

The Art of Herbal Science®
The Joy of Life in Balance

SUNRIDER INTERNATIONAL

SUNRIDER®
Company Profile 2021



OI-LIN CHEN, MD
Board of Directors

DR. TEI-FU CHEN
Founder & Board of Directors

A Fusion of Tradition, Innovation & Family

The Sunrider story is really our family's story. It encompasses generations, ancient Eastern traditions, and modern Western technology. While our founders, Drs. Tei-Fu and Oi-Lin Chen, started the company in Utah in 1982, their journey begins decades earlier in Tei-Fu's homeland, Taiwan.

Growing up, Tei-Fu was an unhealthy child. His grandfather cared for him with timeless Chinese herbal remedies. The medicinal properties of these plants were so powerful that they ignited in Tei-Fu a lifelong passion for Chinese herbal philosophy. While studying herbal medicine and pharmacology in college, he met and married Oi-Lin, a gifted medical student from Hong Kong. The couple paired their natural curiosity, scientific expertise, and shared entrepreneurial spirit to start a business that would change lives through natural products like those that changed Tei-Fu's life all those years ago.



This founding philosophy fuels the Sunrider family business today. Dr. Tei-Fu Chen is a world-renowned herbalist with a degree in pharmacy and his wife, Dr. Oi-Lin Chen, is a licensed medical doctor. Their five children help guide our global enterprise across nearly 50 countries and territories, in partnership with thousands of inspiring Independent Business Owners and franchise store owners. We're a family and we welcome you to join us.



SUNNY BEUTLER, JD
Chief Executive Officer

For 15 years, Sunny has managed Sunrider's international operations, including the ABO, aviation, and hotel divisions. In her new role as CEO, she aims to strengthen Sunrider's position as a world leader in health, wellness, and opportunity.

Sunny earned a BA in International Studies and a Juris Doctor from Brigham Young University.



ERIC CHEN
Chief of Global Manufacturing

An organic chemist, Eric oversees the U.S. Manufacturing Plant, including U.S. FDA compliance and R&D. He works with Sunrider's scientists to stay on the cutting-edge of product innovation while seeking ways to improve operational efficiency.

Eric earned a BS in Biochemistry from Brigham Young University and is a PhD candidate in organic chemistry at the University of California, Los Angeles.



REUBEN CHEN, MD
Board of Directors

Dr. Reuben is a board-certified physician specializing in sports medicine and pain management. He plays an active role in the R&D of our groundbreaking products.

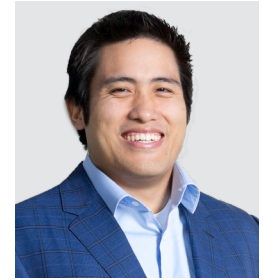
He completed specialty training at the University of Minnesota in Physical Medicine and Rehabilitation. He earned a BA in neuroscience from Brigham Young University and a Doctor of Medicine from the UCI School of Medicine.



WENDY TENG, JD
Board of Directors

Wendy brings her expertise in global marketing, brand building, and strategic planning to the Board of Directors. Wendy provides the insights and know-how needed to guide Sunrider to an ever-brighter future.

Wendy earned a BA in English and biology from the University of California, Los Angeles, and a Juris Doctor from Duke University School of Law.



JONATHAN CHEN
Board of Directors

The leader of pivotal IT projects, including Oracle ERP, POS, and PLM implementations, Jonathan applies his technological prowess to help provide Sunrider entrepreneurs and staff with a productive and enjoyable online experience.

Jonathan received his BS in Information Systems and Masters of Information Systems Management from Brigham Young University.

WHO WE ARE

We Inspire People to Live Healthier, Happier Lives

Since 1982, Sunrider has brought out the best in people around the world. Today, our proven business opportunity empowers Independent Business Owners and Authorized Business Owners to take control of their lives and achieve success, as they define it. We are a growing global family.

Like our people, our products are changing lives, too. We take great care and pride in creating nature's best herbal formulas that pave a pathway to holistic health and greater energy for you and your family.

HEALTH & WELL-BEING

Herbal supplements and foods to balance your body's systems, as well as support your active lifestyle, bones and joints, mood, mental clarity, performance and endurance, longevity, weight management, sleep and relaxation, and more.

BEAUTY

Skincare, makeup, body care, and oral care infused with nature's best ingredients.

HOME

Laundry, kitchen, and cleaning solutions that keep people and the planet safer.



Sunrider around the World

Global diversification keeps the Sunrider business dynamic, relevant, and stable for our Independent Business Owners. It's part of our success story.

