketing for some of the top marketing agencies serving the technology industry. I enjoyed the casual, creative and fun environment of working for an agency, and I was running some of the world’s largest technology accounts, such as Microsoft. It was more than 9-5, and I was fine with that until I had my family. After having my daughters I decided to work for myself, part-time and freelance so that I could choose my hours and work flexibly around the family.

But when my son was five months old, out of nowhere I came down with severe pneumonia. It was so bad I had to have my husband write my will. It took me two years to properly get back on my feet and the result left me with a heart condition.

When Jack turned four and started school, I was deciding whether or not to take on more freelance work. That’s when I wondered whether there was ‘profit’ to be made from the Forever products. One of my best friends told me about the C9 six months earlier and after completing the programme I felt incredible. The products had won me over, but I didn’t know anything about the business side or even that there was a whole Marketing Plan behind the products. The opportunity ticked a lot of boxes for me in terms of flexible working, and in all honesty, I thought it was too good to be true.

My timing couldn’t have been worse. We’d just moved out of our house for renovation and I was working every day. We had children at three different schools and we were living at my parents. I was going to put it off until the new year, but my husband encouraged me to give it a go. I spent a month using the products and learning the business, and I started to qualify for incentives. I achieved Supervisor over the following two months and that’s when I became serious; within six months I was promoted to Manager! I absolutely love my team and who I’ve met along the way – Forever has given me a sense of purpose, but more importantly, flexible fun and an opportunity not to be missed.

"The opportunity ticked a lot of boxes for me in terms of flexible working, and in all honesty, I thought it was too good to be true."
THINK F.I.T. WITH
#ForeverBringIt
On December 3rd 2016, Forever UK launched the new Forever F.I.T. programme and we are excited to promote this innovative new product line to customers across the country through our Forever Business Owners. Forever’s new-and-improved F.I.T. programme is an excellent nutritional, weight management and exercise plan designed to help transform lifestyles and create good habits for life. It comprises four easy-to-follow stages, C9, F15 Beginner, F15 Intermediate and F15 Advanced. Below is a brief overview of the products:

**C9**
If it is results you are after, then you should always start a programme by addressing your attitude and mindset. The C9 has been designed in a way that allows you to take back control of your body and lifestyle. This nine-day calorie-controlled diet and exercise programme will enable you to meet your weight, exercise and lifestyle goals through easy-to-follow steps, exercise ideas and delicious recipes. The C9 box contains Forever Aloe Vera Gel (x2), Forever Lite Ultra (x1), Forever Therm (18 tablets), Forever Garcinia Plus (54 softgels), Forever Fiber (9 packets), a booklet to guide you through the programme, a tape measure and a shaker.

Once your attitude is in check, it’s time to step your fitness up a gear by moving onto F15. F15 is designed to build on your fitness gradually, but in a way that’s sustainable and achievable. Choose the level that’s right for you or work through all three programmes to achieve your target weight. Each F15 level has been split into two* fifteen-day regimes so that you can choose the one that suits your lifestyle. All F15 boxes contain Forever Aloe Vera Gel (x2), Forever Lite Ultra (x1), Forever Therm (30 tablets), Forever Garcinia Plus (90 softgels), Forever Fiber (15 packets) and the chosen level’s guidance booklet.

**F15 BEGINNER**
New to fitness and nutrition? Then start with F15 Beginner. Learn the basics of fitness with customised body workouts, fundamental movements and basic cardio. Build your foundation with easy-to-follow guidelines, healthy recipes, weight management products and lifestyle tips.

**F15 INTERMEDIATE**
Already moderately active but looking to step up your routine? Jump ahead to F15 Intermediate. With a selection of recipes, customised workouts, interval training, high intensity workouts and weight management products, F15 Intermediate will help you to take it to the next level.

**F15 ADVANCED**
If you’re already very active, but in search of a programme that better suits you, why not try F15 Advanced? With higher intensity exercise and food supplement support, F15 Advanced provides a more intensive regime for those looking for a challenge.

*Please note: If you or your customers want to do both parts of each level you will need to purchase additional products.*
WHY FOREVER F.I.T.?

According to the NHS, obesity levels in the UK have more than trebled in the last thirty years. In fact, it’s predicted that more than half the population could be obese by 2050. Most people who become obese put on weight gradually between the ages of twenty and forty, so consider this demographic when promoting the Forever F.I.T. programme. Despite this rise in obesity, consumers are becoming more aware of the dangers behind the direction they are currently headed, and this has resulted in a healthy living trend and increased interest in nutrition-related products. The word ‘diet’ is no longer the motivator, instead customers are choosing weight management programmes that focus on balanced and nutritional meals and exercise plans, and this is exactly what the new Forever F.I.T. programme is about.

According to the Global Wellness Institute, the wellness market is now worth $3.4 trillion, and the research firm SRI International has confirmed that this places it as one of the largest and fastest-growing industries in the world. The healthy eating, nutrition and weight management market falls within the wellness industry, and this is actually the area that has seen the most significant growth. This particular market sector has increased by 108% and is worth a staggering $276.5 billion globally, so it is definitely a market worth plugging in to.

Consumers in the UK now have more access to knowledge about health and nutrition than ever before. Fitness blogs and social media are now important sources of information regarding nutrition and health, and the use of personal trainers, fitness classes and nutritional shakes is also on the rise. You want your customers and people in your network to turn to you and Forever F.I.T. when considering weight management. We are therefore preparing to launch #ForeverBringIt, a social media campaign that focuses on getting fit in the new year. The campaign will be running for one month, starting 1st January 2017, and Forever UK has prepared material and content to support you as you promote the programme to your customers over the next few weeks (please see the table above). All of these materials have been designed to equip you with what you’ll need to effectively promote and retail Forever F.I.T. You don’t have to utilise everything, simply choose the items that you think will work for you.

F.I.T. campaign materials available to Forever Business Owners:

<table>
<thead>
<tr>
<th>What's available</th>
<th>When's it available</th>
<th>How to use it:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social campaign on Forever’s social platforms – get sharing!</td>
<td>On Forever’s social platforms throughout January 2017</td>
<td>Share with your customers and get involved yourself</td>
</tr>
<tr>
<td>#ForeverBringIt competition</td>
<td>Promoted on Forever’s social channels throughout the campaign</td>
<td>Share with your customers and prospects</td>
</tr>
<tr>
<td>Product adverts with #ForeverBringIt, before and after shots and testimonials</td>
<td>Available in January from foreverknowledge.info and forever.webstore.uk.com</td>
<td>Share these with your customers</td>
</tr>
<tr>
<td>Designed social posts found on FLP.Social</td>
<td>Available from January on FLP.Social</td>
<td>Share these on your platforms</td>
</tr>
<tr>
<td>Exercise and recipe videos</td>
<td>Available in January on FLP. Social and Forever’s YouTube channel</td>
<td>Share these on your platforms</td>
</tr>
<tr>
<td>Forever Reach email templates</td>
<td>Available in January from Forever Reach</td>
<td>Share these with your customers</td>
</tr>
<tr>
<td>Web banners for use on your personal websites</td>
<td>Available in January on your web platforms</td>
<td>Use on your websites</td>
</tr>
<tr>
<td>Blog articles relating to Forever F.I.T.</td>
<td>Available weekly from January 2017</td>
<td>Share entries with your customers</td>
</tr>
<tr>
<td>New Sports &amp; Weight Management brochure</td>
<td>Available today from Product Centres, Order Line and foreverliving.com</td>
<td>Share with your customers</td>
</tr>
<tr>
<td>F.I.T.-themed Aloe Matters</td>
<td>Available today from Product Centres, Order Line and foreverliving.com</td>
<td>Share with your customers</td>
</tr>
<tr>
<td>Choosing a F.I.T. programme questionnaire</td>
<td>Available in Aloe Matters, foreverknowledge.info and to buy from forever.webstore.uk.com</td>
<td>Work through the questions with your customers</td>
</tr>
<tr>
<td>Pledge to get F.I.T. in 2017 by joining the #ForeverBringIt challenge</td>
<td>Available in January on foreverknowledge.info and foreverfituk.co.uk</td>
<td>Sign up yourself and encourage others to take on the challenge</td>
</tr>
<tr>
<td>Targeted e-marketing</td>
<td>Available weekly from January 2017</td>
<td>These will be sent by Head Office to those who have pledged to join the challenge</td>
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</tbody>
</table>

