











### ABOUT US

**EquiCell Inc.** is a SEC registered, Philippine Nutraceutical company, which was founded at Subic, Zambales on 2019.

Now, we are one of the country's emerging industry leader in balanced Health and Wellness beginning at the nutrient level and we are continuously breaking new grounds in redefining the approach to understanding the root cause of health conditions.



Having our **OWN** Laboratory and Research Facility (**Natural Nutrition Science Inc.**) allows us to be more proactive and ground breaking in developing formulations that meet the dynamic health and wellness needs without compromising the highest standards of quality. We also do in-house production and manufacturing of superb quality supplements that meet the highest standards of government regulations and keep up with the latest in science innovations.

























#### Our Vision

We aim to be the pinnacle company that inspires Hope and provides Health and Wellness solutions through our Natural Cellular products, expanding services to reach the community members within the MLM Organization.



#### Our Mission

EquiCell Inc. is geared to promote a portfolio of long term Wellness and Wealth benefits through its highest standard of cellular products and unparalleled Income Solution Program.



#### Our Core Values

As we change and grow, the beliefs that are most important to us stay the same:

- ✓ Putting People First
- ✓ Pursuing Excellence
- ✓ Embracing Change
- ✓ Acting With Integrity
- ✓ Serving Our Family & Community



### LEGALITIES





## KEY PEOPLE



DENNIES G.

CEJARES

General Manager



LALAINE GRACE U. BFoffoll Od Tages / Product Specialist



EDUARDO I.
FELICITAS
External Affairs
Director



MARC T.

BO-O

Marketing Director

#### THE PERSON BEHIND EQUICELL



# DRA. SHIELA P. TURLUICEII Inc.)

- CEO and Product Formulator (NaNuSci Inc.)
- BS in Biology Specialized in Cellular Biology
- More than 25 years of experience in formulating natural products.
- Functional Medicine Practitioner











#### UNMATCHED EXPERTISE

In terms of PRODUCTS, all of our health supplements are formulated and manufactured by our team of experts at the NaNuSci Laboratory. Each product for EquiCell is created with a special attention to cellular nutrition and natural support to the body's internal processes.





**EQUI Spirulina** is a food supplement made with pure Spirulina biomass. Many studies show that Spirulina is a full pack of nutrients that may provide the body and brain with proper and balanced nutrition.

It contains a powerful plant-based protein called Phycocyanin. Research shows this may have antioxidant, pain-relieving effects, anti-inflammatory, and brain-protective properties. This antioxidant and other nutrients in spirulina are linked with several health benefits.





EQUI Viraquill is a food supplement selectively made with TEN (10) 100% Pure, Natural and Certified Therapeutic Essential Oils Botanically & Biochemically Defined (EOBBD).

These **10 Essential oils** are known to have high and powerful anti-viral, anti-inflammatory, anti-bacterial, anti-fungal and anti-parasitic properties.





**EQUI TotalCare** is a food supplement made with Spirulina, Aronia extract, Camu camu berry extract, 19 different Enzymes and Bioactive Curcumin. These ingredients may help nourish and protect the cells from the formation of Reactive Oxygen Species (Free radicals). It also benefits the digestive system for proper digestion of foods and nutrients absorption. Proper digestion of foods may help decrease the accumulation of small intestinal bacterial growth that causes many different kinds of diseases.





**EQUI Glutaheart** is a food supplement made with reduced Glutathione, Nattokinase enzyme, black garlic extract, Co Q10 and Hawthorn berry that may help reduce the blood pressure, raising action of an important natural blood pressure, raising hormone, norepinephrine, and may help reinforce the actions of plasmin that breaks down the clotting agent called fibrin. Thereby preventing abnormal thickening of the blood and high blood pressure.





**EQUI GlowBeauty** is a food supplement made with high qualities of reduced glutathione, glutathione precursor, Co Q10, Pine bark tree and Maqui berry which is known as the fountain of youth.

