



# ByoSphere

The official newsletter of the Versatile Intern Program

AUGUST  
2012

## Exclusive Preview Announcement



## ByoRetreats

**Announcing ByoLogyc's next step towards helping you become new: ByoRetreats!**

When we looked around the market, and the globe, we noticed something. While traditional pharmaceuticals are on the way out, making room for lifestyle biotechnological solutions such as ByoMate and ByoBreath, we didn't see the customer service and support infrastructure that we knew needed to accompany them.

Starting this year, ByoLogyc customers who begin a 5 year subscription to ByoRenew will be eligible for full and complete access to our ByoRetreats. Our Toronto location will be open this November, with additional locations opening throughout 2013 and 2014.

### Relax

At luxury locations spread across North America, you'll have access to calming and natural environments outfitted with all the latest conveniences. But it's not just a spa—every element of a ByoRetreat has been intricately engineered by our leading scientists to better your living. Can you think of a better place in which to discover the next exciting step in your own personal evolution?

### Refresh

With specialists on hand to cater to almost any of your needs, ByoRetreats will offer the utmost in rejuvenation and realignment. Want to pursue that new hairdo? Our ByoGrow salon is compatible with all styles. Need to stock up on the vitamins and minerals that make you great? The ByoEnrich fitness centre will refuel your tanks. Tired of breathing in that urban smog? Visit a 24-hour ByoBreath Oxygen Bar.

### Renew

Most importantly, ByoRetreats are the perfect place to start your journey with ByoRenew. At ByoRetreats, you'll work with a personal Renewologist, who will get to know you over the course of your stay, and design a unique ByoRenew subscription plan that is perfectly suited to your physiology, genome and lifestyle. It's the ultimate way to take care of yourself from the inside out.

## Editor's Note

### Coucou everyone!

Welcome back to ByoSphere! We here at ByoLogyc acknowledge your dedication as a VIP as a reflection of our own quest to better humanity. We're making beautiful music together, no?

I knew we were building the future together last month, when I met so many of you during the VIP Launch Party in Toronto! I want to thank all who attended, it was such an exciting week! All of the department heads were thrilled to get to know our VIPs just a little bit better. Congratulations to all the genius problem-solvers who won the marshmallow challenge! We are very proud of Versatile Interns who exhibit a healthy sense of competition and innovation. You can peruse all of the photos from each night of our VIP celebration at <http://www.flickr.com/photos/byologyc>.

I would also like to take this opportunity to briefly address some of the challenges we faced that evening. Those of you who witnessed it all firsthand know that unfortunately we did have to enact Protocol 57 shortly after the ByoRenew tablets were given out. Which was, of course, another challenge! And we are happy to announce that, those of you in attendance who went through with the DNA swab won the challenge! So congratulations to all—you know who you are—and of course we know who you are, as we have "you" on file.

We know things have been quiet for VIPs this month, but I wanted to let you know that we've been using this time to review your great work so far, and figure out how to make it even better. We're excited about the new VIP tasks, rewards and features that will be unveiled over the next few weeks. We hope you will be too! I can promise a very *eventful* few months coming up.

As the French say, until we meet again!

**Marie Leclerc**

Public Relations Director  
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**ByoRetreats: Take Care**

## Message from Chet



FROM THE  
DESK OF  
**CHET  
GETRAM**

Recently, there has been plenty of speculation about the release of ByoRenew and the strategic direction we are taking here at ByoLogyc. I assure you that there is no cause for concern; our latest and greatest product is going to change lives, and we are as dedicated as ever to helping you live successfully in an era characterized by chaotic change.

What is in jeopardy, however, is the future; the tomorrow we know is around the corner just waiting to become today. We stand at a crossroads, a juncture between what could be and what will be. And we need your help now, more than ever, to make sure that what comes to pass is what we choose, not merely what we "end up with."

