

coralclub





**PRODUCTS TO SUPPORT YOUR  
HEALTH FROM ALL OVER  
THE WORLD ESPECIALLY FOR YOU**

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# 1998, TORONTO

The first Coral Club office was opened in Toronto, Canada in 1998. Since then, the company has grown into a mature enterprise with a robust infrastructure that offers anyone the chance to substantially change their life.

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A light gray world map serves as the background. Green dots are placed on the map to indicate office locations and delivery availability. There is a high concentration of dots in Europe, particularly in Western and Central Europe. A few dots are also visible in North America (USA and Canada) and Asia (Japan and South Korea).

## OFFICES IN 35 COUNTRIES

We want to be closer to our customers.  
That is why we are constantly expanding  
our presence around the world.

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## DELIVERY TO 175 COUNTRIES

Online orders and delivery is available in 175  
countries around the world.

# PRODUCTS BY NUMBERS

Coral Club's products and sets are geared towards helping the body deal with environmental stress and poor nutrition.

200+

products

2900+

active certificates  
around the world

10+

brands

+

exclusive  
products



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# STORY \* BECOMING \*

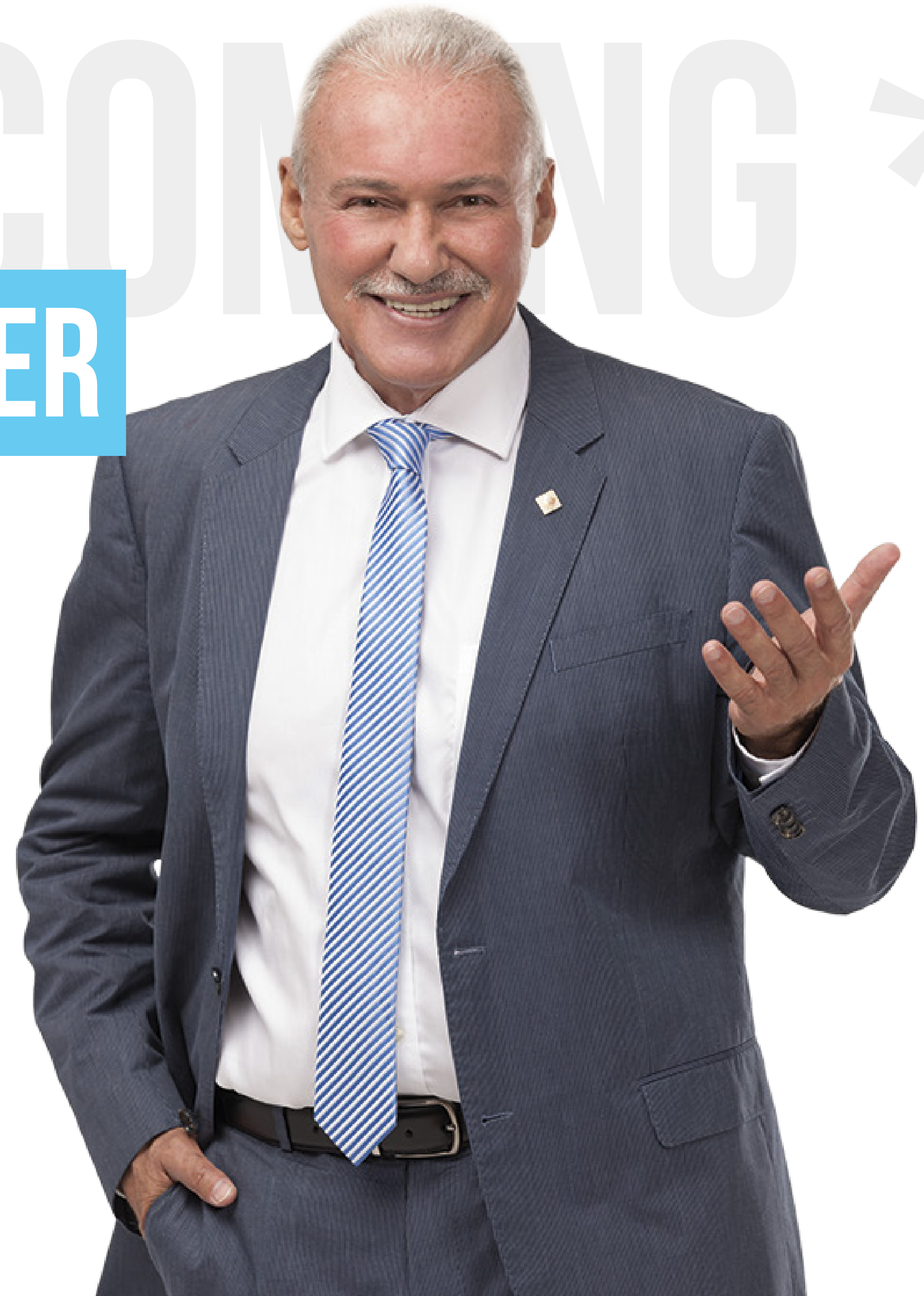
## IT ALL STARTED WITH WATER

“

When I found out about the qualities of coral, I immediately thought about the millions of people who don't have access to high-quality drinking water and how their lives could be improved.

— Leonid Lapp, Coral Club's president

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# \* 1997 \* IDEA \* PRODU

In 1997, Leonid brought several sachets containing coral to a meeting with Erik Megrabyan, who was just as impressed with the product.



