

SUNRIDER®
The Art of Herbal Science®



COMPANY PROFILE

Entrepreneurial Virtuosity

Sunrider was founded by two entrepreneurs: Dr. Tei-Fu Chen, a world-renowned herbalist with a degree in pharmacy, and his wife, Dr. Oi-Lin Chen, a licensed medical doctor.

They started Sunrider from a small office in Utah in 1982, but their passion for herbs, nutrition, and perfection, along with their vocation to not only help others but also inspire them to live their best lives possible, led them to transform that small company into a worldwide success.

More than three decades after founding Sunrider, Drs. Chen's original mission of "improving the lifestyle and well-being of people around the world" remains as vibrant as ever. Now, together with their five children, they continue to build upon their tradition of offering the world's best products, a business opportunity that changes the present, and a legacy that shines a light on the future.

OI-LIN CHEN, MD

President



DR. TEI-FU CHEN

Founder & Chairman
of the Board





Wendy Teng, JD
Vice President, Global Marketing

Wendy currently manages the development of Sunrider's marketing. She earned a bachelor's degree in English and Biology from the University of California, Los Angeles and a Juris Doctor from Duke University School of Law.



Reuben Chen, MD
Vice President, Global Business Development

Reuben K. Chen, MD, completed his specialty training at the University of Minnesota in Physical Medicine & Rehabilitation (PM&R). He earned his Bachelor of Science in Neuroscience from Brigham Young University and his Doctor of Medicine from the University of California, Irvine School of Medicine.



Sunny Beutler, JD
Vice President, Global Operations

Sunny oversees global operations for Sunrider's Independent Business Owner and Authorized Business Owner divisions, operations of the Sunworld Dynasty™ Hotel group, online social media outreach initiatives, and Sunrider's annual Grand Conventions. She received both her Bachelor of Arts in International Studies and her Juris Doctor degrees from Brigham Young University.



Eric Chen
Vice President, Global Manufacturing

An organic chemist, Eric assists Drs. Chen in the management of the Los Angeles Manufacturing Plants in areas such as U.S. Food & Drug Administration compliance, coordinating the launch of new products, order fulfillment, and research and development. He received his Bachelor of Science in Biochemistry from Brigham Young University. He is a Ph.D. candidate in Organic Chemistry at the University of California, Los Angeles.



Jonathan Chen
Vice President, Information Technology

Jonathan has spearheaded Sunrider's Oracle ERP (Enterprise Resource Planner), POS (Point of Sales), PLM (Product Lifecycle Management), IBO Pages, and other implementations. He received his Bachelor of Science in Information Systems and Masters of Information Systems Management from Brigham Young University.

Nourishing the world and improving lives for more than 35 years

Since 1982, Sunrider has been helping people around the world achieve success and financial independence with our rewarding business opportunity.

We're present in 50 countries, and growing. And we take great pride in offering products of the highest quality that enable people to make exciting changes in the way they look, feel, and live their lives.



Diversification is part of our business

Ever expanding as a dynamic global company, our businesses have grown to include an art gallery, manufacturing, and luxury hotels. This provides stability for every Independent Business Owner.

Self-Manufacturing

Self-manufacturing is an essential component of our success as it allows us to control every aspect of the processing phase. That's why 97% of our foods, beverages, supplements, household items, and cosmetics are developed and manufactured in-house. This helps ensure the integrity and quality of our products.



The Chen Art Gallery

In 2000 we opened the Chen Art Gallery inside our world headquarters, which showcases, in the United States, one of the finest private collections of Chinese art, antiques, and other masterpieces from around the globe.



Hospitality Business

In 2006, Dr. Chen entered the hospitality industry to further expand, solidify, and diversify Sunrider's business. These include:

The Sunworld Dynasty™ Hotel Group includes three world-class hotels: the Sunworld Dynasty™ Hotel Beijing, the Sunworld Dynasty™ Hotel Taipei, and Sunworld™ Hotel Beijing.

The SLS Hotel at Beverly Hills, a five-star landmark of sleek sophistication, just steps from the upscale Beverly Center mall.

St. Ermin's Hotel in Westminster, London, a four-star luxury hotel, located in central London.

From top to bottom. Left to right 1. Sunworld Dynasty™ Hotel Beijing. 2. Sunworld Dynasty™ Hotel Taipei. 3. St. Ermin's Hotel, London. 4. The SLS Hotel at Beverly Hills.



We strive for excellence

Since its foundation, Sunrider, its founders, and executives have received many prestigious awards. The world has commended Sunrider for its outstanding work in providing products and a business opportunity with the intent to enrich people's quality of life.



2004

Dr. Chen is featured on the "Elite Overseas Chinese Commemorative Stamp Collection"



2010

Dr. Chen is selected by *Forbes Asia* as one of the "25 most notable Chinese-Americans"



2017

Dr. Tei-Fu Chen Awarded Honorary Doctorate Degree at Kaohsiung Medical University



2017

Dr. Oi-Lin Chen named one of the "Most Influential Women in Direct Selling"



2017

Dr. Reuben Chen and Sunrider International honored by the UC Irvine Pediatric Exercise and Genomics Research Center (PERC)



2017

Dr. Reuben Chen appointed as a member of the Kingston University Program Advisory Committee



2011

Sunrider wins Brand Laureate Award for branding excellence



2014

Small- and Medium-sized Enterprises (SMEs) Asia Award and Luminary Award Sunrider International



2014

Outstanding Entrepreneur Certificate and Award from the Kuala Lumpur & Selangor Chinese Chamber of Commerce & Industry Sunrider International



2015

Gold Award and Certificate of Commendation from the AVA Sunrider Singapore Manufacturing Pte. Ltd.