How can you help? Joining the Versatile Intern Program is a great start. There are already hundreds of creative individuals enrolled and working tirelessly to keep us ahead of what might drag us behind.

We cannot give into doubt, not when we are so close to our visionary goal. Believe me when I say that while choice is always a motivating factor at ByoLogyc, it is now *the* factor in how you will live the rest of your days.

So join us—there is still a lot to do, and a newfound urgency to tackle the challenges and wicked problems of our time.

## ByoPeople Spotlight



**BERNICE  
HAMMERSMITH**

While vacationing with her family in Barbados, a chance meeting with ByoLogyc's visionary founder Hewson Getram lead Bernice to join the company in 1994 as Senior Accountant. Bernice has grown her career at ByoLogyc and enjoys the challenges of her current role as Chief Financial Officer.

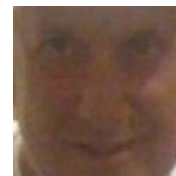
As CFO, Bernice works closely with CEO Chet Getram to lead growth planning and other strategic initiatives. Key responsibilities include stewardship of the financial well being of ByoLogyc, liquidity management, assessment of global volatility, risk management, as well as forecasting across social, technological, economic, environmental, and political spectra.

Bernice's ongoing projects include:

- Transition to IFRS from GAAP private enterprise accounting practice.
- Working with R&D to optimize supply chain management while ensuring best practices for acquisitions and maintenance.
- Overseeing a complete overhaul of employee standards and evaluations to manage and grow our talent.

When she can tear herself away from ByoLogyc, Bernice vacations throughout the Caribbean with her husband Cliff. Bernice has two lovely daughters; Annis (residing in London, UK), and Annette (residing in Stouffville, Ontario).

## VIP of the Month



**RICH REDER  
(PBEMADDY)**

**ByoLogyc:** Tell us a bit about yourself.

**Rich:** As quite possibly the eldest VIP at 67, I am Rich Reder, perhaps better known as @pbemaddy. I live in Cincinnati, OH, USA and retired last year from my job at a local bank. My hobbies are creative writing, travel, singing in choir at church and other volunteer activities there. I am married, with a daughter, son, and daughter-in-law, all in their 20's.

**ByoLogyc:** What was your favorite experience at the VIP Launch Party?

**Rich:** My favorite part of the VIP Launch Party was getting to meet the ByoLogyc staff in person, after having connected with them online. I received such a warm welcome after traveling to Toronto by bus (someone called me a ByoLogyc groupie!), and really enjoyed hanging out after the event with Brad, other staff and VIP's at the Fringe party. All in all, I felt like a kid on Christmas morning. :-)

**ByoLogyc:** How will the next 50 years differ from the last 50 years?

**Rich:** The next 50 years will bring better worldwide communication through social media. Electronic resources will largely supplant physical sites of banks, libraries, schools, and stores. With increased acceptance of diversity, it will be a greater challenge to sustain morality, justice, and spiritual health.

## ByoRetreats Logo Task

Want a chance to shape the future of the ByoLogyc brand? We're in the process of finalizing the ByoRetreats logo; the one you see on the previous page is just an early concept. And we'd like your input. Create some logos of your own, using whatever medium you like—pencil, Photoshop, maybe even sculpture—and send them our way. Just for submitting, you'll get 100 ByoPoints. If we use any of your ideas in the final logo, we'll award you with 1000 ByoPoints! Take a look at some alternate concepts on the right for inspiration.

**Email your submissions to [vip@byologyc.com](mailto:vip@byologyc.com) by August 31!** Don't forget to include your VIP username.



## VIP Test Results

### Decomposition Study



Thought it was alive at first. External appearance was that of living beetle, but upon further prodding (literally), found it to be unmoving and, thus, deceased. Beetle stayed there for a few days, continuing to be a gigantic menace to my personal sanity, but appeared more fragile as the days passed.