“

I was inspired by the idea of helping people improve their health. From the very beginning, I knew that our concept will be universal and in demand all over the world.

— Erik Megrabyan, Coral Club's CEO

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The background of the entire image is a vibrant blue, overlaid with a dynamic splash of water. The splash originates from the left side, creating a wave-like pattern that extends across the middle of the frame. Numerous small, clear bubbles are scattered throughout the water, particularly concentrated in the lower half of the image, giving it a sense of movement and freshness.

# HYDRATE THE WORLD

To “Hydrate the world” means to give the gift of health to everyone around the world. We believe that the main cornerstone of health is proper hydration.

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# FLAGSHIP PRODUCT

**Our flagship product is Coral-Mine. For over 20 years it remains that most simple and effective way towards high-quality water that is most beneficial to the body.**

Coral Club has extensive experience with products that improve the properties of drinking water. Coral Club's products have proven their effectiveness over the years with millions of satisfied customers.

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\* IDEA \* PRODUCTS \*



## SPRINGBOARD TOWARDS A VISION

Coral-Mine not only became Coral-Club's flagship product, but also the springboard towards the overall company concept and vision: to promote safe and effective health solutions based on natural components.



# 5 PRINCIPLES OF CORAL CLUB'S PRODUCTION SYSTEM

Coral Club offers a wide variety of products, created from ingredients that are sourced from all around the world. What they have in common is that they are all produced through Coral Club's Production System, which is based on 5 main principles.

