



## BUSINESS SUMMARY

Fresh Start Private (OTCBB CEYY) is an alcohol treatment and rehabilitation company on the leading edge of alcohol addiction treatment. The Company has developed a patented highly effective treatment that delivers target therapeutic levels of Naltrexone that significantly reduce patients' cravings for alcohol. The Company's revolutionary alcohol treatment program that has a proven 85% success rate with thousands of patients successfully treated to date. The program is administered on an outpatient basis with patients need not missing more than a day of work and can received treatment without co-workers or even family members being aware.

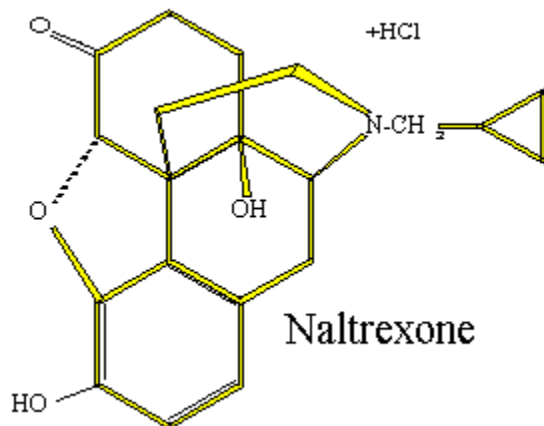


## TECHNOLOGY

Naltrexone is a medication that blocks the effects of drugs known as opioids. Originally used to treat dependence on opioid drugs, it was recently been approved by the Federal Drug Administration as treatment for alcoholism.

Naltrexone blocks the parts of the brain that "feels" pleasure when patients use alcohol. When these areas of the brain are blocked, patients feel significantly less cravings, and even if alcohol is used the effects of alcohol will be extremely limited- making sobriety the only option. Once medical intervention has reduced the physical need for alcohol the program goes on to address the patient's physiological needs. The combination of these treatments has resulted in the highest chance of sobriety.

Naltrexone is an opioid receptor antagonist used primarily in the management of alcohol dependence and opioid dependence. While other Companies use Naltrexone in their treatments, clients are forced to self administer oral dosages daily or return every two months for similar implants.



Naltrexone helps patients overcome urges to abuse alcohol by blocking the euphoric effects. While some patients do well with the oral formulation, there is a drawback in that it must be taken daily, and a patient whose craving becomes overwhelming can obtain the euphoria simply by skipping a dose before resuming abuse. Fresh Start Private's clients are treated with a slow release dose that lasts for a year, which gives the Company a higher success rate in the treatment of alcoholism.



## REVENUE POTENTIAL

Fresh Start Private is uniquely poised to gain significant market share of the \$22 billion annual alcohol treatment market in the USA.

More than seven percent of the population ages 18 years and older or 13.8 million Americans have problems with drinking, including 8.1 million people who suffer from alcoholism. And the costs financially are staggering. Alcohol dependence and abuse cost the US over \$220 billion a year. For the sake of comparison, this was greater than the amount of money spent to combat cancer (\$196 billion) and obesity (\$133 billion).

Fresh Start Private uses a combination of traditional marketing techniques to attract patients. Multiple web pages along with search engine optimization, and Google AdWords will create traffic to these sites.

Radio and television advertising with patient testimonials will compliment the web traffic. Fresh Start Private has already been featured in many news paper ads; thus creating a type of viral marketing. Fresh Start Private expects that various talk shows on both television and radio will help drive patients to the clinics.

Fresh Start Private intends to open a new clinic in the United States every 60 to 90 days. The Company is also in discussions with major health insurance provider to pay for all or a portion of the treatment fees.

## BUSINESS MODEL

The Company's research has indicated that demand for its services are high, and that growth in highly marketed segments of the population may be achieved through additional clinic sites.

Fresh Start Private's goal is to meet its growth targets through franchising opportunities by promoting its patented product and services to existing medical clinics and treatment centers that will be charged a franchise fee and a percentage of sales. As well, the Company intends to also open corporately owned clinics in key markets where it has already established a foothold on the industry.





## **COMPANY STRUCTURE DETAILS**

Legal name: Fresh Start Private Management Inc.

Sector: Healthcare

Industry: Specialized Health Services

Full Time Employees:

Public Company: SEC Reporting and fully audited

Symbol: CEYY

Exchange: OTCBB

Outstanding: 95,430,000

Authorized: 200,000,000

CUSIP: 35804J102

NAICS Code: 623220

SIC Number: 8361

Transfer Agent: Delos Stock Transfer, 762 South U.S. Highway 1, Suite 159, Vero Beach, Florida 32962  
delosstocktransfer@gmail.com

CIK: 0001407343

EIN: 26-3550286

Year End: November 30

State of incorporation: Nevada

Products: Alcohol Rehabilitation, patented Naltrexone Implant technology

Address: 999 N. Tustin Ave Suite 16, Santa Ana, Ca, 92705 USA

Investors: 949.209.8964

Email: [ir@freshstartprivate.com](mailto:ir@freshstartprivate.com)

Website: [www.freshstartprivate.com](http://www.freshstartprivate.com)

## **KEY EXECUTIVES**

Dr. Jorge Andrade Jr. - CEO

Mr. Neil Muller – President