The smell of this tasty bison was like a party in my nose. And the colour was deliciously reddish-brown; the tasty bison glistened with basted goodness. Compared to when it was living, the bison appeared to be in poor condition for participating in activities such as roaming, eating, or breathing. However, compared to other animals being roasted on spit, the tasty bison was in admirable condition, providing happiness to many.



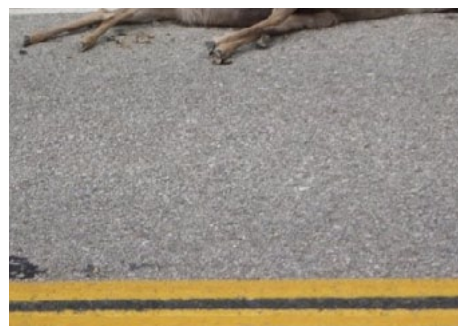
Over the first number of days, there was been no change to the visual appearance of the subject. I've taken note of the room's current temp, and have come to believe that this would drastically change the watermelon's health levels in a matter of a week. Watermelon hasn't been refrigerated, nor has it been cut into. Time passes, Today, the watermelon leaked. The watermelon wasn't able to properly co-exist within the confined room temp, this causing the Watermelon to cease no more.



I came by this on a hike awhile back. A woodpecker has claimed this tree as it's home. One organism finds comfort/shelter at the expensive of another. Whether it was alive or dead when the bird made it it's home, i don't know. But it definitely didn't look alive when I came across it. This tree didn't have the fresh smell of a live, growing tree. The bark was dry and frail. Natural selection.



My first dog, Yahtzee. I keep him on my nightstand ever since he was cremated. He has not changed from his final resting place (that I know of) in any way: smell, color, condition. I miss him.....



Smell - It appears to be relatively fresh. The smell was quite unpleasant, but not entirely unbearable.  
Color - No real discoloration at the time of the photograph.  
Condition - It was most likely hit by a vehicle, and had it's neck broke upon impact, as it's neck appeared to be fractured. I didn't attempt to lift it to see what the other side looked like.



Strange to find one in a field in rural Texas while on a bike ride. Usually ranchers are good about removing carcasses as soon as possible after death.



Smells like tuna and feces. Deteriorating significantly.



I couldn't smell it from here. It was very pretty though.



## VIP Test Results

### Persuasion Analysis



I guess it could be about her breath. Or that she just kicked the crap out of three grown men. Or that narcolepsy can strike anywhere. This ad could be about literally anything. Maybe have little stink-waves coming out of her mouth, or have her try to kiss them or something.



This advert totally misses the point. Nothing outside of the text catches my eye and makes me think toothache. In my opinion, the company should have shown a small child holding their hand to their cheek with a sad expression. In the other hand would be a straw, a mirror and a few razor blades.



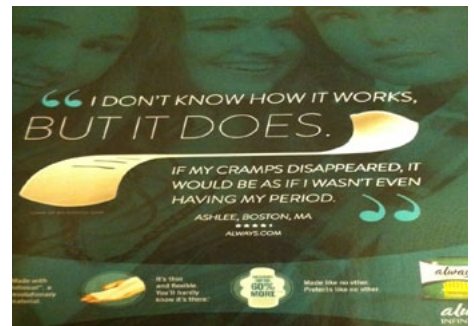
Dont put an old person who looks like they are dying on the picture.



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This campaign is perfect. I love it. This campaign should be held up as to how simplicity can be effective and the copy can be the driving emotional force in advertising.



Using any kind of pad is just not a thing you can ignore. There's no way this thing feels "just as if you're not having your period." That just isn't true. I'd like some honesty, such as, "This will still be pretty gross, but it's not the worst thing ever."



I didn't know that LARD is an aphrodisiac that keeps you young! They are telling me about Lard but they are drinking champagne? I see no lard.



You will be a much better housewife-superwoman if you take Prozac. Your laundry will come out better, too.



Why are they shadows? That's freaking weird. I don't want to be a shadow puppet in their crazy game!