These selective ingredients may help in turning back the clock for a youthful glowing, healthier and vibrant skin appearance.





EQUI Tridisiac Plus is a food supplement made with high grade selective ingredients that will enhance your sex drive, increase your libido, enrich your sperm and lengthen your endurance.





**EQUI C Kids** is a dietary supplement made from PURE extract of Camu Camu berry (Myrciaria Dubia) in the form of chewable tablets for children from the age of 3.

Camu Camu is thought to be one of the richest natural sources of Vitamin C on the planet. With a high source of minerals and vitamins, such as: Iron, Niacin, Phosphorous, Potassium, Riboflavin, Beta-carotene and Amino acids, Camu Camu can be great addition to your children's health, nutrition and overall learning.



Ultima Kids is a dietary supplement made from PURE extract of Aronia or Chokeberry (Aronia Melanocarpa) in the form of chewable tablets for children from the age of 3.

In addition to the fruity Aronia taste that kids will surely love, the chewable tablets of Ultima Kids also contain the immune minerals zinc and selenium, vitamins A, C, E and B vitamins. Zinc and selenium, as well as vitamins B6, B12 and C, which contribute to the normal function of your child's immune system.





EQUI Diacare is a food supplement made with a high grade of selective ingredients that are known to have mimicking effects of a sugar molecule, helps lower insulin resistance, increases insulin sensitivity and improves glucose metabolism.





EQUI Nutrishape is a food supplement made with harmonious herbs such as Garcinia Cambogia, Green tea extract, L-carnitine, Guarana extract and Chade bugre extract which may benefit in weight management.



### Our Flagship Product

**Ultima 17** is a food supplement made with 100% extract from Black chokeberry (Aronia melanocarpa). It is a berry with a high content of polyphenols, anthocyanins, and possesses one of the highest antioxidant activities among plant species and garners one of the highest scores in Oxygen Radical Absorption Capacity (ORAC) among all berries and fruits currently known.

# INCOME SOLUTION PROGRAM







# EquiCell iSP

In terms of INCOME Solution, our Marketing Program is incomparable and is built to champion the current and ever-changing technology and marketing trends to support longevity that will give you supreme advantage to a sustainable income.

# EquiCell iSP

- ☐ We use a Simple BINARY PLATFORM
- All BONUSES are computed based on POINT VALUE (PV)
- ☐ One Point Value System (1 PV = 1 PESO)
- ☐ All BONUSES are computed "Simultaneously" from INITIAL to REPEAT purchase of Product(s) or Package(s).
- Each account has TWO (2) ready but Inactive SUB-ACCOUNTS.
- SAME DAY PAYOUT (except non-Banking days)

#### MAIN ENTRY PACKAGES









STARTER

Ultima 17 x 1 Php 4,688.00 2,300 PV



FASTRACK

Ultima 17 x 2 Php 9,376.00 4,600 PV



BUILDER

Ultima 17 x 4 Php 18,752.00 9,200 PV



#### SPONSOR BONUS



You will receive **8.6% BONUS** based on the Point Value (PV) every time you directly sponsor a NEW Business Associate and every time they PURCHASE EquiCell Loose Products or Packages.



STARTER PACKAGE

# of DIRECTS	SPONSOR BONUS (STARTER)
1	₱2 <i>00</i>
2	₱400
3	₱600
4	₱8 <i>00</i>
5	₱1,000
6	₱1,2 <i>00</i>
7	₱1,400
8	₱1,600
9	₱1,8 <i>00</i>
10	₱2,000

and so on...



FASTRACK PACKAGE

# of DIRECTS	SPONSOR BONUS (FASTRACK)
1	₱400
2	₱8 <i>00</i>
3	₱1,200
4	₱1,600
5	₱2,000
6	₱2,4 <i>00</i>
7	₱2,8 <i>00</i>
8	₱3,2 <i>00</i>
9	₱3,600
10	₱4,000

and so on...



