



FOREVER®

# Our Leadership





# Rex Maughan

*“The power of Forever is the power of love.”*

**FOREVER'S** story began in 1978 when late Founder and CEO Rex Maughan unveiled a vision to change the lives of others through products that promote lasting health and wellness.

A native of Soda Springs, Idaho, Rex was bred on hard work and faith. These carried him through two years as a missionary in the Samoan Islands, through college, and into his early career establishing and managing large real-estate conglomerates. Notably, he was an executive for the Del E. Webb Corporation for 13 years. But with a strong entrepreneurial spirit, Rex wanted more. This desire would plant the seed for founding Forever Living Products International.

In 1978, with a developing interest in direct sales, Rex knew that there was an opportunity to market quality products and remove the middle man through a more unique retail channel. After working long evenings and nights for over two years to develop Forever, Rex left his established career to pursue an untested idea, one that first arose from a small bottle of aloe lotion. Using his business acumen, Rex designed a strong and sustainable marketing plan that would serve as the foundation of Forever — all built on the commitment to help people find better health and attain financial independence.

In Forever's early days, Rex sold aloe vera products out of his garage. He knew early on that controlling the supply of aloe would be essential, so he purchased land in south Texas to grow his aloe crop. But a devastating freeze in 1983 destroyed the Texas crop and made Rex realize it was time to expand and seek more aloe fields in warmer climates. He decided to add to his south Texas harvest, purchasing land in the Dominican Republic and Mexico. From there, Rex quickly became one of the world's largest growers and manufacturers of aloe. This massive investment was guided by a singular principle: to make the very best products possible that not only promoted lasting wellness but could change personal fortunes.

## The Founding of Forever

Rex never hesitated to reach new places and introduce others to Forever. After all, he believed health and wellness have no borders. As people's love for Forever's products spread, expansion was only natural, though it came much faster than anyone, even Rex, imagined. Within just three years, Forever grew to produce \$1 million in sales across five countries.

For 44 years, people around the world have continued to be drawn to Rex's principles of kindness, honor and the willingness to follow the road less traveled. Today, Forever is a multi-billion-dollar business operating in over 160 countries with aloe fields in the Dominican Republic as well as Texas.

### A GLOBAL IMPACT

As a vertically integrated company, Forever owns its aloe fields, manufacturing facilities, research and development, quality control laboratories, and distribution channels.

Through numerous years of global expansion, Forever Living Products International was listed as one of Arizona's largest privately owned companies. Spanning a network of related, diversified companies, Forever employs thousands of people worldwide and has provided income opportunities to over 9.3 million Forever Business Owners. The Forever brand encompasses agriculture, manufacturing, direct sales, leisure resort properties, and philanthropy.

From local to a global impact, Forever carries the strength of the foundation Rex built over four decades ago. The company has been shaped by visionary leaders, extraordinary products, challenges met and overcome, and phenomenal growth. Most of all, Forever is a legacy of one man's vision that has been carried out by dedicated and hardworking people — and it's a story with many chapters yet to be written.



# Gregg Maughan

*“ I remember at times thinking ‘why can’t I just jump ahead a few levels?’ Looking back, I can see that it was the best education I could have had. That’s the Forever way.*”



## Leading Into the Future

**FOREVER** is heading into an exciting future with President Gregg Maughan at the helm. His history with the company runs deep, and it isn't just strong family ties that define his connection to Forever.

It's also resilience, determination and an unyielding belief in the positive, transformative change Forever brings to millions of lives around the world.

As the son of late Founder and CEO Rex Maughan, Gregg was at his father's side, watching and learning as the vision of Forever sprouted from the ground and bloomed into a company like no other. Yet, being Rex's son didn't automatically come with rank, title or special treatment.

"I started in the warehouse and worked my way through every department," Gregg says. "I remember at times thinking 'why can't I just jump ahead a few levels?' Looking back, I can see that it was the best education I could have had. That's the Forever way."

By the time Gregg was named Forever's President in 2008, he had put in over 20 years of service at almost every level of the company across countless departments, from shipping to accounting and bonus processing, to name just a few. His deep knowledge and understanding of the business at every level is the result of growing up with Forever and living its core values each and every day.

"My dad, Rex, instilled a strong work ethic in me," Gregg says. "It's something I'm very proud of today."