2017

Certificate of Commendation from the AVA Sunrider Singapore Manufacturing Pte Ltd



In 2013, the Chen family donated \$2.5 million toward the construction of Torrance Memorial Medical Center's new Lundquist Tower, which now houses the Chen Family Surgical Center, one of the most advanced surgical facilities in the region.

We give back to our communities

Sunrider's reaching out to help others will benefit people for generations to come. In 2013, Drs. Chen made a \$2.5 million donation toward the construction of the Torrance Memorial Medical Center's Lundquist Tower, home of the ultramodern Chen Family Surgical Center.

It has been a proud tradition for Sunrider ABOs, IBOs, and staff alike to support charitable causes around the world. In 2017, the company played an active role spearheading global fundraising drives that provided humanitarian aid to those affected by the hurricanes Harvey, Irma, and Maria, helping people in Florida, Texas, and Puerto Rico.

The company's humanitarian aid has also reached those affected by the Nepal earthquake, Typhoon Haiyan, Hurricane Sandy, the Haiti earthquake, and the triple disasters that occurred in Japan.

Sunrider has also provided resources to global and local organizations like

UNICEF, the Gang Alternatives Program, and AIDS Walk LA in the past, as well as the American Cancer Society, Pediatric Therapy Network, Mentors International, and the Make-A-Wish Foundation.

Together, we're making our communities cleaner, healthier, and happier places to live for present and future generations.



Sunrider donated \$1.75 million to the Pediatric Exercise and Genomics Research Center (PERC) at UC Irvine School of Medicine to support childhood exercise training for physicians and educators.



The American Red Cross presented Sunrider International with this Appreciation Plaque for the company's fundraising campaign that raised US\$100,000 for Nepal earthquake disaster relief.



Drs. Chen were personally thanked by Brigham Young University-Hawaii representatives and students for their ongoing scholarship sponsorship of over 600 students from China.



Drs. Chen received a plaque from Kaohsiung Medical University in appreciation of their donation to fund teaching and research at the university, of which Drs. Chen are distinguished alumni.



Sunrider was a major sponsor of AIDS Walk Los Angeles for eight consecutive years. This annual event has raised more than \$82 million to date to further AIDS awareness.



Handled by food experts

Sunrider's owners are experts in the fields of health and science. They know when to harvest the herbs, which parts to use, and how to extract their nutrients in the most precise way. While most companies hire or outsource their research, procurement, and formulation procedures, Sunrider owners' expertise allows us to oversee every step of the manufacturing process, from product conceiving to packaging.





Manufactured in-house

Sunrider currently owns six manufacturing facilities worldwide, which house the most advanced pharmaceutical-grade machinery available.

In 2008, we moved our primary research, development, and manufacturing operations to our state-of-the-art Los Angeles Manufacturing Plant. This nearly one million square foot facility is larger than the Los Angeles Coliseum and has space to meet the demands of Sunrider's expanding distribution network.

In 2009, a manufacturing plant was established in Greenville, Ohio, to bottle Sunrider's pure artesian drinking water, h2 Delight®, which is sourced from a nearby aquifer.



Committed to your well-being

Owning our chemistry and microbiology labs, as well as our manufacturing facilities, allows us to be in complete control of every aspect of the processing phase and helps ensure the integrity and exceptional quality of Sunrider® products. This is demonstrated by our Los Angeles Manufacturing Plant, which continues to exceed Good Manufacturing Practices (GMP) requirements set by the Food & Drug Administration (FDA).



Our process step-by-step

Sunrider's ultra-precise manufacturing process sets our products apart from the competition.



The Sunrider Difference

1. PHILOSOPHY OF REGENERATION®

Sunrider® products nourish (yin) and cleanse (yang) the body to promote balance and optimal health.

2. WHOLE FOODS, NOT CHEMICALS

Our bodies are designed to recognize foods, not chemicals like protein powders and vitamin pills. Sunrider provides concentrated nutrients from whole-food sources with their life structures intact.

3. VARIETY

There is no perfect food or ingredient. Too much of anything can unbalance the body and even damage health. Sunrider provides foods made with a variety of natural ingredients for balanced nutrition.

4. EXPERTISE IN FORMULATION AND CONCENTRATION

Owner expertise enables us to maximize the nutritional qualities of herbs. We know when to harvest the plant, which parts to use, and how to combine ingredients.



HERBAL BEVERAGES + FOODS

Our expertly crafted herbal beverages and foods provide wholesome nutrition and superior antioxidant protection in great-tasting, convenient ways.



NUTRITIONAL SUPPLEMENTS

Our exclusive vitamins, minerals, and herbal concentrates provide highly concentrated micronutrients for vitality, well-being, mental clarity, and more.



WEIGHT MANAGEMENT & ACTIVE LIFESTYLE

The fast-absorbing, highly effective formulas partner perfectly with a healthy, active lifestyle. They provide energy and control when needed, and nutrition around the clock.



SKIN CARE & PERSONAL CARE

Sunrider offers a full range of pH-balanced skin care products that nourish, cleanse, and balance to promote vibrant, youthful-looking skin.



NEW FORMULAS

Although parabens are among the most effective preservatives, we know many of you have reservations about parabens. At Sunrider, because your health is our utmost priority, we've researched numerous preservatives for their safety and effectiveness.



HOUSEHOLD PRODUCTS & ORAL CARE

We make it easy for you to go green while making healthy choices for you, your family, and the environment with our nontoxic, eco-friendly products.

Naturally Refreshing

- Zero fat, sugar, preservatives, or artificial sweeteners
- Cleanses and balances the body
- Provides healthy hydration



fortune delight®

Hot or cold, every sip of this natural herbal beverage provides an array of nutrients, including polyphenols, bioflavonoids, and tea catechins—all known for their antioxidant properties.



SUNRIDER®

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