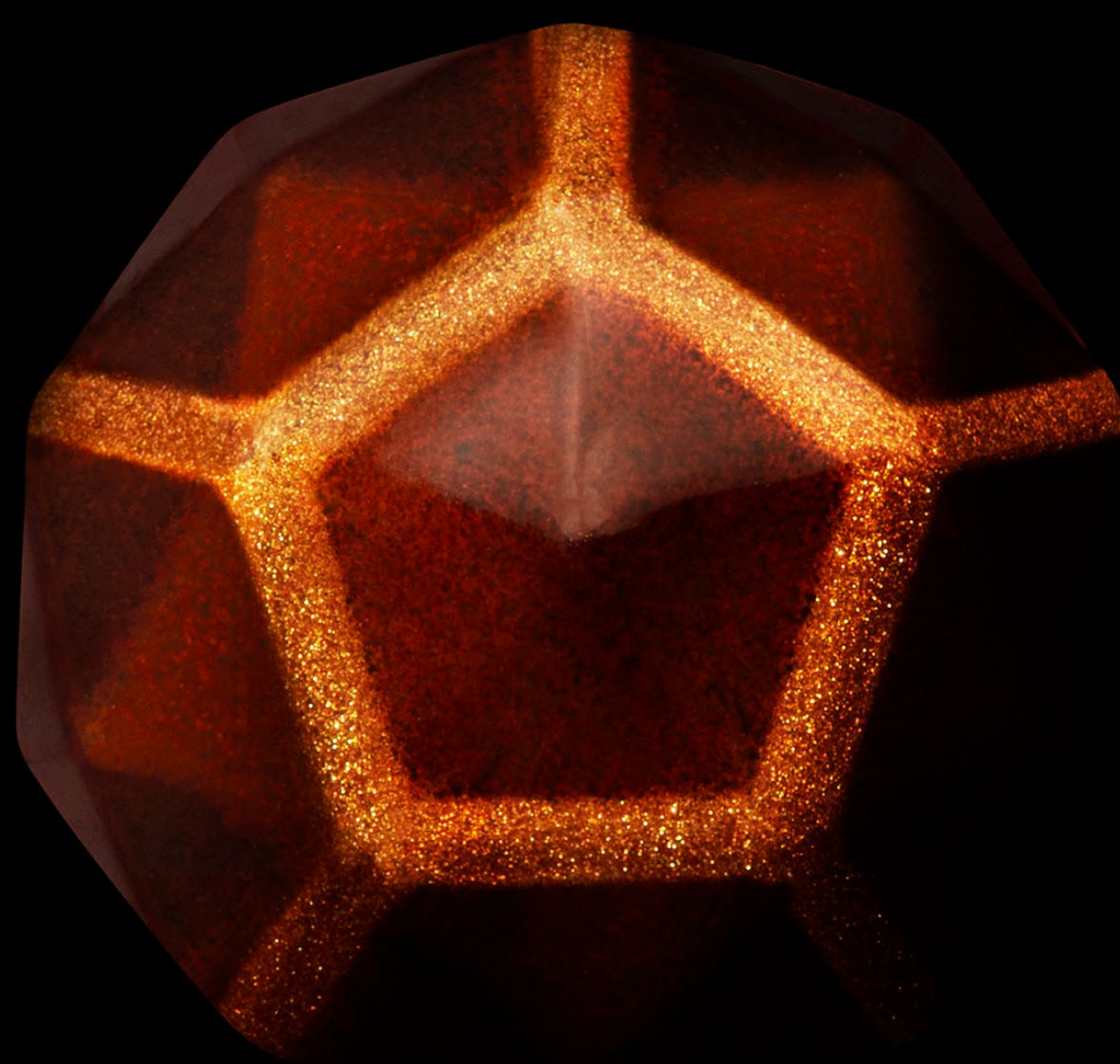


HAPPINESS STARTS FROM

iAM!



“You are about to start your personal journey from good to iAM!. It won't be your destination, its gonna be the beginning of happiness”

iAM!

iAM! the metaphor for the uniqueness of every human being. iAM! the essential element, the quintessential of singularity, helping you understand your distinctiveness, identity, your “I”.

If you share me with a loved one while telling about your “I”, the magic come true: somehow, somewhere, sometime, through your loved one, you will suddenly realise who you really are, who iAM!.

Welcome to the beginning of your happiness journey.

Prepare for the journey to iAM! FROM GOOD TO iAM!

To realise who you really are, put the iAM! box in front of you and your loved one. Share an iAM! and continue to read below.

Start the journey FROM GOOD TO iAM! TO HAPPINESS

Take iAM! and bring it whole to your palate.

Close your eyes and empty your mind. Take a long, long taste... Let your palate take control. You first feel some familiar perception, it is good and comfortable... it is the beginning of feeling good. Be patient and take your time. But it is a few seconds later that you palate finally discover iAM! in it, the quintessence of singularity. The journey of discovery is starting. You feel the essence full of perceptions. You finally feel the language of life. Don't matter single flavours, textures or ingredients... You are here for THE “I”. You need to live the essence.

When you definitely get it, open your eyes and look at your friend, starting a sincere and deep conversation around your own “I”.

Later on - you don't know when, you will never know how, but somehow, in some time, reflected into other person's eyes - you will find you, who you really are. And that's the time of magic, when the “I” finally joins the AM: iAM!.

Welcome to the magic world of your happiness.