Gregg is also proud to lead Forever into the future. The world is a much different place today than it was when Gregg first started sweeping floors and filling orders in the warehouse. The company has grown to more than 160 countries, and continual advancements in technology have redefined the way people interact and do business.

Keeping Forever on the cutting edge requires forward-thinking and the ability to embrace change while staying true to the principles that have defined Forever for more than four decades.

With Gregg leading the way, Forever will continue to set the industry standard by producing the highest quality products backed by scientific research.

Another important aspect of Gregg's vision for the company is to continue providing FBOs with exciting incentives and experiences, as well as innovative digital tools that empower them to build a growing, multifaceted Forever Business.

Like so many FBOs around the world, Gregg has never been one to get comfortable in a single place. He's always looking forward, moving forward, and finding new ways to introduce even more people to the life-changing power of Forever.

But he can't do it alone. That's why he's surrounded himself with a skilled team of executives and directors who have the experience and talent to bring his vision for the future to life. Most importantly, Gregg has you, the FBOs, who work each and every day to reach your goals and make a lasting impact on the lives of others.



# Aidan O'Hare

*“Intentionality is at the heart of Forever, woven into the fabric of our foundational core values.”*



**STEPPING** into the role of President in January 2023, Aidan O'Hare is leading Forever into its next chapter — one of continued growth, guided by the values that have shaped the company for 45 years. He succeeds Gregg Maughan, who continues to serve as Forever's CEO.

After serving in the Royal Navy, Aidan left his home country of England to take a chance on Forever, a chance that turned into the opportunity of a lifetime. Aidan has worked in management at Forever for 26 years, most recently overseeing global sales strategies as the Executive Vice President of Sales.

In his roles spearheading UK and European sales, global marketing, and international sales, Aidan has been instrumental in Forever's growth. This broad leadership experience within Forever has ideally positioned him to lead the next chapter of the company's story.

As President, O'Hare will build upon Forever Living's 45 years of offering high-quality nutritional products and supplements, creating effective new products that are relevant for today's market and lifestyles. He will also lead the company in continuing to invest in digital solutions and an innovative marketing plan to empower its Forever Business Owners.

Most importantly, he will continue the legacy of Forever's Founder and CEO, Rex Maughan, who he worked closely with for

many years and learned from as he built Forever into what it is today. For O'Hare, preserving Rex's legacy and Forever's core values — which include putting others first, being brave in decision-making, taking no shortcuts, and having integrity — will be, and have been, at the heart of his continued leadership at the company.

Dedicated to the success of FBOs around the world who work each day to make a difference in the lives of others, Aidan's passion and commitment to Forever is apparent. Along with a skilled team of executives and directors, he is bringing a collective vision for a remarkable future to life that will continue to provide What Matters Most to millions of families.

## Continued Growth



# Gary Shreeve

*“ Forever’s success is due to putting people first, both through thoughtful leadership and quality products that will benefit FBOs’ lives.”*

## Sustainable Solutions

**CREATING** sustainable solutions through vertical integration is at the core of Forever's global operations, led by Gary Shreeve. Gary serves as President of Aloe Vera of America (AVA), an integral part of Forever's Plant to Product to You philosophy that starts at our aloe fields. In his role, Gary oversees the cultivation and harvesting of our aloe vera in the Dominican Republic and Texas, product development and manufacturing at the AVA operations in Dallas, and the distribution process through Forever Direct in Europe.

Since joining Forever in 1998, Gary has helped grow Forever's global presence in various roles. He began as a Sales Development Coordinator in Houston, Texas, where he was awarded Regional Sales Director of the Year multiple times. His talent and Forever spirit were quickly recognized by the Home Office and he was given an opportunity to move to Arizona to direct global marketing. Gary eventually advanced to Vice President of African Sales, where he significantly expanded the African market. Gary's extensive experience and deep knowledge of the Forever Way led him from sales to operations, where he continues to take Forever forward in delivering the highest quality products to you.

# Meet Forever's Executive Team

Forever's executive team brings more than 300 years of combined industry experience to provide the highest quality products and incredible business opportunities to millions of customers and FBOs all over the world. This level of experience and vision is unmatched in the direct sales industry and has allowed Forever to maintain unprecedented growth while staying true to the core values that have guided the company for more than four decades.



