



A NEW GOLDEN AGE DAWNS IN THE LAND OF THE PHAROHS

Zepter International welcomes people from all over the world to the heart of the desert for the **annual extravaganza** that is the **Zepter International Business Conference**. After the unprecedented success of last year's conference in Monaco this prestigious event 'Zepter – The Golden Age', comes to **Egypt, Port Ghalib** – Marsa Alam.

For six unforgettable days along the pristine coast of **white sandy beaches and the turquoise water of the Red Sea**, the desert winds blow gently creating a magical, unique atmosphere. It is here amidst the history of the ancient Egyptian empire, the rich and vibrant Islamic culture, the majesty of unspoiled nature and the warmth of Egyptian hospitality that Zepter International hosts its annual convention having graced such prestigious locations as **Moscow, Prague, Athens, Barcelona, Warsaw, Milan, Budapest and Monaco**.

Port Ghalib – Marsa Alam provides a perfect backdrop as **Zepter plays host to over 1,500 guests from over 40 countries that Zepter is present in**. The company's worldwide reputation for luxury, elegance and prestige mean this beautiful location is a fitting tribute to the global dominance and international appeal of Zepter International and its global mission of Health and Beauty. **Here with Zepter you can live the dream and be anything you want to be.**

Zepter: The Golden Age, is an event to unite its top managers from all over the world. Participants arrive from many European and Middle East countries such as Azerbaijan, Belarus, Bosnia, Bulgaria, Croatia, Cyprus, Czech Rep., Egypt, Estonia, France, Germany, Hungary, Italy, Jordan, Kazakhstan, Latvia, Lithuania, Poland, Macedonia, Moldova, Romania, Russia, Serbia, Slovenia, Slovakia, Switzerland, Turkey and Ukraine, besides the more than 40 countries Zepter International is present in.

It is a chance to showcase our **newest technologically-advanced products and superior design**. Our products are of the highest quality and are developed in line with **Zepter's Mission of Health and Beauty**. Zepter: The Golden Age, is an opportunity for Zepter people to come together to **share ideas, knowledge, skills and experience**.

To highlight Zepter's position in the world of big business while the rest of the world is slowing down, Zepter is expanding into new markets. There is a world of opportunity for Zepter to grow.

Zepter gives people the chance to work for themselves with no financial investment, with great support, huge earning potential and a fulfilling career with the possibility for travel. **It gives them security and stability, empowers workers and empowers society**. All over the world Zepter's excellent products change lives giving people more free time, a healthier lifestyle and a longer and happier life.

This is why in the face of diversity a new age is dawning for Zepter: The Golden Age.



ZEPTER - THE BEST IN LUXURY STYLE ENTERTAINMENT

Over the six days Zepter's **guests will live in luxury**, in the very finest accommodation on the Red Sea. Here, guests can really understand a new level of relaxation - dipping their toes in the **crystal clear water**, experiencing the **beauty of the desert**, admiring one of the worlds best coral reefs, discovering the **majesty of the Ancient Egyptians** or the sophistication of the Moresque architecture, all amidst the luxury of five star accommodation with particular, ethnically themed bars and restaurants.

As usual Zepter lays on the **very best of entertainment for its guests** attracting some of the biggest names in show business to make sure Zepter's guests take home golden memories of their unforgettable stay in the land of the Pharaohs.

The **Zepter Only White Party – Gala Dinner** gives you the chance to live in elegance. Experience the romance of the desert at the Zepter White Party. On a balmy desert night, the wind blows gently from the Sahara carrying the magic of Arabian dreams. Guests dressed entirely in white will mingle in the intimate and elegant atmosphere enjoying to the full the once-in-a-lifetime experience of this unforgettable setting.

The **Zepter 70's Disco Party allows guests to really** let their hair down and party on this 70's-themed evening. Saturday Night Fever is the inspiration for this party and guests are asked to dress in the style of the 1970's.

The **Zepter Egyptian Night – Gala Dinner** allows guests to really experience the wonderful aspects of beautiful country. This Gala Dinner sees guests wear costumes typical of Egypt for this evening. From the ancient Egyptians to the Bedouin or Nubian tribes – inspiration is all around, from modern or ancient Egypt.

The **Zepter Business Meeting** has everything you need to know about Zepter business past and future whereas '**The Big Zepter Show**' promises to inspire and empower all guests with the best of Zepter.



