

**Structured
Weight Management.
Complete Daily Support.**

Daily WhatsApp coaching, targeted homeopathic support, and clear programme guidance since 2004.

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Bio Body | Wellington, New Zealand | Locally owned & operated | Structured coaching since 2004

YOUR 13-DAY PLAN

- ✓ Balanced meals
- ✓ Daily movement
- ✓ Hydration
- ✓ Mindset
- ✓ Rest & recovery

Small steps every day lead to big changes.

CONFIDENTIAL INFORMATION MEMORANDUM

1. Executive Summary

Bio Body is an established natural health and weight wellness framework developed over approximately twenty years and operating continuously since 2004.

The package is available due to the founder's relocation overseas and is offered as an asset and handover package rather than a conventional going-concern business sale.

Included are intellectual property, formulation records, websites, domains, customer infrastructure, coaching resources, stock, equipment, branding assets and operational documentation.

The opportunity may suit a homeopath, natural health practitioner, wellness practitioner or weight and wellness coach seeking an established platform rather than building from the ground up.

2. Why This Opportunity Exists

The founder is relocating internationally and is seeking the right practitioner to carry the framework forward.

The sale reflects a change of direction rather than any operational issue with the business.

Preference will be given to a buyer who intends to develop and continue the work responsibly.

3. Bio Body History

Established: 2004

Bio Body was among the earliest suppliers and formulators of HCG weight alignment products in New Zealand.

Over its history, Bio Body has served tens of thousands of customers and developed a reputation for practitioner-designed formulations and practical support.

The business has grown primarily through referrals, repeat customers and organic website traffic rather than active social media promotion.

4. What Makes Bio Body Different

While many people can build websites, automate workflows and create content with modern AI tools, very few can create twenty years of genuine reputation and customer trust.

Bio Body's greatest asset is not its equipment or websites.

It is the accumulated goodwill, practitioner knowledge, intellectual property and market history developed since 2004.

A purchaser gains immediate access to an established framework rather than starting from zero.

5. Current Operating Model

The system has been deliberately streamlined.

Customer support is now primarily delivered through online resources and WhatsApp support.

Current founder involvement averages approximately:

- 3-4 hours of customer support per week
- Less than 5 minutes per order fulfilment

The business is intentionally lightweight and easy to operate.

6. *Included Assets*

- Equipment and Production Assets
- Formula Library
- Domains and Digital Infrastructure
- Customer and Member Infrastructure
- Brand and Social Assets
- Current Stock
- Operational Documentation

7. *Formula Library*

- Current active formulas
- Archived and historical formulas
- Label systems
- Preparation records
- Manufacturing notes

8. *Coaching Resources*

- Hundreds of pages of coaching content
- Living Light 5:2 content exceeding 250 pages
- Programme guides
- Worksheets
- Cheat sheets
- Client resources
- WhatsApp support framework

9. *Digital Assets*

- biobody.co.nz
- hcgweightloss.co.nz
- livinglight52.co.nz
- WebsiteBuilder account
- Email infrastructure
- Customer login resources

10. *Growth Opportunities*

- Social media development
- Content marketing
- Email marketing
- Practitioner coaching model
- Licensing opportunities
- Affiliate opportunities
- International expansion

11. *Optional Practitioner Model*

Future opportunities may include training and supporting external coaches using the existing programme framework.

This has not been developed but presents a potential expansion pathway.

12. *Handover and Support*

- Comprehensive handover documentation included.
- Additional support available.
- Optional support package:
 - NZD \$275 per month
 - Up to six months
 - Online support following relocation.

13. Ideal Buyer

- Homeopath
- Natural health practitioner
- Weight and wellness coach
- Existing wellness business
- Practitioner seeking a low-cost entry point into an established framework.

14. Sale Range

Preferred sale range:

NZD \$6,500-\$9,500 plus GST if applicable.

15. Next Steps

Interested parties are invited to contact Leigh Spencer to discuss fit, timing and included assets.

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