## **Garin Breinholt**

**Executive Vice President / Sales and Technology**

Garin Breinholt started with Forever in 1994. The Forever business opportunity and Rex's vision for helping others built the foundation for Garin's first Forever days. He holds a degree in international business and started with Forever as a General Manager in Southern California. He says his time with Forever has been a true learning experience, exposing him to a multitude of powerful life and business lessons.

Garin is fluent in Spanish and Portuguese, which enables him to connect with Forever's Latin American markets. Today, Garin oversees operations in the Americas, and he also delivers Forever's technology developments to global markets. He says the most important lesson he has learned is to love what you do and the people who are working alongside you.



## **Dave Hall**

**Executive Vice President / Finance & Treasurer**

While Dave Hall has been with Forever since 1995, his history with the company goes back more than four decades, when Forever was a small company with big dreams. Forty-four years ago, Dave worked as an outside accountant for Rex Maughan. As Forever continued to grow, Rex decided he needed someone on the Forever team that could oversee the many financial elements of this global venture. Dave traded his consulting work for a full-time role, one that would help turn Forever into the company it is today. He says the people, kindness and strong ethics have always made him proud to call Forever home.



## **Rhonda Krause**

**Executive Vice President / Taxation**

Since joining Forever in 2001, Rhonda Krause has been part of the Forever family. As a mother of quadruplets, she knows a lot about family and teamwork! Rhonda has not only grown within the ranks of Forever, but she has also juggled the many complexities of both foreign and domestic tax compliance. During her time at Forever, she has watched the company grow — and she herself has grown a more comprehensive understanding for direct sales and global tax management. Rhonda has moved through the ranks, beginning as a general tax accountant and moving up to her current role of Executive Vice President of Taxation.



## **Darin Reber**

**Executive Vice President / Legal / General Counsel**

Darin Reber joined Forever in 2009 as the Director of Communications after a long career in supply chain. Through a friendship with Forever's President Gregg Maughan, Darin learned more about the company and felt ready for something new and exciting. Eventually, after meeting Rex, Darin knew Forever was the next step on his path to change. As he completed a degree in law, he moved from Director of Communications into the role of Associate General Counsel and Vice President, Legal and eventually Executive Vice President, Legal & General Counsel. After 13 years with the company, Darin hasn't looked back, grateful for the opportunity to be part of Forever's global family.

# Forever's Executive Team



**Bill Lewis**  
Senior Vice President / Operations

Bill Lewis has served in many roles throughout his Forever career, and perhaps one of his most impactful areas of expertise is his vast knowledge of the Forever marketing plan and policies. Bill started his Forever journey in 1979 when his father introduced him to a small direct sales company that sold aloe vera — and the rest is history. He quickly established a love for the products and learned the many qualities that make Forever unique. Bill is integral to the framework of Forever's policies and its evolving marketing plan, which continues to be an industry-leading business opportunity. He has seen first-hand how a people-first mindset guided Forever on a tremendous growth path and is proud to be part of its continued evolution.



**Nick Woodward-Shaw**  
Senior Vice President / Communications

Nick Woodward-Shaw leads the way in creativity when it comes to making Forever events an experience like no other. His journey with Forever began as an event contractor with the Forever UK office in 1999. Captivated by the energy and spirit of the crowd, Nick soon joined the UK production staff. When the executives saw his natural talent and ability to connect with people through unforgettable experiences, he was offered the responsibility of global events. Since then, Nick has gone on to create incredible feats at Forever events, including flying Rex and Ruth Maughan in a giant mirror-ball over an audience of 12,000 people and gaining exclusive permission to project the Forever logo on the Burj Al Arab hotel in Dubai. His personal mantra when creating events and campaigns that push the boundaries is, "give the people what they don't know they want."



**Melissa Sunderland**  
Senior Vice President of Human Resources

Melissa Sunderland began her career at Forever in 2012 and has worked in human resources management for over 25 years. She was first introduced to Forever by way of a previous job; the Arizona hotel she worked at hosted several Forever events. Seeing the excitement of FBOs from all over the world made a lasting impression, and Melissa wanted to learn more about this unique business. Twenty years later, she found herself working for Forever and getting to experience events first-hand. Melissa says there's nothing that compares to the energy of a Forever Global Rally.