Please note that Forever reserves the right to vary content without notice. Please keep an eye on foreverknowledge.info for updates.
WHY CHOOSE FOREVER F.I.T.?

There are many components of Forever F.I.T. that make it unique to competing programmes; try to promote these features to your customers when encouraging them to look at the C9 or F15:

**Quality products:** Forever's products are developed using safe, natural and GM-free ingredients. Every product goes through strict quality control testing at various stages, and Forever is able to ensure the quality of all its products as it controls everything from its fields to its factory, to research and development, to packing, shipping and distribution. In fact, we are so confident in our products that we offer all customers a sixty-day money-back guarantee if they are not satisfied.

**The purity of our aloe:** Forever is proud to have a patented stabilisation process for its aloe gel and this helps us to ensure our aloe is the purest on the market. Forever Aloe Vera Gel exceeded the International Aloe Science Council's (IASC) high standards and contains 96% aloe. The majority of Forever's other products have also been awarded with the IASC's Seal of Approval.

**Nutritionally-balanced recipes:** Forever has worked hard to include recipes in the F.I.T. programme that are affordable, achievable and effective. All the recipes are nutritionally-balanced, tasty, and just what followers of the programme need.

**Easy-to-follow exercises:** Forever has made exercising easy by offering followers of the programme access to video tutorials that explain how to perform exercises effectively. Each level of F15 contains slightly different exercises to account for the follower's ability, and the low-medium impact exercises suggested in the C9 make the programme easy enough for anyone to follow.

**Tailored programme:** The beauty of F15 is that the follower can tailor it around their level of fitness and lifestyle needs. Each level contains two stages, i.e. Beginner 1 and Beginner 2, so followers can choose the schedule that suits them.

The five core Forever products that help form Forever F.I.T. include:

**Forever Aloe Vera Gel:** Forever Aloe Vera Gel helps to aid digestion and gastro-intestinal health.

**Forever Garcinia Plus:** Forever Garcinia Plus contains chromium which contributes to normal macronutrient metabolism and the maintenance of normal blood glucose levels.

**Forever Therm:** Forever Therm's formula contains a special combination of vitamins including B6 and B12, which contribute to the reduction of tiredness and fatigue. Its vitamin C content will also contribute to a normal energy-yielding metabolism.

**Forever Fiber:** Fibre is a vital part of any healthy balanced diet and Forever Fiber will add 5g of fibre – the equivalent of almost two slices of whole wheat toast – to any beverage.

**Forever Lite Ultra:** Forever Lite Ultra contains vital vitamins and minerals (vitamin C, D, A, calcium, iron, magnesium and zinc) and 24g of protein. Protein contributes to growth in muscle mass and to the maintenance of muscle mass and normal bones.
The #ForeverBringIt campaign is, ultimately, a campaign that will be running on social media, and although we have several other items across our various platforms that you can utilise, these are all available to support what we are planning on social. So, if you are using social media to build your business, please ensure you keep an eye on what Forever UK is doing across Facebook, Twitter and Instagram throughout the month of January. Try to get involved with the campaign by sharing content, commenting on posts and stirring conversation on your own page, but be conscious not to bombard your newsfeed with blanket messages. It’s important you think carefully about who is on your friends list and share content with them directly, this is a far more effective means that is likely to result in a retail sale.

To help you with your planning, we have outlined the kind of content we intend to release during the #ForeverBringIt social media campaign.

<table>
<thead>
<tr>
<th>Theme</th>
<th>How to use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campaign launch post and generic campaign highlights posts</td>
<td>Comment on Forever’s post. Share on your own wall and ask people to comment if they want to get fit in the New Year.</td>
</tr>
<tr>
<td>Competition-related posts</td>
<td>There will be one competition running throughout the campaign. Think about how you could enter and share on your customers’ social walls. The winner will be announced at the end of the campaign. Congratulate them by commenting on the post.</td>
</tr>
<tr>
<td>Sports and weight management product plugs:</td>
<td>Share with customers who may be interested in the products and link to your shop.</td>
</tr>
<tr>
<td>- Forever Pro X2</td>
<td>Share with those who love to throw social gatherings, cook or eat healthily. Ask them and those who comment if they’d like a free copy of Aloe Matters.</td>
</tr>
<tr>
<td>- C9</td>
<td></td>
</tr>
<tr>
<td>- F15</td>
<td></td>
</tr>
<tr>
<td>- Forever Aloe Vera Gel</td>
<td></td>
</tr>
<tr>
<td>Canapé ingredients overview (recipes from Aloe Matters)</td>
<td>Share with those who love to throw social gatherings, cook or eat healthily. Ask them and those who comment if they’d like a free copy of Aloe Matters.</td>
</tr>
<tr>
<td>Exercise videos</td>
<td>Share with customers who are on the F.I.T. programme.</td>
</tr>
<tr>
<td>Smoothie videos</td>
<td>Share with people you know enjoy smoothies and plug Forever Lite Ultra. Link to your shop.</td>
</tr>
<tr>
<td>Aloe Matters content: Canapé ingredients overview</td>
<td>Share with those who love to throw social gatherings, cook or eat healthily.</td>
</tr>
<tr>
<td>Buggy-body workout</td>
<td>Share with the mums and dads in your network.</td>
</tr>
<tr>
<td>Honey I’m Home Forever Lite Ultra drink</td>
<td>Share with people who love drinking hot drinks and promote it as an alternative to coffee-based drinks. Promote Forever Lite Ultra and link to your shop.</td>
</tr>
<tr>
<td>Ultra Choc ‘N’ Fiery Forever Lite Ultra drink</td>
<td>Share with people who love drinking hot drinks and promote it as an alternative to hot chocolate. Promote Forever Lite Ultra and link to your shop.</td>
</tr>
<tr>
<td>Toast Of The Sea canapé recipe</td>
<td>Share with those who love to throw social gatherings, cook or eat healthily. Each time you share Aloe Matters content, ask those who comment if they’d like a free copy of the magazine.</td>
</tr>
<tr>
<td>Recipe videos:</td>
<td>Share with those you think would enjoy the recipes and promote the C9 and F15. These products contain booklets with more recipes like this. Link to your shop.</td>
</tr>
<tr>
<td>Product tips:</td>
<td>Share with customers who may be interested in upping their protein intake. Suggest Forever protein products (Forever Fast Break, Forever Pro X2, Forever Lite Ultra, C9, F15) and link to shop.</td>
</tr>
</tbody>
</table>

Please note that Forever reserves the right to vary content without notice.
Throughout 2016 we have been releasing a range of product adverts for Forever Business Owners to utilise and share with customers as a way of encouraging retail sales. To add to the archive we already have available, we will be releasing #ForeverBringIt product adverts that focus specifically on Forever products that fall in the Weight Management category. These will be available in a variety of formats including printed flyers and social posts, and they will all be available to download from foreverknowledge.info (Business > Business Tools > FIT Retailing Tools). You can also buy printed versions in the form of leaflets (£14 for 100 A5) and posters (from £4.50 depending on quantity) from forever.webstore.uk.com.

