

Neurogenesis, Inc.

Profit and Loss

January - December 2013

	Total
Income	
Sales	28,222.04
Assembled Distributor Kits	124.65
B90N	37,082.67
B90N-Wholesale	7,806.50
B90NCases1-4	224.26
B90NCases1-4Wholesale	16,876.66
B90NPLUS	21,417.00
B90NPreferred	19,104.25
B90NWholesale	21,394.92
BC90NPLUS	6,171.00
Clinic Combo (Becalm'd & Relieve)	291.84
Clinic Neu-Becalm'd 90 Capsules	34,259.31
Clinic Neu-Becalm'd Chewables	6,448.36
Clinic Neu-Recover 90 Capsule	4,896.17
Clinic Neu-Relieve 90 Capsules	2,410.39
Clinic Neu-Replenish 90	993.75
Clinic NeuSlim 90 Capsules	385.00
Downloadable Distributor Kit	280.00
Handling Fee	7,181.14
Neu-Becalm'd / Neu-Relieve Combo - Preferred	2,716.00
Neu-Becalm'd / Neu-Relieve Combo - Wholesale	1,958.95
Neu-Becalm'd / NeuRelieve Combo - Retail	4,615.05
Neu-Becalm'd 90 Capsule Case - Retail	4,993.20
Neu-Becalm'd 90 Capsules - Preferred	25,393.25
Neu-Becalm'd 90 Capsules - Preferred Autoship	4,732.75
Neu-Becalm'd 90 Capsules - Wholesale	6,461.50
Neu-Becalm'd 90 Capsules 4 -11 - Preferred	8,221.00
Neu-Becalm'd 90 Capsules 4-11 - Wholesale	776.00
Neu-Becalm'd 90 Capsules 4-11 bottles - Wholesale	1,532.40
Neu-Becalm'd Cases 1-4 for wholesale	14,733.00
Neu-Becalm'd Cases 10 + for wholesale	58,302.70
Neu-Becalm'd Chewables - Preferred	1,136.00
Neu-Becalm'd Chewables - Retail	35.50
Neu-Becalm'd Chewables - Wholesale	76.50
Neu-Becalm'd Chewables 4-11 - Preferred	126.00
Neu-Becalm'd Chewables Case 1-4 - Wholesale	855.00
Neu-Becalm'd Chewables Cases 10 +	8,037.34
Neu-Becalm'd promotional	0.00
Neu-Recover 90 Capsules - Preferred	1,464.75
Neu-Recover 90 Capsules - Retail	582.50
Neu-Recover 90 Capsules - Wholesale	837.46
Neu-Relieve 180 Capsules - Preferred	62.75
Neu-Relieve 180 Capsules - Wholesale	400.00
Neu-Relieve 90 Capsule - Preferred	1,573.50
Neu-Relieve 90 Capsule 10 + Cases - Wholesale	2,715.02
Neu-Relieve 90 Capsules - Retail	887.00

	Total
Neu-Relieve 90 Capsules - Wholesale	972.25
Neu-Relieve 90 Capsules 4-11 - Wholesale	328.00
Neu-Replenish 90 Capsule - Preferred	1,253.25
Neu-Replenish 90 Capsule - Wholesale	2,446.22
Neu-Replenish 90 Capsules - Retail	395.00
Neu-Slim 90 Capsules - Preferred	117.75
Neu-Slim 90 Capsules for wholesale	2,256.52
NeuReplenish 90 Count Preferred	400.75
NRC90 10+Cases	795.00
NS90 - Preferred	587.75
NS90 - Wholesale	1,644.76
Recover90N	856.74
Recover90N Capsule Retail	3,278.25
Relieve90N - Preferred	2,268.25
Relieve90N - Wholesale	685.50
Relieve90N-Retail	3,042.25
Replenish90N	2,191.74
Slim90N	1,007.25
Stop Smoking Combo	169.50
Total Sales	393,491.76
Shipping and Delivery Income	11,118.13
Shipping Income	-5,452.46
Total Income	\$399,157.43
Cost of Goods Sold	
Cost of Goods Sold	150.00
Indirect Materials	75.00
Labels for bottles	2,705.00
Misc C.O.G.S.	537.73
Neu-Becalm'd 90 Capsules	24,002.43
Neu-Becalm'd Chewables	3,046.95
Neu-Recover Capsules	1,221.54
Neu-Relieve 90 Capsules	737.28
Neu-Replenish Capsules	915.84
Neu-Slim 90 Capsules	1,071.36
Total Cost of Goods Sold	34,463.13
Freight and Shipping Costs	6,600.71
Purchases	4,892.83
Total Cost of Goods Sold	\$45,956.67
Gross Profit	\$353,200.76
Expenses	
*Reconciliation Discrepancies	0.50
Accountant	5,997.01
Accounting Expense	732.51
Advertising Expenses	455.00
Advertising Sales Aids	3,172.64
Advertising Website	552.08
Cell Phone	597.84
Total Advertising Expenses	4,777.56
Bank Service Charges	274.50
Business Insurance	2,280.87
By Design Software	22,200.00

	Total
Cable TV	252.89
Computer	2,500.53
Computer Repair	155.56
Computer Software	70.91
Copier Lease	3,983.10
Credit Card Expenses	6,982.74
Expense Reimbursements	630.53
Franchise Tax	415.00
Insurance Expense	436.13
Health Insurance - Admin	1,200.00
Health Insurance - Shipping/C.S	3,000.00
Total Insurance Expense	4,636.13
Interest Expense	256.52
Internet Expense	362.24
Life Insurance	13.20
Life Insurance - Controller	15.00
Life Insurance for Marketing	43.35
Life Insurance for shipping/c.s	14.25
Total Life Insurance	85.80
Market Research Internet & Phon	1,020.99
Merchant Credit Card Fees	12,683.70
MLM Accounting System	561.50
MLM Commissions	144,335.69
Office Supplies	708.14
Office supplies for admin	166.49
Total Office Supplies	874.63
Office/General Administrative Expenses	1,827.00
Payroll Expenses	214.87
Administration Salaries	87.78
Taxes	6,173.75
Wages	55,258.40
Total Payroll Expenses	61,734.80
Payroll Tax Expense	43.09
Postage Meter	2,822.19
Professional Fees	2,850.00
Quickbooks Online	127.53
Reimbursements	600.00
Rent Expense	39,000.00
Repairs and Maintenance	113.00
Savings Acct Loan Reimbursement	117.00
Stamps.com	95.94
Supplies & Materials	114.46
Telephone Expense	693.20
Cell Phone	698.86
Long Distance and 800 calls	3,782.85
Telephone Lease	1,428.67
Total Telephone Expense	6,603.58
Uncategorized Expense	534.89
Utilities	
Cable	893.64
Electricity	5,670.77

	Total
Internet	672.23
Water Bottle Rental	487.50
Total Utilities	7,724.14
Website Hosting	158.67
Total Expenses	\$340,537.70
Net Operating Income	\$12,663.06
Other Income	
Cyrena Hileman Galveston County	2,210.00
Total Other Income	\$2,210.00
Other Expenses	
Ask My Accountant	1,350.93
Bar Code Labeling Fees	158.00
Contract Labor	1,857.23
Direct Deposit Fees	696.10
Food manufacturer license	927.00
Reconciliation Discrepancies-1	-7,020.69
Sales Returns and Refunds	1,293.11
Total Other Expenses	\$ -738.32
Net Other Income	\$2,948.32
Net Income	\$15,611.38

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