**Rob Ferguson**  
**Senior Vice President / Digital & Information Technology**

In 2016, Rob Ferguson joined Forever to lead the company’s digital transformation and oversee the creation of new tools for customers, FBOs and staff around the world. Rob notes that his most memorable experiences at Forever have been meeting with FBOs to understand their challenges, desires and goals — and creating IT solutions that will best serve them. As Rob and his team pave the way for Forever’s future through the latest advancements in IT, Rob says he strives to exemplify the values of hard work, determination and passion that drive Forever while developing the next generation of global systems.



**Holly Stout**  
**Vice President / Product Development**

Holly Stout plays the leading role for bringing high-quality and innovative Forever products to market. Holly’s Forever career began in 2015 when a single phone call from Rex Maughan changed her life, setting her on a new path in the world of product development, the Forever path. With a well-established career in product development and a long list of personal and professional accomplishments under her belt, Holly says that the authenticity and leadership shown by both Rex Maughan and Gregg Maughan has empowered, inspired and influenced her — and helped her feel the heart of Forever.



**Cindy Dierken**  
**Vice President / Finance**

Cindy Dierken began her Forever journey in 2017, bringing with her more than 30 years of finance and accounting experience in the global manufacturing industry. When Cindy interviewed at Forever, she sensed something extraordinary about the company culture and knew she wanted to be part of it. Cindy began as the Director of Cost Accounting, then became the Executive Director of Finance & Controller before moving into her current role of Vice President of Finance. Cindy’s most memorable moment goes back to her first day at Forever when she met Rex Maughan, who took time to learn about her and welcome her to the Forever family, exemplifying his message: “The power of Forever is the power of love.”

# Forever's Executive Team



**CG Tan**  
Vice President / Asia

CG Tan's passion for Forever's products and the business opportunity inspired him to grow operations in Asia to unbelievable heights. He experienced first-hand how someone with passion and drive can build a business with Forever — what began as a part-time opportunity eventually surpassed his full-time earnings. CG's career with Forever began in 1985, when he joined as a part-time business owner. In 1992, he was appointed General Manager of Forever Living Products Malaysia. Today, CG oversees operations throughout much of Asia, crediting Forever's mission statement and company values as pillars of his growth path.



**Jean Baptiste Amichia**  
Vice President / Africa

JB Amichia began his Forever career in 2007 as a Country Manager for Côte d'Ivoire, Burkina Faso, Niger, Gabon, Liberia and Sierra Leone. After his first Rally, he discovered the world of Forever — the aloe fields, Aloe Vera of America, Forever Resorts, Southfork Ranch, and the Home Office in Scottsdale. JB notes that these discoveries remain the most powerful combination of learning lessons. Today, as the Vice President for Africa, he oversees operations for 34 countries, always putting people first in all that he does as a leader.



**Peter Boots**  
Vice President / Europe

A native of the Netherlands, Peter Boots joined Forever in 2007 after 17 years at another international company. He began as a Country Manager and has climbed the ranks to oversee operations throughout Europe. He believes that being nice, humble and gracious will take you far, and that he is able to positively impact the lives of others by working at Forever. Even though his start may have been unexpected — his luggage got lost in transit while traveling to Scottsdale for his final interviews — it's been smooth sailing ever since. Peter continues to incorporate some of Rex Maughan's words of wisdom into his everyday work and role as a Vice President: "Love what you do. You have been given a unique ability to positively impact the lives of others."



## **Yves Hamon** Vice President / Strategic Management

Yves Hamon was drawn to Forever because of the impact he could make. Since his start with the company in 2004, he has had many roles, beginning as the Financial Director for Forever Living Products France before moving to a broader focus and strategy for Forever Europe as the Director of Operations. In 2018, this role was expanded to include two additional regions (Africa and Southeast Asia), as he became the Vice President of Business Operations. Most recently, Yves has taken his knowledge of data management to support all regions globally as the Vice President of Strategic Management. Yves says that part of Forever's DNA is to recognize and show appreciation for others, and that commitment has had a lasting effect on him and his career.



