



# Find the greatness within

## The Vision By Philippe Messier

### Why and How

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Why should we work to create a market when it can come to us by itself?  
Why should we study a product for 30 years when we can build back a shape in a few months?  
Why should we pay 1/4 million in marketing when we can be paid to show our products?  
How many labs would we need to be able to produce every chemical in the human body?  
How many human bodies are there on the planet?

### The Future

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Every time a new product enters this world a new lawsuit is born.  
In greed someone will buy listening to his dreams. In recession someone will try to buy dream.  
Most people will pass more time in front of their TV than improving their own health.  
Demi Moore has been offered about \$12.3M U.S. to look more 'healthy' to play role in Strip Tease.  
The average customer will pay on average \$800. U.S./year to look more 'healthy.'  
Even after many plastic surgeries, Demi Moore is still paying over \$\$800k/year on her shape.

### The Idea

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Why should we sponsor an athlete or the perfect health when we can build one?

### The Target

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Entertainment	Movie Industry	Modelling Industry	Media % Public Relations
Sports	NBA, NHL, NFL...		
Public Relations	Government	Business Industry	Military / Police

### The Result

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Once the project will be started, we will be able to slowly build ourselves a strong name in every way of this industry which will result in the perfect network of connections between all the strongest powers in every industry. This will make possible a ton of new possibilities to answer the demand of all those people who will do anything to keep their new lifestyle...or should I say their **NuVo LifeStyle!**

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