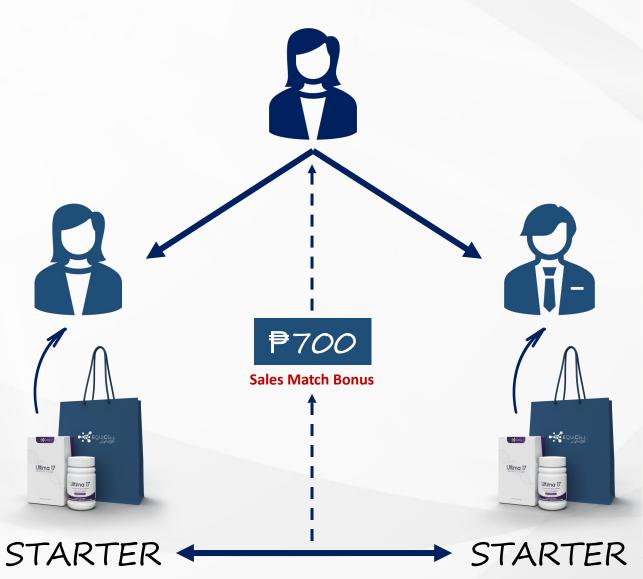
# of DIRECTS	SPONSOR BONUS (BUILDER)	
1	₱800	
2	₱1,600	
3	₱2,4 <i>00</i>	
4	₱3,2 <i>00</i>	
5	₱4,000	
6	₱4,8 <i>00</i>	
7	₱5,600	
8	₱6,400	
9	₱7,2 <i>00</i>	
10	₱8,000	
and so on		



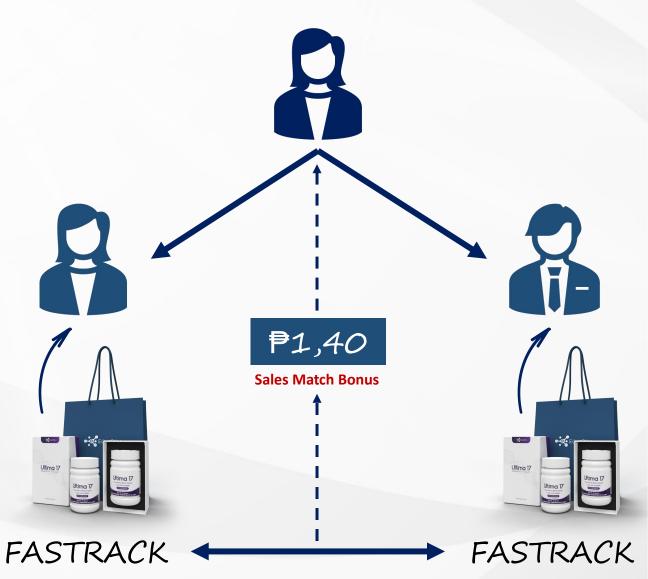
#### SALES MATCH BONUS



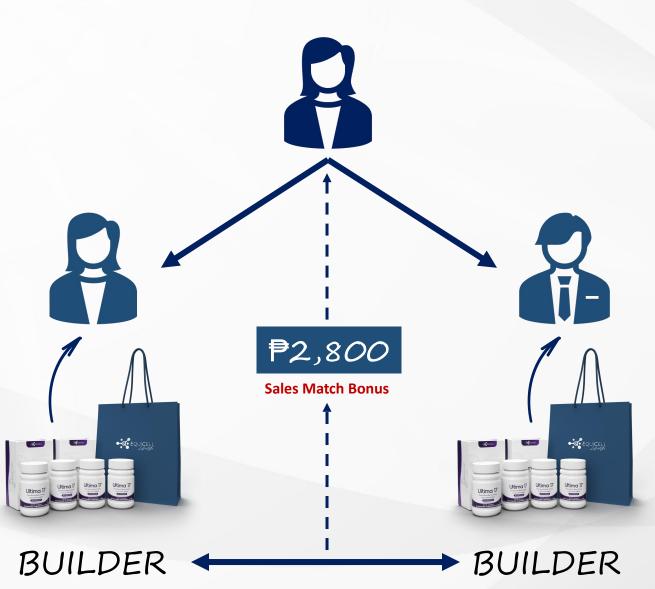
Earn 30.4% BONUS from every Point Value (NOT Heads) that Matches from your Left & Right group. Duplication limit will depend on how much PV you have used.



