

>>header<<Using QR Codes

>>sub-head<<Bridging the gap between print and web

Smartphones are getting smarter. With a built-in camera and QR codes, smartphones can bridge the gap between the web and print material. So, sharing 4Life Transfer Factor® and building your 4Life® business with mobile apps, mobile-friendly web sites, and video has never been easier!

>>sub-head<<What is a QR code?

QR stands for quick response. A QR code is a barcode that can be scanned with a smartphone camera and a QR code reader. QR codes contain data, such as a web link or picture, that opens up in your mobile browser. You'll see them on business cards, in magazine articles and restaurant menus, and more.

>>sub-head<<How do I use QR codes?

If you have an app-enabled smartphone, such as an iPhone, search for "QR Reader" in the App Store. There are several different premium and free options from which to choose. Download and install the app of your choice and then follow these steps:

1. Open the QR code reader.
2. Frame the QR code as if you are taking a picture of it. Hold your smartphone steady while the reader scans the code.
3. Once scanned, the information contained in the QR code will open in your browser or be stored within the app.
4. If it's stored, tap on the link to open the URL in your browser.

Below, we've provided a sample QR code. Follow the instructions above and the code will open up 4life.com on your smartphone.

We are excited about the different ways 4Life distributors can use this technology. You'll start seeing QR codes on more and more of our printed materials. Be sure to scan the codes to find out what additional information and special offers they provide.