## **Ramses Acosta** Vice President / Latin America

In 1993, in the beginning phases of opening Forever Mexico, Ramses Acosta joined the Forever team as an Account Manager. After two years, he moved up the ranks to Administrative Director of Mexico and helped establish other Latin American markets. His knowledge of finance was excellent, but his ability to connect with people is what best qualified him to be Director of Latin American Operations before landing his current role as Vice President of Latin America. Ramses holds true to a simple question presented to him in his first encounter with Rex Maughan: "Are you happy?" He reflects on this question regularly as the foundation for his career, his personal life, and what really matters most.



## **Ilker Ismen** Vice President / Middle East

Ilker Ismen has been with Forever since 2001, where he began as a Country Manager for Turkey. Since then, he has served as a Country Manager for Kazakhstan, Kyrgyzstan, Iraq, Azerbaijan and Georgia. Today, he serves as Area Vice President for Turkey, India, Bangladesh and United Arab Emirates (including Kuwait, Qatar and Saudi Arabia). His most memorable moments include Success Days with Rex, where he learned valuable lessons that helped him grow personally and professionally. Ilker says the most impactful of those lessons has been the importance of giving people from different cultures, religions, languages and nations equal opportunities to change their health and their lives.

# Meet Forever's Scientific Advisory Board

Forever's Scientific Advisory Board is made up of three leading experts in the nutrition, medical and toxicology industries. Each has more than 40 years experience spanning the private and public sectors. The Scientific Advisory Board works closely with Forever's executive team and product development team to support the company's mission of combining the best ingredients in nature and the latest scientific advancements to create products that help you look better and feel better.





## **Roger A. Clemens** **Biochemistry & Nutrition Expert**

Roger A. Clemens is a leading expert in biochemistry and nutrition. He serves as part-time faculty at the University of Southern California's International Center for Regulatory Science where he has an adjunct appointment as a professor of pharmacology and pharmaceutical sciences. Roger earned a bachelor's degree in bacteriology; a master's degree in public health, specializing in nutrition; and a Ph.D. in public health nutrition and biological chemistry from the University of California, Los Angeles. His primary focus is researching how food, nutrients and supplements are metabolized. His work has been published in over 40 peer-reviewed publications and he's received more than 70 invitations as a medical and scientific lecturer both domestically and abroad.

Roger's work has taken him all over the world. He spent much of his career working with food-scarce nations to help provide proper nutrition to impoverished residents. Roger also works in the study of nutritional needs throughout each life stage and how to address those needs properly, making him a perfect addition to the Forever family.



## **Wallace Hayes** **Toxicologist**

Wallace Hayes is a renowned and accomplished toxicologist. His experience spans the areas of industry, academia and consulting. He holds academic appointments at several prestigious universities, including Harvard University, University of Massachusetts and Michigan State University. Wallace earned a Ph.D. and a Master of Science from Auburn University and a bachelor's degree from Emory University. His breakthrough work in toxicology has earned him multiple awards, including the Society of Toxicology's Merit Award and the International Dose-Response Society's Outstanding Leadership Award.

Wallace brings extensive regulatory and consulting experience. He has worked with Fortune 500 companies along with government agencies worldwide, including the Environmental Protection Agency in the United States. Wallace is a fellow of the Academy of Toxicological Sciences, the Royal Society of Biology in the U.K., the American College of Forensic Examiners Institute, and the American College of Nutrition.



## **Dr. Peter Pressman** **Medical Doctor & Researcher**

Dr. Peter Pressman is a distinguished medical doctor and researcher who has dedicated his life to helping people. He currently serves as Vice President of Public Health and Nutrition at the Daedalus Foundation in Alexandria, Virginia. Dr. Pressman is also Director of Medical Operations at Polyscience Consulting in Chatsworth, California. He is a graduate of Bowdoin College, The University of Chicago, and the Feinberg School of Medicine at Northwestern University. He was trained at the University of Wisconsin and Rush-Presbyterian St. Luke's Medical Center.

As a Naval medical officer, Dr. Pressman deployed to Iraq and Afghanistan to provide internal and critical care treatment. He teaches internal medicine and critical care and says training the next generation of physicians is one of his great passions. Dr. Pressman is also a leading researcher on nutrition. His insight is invaluable at Forever as the company continues to pursue excellence and innovation in advanced nutritional supplements.



FOREVER®