As you can see from the social media schedule, Forever is planning to release several exercise and recipe videos on its own social platform for you to share with customers as a means to encourage sales. There will also be a variety of additional videos that you are welcome to distribute as you see fit. These will be available on FLP.Social and Forever’s YouTube channel (youtube.com/flpukltd) ready for the launch of the campaign.

Forever Reach is an email tool available to subscribers of foreverknowledge.info. The platform contains a bank of email templates that FBOs are free to use and send to prospects and customers. All templates meet our compliance guidelines and many give you the option to include links that send users directly to your retail shop. We will be adding an email template to Forever Reach that ties into the #ForeverBringIt campaign in January. This will be written to entice consumers to make a purchase, so make sure you think carefully about who you want to email.

It’s a good idea to refresh your Forever website every once in a while as it will keep your page fresh and modern. Forever regularly releases professionally-designed web banners for you to download and use on your personal websites. We will be adding #ForeverBringIt-themed banners in January for you to utilise.

Forever is a very generous company and loves rewarding customers and Forever Business Owners with amazing prizes. One way we do this is by running competitions and, as part of our #ForeverBringIt campaign, we will be running a competition throughout the whole of January that you and your customers are welcome to enter. All participants need to do is submit a video of themselves exercising along with the hashtag #ForeverBringIt and they will be in for a chance of winning £1,000. Videos should also feature some Forever products or merchandise, and two runners-up will also benefit from amazing prizes. Full terms and conditions will be available on foreverknowledge.info once the campaign has been launched.
The Forever Blog can be found on the customer-facing side of foreverknowledge.info and it’s important to keep an eye on it throughout January as we will be posting several F.I.T.-related posts that link in with the #ForeverBringIt campaign. Here is the current blog schedule:

Week | Theme | How to use it:
--- | --- | ---
Week one | Top ten reasons to embark on the new Forever F.I.T. programme this January | Share with potential customers on social
Week two | Recipes – Why shakes are great, and some top recipes | Share with customers who are interested in the programme and Forever Lite Ultra
Week three | Ambassador exercise tips | Share with customers on programme
Week four | The importance of a positive mindset | Share with network to promote the C9
Week five | Exercises that will fit into even the busiest of lifestyles | Share with customers on programme and wider network

Please note that Forever reserves the right to vary content without notice.

These blog entries can be shared on social and they are great for generating conversations with consumers, potential consumers and other people in your network. Try to target who you post them to by considering the content of the posts and posting a link directly on your customers’ social page.

New Sports & Weight Management Brochure

We have recently revamped our Sports & Weight Management brochure so that it is in-keeping with the new Forever F.I.T. programme. This tool is essentially a product brochure that focuses not only on products in the weight management range, but also offers a bit of useful background information on the F.I.T. programme and its products, particularly the C9, F15 and Vital 5. This booklet will provide your customers with additional information and understanding of the product range so it is definitely worth distributing in your circles, particular during the #ForeverBringIt campaign.

Please note that this booklet is automatically received by those who purchase C9 but it will not appear in the F15 packs. You can get hold of additional copies by ordering a pack of five (Code: 1457) for only £2.50 from the Order Line, Product Centres and foreverliving.com.
F.I.T.-THEMED ALOE MATTERS

Forever’s product line is extremely broad, carries a whole load of benefits and its quality is second to none, but there are still thousands of people out there who are yet to discover the wonder of Forever Aloe Vera Gel! Forever UK therefore created Aloe Matters magazine as a way for you to share with your customers exactly why aloe should matter to them.

Issue sixteen of Aloe Matters was released 3rd December 2016 at December’s Success Express. This issue introduces consumers to the new Forever F.I.T. programme by explaining what it is, why it’s relevant, and by offering guidance to help them decide which part of Forever F.I.T. to follow. Aloe Matters also contains an exclusive interview with UK F.I.T. Ambassador and former Strictly dancer Kristina Rihanoff, and includes recipe ideas, inspirational stories, lifestyle and healthy living advice, and so much more.

You can buy a pack of ten Aloe Matters magazines for just £3.50 (code 1452) via the Order Line, Product Centres and foreverliving.com.

CHOOSING A F.I.T. PROGRAMME QUESTIONNAIRE

The C9 is suitable for most* as it is designed as a reset phase to help kick-start healthy habits. We suggest recommending to your customers that they start with the C9 before moving onto F15. When your customers feel ready to move on, you may find that they struggle to know which F15 level they should start with. We have therefore created a handy questionnaire for you to give to your customer so that they can decide which programme level is right for them. We recommend that you sit with your customer as they complete the form in case they have any questions along the way. This questionnaire can be found in Aloe Matters magazine, foreverknowledge.info (Business > Business Tools > FIT Retailing Tools) or you can buy printed copies from forever.webstore.uk.com (£2 for ten).

**DID YOU KNOW?**

You can learn more about the new Forever F.I.T. programme at Louise Riley’s Sports and Weight Management Workshop. Details of next year’s training days can be found on foreverknowledge.info (Events > Training Schedule 2017).

*The F.I.T. programme should not be taken by anyone who has diabetes, kidney disease, epilepsy, heart disease or dementia. It should not be followed during pregnancy or when breastfeeding, and it is not suitable for children. If you have any medical condition or are taking medication, please consult your doctor before starting the programme.
JOIN THE #ForeverBringIt CHALLENGE

The #ForeverBringIt challenge is not just for your customers, it can also be a fun thing for you to get involved in. Be a product of the products by trying the new C9 and F15 (the new follow-on programme that replaces F.I.T.1 and F.I.T.2), and you’ll create an opportunity for you to show your network how effective the programme is by sharing your amazing results. Time and time again we hear inspiring success stories of how Forever Business Owners have seen their business benefit from them sharing their personal Forever F.I.T. journey, so it’s definitely worth giving it a go. You can show your commitment to the #ForeverBringIt challenge by pledging to get F.I.T. in 2017. Sign up on foreverfituk.co.uk. Once you’ve signed up, encourage your friends, customers and followers to do the same.

TARGETED E-MARKETING

Everyone who pledges to join the #ForeverBringIt challenge will receive targeted e-marketing emails containing tips and words of encouragement to keep them motivated. Making the challenge fun for your customers will keep their spirits high. They are more likely to recommend the products to friends if they attach positive feelings to the experience so make sure you send them the occasional encouraging message too.

1. Create a private customer support group and ensure you contribute to it daily. You could send suggestions for meals, exercises and tips that will help customers to keep on track.

2. Complete the programme yourself so that you can discuss your own experience and share your story with the customer. This will show integrity and build trust.

3. Set challenges for your team members or with other FBO teams. This will make the journey more fun.

4. Let your customers’ results do the talking. Ask customers to tag you when they post on social.

5. Make sure you motivate your customers throughout their time on the programme by sending messages of encouragement. Don’t forget to call and congratulate them once they complete the programme!