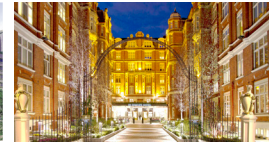
IN-HOUSE MANUFACTURING

We self-manufacture Sunrider® products in six innovative facilities worldwide. Self-manufacturing puts us in control of every aspect of manufacturing, so we can ensure the integrity, safety, and efficacy of every product.

CULTURE & HOSPITALITY

Nestled inside our world headquarters in the United States, the Chen Art Gallery features the Chen family's private collection of Chinese art, antiques, and other works of art from around the globe.

The Sunworld Dynasty™ Hotel Group spans three world-class hotels across Beijing, China, and Taipei, Taiwan. The Chen family also owns the landmark SLS Hotel at Beverly Hills, California, and the luxurious St. Ermin's Hotel in Westminster, London, United Kingdom.



We Lead by Example

Our scientific expertise, entrepreneurial spirit, and philanthropic commitment are recognized around the world. We are passionate about serving others and have dedicated our lives to making products that improve their health and a business opportunity that inspires them to create lives they love.



Dr. Tei-Fu Chen is selected by Forbes Asia as one of the 25 Most Notable Chinese-Americans.



Sunrider China (Huang Pu) is recognized for manufacturing excellence.



Sunrider wins the Outstanding Entrepreneur Certificate and Award from the Kuala Lumpur & Selangor Chinese Chamber of Commerce & Industry.

2004

Dr. Tei-Fu Chen is featured on the Elite Overseas Chinese Commemorative Stamp Collection.



2010

Sunrider wins the Brand Laureate Award for branding excellence.



2011

Sunrider wins the Small and Medium Enterprises Asia Award and Luminary Award.



2013

2014

We Give Back to Our Communities

Serving the communities where we work and play is a proud tradition for the entire Sunrider family. Our business owners and staff alike share a passion for supporting charitable causes around the world.

In 2017, Sunrider led global fundraising drives to provide humanitarian aid to families affected by hurricanes Harvey, Irma, and Maria in Florida, Texas, and Puerto Rico. Our support also reached survivors of the Nepal earthquake, Typhoon Haiyan, Hurricane Sandy, the Haiti earthquake, and the triple disasters in Japan. We've also provided resources to global and local organizations like UNICEF, the Gang Alternatives Program, AIDS Walk LA, the American Cancer Society, the Pediatric Therapy Network, Mentors International, and the Make-A-Wish Foundation.

Together, we're making our communities cleaner, healthier, and happier places to live for present and future generations.





- The Chen family donated \$2.5 million toward the construction of the Torrance Memorial Medical Center's Lundquist Tower, home of the Chen Family Surgical Center, one of the region's most advanced medical facilities.
- Sunrider donated \$1.75 million to the Pediatric Exercise and Genomics Research Center (PERC) at the UC Irvine School of Medicine to support childhood exercise training for physicians and educators.
- The American Red Cross recognized our fundraising campaign, which raised \$100,000 for Nepal earthquake disaster relief.
- Drs. Chen were personally thanked by Brigham Young University–Hawaii representatives and students for their ongoing scholarship sponsorship of more than 600 students from China.
- Kaohsiung Medical University recognized Drs. Chen for their donation to fund teaching and research at the university, of which Drs. Chen are distinguished alumni.
- For eight consecutive years, Sunrider was a major sponsor of AIDS Walk LA, an annual event that has raised more than \$82 million to further AIDS awareness.

Expertly Made, by Our Experts

Our owners are medical doctors, organic chemists, and herbalists—experts in the fields of health and science. While most companies hire or outsource their research, procurement, and formulation, we have the owner expertise to produce our products in our six innovative facilities worldwide using the most advanced pharmaceutical-grade machinery. By owning more than one million square feet of plant space, including our chemistry and microbiology labs, we control every aspect of manufacturing—not a single production step is outsourced. It's how we personally ensure the purity, integrity, safety, and effectiveness of every Sunrider® product. Without exception.

In 2008, to meet the demands of our growing distribution network, we moved our primary research, development, and manufacturing operations to our Los Angeles Manufacturing Plant. This state-of-the-art facility exceeds the Good Manufacturing Practices set by the U.S. Food and Drug Administration (FDA).