QUALITY

SAFETY

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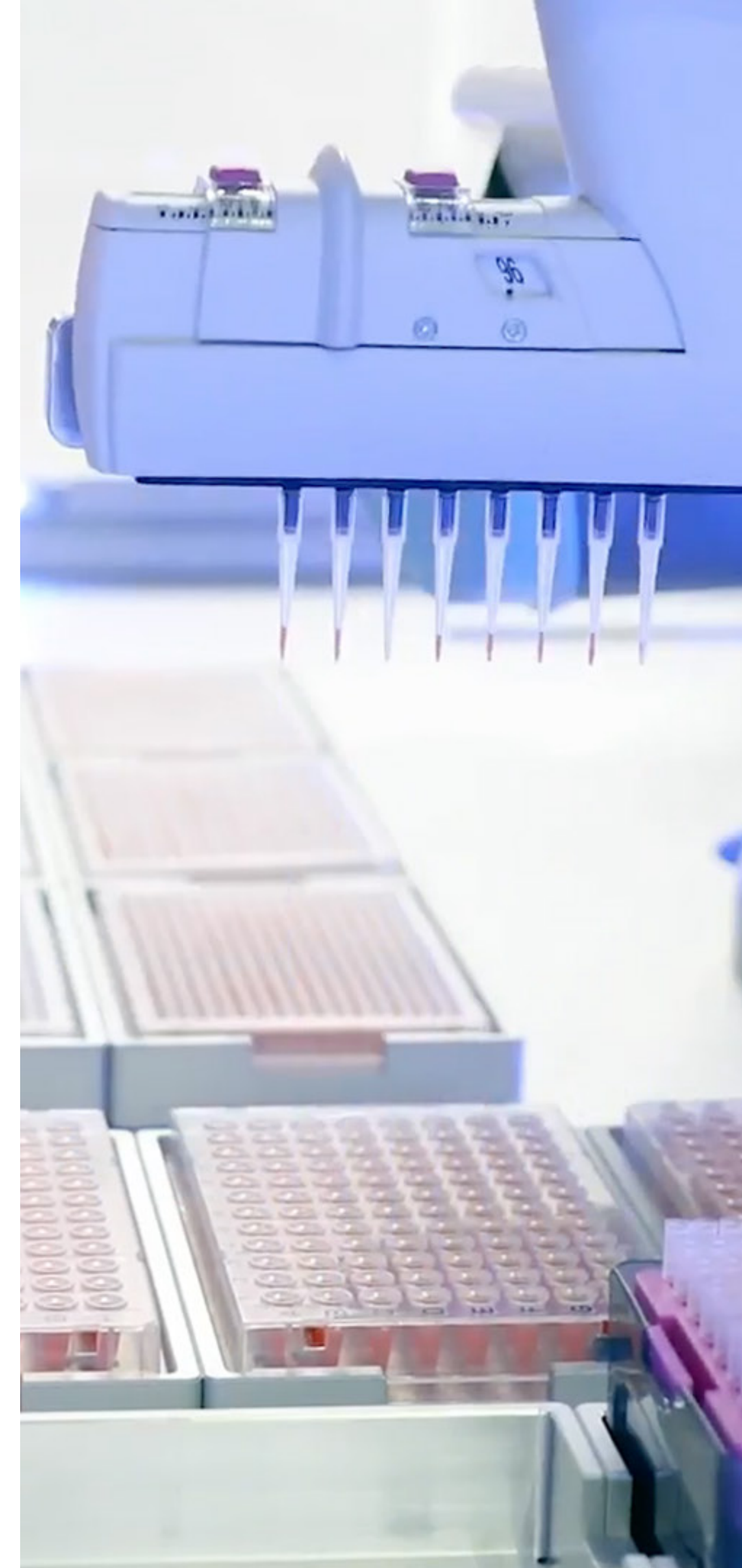
# QUALITY WITHOUT COMPROMISE

01

Coral Club's manufacturing facilities are certified by standards including GMP, ISO and HACCP.



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# SAFETY ABOVE ALL

# 02

All of our products free of



GMO



hormones



gluten



harmful  
preservatives



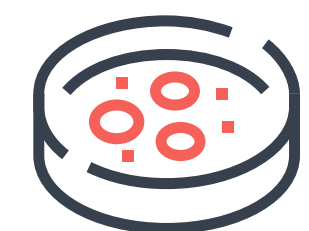
pesticides and  
herbicides



artificial  
flavour



aroma  
enhancers



phthalates

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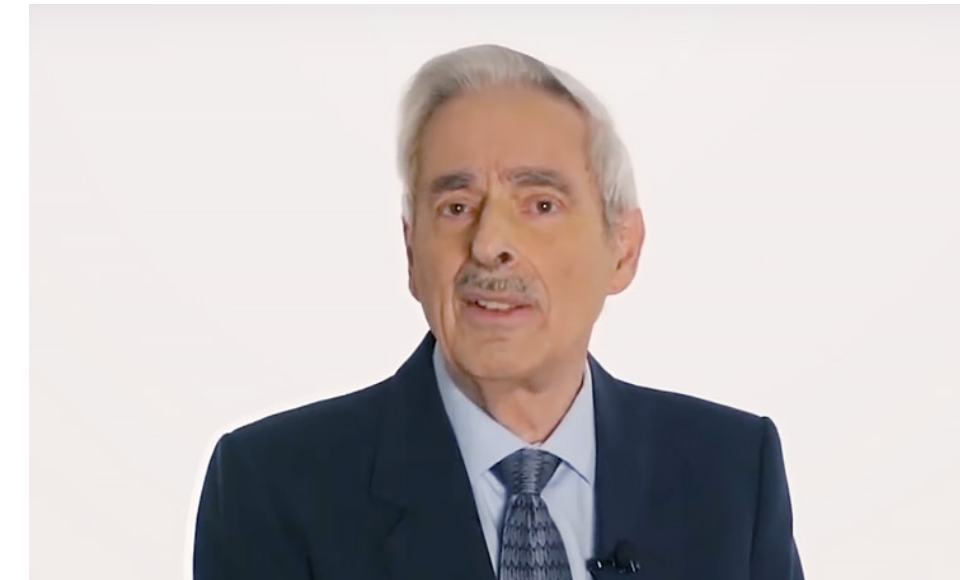