We hope that you have found this article useful and that you will get on board with the campaign by joining us in promoting Forever F.I.T. in the New Year. Let us know how you get on and whatever you do in 2017, #ForeverBringIt.
EMBRACE EVERY BIT OF TIME

At twenty-five years old Becky has achieved a lot to be proud of, including building a successful business. Through the tough times, it was her mindset and the support of her team that carried her through...

My background is in neonatal nursing caring for premature babies. I started my Forever business in December 2014 intending to stop having to take on overtime. Some weeks I found myself working sixty-to-seventy hours at the hospital as I was trying to save for my wedding the following year.

Within five months of joining the business, I had reached Manager and matched my nursing income. This enabled me to stop my overtime, but it also meant I could go part-time at the hospital. This was then followed by a six-month career break as I was dealing with some stressful situations near the end of 2015. In the space of a month, I got married, lost my Nan and lost our first baby.

Forever helped me to get through those hard times by giving me something to focus on. I had received a lot of support and training throughout my time in the business, and I had a good mindset. This meant I was able to deal with all I was going through and I could continue to build my Forever business whilst remaining positive. Even though it was a sad end to the year, I still qualified for Global Rally (1500CC) and I have since qualified for Senior Manager. After achieving this promotion I was able to hand in my notice at my nursing job.

Forever has given me the vision that anything is possible. Life is too short, and I want to embrace everything and make the most of every bit of time I have with my friends and family. I loved my nursing job, but I love my freedom and flexibility more – that is what Forever has given me. Forever has also given me a lot of self-confidence. Confidence and self-belief is something I’ve always struggled with; speaking to people in large groups, never mind presenting a Business Presentation, absolutely terrified me. However, with the support of my upline and the belief that they gave me, I now regularly present at my local Business Presentation, I host my own trainings and webinars, and I have more confidence than I have ever had in my life. Confidence is something I never thought I would have, but thanks to Forever, I know that I can do anything if I put my mind to it – and I will!
INCENTIVES FOR BUSINESS DEVELOPMENT

Forever is a very generous company and offers a whole range of global and UK-only incentives to Forever Business Owners (FBOs). These incentives act as milestones, designed to help FBOs progress through the Marketing Plan, but they also open up an opportunity for the company to reward FBOs for all their hard work. A new recruitment incentive will soon be launching in the UK. Read on to find out more...
Building a team? Check out Forever's new recruitment incentive...

I'm sure many of you reading this can remember when you first joined the business and how excited you were to get started. Your passion for the products and eagerness to succeed motivated you to retail and generate case credits, but perhaps when it came to recruitment you were unsure as to how to begin. Recruitment can be the sticking point for many new FBOs, often taking them a couple of months before they feel able to recruit, but there really is no need to delay getting started. There are plenty of tools, trainings and skilled FBOs on hand to help new FBOs refine their recruitment skills, and applying the recommended tactics will help to build up confidence – why don’t you turn to page 8 of this magazine for our latest prospecting tips?

Recruiting team members can actually benefit a Forever business and it can make building it a lot more fun! Having team members to mentor will develop your leadership skills, you will grow a stronger support network, the foundation that your business is built on will be far more secure, and you will generate more case credits (and thus an increase in income). Developing a team is essential if you want to progress through Forever’s Marketing Plan, and Forever is pleased to announce that a brand new incentive will be launched in January to help you with recruitment. This new incentive, dubbed the ‘kick-start incentive’ is designed to kick-start your business in quarter one of 2017. To qualify, FBOs need to achieve five case credits (total active) every month (January, February and March), and sponsor six Assistant Supervisors during this three month period. Rewards include a free pass to the three England-based 2017 Success Express events (June, September and December – details on page 2), overnight accommodation at a chosen event, and £100 towards an evening meal for two in the hotel restaurant.

Rules and qualification criteria:
+ The incentive will run from 1st January to 31st March 2017.
+ Qualifiers will be announced in the first week of April 2017.
+ Each participating FBO must achieve ‘active’ status throughout the qualifying period.
+ Each participating FBO must achieve a minimum of five case credits total active (Personal, Novus Customer and New Applications) per month for January, February and March 2017.
+ Each participating FBO must sponsor six Assistant Supervisors during the incentive period.
+ The required Assistant Supervisors must join the business with a Business Owner Box.
+ All requirements must be achieved during the qualification period.
+ The sign-up date of the FBO will be the date the FBO application is entered into the Head Office computer.
+ All downline groups must be domestically sponsored.
+ Only domestic case credits will be included.
+ Each participating FBO is responsible for understanding the rules and requirements of this incentive.
+ This incentive includes only what is outlined above.
+ No exceptions will be made.
+ All incentives are non-transferable.
+ Forever Living UK Limited reserves the right to withdraw this incentive without notice.
+ Please contact a member of the Head Office team (rewards@flpuk.net) for more information or if you have any questions.
There are several tools and trainings available to help you with recruitment so make sure you check out the following:

**Business Brochure**
£4.00 (pack of five) | Code: 1087

**Business Presentation**
Turn to pages 29-33 to find out where to find your local Business Presentation (BP). The BP is the ideal event to bring prospects to as they will have the opportunity to learn more about Forever and how the business opportunity works. Online tools can be found on foreverknowledge.info but we will be launching a new BP in January 2017. Make sure you attend your local event in January to remain in the loop.

**One-to-one resources**
You can buy printed slides in a presentation holder for £4.00 from forever.webstore.uk.com or you can use the online tools found on foreverknowledge.info.

**Why Forever? flyer**
£3.00 (pack of 100) | Code: 9928

Unless stated otherwise, all these tools are available via the Order Line, Product Centres and foreverliving.com. You can find more useful tools in our Sales and Literature Guide on foreverknowledge.info (retailing > Sales and Literature).

**Incentive success...**
We asked new FBO Kelly Deary why incentives are crucial for business-building:

“I joined the business back in May 2016 when my cousin approached me. I was taking a year off work so, whilst sceptical, I thought it was worth a further look. I met up with Emma Cooper and clicked with her straight away. I left that meeting, ordered my Business Owner Box, and started work as a Forever Business Owner. Although I had a consistent retail business, I really struggled with recruiting; it did not come naturally to me. I found that the people who did show interest would change their mind at the last minute and this was quite disheartening. When I heard about the incentive I was determined to recruit. Emma helped me to persevere and I organised a Business Presentation at my in-laws’ gastro pub. Emma came to help me and I had eight people attend. Of those, four joined, two are looking to join later in the new year, and the other two became customers! I learnt some key lessons about recruitment that day. I learnt to be natural and to find out what people want from the business; I found that being enthusiastic without being pushy was effective and I realised I needed to listen – really listen! I honestly couldn’t believe that it worked and when I received a call from Forever to say I had won a holiday I definitely did my ‘happy dance’. Out of 860-odd people, my name came up – that just goes to show that anything is possible with Forever!”