# of PAIRS (STARTER)	SALES MATCH BONUS	
1	₱7 <i>00</i>	
2	₱1,400	
3	₱2,1 <i>00</i>	
4	₱2,8 <i>00</i>	
5	₱3, <i>500</i>	
6	₱4,2 <i>00</i>	
7	₱4,900	
8	₱ <i>5,600</i>	
9	₱6,3 <i>00</i>	
10	₱7 <i>,000</i>	
and so on		



# of PAIRS (FASTRACK)	SALES MATCH BONUS
1	₱1,400
2	₱2,8 <i>00</i>
3	₱4,200
4	₱5,600
5	₱7 <i>,000</i>
6	₱8, <i>400</i>
7	₱9,800
8	₱11,20 0
9	₱12,60 0
10nd so	₱14,00 on <sub>0</sub>



# of PAIRS (BUILDER)	SALES MATCH BONUS				
1	₱2,8 <i>00</i>				
2	₱5,600				
3	₱8,4 <i>00</i>				
4	₱11,200				
5	₱14,000				
6	₱16,800				
7	₱19,600				
8	₱22,400				
9	₱25,200				
10	₱28,000				
and so on					

## SALES MATCH BONUS CAPPING

Your account is	SMB Capping is	No. of PAIRS needed to reach the capping	
STARTER	₱165,600	238	
FASTRACK	₱331,2 <i>00</i>	119	
BUILDER	₱662,4 <i>00</i>	60	
		* NO TIMEFRAME REQUIRED	





# REWARDS PROGRAM



### EQUICELL LIFESTYLE REWARDS PROGRAM

- □ Launched on **November 12, 2022.**
- With this program, you will be eligible to earn exciting REWARDS starting from gadgets, to luxury items, cars, housing plans, and trips abroad (with pocket money) that will definitely suit the kind of Lifestyle that you want.
- ☐ You can also earn redundant CASH BONUSES in this program.
- ONLY **Builder Accounts** are eligible for this Rewards Program.
- Rewards will be based on the RANK that you have achieved.



### RANKS TO ACHIEVE



















RANKS	CAN BE ACHIEVED WITHIN
TOPAZ ONYX GARNET AMETHYST SAPPHIRE RUBY	SIX (6) MONTHS
EMERALD DIAMOND and DIAMOND AMBASSADOR	ONE (1) YEAR

RANK	RANK REQTs	USED PV per SEASON	LRIA	# OF LDUP	REWARDS	CASH (PHP)	TOKEN
TOPAZ (To)	2 Lifestyle Package (LP)	0	0	75	Smart Phone or ANY Gadgets (worth Php 15,000)	5,000	-
ONYX (On)	4 Direct LP or 1 Direct To	2,800	2	474	SUBIC TRIP (4 days and 4 nights)	20,000	PLAQUE
GARNET (Ga)	8 Direct LP or 2 Direct To	14,000	5	1,185	Php 60k CAR PLAN D.P. (Mirage) or iPHONE 14 (No Cash)	45,000	PLAQUE
AMETHYST (Am)	2 Direct On or 1 Direct Ga	16,800	9	2,133	Trip to THAILAND for 2 (5 days and 4 nights)	40,000	PLAQUE
SAPPHIRE (Sa)	2 Direct Ga or 1 Direct Am	16,800	14	3,318	JAPAN or SOUTH KOREA Trip for 2 (6 days and 5 nights)	100,000	PLAQUE + PIN
RUBY (Ru)	2 Direct Am or 1 Direct Sa	16,800	28	6,636	LUXURY ITEMS (Rolex, Louis Vuitton, or Balenciaga)	50,000	PLAQUE + PIN
EMERALD (Em)	2 Direct Sa or 1 Direct Ru	33,600	39	9,243	Montero GLS or Fortuner V Plan (Php 225,000 D.P)	100,000	PLAQUE + PIN
DIAMOND (Di)	2 Direct Ru or 1 Direct Em	33,600	52	12,324	HOUSING or Passive Y Plan (Php 250,000)	150,000	PLAQUE + PIN
DIAMOND AMBASSADOR (Da)	2 Direct Em or 1 Direct Di	33,600	75	17,775	EUROPE TRIP for 2 (12 days and 11 nights)	300,000	PLAQUE + PIN











