

Discover luna rich™



Only From Reliv!



In 1999, the FDA approved a health claim that “25 grams of soy protein per day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.” Scientists knew soy-based diets reduced LDL (bad) cholesterol and triglycerides while raising HDL (good) cholesterol. However, it wasn’t until recently that research uncovered the nutritional “magic” behind soy’s cholesterol-lowering abilities.

Studies now show the key is lunasin, a naturally occurring peptide found in soy. LunaRich® is the first nutritional ingredient to fully harness the power of this breakthrough discovery — with the most concentrated form of bioactive lunasin available today.

LunaRich’s unique refinement process retains a more uniform and integrated “shell” of protective chaperone molecules to better protect the lunasin from being destroyed in the stomach. The shell is then broken down to allow for maximum absorption of lunasin in the small intestine. So, not only does LunaRich deliver more lunasin, it makes that lunasin more bioavailable for the body to use.

LunaRich is one of the most advanced nutritional ingredients on the market today — and it’s available *only from Reliv*.

To your health,

Dr. Carl W. Hastings

Reliv Vice Chairman & Chief Scientific Officer

Dr. Alfredo Galvez

Chief Scientific Advisor at SL Technology, a Reliv company

Reliv's Dynamic Duo

Reliv Now®

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

LunaRich X™

The most pure, concentrated form of bioactive lunasin available anywhere



Reliv Now is your nutritional fuel; LunaRich X is your epigenetic accelerator (see sidebar below). Take at least one shake and two capsules daily for optimal health today and smart prevention for tomorrow.

Real Results: 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: reliv.com/nowlrxstudy

save 25% or more

Ask your Distributor about the LunaRich Super Pack or visit reliv.com/superpack

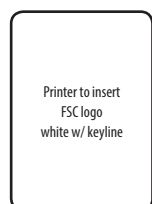
Key to Cholesterol Management

Cholesterol comes from two sources: dietary intake and our body's own production in the liver. Over 80% of cholesterol comes from the liver, so the most effective way to lower LDL (bad) cholesterol is to control the liver's internal production. Lunasin works to lower cholesterol in two ways:

- 1) disrupts the production of cholesterol in the liver**
- 2) improves the liver's ability to clear LDL cholesterol from the bloodstream**

The key to LunaRich's effectiveness lies in optimal levels of bioactive lunasin and a refinement process that protects the lunasin molecule so that it is easily absorbed (bioavailable) once inside the body.

Learn more: reliv.com/lunarich



These statements have not been evaluated by the Food and Drug Administration. Reliv products are not intended to diagnose, treat, cure or prevent any disease.

Lunasin:

Nutrition at a Higher Level

Every cell in your body contains your DNA, or genome, as well as a higher layer of complexity called the epigenome. The epigenome signals your genome which genes to turn on and off. Good lifestyle choices, such as a healthy diet and exercise, turn healthy genes on and unhealthy genes off. While bad choices do just the opposite and can lead to serious health problems. Lunasin is the first nutritional compound identified to affect gene expression and promote optimal health at the epigenetic level.

Learn more: reliv.com/lunasin