**Love the products? Don’t forget Forever’s new retail incentive...**
The retail incentive was launched at the beginning of December but there is still time for you to qualify. This incentive focuses on retailing and generating case credits, and it offers all FBOs the opportunity to qualify for some fantastic prizes along the way. Now, during the run up to Christmas, is the perfect time for you to step up your retailing and introduce people to the products so this incentive is definitely worth taking advantage of. You can find the qualification criteria and more about this incentive on foreverknowledge.info or you can email rewards@flpuk.net.
Each month, Forever recognises those of you who have moved through a level of the Marketing Plan. These move-ups are for October 2016:

**Managers and sponsors**

| Monica Buthelezi                      |
| Nobuntu Peter                          |
| Majella Fox                           |
| Nicola & Darryl Evans                 |
| Joanne Garland                        |
| Joelle Richmon                        |

**Assistant Managers and sponsors**

| Kelly Zacaroli                        |
| Nicola Khadhraoui                     |
| Angelina & Marlon Turner              |
| Rebecca & Emille Henderson            |
| Emma Spruell                          |
| Kelly Zacaroli                        |
| Lisa Hanson                           |
| Sheryl McLuckie                       |
| Jessica McLean                        |
| Nicola & Darryl Evans                 |
| Alexandra McCue                       |
| Bethan Mansfiel                       |
| Louise Mitchell                       |
| Angelina & Marlon Turner              |
| Reeta Hosein                          |
| Kathryn Cowan                         |

**Supervisors**

| Jade Ogier                            |
| Dawn Watterson                        |
| Cathryn Howlett                       |
| Kim Brown                             |
| Johanna Hortzog                       |
| Doris Khuzwayo                        |
| Amanda Beardsall                      |
| Emma Venables                         |
| Nikki Hanwell                         |
| Louise Pearce                         |
| Laura Mabbutt                         |
| Amy Woods                             |
| Jason Liddle                          |
| Helen & Daniel Hunt                   |
| Bethany Goodwin                       |
| Melanie Brown                         |
| Margaret Everitt                      |
| Claire Matthews                      |
| Jasbir Singh                          |
| Laura Aspinall                        |
| Claire Bennworth                      |
| Joanne Geddes                         |
| Rishi Meeputh                         |
| Lucy Perrins                          |
| Ashraful Alam Kamal                   |
| Natasha-Jade Evans                    |
| Dee-Anne Rowland                      |
| Beauty Kasani-Hall                    |
| Hazel Kenny                           |
| Ailsa Wraith                          |
| Alexandra Taverner                   |
| Victoria Wood                         |
| Polly Barnard                         |
| Eric Rouviere-Almazan                 |
| Julia Boaler                          |
| Danielle Whittle                      |
| Mark Burrell                          |
| Sally-Anne Randall                    |
| Darci Vivian                          |
| Kay Justice                           |
| Kerry William                         |
| Jane Hodgkinson                      |
| Lucy O’Gara                           |
| Sharmie Williams                      |
| Bethany Corby                         |
| Kerry Bagley                          |
| Kate Watson                           |
| Ema Salique                           |
| Sarah Forrester                       |
| Manar Al-Dulaimi                      |
| Skobhan Laird                         |
| Jennifer Roper                        |
| Matthew Ponting                       |
| Ashley Johnston                       |
| Abdul Kadir                           |
| Kathryn Brodie                        |
| Lynne Hunter                          |
| Lorna Boyoe                           |
| Nurjahan Uddin                        |
| Julia Roberts                         |
| Rachel Jones                          |
| Jamie Delve                           |
| Hannah Bride                          |
| Emily Cheeseman                       |
| Sarah Hankin                          |
| Satnam Kaur                           |
| John Nethaway                         |
| Mary Hanna                            |
| Vanessa Lee                           |
| Navdeep Kaur                          |
| Gurpreet Sandhu                       |
| Justina Geibietiene                   |
| Ayoka Ojo                             |
| Md Saif Uddin                         |
| Bosee Oke                             |
| Raquel Douglas                        |
| Venus Loomba                          |
| Teri Ocran                            |
| Sharifa Akta                          |
| Reshna Begum (qualified June 2016)    |
**Sponsor of the Month Nov 2016**

This incentive is awarded to the FBO who sponsors the most new people during the month. This incentive is important as sponsoring and developing new FBOs is the cornerstone of building a thriving and successful business.

1. Rupy Kaur
2. Adesola Ayinke & Adetokunbo Olushola Oshin
3. Hazel Kenny

**Retailer of the Month Nov 2016**

This is awarded to the FBO with the most retail sales. It is important as it promotes developing a regular customer base which is an essential part of building a successful business.

1. Alison Lester
2. Philippa & Robert Symes
3. Sarah Masters

**Top Area Nov 2016**

Top Area is judged on sales against target, new FBOs signing up and moving up the Marketing Plan, building team spirit and creating an environment for success.

1. Area 10 Southern Central England
2. Area 250 London
3. Area 100 Southern England
**THE TOP 20...**

**November 2016**

**Business-Builders**

This incentive is based on achieving the highest total business, and sponsoring at least one Assistant Supervisor during the month.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Natalie Heeley</td>
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<td>2</td>
<td>Emma &amp; Shaun Cooper</td>
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<tr>
<td>3</td>
<td>Lisa Prescott</td>
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<tr>
<td>4</td>
<td>Debbie &amp; Martin Nwangwa</td>
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<tr>
<td>5</td>
<td>Claire &amp; Keith Spencer</td>
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<td>6</td>
<td>Louise Perry</td>
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<td>7</td>
<td>Louise Mackenzie</td>
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<td>8</td>
<td>Lisa &amp; Michael Williams</td>
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<td>9</td>
<td>Philippa &amp; Robert Symes</td>
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<td>10</td>
<td>Nicola &amp; Ian Liggins</td>
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<td>11</td>
<td>Andy Waring &amp; Viviane Bernhard</td>
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<td>12</td>
<td>Chris &amp; Alan Goldsbrough</td>
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<tr>
<td>13</td>
<td>Cora McKeown &amp; Daniel Hawkins</td>
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<tr>
<td>14</td>
<td>Anna Terry</td>
</tr>
<tr>
<td>15</td>
<td>Samantha Pearce &amp; Andrew Isaacs</td>
</tr>
<tr>
<td>16</td>
<td>Caroline Strawson</td>
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<tr>
<td>17</td>
<td>Lindsey Jackson &amp; Michael Butterworth</td>
</tr>
<tr>
<td>18</td>
<td>Philomena Guandai</td>
</tr>
<tr>
<td>19</td>
<td>Michelle &amp; James Stonhill</td>
</tr>
<tr>
<td>20</td>
<td>Bethan Mansfield</td>
</tr>
</tbody>
</table>

**Non-Manager Business-Builders**

This incentive is based upon achieving the highest non-Manager business and sponsoring at least one Assistant Supervisor during the month.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
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<tbody>
<tr>
<td>1</td>
<td>Emma &amp; Shaun Cooper</td>
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<tr>
<td>2</td>
<td>Bethan Mansfield</td>
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<td>3</td>
<td>Lisa Prescott</td>
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<td>4</td>
<td>Yvette Laister</td>
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<tr>
<td>5</td>
<td>Debbie &amp; Martin Nwangwa</td>
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<tr>
<td>6</td>
<td>Cora McKeown &amp; Daniel Hawkins</td>
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<td>7</td>
<td>Louise Mackenzie</td>
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<tr>
<td>8</td>
<td>Kirsty Wilson</td>
</tr>
<tr>
<td>9</td>
<td>Lucy Waterworth</td>
</tr>
<tr>
<td>10</td>
<td>Lisa &amp; Michael Williams</td>
</tr>
<tr>
<td>11</td>
<td>Caroline Strawson</td>
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<tr>
<td>12</td>
<td>Michelle &amp; James Stonhill</td>
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<tr>
<td>13</td>
<td>Iulian-Corneliu &amp; Viorica-Florica Miron</td>
</tr>
<tr>
<td>14</td>
<td>Inga Martinaitiene &amp; Vadimas Achunovas</td>
</tr>
<tr>
<td>15</td>
<td>Emma Shoemark</td>
</tr>
<tr>
<td>16</td>
<td>Kyle Burrows</td>
</tr>
<tr>
<td>17</td>
<td>Chris &amp; Alan Goldsbrough</td>
</tr>
<tr>
<td>18</td>
<td>Tina Rigg &amp; Deborah Daniels</td>
</tr>
<tr>
<td>19</td>
<td>Helen &amp; Gary Masters</td>
</tr>
<tr>
<td>20</td>
<td>Lindsey Jackson &amp; Michael Butterworth</td>
</tr>
</tbody>
</table>
Supplement training with Louise Riley
A full day training covering all of Forever’s supplements, how to recommend the right supplement to customers, and how to grow your business in the supplement market.

