



## Reliv's Dynamic Duo

### Your Epigenetic Superfood

Reliv Now® with Soy combines LunaRich® with a balanced array of protein, vitamins, minerals, phytonutrients and antioxidants. Reliv Now with Soy delivers the world's most concentrated form of bioactive lunasin.

Reliv Now with Soy is your nutritional fuel; LunaRich X™ is your epigenetic accelerator. You get optimal health today and smart prevention for tomorrow. Go from you to Super You!

### University Research Shows...

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

### Save with the LunaRich Super Pack

The LunaRich Super Pack gives you a healthy supply of Reliv's Dynamic Duo and the chance to save 25% or more. Learn more at [reliv.com/p/super-pack](http://reliv.com/p/super-pack).

### Your local Independent Reliv Distributor is:

For more information or to order:  
800 RELIV US (735.4887) [reliv.com](http://reliv.com)



connect with us!



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# luna richX™



**multiply your good health by the power of X**

## Xtraordinary Discovery

Soy's health benefits are well established. But only recently have scientists uncovered the nutritional component largely responsible: **lunasin**, a naturally occurring peptide.

Researchers at the University of California-Berkeley first discovered lunasin in 1996. Today 80+ peer-reviewed and published studies from 30+ research institutions demonstrate lunasin's ability to improve your health, including:

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

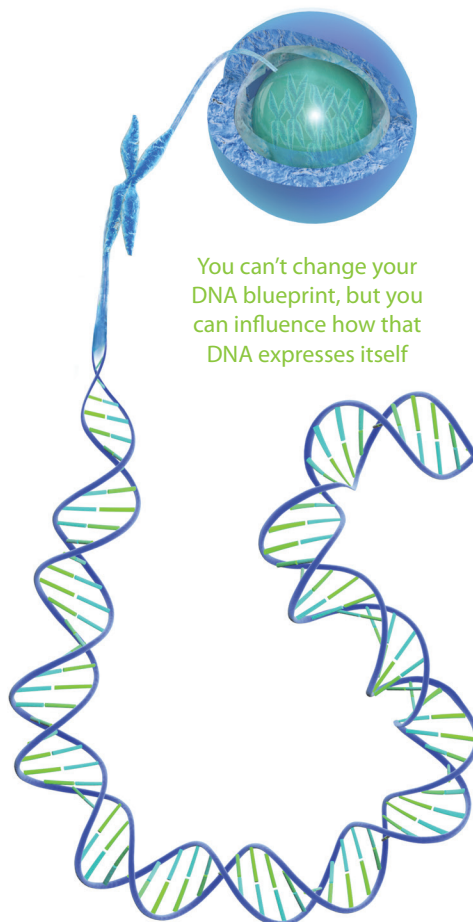
**LunaRich X™** is the most pure, concentrated form of bioactive lunasin ever produced — many times the potency of any other source. In 2013 Reliv acquired exclusive rights to the patented lunasin technology behind LunaRich X. Now you can reap the benefits of **the first epigenetic superfood**.



## Nutrition at a Higher Level

### Genome

The blueprint of life — the DNA that makes you who you are. All 200+ cell types in your body contain the same genome.



### 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.

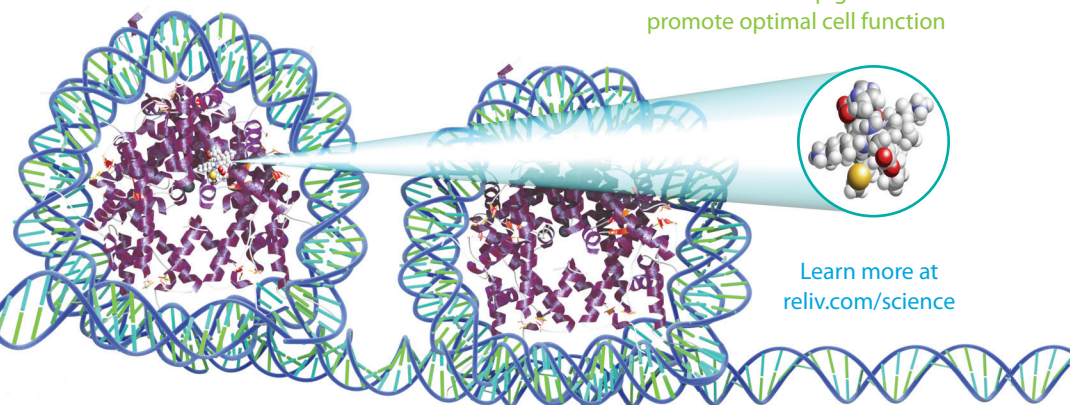
### Epigenome

DNA packaging material that works as a series of genetic switches, signaling your genome which genes to turn on and off. Determines cell function (skin cells, liver cells, etc.), as well as how well each cell performs its function.

### Lunasin

The first dietary ingredient identified to affect gene expression and promote optimal health at the epigenetic level. Now available in concentrated form in LunaRich X.

Lunasin attaches to DNA packaging material in the epigenome to promote optimal cell function



## Benefits Booster

$$1 + 1 = 3$$

In addition to its own benefits, the lunasin in LunaRich X increases the benefits of other bioactive nutrients (like those found in Reliv nutritional formulas) in two ways:

**Synergism:** Lunasin works with other nutrients, each with its own effect on genes and physiological pathways. When you optimize these pathways with different bioactive nutrients, you optimize your health as well.

**Increased potency:** Certain nutrients are activators of important genes involved in maintaining health. Once these genes are activated, lunasin has the ability to further increase their expression by making them more readily recognized by the cell.