

**Anthony Carl Jurak,  
Chairman and CEO**

company, trading on the OTC BB under the trading symbol **JCWW**. Since 2000, sales revenues have increased 100% annually.

They have re-introduced the flagship product, **Jurak Classic Whole Body Tonic** that his father, Carl Jurak, first sold in 1943 — and have been able to begin turning the tide of the disastrous health situation and challenges of the American people.

Through their “**Tonicman**” radio program and other methods of public awareness, the company is educating the public on ways to reverse the body’s degenerative process with tonic herbs.

## The Network Marketing Model

**Jurak** has adapted a distribution model proven effective in health products and many industries: network marketing. Network marketing is used as a distribution channel by such leading marketers as Amway, Avon, Excell Communications, HerbaLife, Longaberger, Mary Kay Cosmetics, Nature’s Sunshine, Shaklee, and Tupperware.

More than 600 network marketing companies are estimated to be operating in the U.S. today. Some 10 million people in the United States are distributors in one or more network marketing organizations.

Worldwide, the network marketing industry generates annual sales revenues in excess of \$80 billion. *The Wall Street Journal* estimates that between 50% and 65% of goods and services are sold through network marketing methods.

**Jurak**’s management has an impressive track record of success in network marketing. Chairman and CEO Anthony Carl Jurak co-founded an earlier company that sold over \$500 million worth of herbal and dietary products in a 10-year period. Company President Roger Theriault was formerly VP of sales for a multi-national network marketing company with sales exceeding half a billion dollars annually.

## Target Growth: Over \$1 Billion In Sales

The potential market for the **Whole Body Tonic** is the entire U.S. population of 290 million people. Worldwide, the potential buyers literally number in the billions.

This represents an enormous potential market for **JC Tonic**. *For instance*, if **Jurak** penetrates only 5% of the U.S. market, then out of the total U.S. population of 290 million, they’ll have 14.6 million buyers.

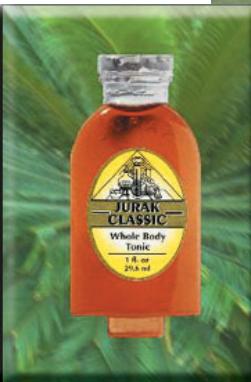
The suggested retail price of one month’s supply of **JC Tonic** (*35 fluid ounces*) is **\$99.65**. Therefore, a person who takes the **Tonic** daily as recommended spends \$1,195.80 with the **Jurak Corporation** in a year.

But let’s assume market penetration is more modest, and the **Jurak** sales network (*JC Tonic is sold primarily through network marketing*) signs up a total of just 100,000 customers. The annual gross revenues would be \$119.9 million.



**Jurak Headquarters  
Las Vegas, Nevada**

When they hit 1 million customers, representing a mere 0.34% market penetration, annual sales will hit a staggering \$1.2 billion. That’s an *increase* of 49,900% from the current annual revenues of \$2.4 million.



To speak immediately with a **Jurak Corporation World Wide, Inc.** (NASDAQ-OTCBB: **JCWW**) *Sales Representative*, call their offices at 877-JC SHARE (877-527-4273), fax them at 702-914-9625 or visit their website at [www.jurak.com](http://www.jurak.com) or stop by and visit them at 1181 Grier Drive, Suite C, Las Vegas, NV 89119-3746.



## **Jurak Corporation World Wide, Inc.**

*The “One-A-Day Vitamin”  
of the \$21 Billion Alternative Health Care Market*

**Ticker Symbol: JCWW**

# Grab Your Share of the \$21 Billion Alternative Health Care Market!

Imagine a product that always runs out: The supply has to be replenished every month — an amazing source of ongoing revenue for the company that makes it.

Now you can invest in such a product — a nutritional supplement that is fast becoming the preferred natural alternative to One-A-Day Vitamins.

Like a One-A-Day, consumers take this herbal compound every day ... for the rest of their lives ... while the company, and its investors, stand to rake in *millions*.

Hospitals, doctors, and pharmaceutical companies are part of the massive U.S. "sick care" industry — a money machine in which patients spend \$1.3 trillion annually.

But what if you could invest in the highly profitable health care sector — and make triple-digit gains — not by waiting for people to get sick, but by keeping them well?

That's the opportunity that **Jurak Corporation World Wide, Inc.** (symbol: OTC BB: JCWW) offers to ground-floor investors — with a product that is as close to a "universal nutrient" as you can get.

## The "One-A-Day" Of Alternative Medicine

**Jurak Corporation World Wide, Inc.** manufacturers and markets a daily health supplement — alternative medicine's version of Bayer's One-A-Day Vitamin.