SIX MEMORABLE GOLDEN DAYS IN EGYPT

Zepter: The Golden Age, is Zepter's International Business conference 2010. The annual event is designed to inspire, entertain and empower Zepter people – high management, representatives and sales and marketing people who come from the four corners of the globe to help celebrate all things Zepter. Over 1,500 guests will participate in this six-day event in Egypt, in the beautiful setting of Port Ghalib – Marsa Alam.

2nd February, Tuesday – Welcome

The first day is to welcome all guests to Egypt with free time to allow them to settle in, get orientated and explore the wonderful accommodation and Port Ghalib. In the evening guest will gather at the pool of the elegant Hotel Crowne Plaza Resort for the Zepter Welcome Gathering followed by dinner in the hotel restaurant.

3rd February, Wednesday – Business time

Waking up to the desert sun guests can have a leisurely breakfast at the hotel to set them up for the day's business activity – The **Zepter Speed Business Workshop**. The business workshop will feature all the breaking Zepter news, new developments, incentives and initiatives. Keynote speeches from Zepter's most important figures will inspire and inform. This meeting is an opportunity for participants to get an insight into what's happening with Zepter across a wide range of the leading Zepter countries – more than 40. Key personnel from Serbia, Egypt, Czech republic, Russia, Poland, Romania and Hungary and Italy will present.

4th February, Thursday – Picking up speed

The **Zepter Speed Business Workshop** continues and after, when guests will return to their hotels for dinner will gather again the **Zepter Only White Party** at the Olive Terasse – Pool, Hotel InterContinental, the Palace Resort. This a relaxed atmospheric event on a balmy desert evening. Guest are to wear white only to ensure a sophisticated, elegant ambiance.

5th February, Friday – Time for celebration

The highlight of the event for many is the **Golden Age Big Zepter Show**, at the International Convention Center. This is a spectacular, entertaining experience and promises to inform, inspire and empower with some of the most famous names in show business. Here we can hear golden words directly from our esteemed founder and President Mr. Philip Zepter himself. New products will be launched: Zepter Home Art will reveal the new forefront of technological innovation **Zepter Masterpiece Electropolishing Cookware** and the **ZE-PRESSO® CAFÉ**, the real coffee experience. We will also discover the **Vacsy - vacuum pack system** look for the new decade. For Zepter Cosmetics there will be **ASTAX10 STOPAGE** health and beauty food supplement and Swisso Logical **Philip Extreme** eau de toilette. Moreover, we will discover a new product from Zepter Home Care: **TURBOhandy 2in1**.

Zepter International is full of beautiful people. At the Big Zepter Show we are holding the **Zepter Golden Age Beauty Contest**. Zepter is looking for the most beautiful, professional, interesting, man and woman to award them the titles of Zepter's Mr. and Miss Golden Age. Zepter's mission of Health and Beauty are fundamental to everything we do. That's why we are honouring beauty. We are looking for people who emulate **Beauty and Success**. The music and entertainment is provided by world famous artists. The extravaganza continues into the evening with a 70's themed Disco ball – **The Zepter 70's Disco Party**.

6th February, Saturday – Go for Gold

Saturday sees the guests participate in the **Zepter Golden Age Olympic Games**. Zepter countries will compete with each other for prizes in sports events such as beach volleyball and beach football. As the guests are coming from over 40 countries this promises to be a fun and international event. The evening sees the celebratory event The **Zepter Egyptian Night – Gala Dinner**. Guests will be wearing Egyptian style clothing and an amazing award ceremony and entertainment show will dazzle and wow the audience.

7th February, Sunday – M'a ssalama (Good-bye)

Guests check out of their hotels and are transferred to the airport with golden memories to cherish.



ZEPTER HOME ART THE DAWN OF A NEW ERA

Can **Masterpiece Cookware** be even more technologically advanced than it is already? The answer is YES. Zepter is at the very forefront of technological innovation and product design. Now another FIRST from Zepter International.

Discover the Zepter Masterpiece Cookware non-stick technology

A new non-stick technology called **ELECTROPOLISHING** that gives great results, with absolutely **NO RISK TO YOUR HEALTH!**

With this new breakthrough technology, Zepter International brings to your kitchen stove a state-of-the-art electromechanical innovation in stainless steel pot manufacturing.