Dates:
24th January at Longbridge Manor, Warwick CV34 6RB
8th February at London Product Centre, SW6 3BN
12th February at Holiday Inn, Deane Gate Avenue, Taunton, Somerset, TA1 2UA
26th February at University of Stirling, Airthrey Rd, Stirling FK9 4LA

All sessions will run 10am-5pm.

Tickets: £38 online or £42 from order line.
Lunch and resources are included in the ticket price.

Accountancy training
This half day training is a great way to learn good practice and an opportunity to build confidence and peace of mind in your business. The workshop will cover trading style, book keeping, year-end accounts, self-assessment, VAT and National Insurance.

Dates:
25th January at London Product Centre (PRB Accounting)
15th February at London Product Centre (PRB Accounting)

PRB Accounting sessions will run 11am-1.30pm (10.30am reg). Lunch is not provided. DSL Accounting sessions will run 10.30am-2pm (10am reg). Lunch is not provided.

Tickets: Free

Sports and Weight Management workshop with Louise Riley
A full day training covering nutrition, Forever supplements, weight management, the Forever F.I.T. programme, Forever products in sport, and how to retail and market the products.

Dates:
11th January at London Product Centre SW6 3BN
4th February at Milton Keynes Product Centre MK7 8LF
14th February at Longbridge Manor, Warwick CV34 6RB

All sessions will run 10am-5pm.

Tickets: £38 online or £42 from order line.
Lunch and resources are included in the ticket price.

*Taunton and Scotland only: Lunch not included so please bring your own. Ticket price £30 online or £32 from Order Line.

Aloe Vera and Animal Care seminar with Dr David Urch
This full day seminar examines the role of herbs, aloe vera and bee pollen and the benefits these ingredients can have on animals.

Dates:
21st January at Milton Keynes Product Centre, MK7 8LF
26th January at Longbridge Manor, Warwick, CV34 6RB
23rd February at London Product Centre, SW6 3BN

All sessions will run 10am-5pm.

Tickets: £35 online or £39 from order line.
Lunch is included in the ticket price.

Follow the Forever UK Events page on Facebook for more information.

Tickets for all Head Office trainings are available from foreveruktickets.co.uk.
AREA PRODUCT CENTRE:
38-39 Sunningdale House,
Caldecotte Lake Drive, Caldecotte Lake Business Park,
Milton Keynes, MK7 8LF

AREA PRODUCT CENTRE OPENING TIMES:
Monday 9.30am – 7pm
Tuesday 9.30am – 8pm
Wednesday 9.30am – 2pm
Thursday 9.30am – 10pm
Friday 9.30am – 2pm
Saturday 9.30am – 2pm

Please refer to the advert on the back of this magazine for Christmas and New Year opening times.

T: 01908 371 666 – Product Centre
T: 01908 271 871 – ADD office
M: 07773 818 652
E: maureen@mblume.co.uk
W: www.foreverknowledge.info

AREA CENTRE
BP  Every Thur. Reg 7.30pm. Start 8pm. Finish 9pm
December 15, January 5, 12, 19, 26

CONTACT INFORMATION:
M: 07976 733 374
E: area100add@gmail.com
W: www.foreverknowledge.info

Southern Central England

AREA DEVELOPMENT DIRECTORS // MAUREEN & ALVIN BLUME

Southern England

AREA DEVELOPMENT DIRECTORS // PAUL & VICTORIA BROWN

BASINGSTOKE
at the Hampshire Court Hotel, RG24 8FY
Every Wed. Reg 7.30pm. Start 8pm. Finish 9pm
December 14, January 11, 18, 25
Contact Claire Green
M: 07827 923 572
E: clairelgreen@flp.com

BOURNEMOUTH
at the Village Hotel, BH7 7DZ
Every Tue. Reg 7.30pm. Start 8pm. Finish 9pm
January 10, 17, 24, 31
Contact Jennie Stone
M: 07951 111 668

EASTLEIGH
at the Holiday Inn, SO50 9PG
Every Thur. Reg 7.30pm. Start 8pm. Finish 9pm
January 12, 19, 26
Contact Peter & Diane Moore
M: 07979 612 374

YOU CAN NOW FIND ALL THE LATEST WHAT'S ON DATES VIA THE WHAT’S ON APP. ACCESS THIS TOOL BY VISITING BACKPACK.FOREVERKNOWLEDGE.INFO.
AREA PRODUCT CENTRE:
Longbridge Manor, Warwick, CV34 6RB
See www.foreverknowledge.info for regular opening times. Please refer to the advert on the back of this magazine for Christmas and New Year opening times.

**NEW BP FLAGSHIP EVENT**

WARWICK
Reg 7.30pm. Start 8pm.
At the Hilton, Stratford Road, Warwick, CV34 6RE
January 11, 18
Parking available across the road at Longbridge Manor.
Product centre open 6pm – 9.30pm as normal.

At Longbridge Manor, Warwick, CV34 6RB
January 25, February 1
E: Sue Matthewman – midlands@flpuk.net

Please note, all other Area 110 meetings have been suspended in January due to the launch of the new BP Flagship Events. The new BP will then be launched at all Area meetings by the ADDs and meeting leaders in February. Full information and dates can be found on www.foreverknowledge.info.
AREA 160

South West England

CONTACT INFORMATION:
W: www.foreverknowledge.info
f: www.facebook.com/area160southwest

BRISTOL
at the Holiday Inn Bristol, Filton, BS16 1QX
Alternate Wed. Reg 7.30pm. Start 8pm. Finish 9pm
December 21, January 4, 18

PLYMOUTH
at the Royal Corinthian Yacht Club, PL1 2NY
Last Wednesday of every month. Reg 7.30pm. Start 8pm. Finish 9pm
January 25
Contact Cherry Hornsby or Simon Hall
E: cherryhornsby@hotmail.co.uk
E: simonhall1962@gmail.com

EXETER
at Jury’s Inn, Western Way, Exeter, EX1 2DB
Alternate Thurs. Reg 7.30pm. Start 8pm. Finish 9pm
January 5, 19
Contact Clair-Louise Harris
M: 07807 868 124
E: clair-louise@flp.com

AREA 170

North

CONTACT INFORMATION:
M: 07775 866 698 (Kevin)
07780 677 746 (Yvonne)
E: Bookings: area170@flpuk.net
Enquiries: north@flpuk.net

SOUTH LEEDS
at the Village Urban Resort, Leeds South, Capitol Boulevard, Tingley, LS27 0TS
Every Wed. Reg 7.30pm. Start 8pm. Finish 9pm
January 11, 18, 25
No need to book.

