

A photograph of Peter Lamas, a man with dark hair, smiling and wearing a dark suit jacket over a light-colored turtleneck sweater. He is standing with his arms crossed. The background is a light blue gradient with faint, stylized graphics including a large 'G' and 'E' and a stylized 'A' at the bottom right.

Fabulous Fortune

*Fortune Hi-Tech Marketing's
line of high-quality products
just gets better and better.*

by Jennifer Workman Brock



Looking for name brands? Fortune Hi-Tech Marketing has them. Fortune Hi-Tech Marketing's online offering of high-quality, brand-name services makes signing up for services like cell phones, home security and satellite easy. And FHTM's proprietary genealogy software makes sure that independent representatives and their uplines get paid residual income each month for products their customers keep using.

Now, Fortune is partnering with Peter Lamas of Lamas Beauty to bring the best in natural, organic products to its independent reps and their customers.

Phones from Home

With Fortune's easy online application and great selection of cell phones, you can establish wireless service without leaving home.

"It was very important to Fortune Wireless to set up a user-friendly site that a customer can visit on his or her own schedule," says Katie Corcoran, FHTM's Manager of Fortune Wireless. "Our system allows secure shopping and rapid activation of all orders. The customer can also check the order status with online order status tracking. With top-tier, brand-name carriers like AT&T, Verizon and Sprint, we're able to bring our customers the best national coverage and some of the best brand-name equipment, often at discounted prices."

Security Slam-Dunk

In April, Fortune Wireless launched a new product: GE Wireless Security Systems. Priced better than some of the leading home

"Our retention rate is unbelievable. Network marketing is a great way of gathering customers, especially those who are going to stay with you."

—Jon Johnson, VP of Business Development, FHTM

security providers, GE Wireless is available not just to homeowners but also to small businesses and renters.

The system is so easy to install, you can do it yourself. "That's so convenient for customers," Katie says. "Another advantage is that the system can be relocated. If you move, you can take the security system with you." Equipment for up to seven entry points comes free with a monitoring contract. Other notable features include a 24-hour emergency panic button and battery backup.

Dish Direct

FHTM is proud to offer quality products like Dish Network—a service so popular that FHTM has become one of Dish Network's top dealers. Dish Network CEO Charles Ergen chose FHTM because of the company's integrity.

And the companies' partnership has been a win-win situation. "Our retention rate is unbelievable," says Jon Johnson, FHTM's Vice President of Business Development. "Network marketing is a great way of gathering customers, especially those who are going to stay with you."

As with all of their products, FHTM's user-friendly Web sites make getting Dish a snap. Customers just visit an independent rep's

Web site and complete an application. They buy a digital certificate and call Dish directly to have their system installed.

"Our digital certificate program allows us to track a customer back to the independent rep who gathered that customer so FHTM can reward that representative through commissions," Jon says. As long as the customer continues the service, the rep and their upline will receive residual income each month."

Launching Lamas

"Health and beauty products are among the next trillion-dollar industries," Jon says. Later this year, FHTM will launch Lamas Beauty in the United States. Lamas Beauty offers a line of products ranging from skin care, hair care, to bath-and-body care.

"FHTM wants to work with the best," Jon says. "Peter Lamas is the best because of his experience, his success and his integrity in the beauty industry."

Peter Lamas' product knowledge is born from experience. He's spent more than 40 years in the beauty industry, creating images for such well-known clients as Alicia Silverstone, Audrey Hepburn, Jaqueline Kennedy, Kate Winslett, Elizabeth Taylor—and the list goes on.

When talking to Peter Lamas, his passion for safe, high-quality products is obvious. Lamas Beauty uses only natural ingredients—and increasing numbers of his products meet the high standards required

to be certified organic. “I want the very best for my customers,” he says.

Lamas Beauty is truly unique—the products are not just the same old stuff you can buy at the drugstore, repackaged with

the Lamas name. “We create and own all our formulas,” Peter says. “We don’t go to anyone for sourcing.”

Because of Peter’s desire to create healthy products, he has chosen to remove chemicals such as parabens and sodium lauryl sulphate from his products. Instead, he uses nature as his source, with ingredients like rice, soy, Chinese herbs, pumpkin, wheat grass, avocado and citrus, among others.

“And I don’t just throw in ingredients because they sound good,” he says. “I don’t work that way. Everything I create has to have the end result of being effective for the need and purpose for which it was designed.”

The products’ effectiveness has created a buzz in the industry—fashion editors routinely recommend Lamas products and celebrities gush over them. Peter says potency is the key. “You can sprinkle 30 ingredients in a product that sound great, but if the potency isn’t right to make them effective, they aren’t going to work,” he says. “Potency is where men and women today are getting cheated. Companies are more concerned with the packaging and the PR of the product—that’s where most companies invest their money.”

With Lamas Beauty, Peter Lamas has created high-end, affordable products that perform to the exact standards he demands. “I’ve tested many product lines,” he says. “In most cases, they are hopes and dreams in a jar.”

“I swore to myself when I started Lamas Beauty that I would never mislead customers with the claims that I made,” Peter says. “I know that my products—especially the anti-aging items like Pro-Vita C Vital Infusion Complex—contain the necessary potency. You can see the results a lot earlier than you would using other products. Lamas Beauty delivers results.”

And with its new partner, FHTM, Lamas Beauty will be able to deliver those fabulous results to a whole new market. **SH**

“Everything I create has to have the end result of being effective for the need and purpose for which it was designed.”

—Peter Lamas, Founder, Lamas Beauty

