

**MISSION STATEMENT:**

*International Sunrise Enterprise, Inc. has a fundamental mission to become a global niche of health and beauty products that are reasonably priced, with extensive exposure in the health and beauty market. The goal is to promote only quality products and to work proactively for the benefits of those whose lives we touch every day.*

*Our on-going vision is to expand beyond our borders, encouraging partnerships with individuals to join and participate in this potentially lucrative network marketing business with a minimal amount of capital. Such a venture alliance either locally or globally, is crucial to its long term investment strategy. Likewise, a robust recruiting program, extensive training in product knowledge, governance, presentation and marketing will be vigorously integrated.*

*THE PRIMARY THRUST OF OUR DAILY BUSINESS IS BASED UPON TRANSPARENCY, INTEGRITY, COURTESY, TRUST AND PROFESSIONALISM AS THE CORNERSTONE IN OUR CONTINUING QUEST TO ACHIEVE THE KIND OF SUCCESS THAT COULD ENSURE OUR FUTURE.*