NEW BP FLAGSHIP EVENT
MANCHESTER
at The Life Centre, Sale, M33 4AQ
Reg 7.30pm. Start 8pm
January 31
Contact Beatrice Bowyer
M: 07941 124 955
E: beatricebowyer.forever@gmail.com

at Etihad Stadium, Ashton New Rd, Manchester M11 3FF
Reg 7.30pm. Start 8pm
January 17, 24
Contact Beatrice Bowyer
M: 07941 124 955
E: beatricebowyer.forever@gmail.com

NEWCASTLE
at the Marriott Hotel, Metro Centre, Gateshead, NE11 9XF
Every Tues. Reg 7.30pm. Finish 9pm
January 10, 17, 24, 31
Contact Lucy McClelland Dunn
E: lucy@flp.com

SHEFFIELD
at The Source Skills Academy, S9 1EA
Alternate Tue. Reg 7.30pm. Finish 8.30pm
January 3, 17, 31
Contactss Sue Hickman & Christina Warr
M: 07712 193 397 (Sue)
M: 07941 026 874 (Christina)

YORK
at the Mercure York Fairfield Manor, Skipton Road, Skelton, YO30 1XW
Alternate Tue. Reg 8pm. Finish 9pm
January 10, 24
Contact Di Wilson
M: 07941 196 890
AREA 180
Scotland

CONTACT INFORMATION:
W: www.foreverknowledge.info
www.facebook.com/area180foreverscotland

EDINBURGH
at the Edinburgh Marriott, EH12 8NF
Alternate Tue. Reg 7.30pm. Start 8pm. Finish 9pm
January 10, 24
Contact Ron Currie
T: 01389 761 311

GLASGOW
at the Campanile Hotel, G3 8HL
Alternate Mon. Reg 7.30pm. Start 8pm. Finish 9pm
December 19, January 9, 23
Contact Ron Currie
T: 01389 761 311

AYRSHIRE
at the Gailes Hotel, Irvine, KA11 5AE
First Wed of every month. Reg 7.30pm. Start 8pm. Finish 9pm
January 11
Contact Vivienne Forbes
M: 07885 978 961
E: forever.vivs@gmail.com

AREA 190
Wales

AREA DEVELOPMENT DIRECTORS // HUW & JANETTE HARRIES

CONTACT INFORMATION:
M: 07734 778 276
E: wales@fipuk.net
W: www.foreverknowledge.info

NEWPORT
at Coldra Court (formerly the Hilton) Hotel, Newport, NP18 2LX
Every Thur. Reg 7.00pm. Start 7.30pm. Finish 8.30pm
January 12, 19
Contact: Janette Harries
M: 07734 778 276
F: Reg 9.15am. Start 9.30am. Finish 3.30pm
January 28
Contact ADDs
E: wales@fipuk.net

SUPPLEMENT SEMINAR with Louise Riley
Reg 9.30am. Start 10am. Finish 4.30pm.
February 11
E: wales@fipuk.net to book

SWANSEA
at the Village Hotel, SA1 8QY
Alternate Tues. Reg 7.00pm. Start 7.30pm. Finish 8.30pm
January 10, 24
Contact Alison Jones
M: 07734 168 193

WREXHAM
at the Ramada Plaza Hotel, LL13 7YH
Every Mon. Reg 7.00pm. Start 7.30pm. Finish 8.30pm
January 9, 16, 23, 30
Contact Ian Stockdale
M: 07725 555 715
F: Reg 9.15am. Start 9.30am. Finish 3.30pm
January 29
Contact ADDs
E: wales@fipuk.net

If you have a guest attending any of the Welsh Business Presentations and you cannot be there in person, please text or call our meeting leaders to arrange to welcome them for you.

For more information, please visit either the Area 190 page on the foreverknowledge.info website, or join the Area 190 Wales group on Facebook.
WHAT'S ON

South East

AREA DEVELOPMENT DIRECTORS // ALISON & GARY EASTER

CONTACT INFORMATION:
W: www.foreverknowledge.info

BRIGHTON
at The Hub, Varley Park, Coldean Lane, BN1 9GR
Every Thur. Reg 7.30pm. Start 8pm. Finish 9pm
January 5, 12, 19, 26
Contact Alison Blake
M: 07791 184 451
E: alison@synergyglobal.org.uk

MAIDSTONE
at The Hilton Maidstone Hotel, ME14 5AA
Every Tue. Reg 7.30pm. Start 8pm. Finish 9pm
December 20, January 3, 10, 17, 24, 31
Contact Rachel Leigh
M: 07739 734 566
E: rachel-foreverleigh@outlook.com

DOVER
at Beacon Church Hall, Bartholomew Street (off Beaconsfield Road), CT16 2LH
Alternate Mon. Reg 7.45pm. Start 8pm. Finish 9pm
December 19, January 9, 23
Contact Rachel Leigh
M: 07739 734 566
E: rachel-foreverleigh@outlook.com

AREA PRODUCT CENTRE:
Alexander House, 14-16 Peterborough Road, Fulham, SW6 3BN

AREA PRODUCT CENTRE OPENING TIMES:
Opening times:
Monday to Thursday 11am – 4pm & 6pm – 10pm
Friday 11am – 2pm, Saturday & Sunday 12 noon – 5pm
Please refer to the advert on the back of this magazine for Christmas and New Year opening times.
M: 07711 421 038
www.facebook.com/foreverlondon

AREA CENTRE
Every Tues. Reg 11.30am. Start 12pm. Finish 1pm (Child-friendly)
December 20, January 3, 10, 17, 24, 31
No need to book.

Every Wed (commencing in November). Reg 7pm. Start 7.30pm. Finish 8.30pm
December 21, January 4, 11, 18, 25
No need to book.

Every Thurs. Reg 10.00am. Prompt start 10.30pm. Finish 4.30pm
January 22
Please book via https://fstm22january.eventbrite.co.uk

BRENT CROSS
at the Holiday Inn, Tilting Road, NW2 1LP
Every Tues. Reg 7.30pm. Start 8pm. Finish 9pm
January 3, 10, 17, 24, 31
Contact Vee Perano
M: 07957 718 659 (No need to book)

COBHAM
at the Hilton, 7 Seven Hills Road South, KT11 1EW
Every Tues. Reg 7pm. Start 7.30pm. Finish 8.30pm
January 3, 10, 17, 24, 31
Contact Mick and Marise Webb
M: 07931 760 884 (No need to book)

CROYDON
at the Croydon Park Hotel, 7 Abyne Road, CR9 5AA
Every Thur. Reg 7pm. Start 7.30pm. Finish 8.30pm
December 22, January 5, 12, 19, 26
Contact Steph Barnsby or Kelly Hobbs
M: 07906 944 289 (Steph)
M: 07921 864 102 (Kelly)
(No need to book)

ENFIELD
at the Dugdale Centre, Thomas Hardy House, 39 London Road, EN2 6DS
Every Thur. Reg 7pm. Start 7.30pm. Finish 8.30pm
January 5, 12, 19, 26
Contact Erna and John Herteliu
M: 07980 742 405 (No need to book)

MARBLE ARCH
at The Cumberland Hotel, Great Cumberland Place, W1H 7DL
Every Mon. Reg 7.30pm. Start 8pm. Finish 9pm
December 19
Contact Patience Ohikhena
M: 07951 455 075 (No need to book)

NEW BP FLAGSHIP EVENT
Reg 7.30pm. Start 8pm
January 9, 16, 23, 30

STRATFORD
at Boardman House, 64 Broadway, E15 1NT
Every Tues. Reg 6.30pm. Start 7pm. Finish 8pm
December 20, January 3, 10, 17, 24, 31
Contact Phipomena Guandai
M: 07852 591 074 (No need to book)
FOREVER NEWS
Your monthly update December 2016

DIGITAL PLATFORMS GUIDE

Forever has created a new digital-booklet called ‘A Guide to Forever’s Digital Platforms’. This document is intended to guide you through the various Forever digital platforms so that you feel able to confidently promote your business via all of the various digital channels. All Forever Business Owners should familiarise themselves with this useful guide as it contains sections on the core Forever platforms such as foreverliving.com, foreverknowledge.info, FLP360° and FLPSocial. The guide will be available digitally in January and you’ll be able to download from foreverknowledge.info (Business > Business Tools > Digital Guide).

