

Howdy friends and welcome to our call, my name is Winder Lyons. I'd like to talk to you about a company called Touchstone Essentials. Touchstone is a company that I joined over 7 years ago and what impressed me most back then – and still does today – is the founder, owner and CEO, Eddie Stone's intention and vision to create a company with uncompromising quality and integrity at every level:

- the products,
- customer service,
- website,
- blogs,
- social media compatibility,
- and comp plan.

Over the last seven plus years, Eddie's vision, hard work, and consistency have actualized a truly unique and vibrant enterprise.

So let's start with the foundation – the products. Touchstone has a three-tiered approach to its products and the 1st is a mineral used for detoxification called zeolite. The 2nd is our hemp oil or CBD products. The 3rd, our nutritionals, all organic, vegan, gap-filling, super food concentrates.

So, first of all the zeolites.... Now zeolites are a rarity of nature. They are a negatively charged mineral. In your body, as in nature, zeolites will attract and bind positively charged toxins. Think of them this way: zeolites act like liquid fly-paper for toxins.

They will bind and remove:

- heavy metals,
- volatile organics,
- insecticides,
- pesticides,
- herbicides,
- and chemicals of all sorts

Zeolites are biologically inert. They do not interact with your body in any way, and they only stay in our bodies for about six hours and then they're excreted along with their toxic load. Now, we have two versions – the macro which stays basically in the gut, and the nano-sized which absorbs in the mouth and goes everywhere in the body that water goes – including the brain. Zeolites only remove things that are not supposed to be there.

Now, who needs zeolites?

Well, as far as I can tell only people who eat, breathe, or drink.

We live in a toxic soup, so literally, in my view, everybody needs these.

The 2nd category is our hemp oil line, our CBD products, and we have them for people and pets.

Think of CBD oil this way: It's an organizing principal. Science tells us that cannabinoids lead us toward homeostasis, it's as if we re-boot to blueprint. Now legal with the passing of the farm bill last December, CBDs are popping up everywhere. So what makes ours so special? Well, many things, but especially quality and pricing.

According to the science, the main factor in the effectiveness with a CBD is particle size. So, to that end, Touchstone nano-sizes the CBD. Other companies say they nano-size but mostly what you find is they just nano-size the carrier oils. Ours is full spectrum, which means it uses the entire plant, all of the cannabinoid compounds, it's not an isolate. It's organic. It's a medical strain from Colorado that has been in use and been studied in universities for over ten years. We have a liquid which absorbs in the mouth, under the tongue, and a topical that's applied for joint pain and skin issues, and of course, the pet version -- just put it on their food or right in their mouth.

When you find comparables in the market place, which are rare, they are consistently 50% to 100% more expensive than ours.

Now lets talk about our foundational products, our gap-filling nutritionals. These concentrated super foods are all organic, they are vegan, and meticulously handled to keep the maximum nutritional value and the integrity of the nutrition from farm to bottle. These concentrated super foods fill the gap between what we usually get from our depleted, poison-soaked soils and cheap chemical and valueless vitamins. So, these provide the nutrients we need to **thrive**. And, they are fairly priced. They would be a bargain at any price, but the feedback we got from our loyal and repeat customers is that they appreciate the extreme quality at such fair pricing.

Now lets talk briefly about the business opportunity. For those who like the idea of helping others by sharing Touchstone, the company has a uni-level compensation plan, and whether you just want to earn enough to pay for your own products or to create generational wealth, this plan will accommodate. And for those who just want

to be customers, you can get the same product pricing as a rep does, so there is no reason to join the business just to try and save money.

Every area of Touchstone exhibits this dedication to excellence and for instance, the customer service is just incredibly excellent. The website is beautiful, information rich and highly functional. The blog is informative, artfully and entertainingly written. There is absolutely no hype or BS anywhere.

Touchstone is a well-oiled machine with consistent quality and integrity. All of our products have 3rd party independent testing, verification, and reporting. The company is absolutely set up for social media outreach.

Touchstone's purpose is to empower you with hope, health, and if you choose to share this, with financial stability.

So whether you choose to be a customer or a business owner, please remember that you are not in this by yourself. This is a team effort and we are always here to help. It's our belief that if done together, this will work for us all.

So please get back to the person who invited you to this call to learn more about the company and the products.

These statements have not been evaluated by the Food and Drug Administration. The products are not intended to diagnose, treat, cure, or prevent any disease, illness, or condition. Thank you.