



Meet GlucAffect® — a groundbreaking  
nutritional approach to blood sugar  
management and weight loss from Reliv,  
the world leader in optimal nutrition.

Get in  
control with  
GlucAffect.



## A Nation at Risk

We face a health crisis. Increasingly sedentary lifestyles and a modern diet high in calories, refined sugars, and saturated and trans fats have left millions of people at risk for a dangerous condition that now affects nearly 1 in 4 American adults — many of them without even knowing it.

It's called metabolic syndrome, and according to the American Heart Association, it can be defined as having at least three of a cluster of five risk factors:

1. high blood pressure
2. high blood sugar
3. high triglycerides
4. abnormal cholesterol levels and
5. excess body weight — especially abdominal fat (see sidebar).

Metabolic syndrome is not a disease in itself, but it dramatically increases the likelihood of developing diabetes, obesity, heart disease and stroke. In general, a person with metabolic syndrome is twice as likely to develop heart disease and five times more likely to develop diabetes. And it's a problem that promises to get worse in the years ahead — the American Heart Association has estimated that metabolic syndrome soon will become the primary risk factor for cardiovascular disease, ahead of cigarette smoking.

## The Nutritional Solution

But here's the good news: Metabolic syndrome does not have to lead to bigger health problems. Healthy lifestyle choices, including proper diet and exercise, can dramatically improve all five contributing factors to this pervasive condition. You can take control of your health... and Reliv has created a revolutionary new formula to help you do just that.

GlucAffect is a groundbreaking nutritional supplement clinically shown to help maintain healthy blood sugar levels and support weight loss — two key components of metabolic syndrome. No other product available today combines the cutting-edge ingredients that can be found in every can of GlucAffect. It's a promising new approach to address one of our nation's most urgent health care needs.

Metabolic syndrome is a serious, emerging health concern among the medical community. That's why we're so excited about GlucAffect. By providing a new tool to fight one of the most critical health issues facing us today, this product has the potential to be truly revolutionary.

## How do you measure up?

The American Heart Association and the National Heart, Lung, and Blood Institute recommend that metabolic syndrome be identified as the presence of three or more of these components:

- Blood pressure of 130/85 mm Hg or higher or drug treatment for hypertension.
- Fasting plasma glucose level of 100 mg/dL or higher.
- Triglyceride level of 150 mg/dL or higher.
- HDL (the "good" cholesterol) level less than 40 mg/dL in men and 50 mg/dL in women.
- Waist circumference greater than 102 cm (40 inches) in men and 88 cm (35 inches) in women.





## A Breakthrough in Nutrition Science

GlucAffect represents a major step forward. This revolutionary formula brings together — for the first time ever — many cutting-edge nutritional ingredients clinically shown to support blood sugar management and promote overall health and wellness.

**Pycnogenol®:** This natural super-antioxidant, derived from the bark of the French maritime pine, boasts a seemingly inexhaustible list of clinically demonstrated health benefits. Among them, Pycnogenol has been shown to help lower elevated blood glucose levels and improve cardiovascular health.

**Madeglucyl™ (Jambolan):** Specifically developed to maintain healthy blood sugar levels, this patented product has been proven effective in pharmacological and clinical trials.

**Silbinol® (Indian Kino Tree Extract):** Silbinol concentrates the Indian kino tree's antioxidant and antiinflammatory properties to help manage both blood sugar and cholesterol.

**Glucohelp®:** This patented banaba tree extract contains a high percentage of corosolic acid, which has been shown to support healthy glucose metabolism.

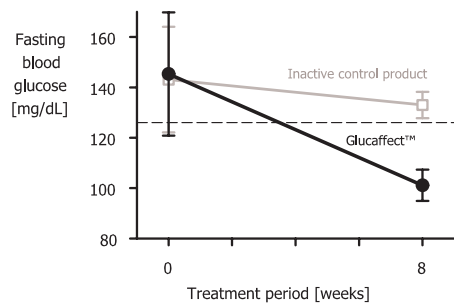
**Salacia Reticulata Extract:** Research indicates that consuming salacia extract daily can be effective in lowering blood glucose, serum cholesterol, triglycerides and increasing HDL (the "good" cholesterol) levels.

