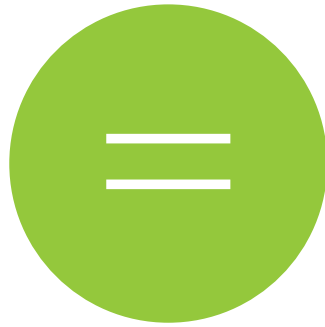


your health



genetics



lifestyle

what if...

**you could influence both?**

# Understanding epigenetics



Who you are is written in both pen and pencil. Things written in pen you can't change. That's DNA. But things written in pencil you can. That's epigenetics.



The epigenome acts like a dimmer for lights, controlling which genes are used, when they are used and how much they are used.



View videos and learn more about the science of LunaRich® and epigenetics at [reliv.com/science](http://reliv.com/science).

only better

# you &

Every cell in your body contains DNA — half from your mom, half from your dad. That's your genome, the genetic blueprint that makes you you.

Until recently, scientists believed there was little to nothing you could do to affect genes inherited from your parents. Turns out you have more control than you think you do.

## Taking control

Within each of your cells is a higher level of complexity called the epigenome. The epigenome acts like the boss of the cell, instructing the genome which genes to turn on and off. This is why different cell types — eye cells, skin cells, liver cells, etc. — can have the same DNA but perform vastly different functions.

The epigenome can also determine how well a cell functions, and that's where you come in. Good lifestyle choices turn healthy genes on and unhealthy genes off. While bad choices do just the opposite and can lead to serious health problems.

Problem is, even when you know what you're supposed to do — eat right, exercise, reduce stress, etc. — life sometimes gets in the way.

## What if...

What if there was a simple, proven way to turn good genes on, turn bad genes off and become your best possible you? To improve upon the genetic code your parents left you and even pass on those healthy epigenetics to your own kids?

No other company is advancing the  
We are in the middle of a revolution

# lunasin

the  
epigenetic  
superfood

## What is it?

A naturally occurring soy peptide.

## How does it work?

Lunasin is the first nutritional compound identified to work at the epigenetic level to promote optimal health.

## So what?

80+ studies have shown lunasin's many health benefits:

- Inflammation reduction
- Antioxidant benefits
- Improved immunity
- Cholesterol management
- Overall cellular health
- And the list keeps growing...

## LunaRich: nutrition at a higher level

### What is it?

LunaRich® from Reliv is a breakthrough nutritional ingredient that optimizes bioactive lunasin more than any other source available today.

### How is it made?

LunaRich is made from non-GMO soybean varieties with the highest concentration of lunasin and manufactured using proprietary technologies that help maintain the lunasin's bioactivity — even after digestion.

### So what?

You get maximum lunasin for maximum benefits.

## Evolution of Nutrition Science



### Phase I:

#### Macronutrients

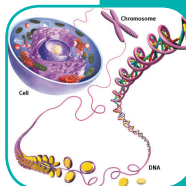
Protein, fat, carbohydrates



### Phase II:

#### Micronutrients

Vitamins, minerals



### Phase III:

#### Bioactive Compounds

Phytochemicals, peptides, isoflavones



### Lunasin

First nutritional compound identified to promote optimal health at the epigenetic level; **now available in LunaRich — exclusively from Reliv**

field of epigenetics like Reliv.  
in nutrition and we are all witnesses.

# ready to get started?

Start your own LunaRich health program with a 1-2 combo that packs a nutritional punch!



## Reliv Now<sup>®</sup> with Soy

LunaRich plus a balanced array of protein, vitamins, minerals, phytonutrients and super-powered antioxidants.

## LunaRich X<sup>™</sup>

The most pure, concentrated form of bioactive lunasin available anywhere.



1 + 1 = 3

contact me:

In addition to its own proven benefits, lunasin works at the cellular level to boost the potency of other bioactive nutrients. The more lunasin, the better the results. That's how Reliv Now and LunaRich X deliver greater benefits together than when consumed individually.

Think of it this way: Reliv Now is your nutritional fuel; LunaRich X is your epigenetic accelerator. Together, they tune up your body's engine for optimal performance.

### Proven Effective

In a University of Missouri study the combination of Reliv Now and LunaRich X showed the potential to support weight loss, heart health and metabolic wellness. Learn more at [reliv.com/nowlrxstudy](http://reliv.com/nowlrxstudy).

## Super Starter

Ask your Distributor about the Reliv Now<sup>®</sup> with Soy Super Pack or visit [reliv.com/p/super-pack](http://reliv.com/p/super-pack)



Get healthier. Live happier.