# LEADING SPECIALISTS

Leading specialists in the fields of biochemistry and nutrition,  
using the latest research and technologies.



**Dr. Song Hae Bok**



**Dr. Albert Zehr**



**Dr. Niels Dusek**



**Dr. Stephan Auberger**



**Robert Thiedemann**



**Keiko Kitamura**



# IN HARMONY WITH NATURE

# 04

Our products contain natural ingredients that contain all the best that nature has to offer. Using the latest technology and know-how, these ingredients are combined in their most bioavailable form for maximum benefit.

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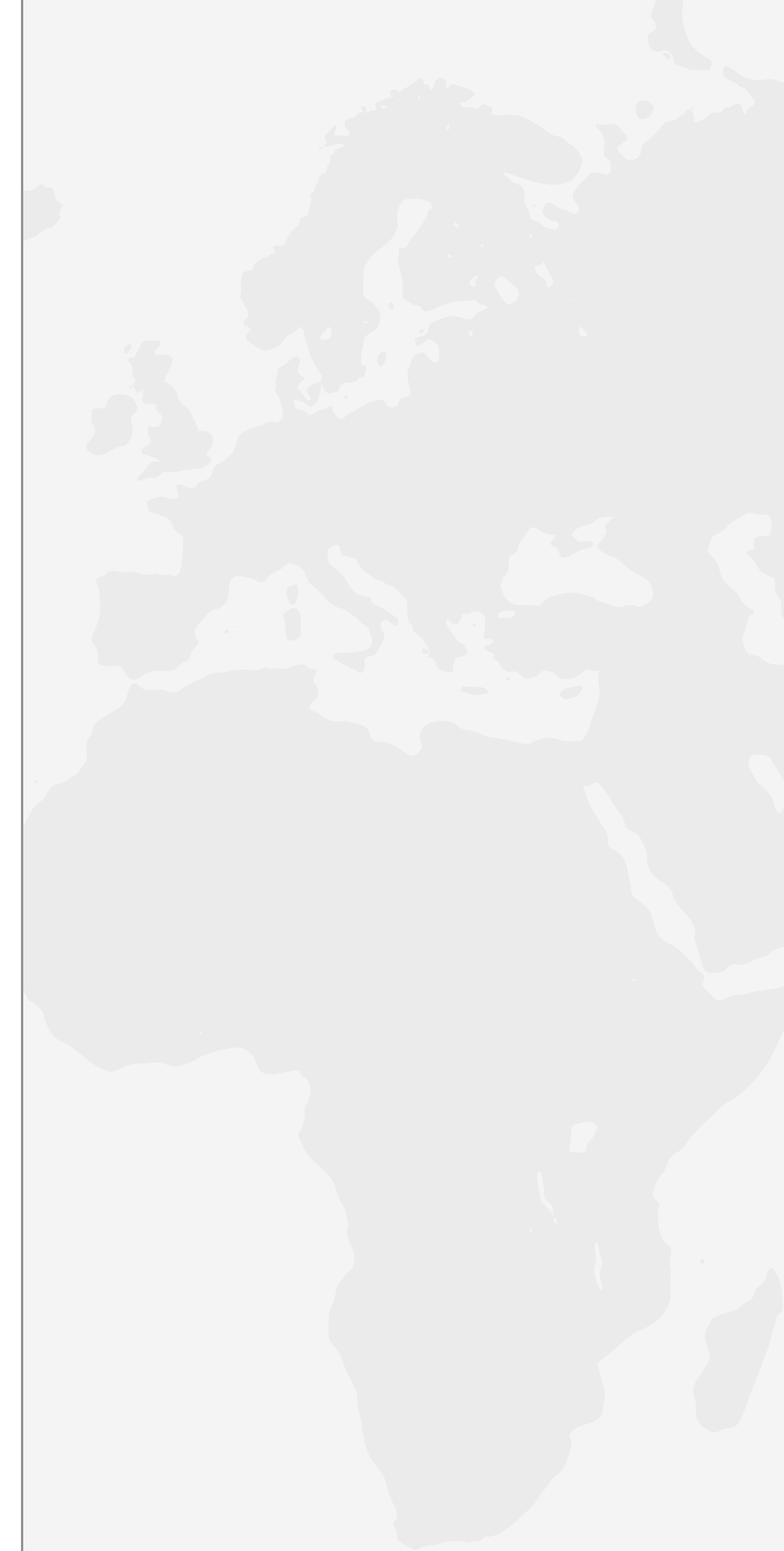
# TECHNOLOGIES WITHOUT BORDERS