**Omega 3 Fish Oils:** In addition to benefits for the brain, joints and throughout the body, Omega 3 fish oils can help promote cardiovascular health and maintain optimum blood pressure and cholesterol levels, common challenges for individuals with elevated blood sugar.

GlucAffect also includes nutritional powerhouses like alpha lipoic acid, inulin and L-glutathione. Ingredients have been selected using amounts proven effective in clinical studies and have been formulated to work together for maximum results.

## And It Tastes Great!

Even GlucAffect's central flavor ingredient, cinnamon, has been shown to aid in blood sugar management. And GlucAffect's delicious cinnamon cream flavor and rapid dissolvability make it the perfect addition to your morning coffee, afternoon tea or one of your daily Reliv shakes.



This graph illustrates the development of the fasting blood glucose in the groups receiving either GlucAffect (black) or the inactive control product (grey). The patients receiving GlucAffect show a significantly decreased fasting blood glucose as compared to both baseline as well as to the control group. The dotted line depicts the 126 mg/dL (7 mmol/l) threshold which is the borderline fasting glucose above which individuals are considered pre-diabetic. GlucAffect lowers fasting glucose of subjects well below that level.

## Clinical Trial Confirms: GlucAffect Works

Daily consumption of GlucAffect dietary supplement has been clinically shown to help lower blood glucose levels and aid in weight loss.

In an eight-week clinical study, 50 overweight subjects with moderately elevated fasting blood glucose — criteria for metabolic syndrome — were randomly assigned to either receive four daily servings of GlucAffect nutritional supplement or an inactive control product with identical taste, color and texture as a meal replacement. They also agreed to participate in a diet and exercise program.

Test subjects taking GlucAffect lowered their blood fasting glucose by an average of 30%, moving from elevated glucose levels to healthy blood sugar values. The lowered blood glucose was confirmed by the average HbA1c (glycosylated hemoglobin) level, which also moved into the healthy range. No significant glucose lowering was found in the control group.

In addition, those individuals taking GlucAffect lost an average of nearly 16 pounds during the eight-week period, slimming to an extent on average that they achieved their optimal BMI (body mass index). No significant effect on body weight was found in the control group.

In creating GlucAffect, we included ingredients clinically shown to help address blood sugar management using amounts that had already been proven effective, so we expected good results. But even we could not have expected such a dramatic outcome in just eight weeks. Needless to say, we're thrilled with the results and eager to share this product with the world.

**Dr. Carl W. Hastings**  
Reliv Vice Chairman and Chief Scientific Officer





## Nutrition on a Mission

Reliv's mission demands that we do all we can to use nutrition science to meet society's health needs. In recent years, our research and development efforts have focused on creating targeted solutions to address the serious health problems resulting from the inactivity and poor diet of our modern lifestyle.

In 2005 Reliv introduced CardioSentials®, clinically shown to help maintain healthy cholesterol levels and support total heart health. In 2007 we launched the Simplicity® Weight Loss System, a comprehensive lifestyle plan for weight management.

GlucAffect is the latest in this series of scientific breakthroughs from Reliv. The countless hours of research and lab work that went into formulating GlucAffect were undertaken with one goal in mind: to create the best possible nutritional tool for blood sugar management. And based on the results of the clinical trial, we are confident we have succeeded — and created a great new tool to support weight loss in the process.

Optimal nutrition can and must play a leading role in reversing the lifestyle trends that have put America and other modern nations at risk, and dietary supplements can help trigger the turnaround. We believe that Reliv is ideally positioned to lead the way, and we intend to do so.

To your health,

Dr. Carl W. Hastings  
Reliv Vice Chairman and Chief Scientific Officer

Don't become another statistic...

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