SMART PHONE OR ANY GADGET WORTH PHP 15,000

Phy 5,000







CAR PLAN
(MITSUBISHI MIRAGE)
PHP 60,000 D.P
Plus PHP 45,000

OR IPHONE 14 (NO CASH)











JAPAN OR SOUTH KOREA TRIP FOR 2 (6 DAYS & 5 NIGHTS) Plus PHP 100,000













# **LUXURY ITEM**

ROLEX
LOUIS VUITTON
OR BALENCIAGA

Plus PHP 50,000









## **HOUSING PLAN**

/ PASSIVE Y PLAN (PHP 250,000)

Plus PHP 150,000











"MANIFEST A BALANCED LIFE"

http://www.equicell.org/



#### **EQUICELL CENTERSHIP**

PRODUCT / PACKAGES	QTY		TAL AMOUNT ENTER PRICE)		AL AMOUNT MBERS PRICE)	тот	(SRP)
Starter Package	20	P	89,760.00	P	93,760.00	P	93,760.00
Fastrack Package	2	P	17,952.00	P	18,752.00	P	18,752.00
Builder Package	5	P	89,760.00	P	93,760.00	P	93,760.00
EQUI Glutaheart	30	P	62,640.00	P	67,140.00	P	77,640.00
EQUI Total Care	30	P	62,640.00	P	67,140.00	P	77,640.00
EQUI Spirulina	30	P	41,640.00	P	46,140.00	P	56,640.00
EQUI Viraquill	27	P	37,476.00	P	41,526.00	P	50,976.00
EQUI Tridisiac Plus	27	P	53,676.00	P	57,726.00	P	67,176.00
EQUI GlowBeauty	27	P	56,376.00	P	60,426.00	P	69,876.00
EQUI Nutrishape	27	P	53,676.00	P	60,426.00	P	67,176.00
EQUI Diacare	25	P	49,700.00	P	53,450.00	P	62,200.00
Ultima Kids	25	P	42,200.00	P	45,950.00	P	54,700.00
Equi C Kids	25	P	42,200.00	P	45,950.00	P	54,700.00
		P	609,160.00	P	654,710.00	P	739,460.00
PROFIT AMOUNT				P	45,550.00	P	130,300.00
PROFIT PERCENTAGE					7.48%		21.399