05

We utilize cutting-edge technology.

Our desire to bring the highest quality of products to our customers knows no borders. We seek out the best producers and gather the best practices from around the world, regardless of where they may be. Our products are manufactured in the **USA, Japan, Germany, Canada, France, Russia, Netherlands, Armenia, Norway, South Korea and Taiwan.**

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# THE CONCEPT OF HEALTH

Maintaining a healthy lifestyle is the key to an improved quality of life, active aging and a healthy longevity.

Coral Club is the **1<sup>st</sup> Healthy Lifestyle company** that developed its own Concept of Health based on maintaining a healthy water balance, a balanced diet, enriching one's diet with nutrients and a clean and safe environment.

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# \* CONCEPT OF HEALTH

**UNIQUE COMPLETE  
SOLUTIONS: EFFECTIVE, SIMPLE,  
BENEFICIAL**

**Programs with proven results.**



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# IDEAS UNITE AND MOTIVATE

Coral Club is a community of like-minded people who, by choosing Coral Club's products, choose to change their lives.

The Coral Club community is a place where you can meet people who share your values in health, beauty and growth.

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\*IDEA\*



\*PRODUCTS\*

# THE QUALITY OF PRODUCTS IS THE BASIS FOR BUILDING A BUSINESS

By recommending products that you trust, you can build a business within a well-established system.

We know the value of a recommendation which is based on high-quality products and personal results. That is why our business model is that of personal recommendations. Simple. Natural. Sincere. From one heart to another.

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# YOUR CHOICE

Everyone has goals and dreams. Realize yours with Coral Club. Whether it's health, success, to be surrounded by like-minded people or all of the above.

01  
**CONSUMER**

02  
**DISTRIBUTOR**

03  
**PARTNER**

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## CONSUMER

Receive rewards and discounts for recommending your favourite Coral Club products to your friends.