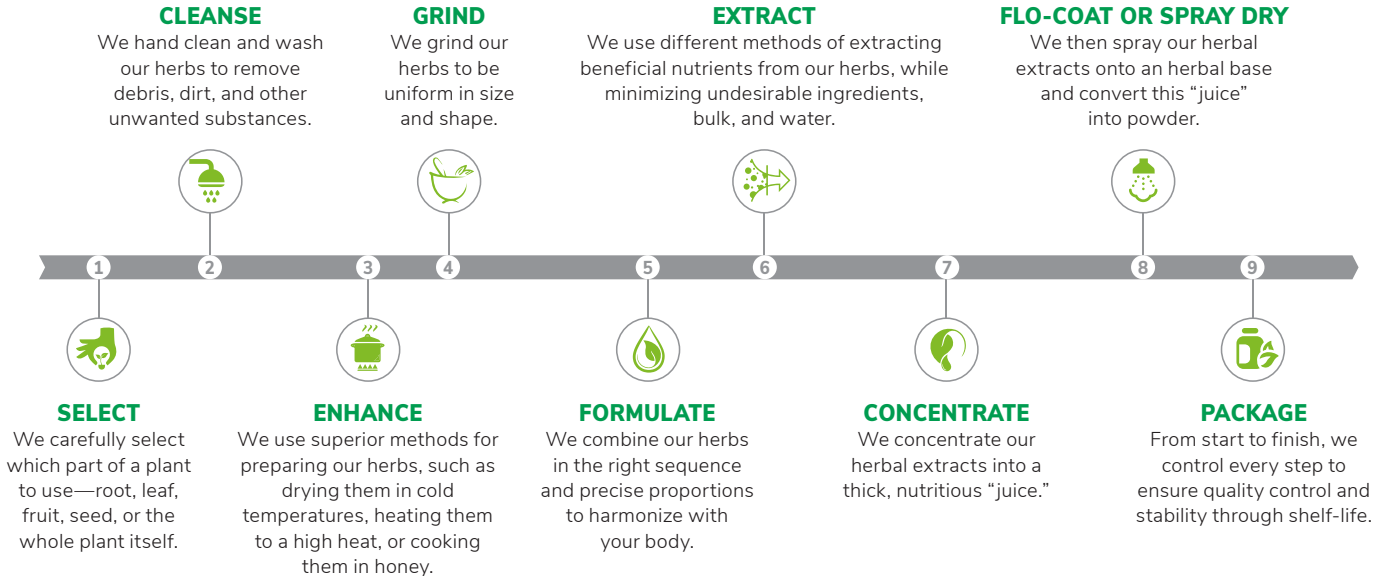
In 2018, Sunrider's Los Angeles Manufacturing Plant earned certification from NSF International, an accredited, independent certification body that tests and certifies products to verify they meet stringent public health and safety standards. From extensive equipment testing to material analysis, every aspect of a product's development is thoroughly evaluated before it can earn NSF certification.



Precise Makes Perfect

Exact standards and equally precise manufacturing set our products above and apart. We expertly extract and concentrate all the beneficial nutrients from herbs, so your body can receive exceptional health benefits without having to eat an abundance of certain foods.

Unlike juicing or oils, which isolate ingredients and strip healthy aspects from plants, Sunrider® products provide a new level of nourishment that's as close to nature as you can get.



The Sunrider Difference

We understand that our customers want products that are not only safe for them and the environment, but also products that really work. The Sunrider difference ensures the highest standard of safety, quality, and effectiveness that you deserve—from the unique philosophy behind our products to our proprietary manufacturing process.



OWNER EXPERTISE

Our founders are top-notch scientists and trusted experts: Dr. Tei-Fu Chen is a world-renowned herbalist with a degree in pharmacy and Dr. Oi-Lin Chen is a medical doctor. Together with their sons Dr. Reuben Chen, also a medical doctor, and Eric Chen, an organic chemist, they oversee the research, development, and manufacturing of every Sunrider® product.



THE PHILOSOPHY OF REGENERATION®

When your body runs in balance, a healthy mind and spirit follow. That's why Sunrider® products holistically nourish (yin) and cleanse (yang) your body's five systems with a precise combination of nutrients that promotes optimal health. We call this the Philosophy of Regeneration®.



A VARIETY OF WHOLE FOODS

Your body is designed to be nourished by a wide variety of whole foods, not chemicals. There is no perfect food or ingredient—and too much or too little of any one can unbalance your body. Your optimal health requires a vital variety of foods and nutrients, and you can find them in Sunrider® products.



MADE BY SUNRIDER

Sunrider® products maximize your body's absorption of concentrated nutrients from whole foods by preserving the integrity of their goodness with our proprietary extraction and concentration process. We oversee this technologically advanced process in our NSF-certified manufacturing facilities.



HERBAL NUTRITION



BEAUTY



HOME