With Zepter's electropolished cookware you will experience only the best of non-stick cooking

The Zepter non-stick technology, which does not stick to you food, has many advantages:

- There is no risk to your health
- Better non-stick cooking results
- The pots last a lifetime and cannot be damaged
- The finish is part of the cookware, no coating is applied
- Durable
- Safe
- No chemicals on the surface
- Unscratchable (you can use any implement)

The surface has an oily effect to the touch

The electropolished surface has a sleek, oily feel to it that gives its non-stick properties. It effectively protects the cookware from food sticking to it, giving better cooking results and without being easily damaged.

ENJOY CHEMICAL-FREE COOKING!

Try this revolutionary new invention and enjoy healthy of cooking in Zepter Stainless Steel pots without the trouble of food sticking to the surface. Just try it and see the great results of your cooking, how good your food tastes and how easily your pots are to clean!



**ZEPTER INTERNATIONAL
BUSINESS CONFERENCE**
MARSA ALAM, FEBRUARY 2nd - FEBRUARY 7th 2010



ZEPTER HOME ART VACSY® FOR THE NEW DECADE

The world famous Vacsy® range of systems for vacuum-food preservation gets a new look for the new decade

Vacsy® is a worldwide-patented food vacuum system for the best preservation of food. It is technologically designed to enable the creation of a vacuum inside containers and special bags or rolls.

After exhaustive market research, our designers have given Vacsy® an aesthetical make-over. The new orange colour is specifically chosen to blend and match in any modern kitchen. This is the fashionable colour that people want in their kitchen and, as always, Zepter's designers have continued in their pursuit of perfection. We knew it already but Vacsy® is the future of food preservation.

Vacsy® the worldwide-patented food vacuum system for the best preservation of food.

Vacsy®'s basic elements are the pump as well as the various containers. A patented vacuum pump draws out the air from receptacles.

A technologically enhanced valve on the cover of the container enables the air drainage and preservation of the vacuum inside the container and bags, with a special sealing unit.

But most important, behind this product there is an extensive use of Research and Development by Zepter International. To provide you with these high quality patented and innovative products, the best break-through technology has been used. This is reflected in the unique material and quality of this worldwide-patented food vacuum system and its containers. By producing these products with the highest-quality materials, Zepter is able to offer its customers the best tools of the highest quality standard!

Vacuum-pack at the best with Vacsy®

- 3-5 times longer durability than usual.
- Preserves vitamins and nutrients.
- Preserves the original colours of the food with no transfer of odours.
- Gives more pleasure with original aromas and flavour.
- Environmental friendly storage methods.
- Optimal hygiene and ideal conditions.
- Suitable for dishwasher, microwave and oven.
- Freeze, defrost, heat and serve!

Vacsy® System is:

- Natural and effective.
- Family-budget saving.
- Let you enjoy food's original aromas and tastes.
- An environment-friendly storage method.
- Optimally hygienic and does not transfer tastes.



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ZEPTER HOME ART ZE-PRESSO® CAFÉ THE REAL COFFEE EXPERIENCE

"Coffee should be hot as hell, black as the devil, pure as an angel and sweet as love."

Charles-Maurice de Talleyrand

THE REAL COFFEE EXPERIENCE

With ZE-PRESSO® CAFÉ espresso machines you can have the high quality espresso coffee you love in the comfort of your own home. Choose from four expertly blended coffee flavours, which use only the world's finest beans. At the touch of a button the sensual, aromatic coffee experience is yours.

An elegant, new-generation pressurised coffee maker for **encapsulated coffee**. Equipped with a transparent water container, a pump with a **pressure of about 20 bars** and a handle, the machine makes it easy to brew espresso by the '**pre-infusion**' system that extracts unique coffee aromas.

ZE-PRESSO® CAFÉ incorporates the latest technological advances giving:

- Optimal water temperature of 88°C.
- Correct pressure of water entering the coffee capsule.
- Fast brewing time of only 25 seconds.
- A rich crema, chestnut coloured with dark bronze edges.
- The dense structure of the crema keeps small air bubbles from sinking to the bottom after preparation.

Lightweight, ZE-PRESSO®CAFÉ satisfies the world's highest quality standards (TÜV-GS certificate).

Indulge yourself with the unique ZE-PRESSO® CAFÉ collection. Choose one!

THE ZE-PRESSO® CAFÉ collection comprises delicious blends of top quality coffees that offer unforgettable sensations thanks to their unique taste. Carefully selected beans of the finest Arabica and Robusta types, picked by hand, like grapes, at various plantations around the globe, are roasted, ground, and packed into hermetically sealed capsules immediately after harvesting. Thanks to this, you can enjoy the top-quality taste and aroma of your favourite coffee whenever you want.