#### **EQUICELL CENTERSHIP**

Investment Amount: ₱700,000

PRODUCT INCLUSIONS	WITH PV	NO PV	CENTER'S PRICE		VALUE
LIFESTYLE STARTER PACKAGE	20		₱ 4,488.00	P	89,760.00
LIFESTYLE FASTRACK PACKAGE	2		₱ 8,976.00	P	17,952.00
LIFESTYLE BUILDER PACKAGE	5		P 17,952.00	P	89,760.00
EQUI GLUTAHEART	15		₱ 2,088.00	P	31,320.00
EQUI TOTAL CARE	15		₱ 2,088.00	P	31,320.00
EQUI SPIRULINA	15		P 1,388.00	P	20,820.00
EQUI VIRAQUILL	15		P 1,388.00	P	20,820.00
EQUI TRIDISIAC PLUS	15		₱ 1,988.00	P	29,820.00
EQUI GLOWBEAUTY	15		₱ 2,088.00	P	31,320.00
EQUI NUTRISHAPE	15		₱ 1,988.00	₽	29,820.00
EQUI DIACARE	15		₱ 1,988.00	P	29,820.00
ULTIMA KIDS	15		₱ 1,688.00	P	25,320.00
EQUI C KIDS	15		₱ 1,688.00	P	25,320.00
EQUI GLUTAHEART		15	P 2,088.00	P	31,320.00
EQUI TOTAL CARE		15	₱ 2,088.00	P	31,320.00
EQUI SPIRULINA		15	₱ 1,388.00	P	20,820.00
EQUI VIRAQUILL		12	P 1,388.00	P	16,656.00
EQUI TRIDISIAC PLUS		12	₱ 1,988.00	P	23,856.00
EQUI GLOWBEAUTY		12	₱ 2,088.00	P	25,056.00
EQUI NUTRISHAPE		12	₱ 1,988.00	P	23,856.00
EQUI DIACARE		10	₱ 1,988.00	P	19,880.00
ULTIMA KIDS		10	₱ 1,688.00	P	16,880.00
EQUI C KIDS		10	₱ 1,688.00	P	16,880.00
			-	P	699,696.00

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-		-	-				

15,000.00 3 MONTHS OFFICE SUPPORT 10,000.00 SIGNAGE OFFICE COUNTER 20,000.00 50,000.00 CENTER BACK OFFICE SYSTEM

Marketing Support Total TOTAL VALUE

95,000.00 794,696.00



#### **ENTRY PACKAGE PRICELIST**

PACKAGE NAME	PRODUCT INCLUSIONS	RETAIL PRICE	MEMBERS PRICE	PV
STARTER A	Ultima 17 x 1	₱4,688	₱4,688	2,300
FASTRACK A	Ultima 17 x 2	₱9,376	₱9,376	4,600
FASTRACK B (For Kids)	Ultima Kids x 1 Equi C Kids x 1	₱9,288	₱9,288	4,600
BUILDER A (Ultima 17)	Ultima 17 x 4	₱18,752	₱18,752	9,200
BUILDER B (Diabetes)	Ultima 17 x 1 EQUI Spirulina x 1 EQUI Total Care x 1 EQUI Diacare x 1	₱19,388	₱19,388	9,200
BUILDER C (Hypertension)			₱19,488	9,200
BUILDER D (Cancer)			₱19,388	9,200
BUILDER E (Beauty & Shape)	Ultima 17 x 1 EQUI Spirulina x 1 EQUI GlowBeauty x 1 EQUI Nutrishape x 1	₱19,388	₱19,388	9,200
BUILDER F (Stamina)			₱19,388	9,200



#### LOOSE PRODUCTS PRICELIST



EQUI Glutaheart (60 capsules)

P2,588
DISTRIBUTOR'S PRICE
P2,238
POINT VALUE
364



EQUI TotalCare (60 capsules)

P2,588
DISTRIBUTOR'S PRICE
P2,238
POINT VALUE
364



(60 capsules)

P2,588
DISTRIBUTOR'S PRICE
P2,238
POINT VALUE
364



EQUI Tridisiac + (60 capsules)

P2,488
DISTRIBUTOR'S PRICE
P2,138
POINT VALUE
364



EQUI Nutrishape (60 capsules)

P2,488
DISTRIBUTOR'S PRICE
P2,138
POINT VALUE
364



(60 capsules)

P2,488
DISTRIBUTOR'S PRICE
P2,138
POINT VALUE
364



Ultima Kids (200 tablets)

P2,188
DISTRIBUTOR'S PRICE
P1,838
POINT VALUE
364



EQUI C Kids (200 tablets)

P2,188
DISTRIBUTOR'S PRICE
P1,838
POINT VALUE
364



EQUI Spirulina (200 tablets)

P1,888
DISTRIBUTOR'S PRICE
P1,538
POINT VALUE
309



EQUI Viraquill (90 softgels)

P1,888
DISTRIBUTOR'S PRICE
P1,538
POINT VALUE
309