NEW BUSINESS PRESENTATION

The Business Presentation (BP) is an important business tool for Forever and we are pleased to announce that we will be launching a new Business Presentation in 2017! The UK GLT has partnered with Forever to develop this new material and they will be helping us introduce the presentation in the New Year. To help with the transition from the current to the new Business Presentation, we will be holding a number of BP flagship events; these will be scheduled to occur through the first quarter of 2017. The UK GLT will be hosting these flagship events until the implementation of the new Business Presentation in all areas. The new BP materials will not be available until 2017 (exact date to be determined). Further information can be found on foreverknowledge.info.

Please find the dates of the Business Presentation flagship events below:

London: Cumberland Hotel, Groat Cumberland Pl, Marylebone, London W1H 7DL. Reg 7.30pm. Start 8pm. January 9, 16, 23, 30
Manchester: Etihad Stadium, Ashton New Rd, Manchester M11 3FF. Reg 7.30pm. Start 8pm. January 17, 24
Manchester: The Life Centre, 235 Washway Road, Sale, M33 4BP. Reg 7.30pm. Start 8pm. January 31
Warwick: Hilton, Stratford Rd, Warwick CV34 6RE. Reg 7.30pm. Start 8pm. January 11, 18
Warwick: Head Office, Longbridge Manor, Warwick CV34 6RB. Reg 7.30pm. Start 8pm. January 25, February 1
Newport: Coldra Court, Chepstow Rd, Langstone, Newport NP18 2LX. Reg 7pm. Start 7.30pm. January 26, February 2

INTRODUCING HEAD OFFICE...

DOMINIQUE TRUDEL

Time at Forever: 9 months

Job role and brief explanation of what you do: Marketing Communications Executive: I coordinate communications to the wider company and to Forever Business Owners from the Marketing Department. I write content for foreverknowledge.info, social media platforms and I create and send e-marketing campaigns.

What did you do before Forever? I worked as a Marketing Assistant for an office supplies retailer and I was responsible for their e-marketing campaigns.

What’s your favourite Forever product and why? Aloe Hand & Face Soap: I love the smell and have it in my kitchen and bathrooms.

What would you do if you were given £1 million today? I would buy an old barn and do it up. I have a real passion for interior design and would love a project like that!

What would you cook if you were to throw a dinner party? I would host a big garden party with street food, a hog roast and lobster rolls, and I would bake some brownies – they’re a hit in the office!

If you could have dinner with anyone in the world, who would you choose? It would definitely be my family! They all live in Canada (where I’m from) and I would love to get everyone together for dinner more often.

PRODUCT CHANGES

FOREVER FAST BREAK

Forever is pleased to announce the launch of the new Forever Fast Break bar (code: 267). These bars will replace our existing ones and contain less sugar and even more fibre. With improved flavour, this delicious chocolate-covered peanut butter bar contains 11g of protein and makes a great snack when you need some extra energy. The new bars were launched at Success Express on 3rd December 2016 at the Genting Arena in Birmingham. They are now available to purchase via the Order Line, Product Centres and foreverliving.com.

Retail price: £4.25 | Novus Customer price: £3.61 | Wholesale price: £2.98 | Code: 520
Introducing Kristina Rihanoff

Get Forever F.I.T.

Creative canapés

Man up!

Fighting vits

Winter wonder-products

Competition

And so much more...

Copies are available now through the Order Line on 01926 626 666, Product Centres or via foreverliving.com. £3.50 (pack of 10) | code: 1452

Share and discuss content online using the hashtag #AloeMatters

/ForeverUK  @OfficialForever  @ForeverUK
December & New Year opening & delivery times

Please note predicted delivery dates are based on orders placed before the 2pm cut off. Order cut off times are subject to change and notification will be provided if times differ to standard time. Recommended guaranteed delivery for Christmas: please order by Tuesday 20th December before 2pm.

### Saturdays
- **17th December**
  - Order Line: 9am-1pm
  - FBO Support: 9am-1pm
  - Delivery Helpdesk: 9am-1pm
  - Predicted delivery before 22nd December

- **24th December** – **2nd January 2017** (CLOSED)

### Sundays
- **25th December** (CLOSED)
- **1st January 2017** (CLOSED)

### Weekdays

#### Monday 18th December
- Order Line: 8am-6pm
- FBO Support: 8am-6pm
- Delivery Helpdesk: 8am-6pm
- Predicted delivery before 22nd December

#### Tuesday 19th December
- Order Line: 8am-6pm
- FBO Support: 9am-5pm
- Delivery Helpdesk: 8am-5pm
- Predicted delivery before 22nd December

#### Wednesday 20th December
- Order Line: 8am-6pm
- FBO Support: 9am-5pm
- Delivery Helpdesk: 8am-5pm
- Predicted delivery 21st or 22nd December

#### Thursday 21st December
- Order Line: 8am-6pm
- FBO Support: 9am-5pm
- Delivery Helpdesk: 8am-5pm
- Predicted delivery 22nd or 23rd December

#### Friday 22nd December
- Order Line: 8am-6pm
- FBO Support: 9am-5pm
- Delivery Helpdesk: 8am-5pm
- Predicted delivery 23rd or 28th December

#### Saturday 23rd December
- CLOSED

#### Sunday 24th December
- CLOSED

#### Monday 25th December
- CLOSED

#### Tuesday 26th December
- CLOSED

#### Wednesday 27th December
- CLOSED

#### Thursday 28th December
- Order Line: 8am-6pm
- FBO Support: 9am-5pm
- Delivery Helpdesk: 8am-5pm
- Predicted delivery 3rd or 4th January

#### Friday 29th December
- Order Line: 8am-6pm
- FBO Support: 9am-5pm
- Delivery Helpdesk: 8am-5pm
- Predicted delivery 3rd or 4th January

#### Saturday 30th December
- CLOSED

#### Sunday 31st December
- CLOSED

### Open Product Centre opening times

**London Product Centre:**
- Friday 23rd December 2016: 11am-2pm
- Wednesday 28th December – Friday 30th December 2016: 11am-2pm
- Saturday 31st December: 12pm-5pm

**Warwick Product Centre:**
- Friday 23rd December 2016: 9am-5pm
- Wednesday 28th December – Friday 30th December 2016: 9am-5pm
- Saturday 31st December 2016: CLOSED

**Milton Keynes Product Centre:**
- Friday 23rd December 2016: 9.30am-6pm
- Wednesday 28th December: 9.30am-2pm
- Thursday 29th December 2016: 9.30am-10pm
- Friday 30th December – Saturday 31st December 2016: 9.30am-2pm

**Note:** Delivery times do not apply to Scotland or BFPO.