Each capsule contains 100% natural, freshly ground coffee - no artificial ingredients added to intensify taste.



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ZEPTER COSMETICS ASTAX10 STOPAGE

THE ULTIMATE SCIENCE OF BEAUTY AND HEALTH

From Zepter Cosmetics, a food supplement with truly amazing benefits for your health and beauty! ASTAX10 STOPAGE contains **natural astaxanthin** and **Lutein**, the most **powerful antioxidants known to science**.

Antioxidants can minimise and in some cases reverse the damage caused by oxidation and free radicals. Now available in a simple gel capsule, only one pill a day gets astonishing results.

- 1 Strong protection against UV rays
- 2 Reduces fine lines and wrinkles
- 3 Increases skin hydration
- 4 Gives visible improvements to skin health and appearance
- 5 Improves skin density
- 6 Has an effective anti-inflammatory action
- 7 Improves energy and endurance
- 8 Supports the immune system
- 9 Protects eyes, brain, central nervous system and other vital organs
- 10 Detoxifies the body

BEAUTY FROM THE INSIDE OUT

ASTAX10 STOPAGE - Fight ageing, make your skin look younger.

Zepter brings you the amazing powers of Astaxanthin, Lutein and Vitamin E in a single gel capsule just once a day. **Protecting, nourishing, moisturising**, all in one. The future of skincare is from the inside out. The future of your skin is to glow with a new beauty.

What ASTAX10 STOPAGE can do for you is make your skin **look younger** and **healthier**, giving you that **beautiful glow** that only comes with a beauty on the inside.

A natural synergy exists between the active ingredients in **ASTAX10 STOPAGE** – Astaxanthin and Lutein – which means they work together to make your skin healthier, to **repair skin damage** and **reduce lines and wrinkles**, giving your skin a **better elasticity**, smoother feel and healthier, younger appearance – from the inside out.

ASTAX10 STOPAGE, the incredible benefits of nature's most powerful antioxidant.



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ZEPTER COSMETICS SWISSO LOGICAL PHILIP EXTREME

THE MASCULINE SEDUCTION

Irresistible and magnetic - this is the man who wears **Philip Extreme**.

Intensity and passion, adrenaline and success are the intimate features of his personality and choices in life: something he can recognise and feel in this unique scent called Philip Extreme, everyday on his own skin.

Philip Extreme is the eau de toilette for the man of character who takes on life on his own terms.

A deep and virile Oriental Woody Citrus fragrance where the elegance of oriental spices meets the mystery of wood.

A sound personality which starts with the top notes of hot pimento leaf, elegant black pepper and a touch of fresh bitter orange, and gradually reveals a heart of aromatic herbs. Nutmeg, sage and red thyme, leads in the end to a basic essence of tobacco absolute, noble patchouli and intense vetiver.

Philip Extreme reveals the charismatic essence of a man who loves challenges and extreme performance.

The ocean-blue bottle anticipates the intensity of its special content: an adventurous experience made of courage through the land of no-limits.

Swisso Logical Philip Extreme - the extreme side of life.



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ZEPTER HOME CARE TURBOHANDY 2IN1 VACUUM CLEANING SYSTEM

CORDLESS AND VERSATILE TURBO HANDY 2in1

Clean everywhere

A stylish, powerful, smart cordless vacuum cleaner that let's you clean everywhere! **TURBOhandy 2in1** splits into two:

- 1) The powerful **Turbo Brush** unit lets you vacuum thoroughly your floors, rugs and carpets,
- 2) And then with a simple click you have a versatile **handheld vacuum cleaner** that lets you get into all the awkward corners and other surfaces that normal vacuum cleaner can't reach!

The TURBOhandy 2in1 versatility:

- **Upright Turbo Power** unit lets you clean floors, carpets and rugs while standing comfortably.
- **Folding handle** for easy storage.
- Innovative vacuum unit means **no more filthy, expensive paper dust bags**.
- **Zepter free-standing mechanism** means the vacuum can stand alone should you need your hands free for moving furniture or anything else.
- A **rotating turbo powered brush** gets deep into the pile of rugs and carpets leaving them brushed and dust-free.
- Crevice nozzle lets you get into all those impossible-to-reach corners.
- Vacuum rests on **charging base** so it is **always ready to use**.
- Simply twist open the Handy unit to empty the vacuum chamber, no need for paper dust bags, and you TURBOhandy 2in1 is ready to go again.