**-20%** pay club member prices on all our products

**+5%** reward to you for purchases based on your recommendation

**+10%** become a Premium Member and earn every time you buy



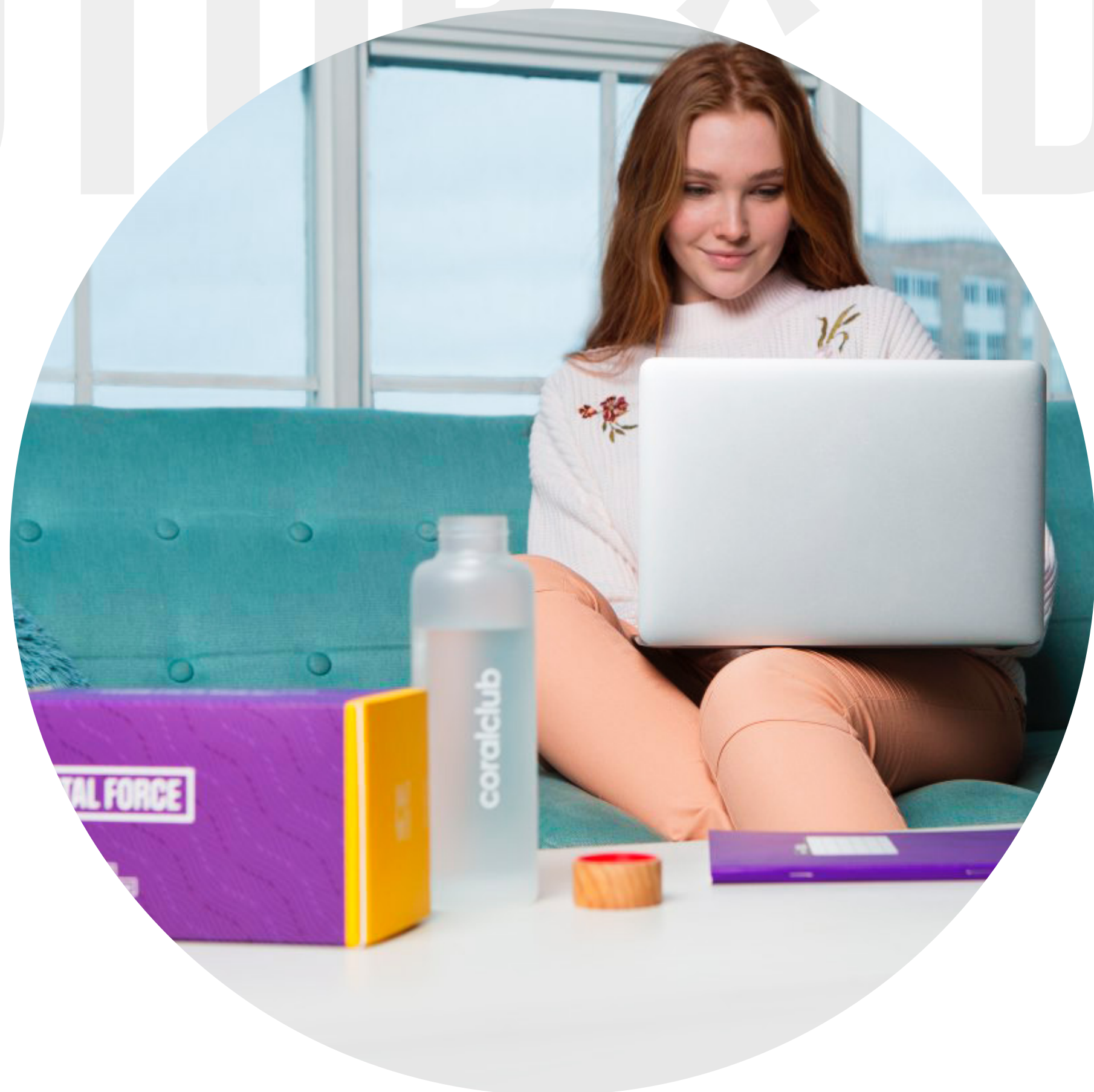
access to sales and special offers



become part of a healthy lifestyle community

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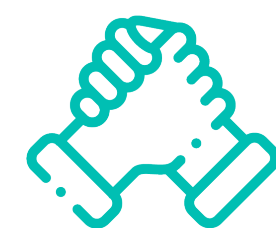


## DISTRIBUTOR

Spend a few hours per week as a distributor to earn extra income.

### THE BENEFITS OF BEING A PREMIUM MEMBER +

#### NEW OPPORTUNITIES:



support from your team and mentor



learn about health, business and marketing in the Coral Business Academy educational portal



take part in international events

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# \* BUSINESS PARTNER



## PARTNER

Grow your business network, share your knowledge and experience with your team, and grow your business full-time.



travel around the world with Coral Club's top leaders



take part in the Business Development System Program. Includes the Car Bonus or Real Estate Bonus



grow your team of leaders and help others reach their goals



learn from the best to become a professional in your own right



receive top rewards and recognition for your achievements

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