Unlike a prescription drug, which you take only when you have a specific illness, you take a multi-vitamin like One-A-Day once a day. Which gives Bayer a built-in revenue stream for the lifetime of a customer.

It has certainly contributed to Bayer HealthCare's profitability: They have annual sales of nearly \$10 billion. Sales of One-A-Day vitamins are growing at 20% annually.

**Jurak's** supplement — **Jurak Classic Whole Body Tonic**, or **JC Tonic®** for short — is alternative medicine's answer to One-A-Day vitamins.

With annual sales of more than \$21 billion, the market for alternative medicine is both huge and highly competitive — and growing by 10% annually.

According to a survey from the Consumer Healthcare Products Association, 57% of Americans either actively use dietary supplements or are researching information about them.

## What's A "Tonic"?

**Jurak Classic Whole Body Tonic** is a dietary supplement made in liquid form instead of a pill.

Liquid nutrients are easier to swallow and have greater bioavailability than tablets, meaning your body can absorb it more efficiently (only 15% to 30% of vitamins and minerals in pill form are absorbed by the human body).

The liquid is a proprietary blend of minerals and *tonic herbs*. Most herbs you take in nutritional supplements today are non-tonic. Of the 6,000 or so known herbs, only about 200 are tonic.



A "tonic herb" can control the functions of organs or systems in more than one way — bi-directionally — rather than a single direction. Non-tonic herbs can't.

The tonic herb contains compounds in *two* groups. The compounds in the *first* group can increase the function of an organ or system, in effect turning it on.

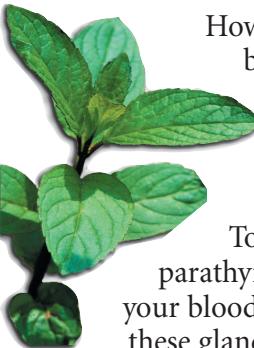
The compounds in the *second* group decrease the function of an organ or system, in effect turning it off.

If your body needs an organ or system to step up its function, it seeks out and absorbs those compounds that can "turn on" the function.

On the other hand, if the body's condition requires that an organ or system's function be turned down, you absorb those compounds that can diminish that function.



## The Biochemistry At A Glance



How does the **JC Tonic®** formula work? The 18 tonic herbs and 6 vital minerals in **JC Tonic** regulate blood chemical and biological balance, keeping the walls of the blood vessels clean.

The tonic formula has catalytic properties to render chemical processes and conversions more efficient and more easily assimilated by the blood. It also contains rich sources of trace minerals and organic acids, to supplement these to the blood chemistry if lacking.

To maintain a state of wellness, the human body requires six major glands — pituitary, thyroid, parathyroids, adrenals, pancreas, and gonads — to function optimally. These glands, in turn, are fed by your blood, which delivers the nutrients in the food you eat directly to the individual cells in each of these glands and throughout the rest of your body.

The tonic properties of **JC Tonic** keep the blood healthy, ensuring proper functioning of the vital glands. When blood lacks certain vital substances, glands can become over- or under-active, causing a variety of health problems.

Taking **JC Tonic** ensures that blood delivers the proper amount of these nutrients to your glands and other organs. It also oxygenates the blood and helps red blood cells remove toxins, chemicals, and heavy metals from all of your body's more than 60 trillion cells.

The 18 tonic herbs in **JC Tonic** include alfalfa herb, angelica root, celery seed, chamomile flower, dandelion root, gentian root, hops flower, horehound herb, horsetail herb, licorice root, mallow herb, malva flower, passion flower herb, peppermint herb, quassia wood, sarsaparilla root, saw palmetto berry, and thyme leaf.

**JC Tonic** also contains six essential minerals: boron, calcium, iodine, iron, magnesium, and potassium.



## A "Universal Nutrient"

Most nutritional supplements either target a particular part of the body: heart, brain, eyes, liver, prostate. Or, they are taken to relieve a specific condition, such as reduce arthritis pain or lower cholesterol levels (even though the FDA prevents them from being advertised as cures or medicines). Therefore, their target market is limited to those people who have that condition, large or small as that group may be.

But **JC Tonic**, like a One-A-Day vitamin, isn't aimed at a narrow segment of the population. Just as every man, woman, and child in the United States should be taking a daily multi-vitamin, they can all benefit from drinking **JC Tonic**.

## Proven Results For Over Half A Century

In 1997, Anthony Carl Jurak founded **Jurak Corporation World Wide, Inc.**, a dietary and herbal supplement network distribution organization located in Las Vegas, Nevada.

JCWW is listed with the United States Securities and Exchange Commission as a fully registered and reporting