

lifestyle

reliv.



get in shape
stay in shape
reliv reshape



australia/new zealand summer 2014

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The Reliv Ignition Strategy has taken off in Reliv Asia Pacific (RAP) this year and I am excited about the increasing growth in both Australia and New Zealand! What action you take now will only prepare you for the great things to come! There is a lot happening in all of RAP right now and we have more in store for you this year in 2014.

This is a great time to be in Reliv. We offer a unique, cutting-edge product line that works. With the powerful ingredient lunasin, Reliv sets itself apart from the competition as one of the industry leaders in the emerging field of nutritional epigenetics. Imagine what this can do for your Reliv business!

As part of the Ignition Strategy, we implemented reduced qualification levels to help you make more money even faster with Reliv. We also have exciting training programs and incentives like the Win Your Way Promotion to the International Conference and fun weekly cash promotions. What's more is that we've got a fantastic, business opportunity that rewards success. We continue to work toward a goal of \$1 million in sales per month and 2014 is to be a big year for you to grow your business. With more Ignition events featuring special guests, conferences and ongoing trainings, now is the time to take the lead and ignite your business to the next level.

I want to thank all the Distributors for your hard work and dedication, congratulate all the people advancing to new levels, welcome all the new people to Reliv and even welcome back current Distributors becoming more involved once again. Let's continue to make Reliv Australia and New Zealand Ignition special in 2014!

Sponsor, promote and advance!

Reliv Asia Pacific President **Scott Montgomery**

Yahoo! Almost conference time again. Can't wait to meet up with my Reliv family again.

Maureen Vonder via Facebook

Excellent conference. Learned heaps... love to know that we have the Ambassadors to support us to achieve our goals. Thank you everyone for making it possible. See you at the next one.

Iva Eichler via Facebook

Wonderful conference. Excellent presentations. Great leadership. So much information and encouragement. Thanks everyone for such a great weekend. Hope the high I'm on lasts forever!

Glenys Clarke via Facebook

I used to post products around the country side in the yellow post bags and never had any damaged, however with AS50 Autoship it gets there quicker with heaps less fuss. Everyone should be on Autoship!

Pauline Byrne via Facebook

I am loving Reshape. Before I didn't eat breakfast as I was always in a hurry and never wanted to eat. I knew this was bad for me but I just couldn't look at food in the morning. Now I have my Reshape. I am feeling full till about 1pm, I am not eating as much during the day and when it comes to my evening meal I just can't eat as much. I have lost 3 kilos as well. I am so happy. Thanks Reshape, thanks Reliv and thanks Dr Carl.

Jan Wright via Facebook

My dreams are to keep helping people who want it and probably those who don't!

Christine Worboys via Facebook

Well done Judy and Ian!
(On winning a night on the town)

Shirley Seabrook via Facebook

Thank you all for your good wishes!
Did it Shirley!

Judy King via Facebook

Visit our new Facebook page, Reliv Australia and New Zealand. This will be the first place we'll be communicating special events, recognition, webinar invites, product updates and a whole lot more. Keep up-to-date with what's happening at Reliv ANZ by 'liking' our page and don't be shy, feel free to make a 'comment.' **We want to hear from you!**

how do you reshape?



Getting the right balance of nutrients during the day, every day, is key for your health. Our bodies are designed to work on certain amounts of macro and micronutrients and an unbalanced diet may have consequences in both the short and long term for your health.

Recent studies from the Medical Journal of Australia show advances in food technology have allowed for a more complete and better balanced diet and are being increasingly recommended for the management of weight and diet concerns.

Reliv's ReShape contains a comprehensive list of 24 vitamins and minerals and meets the daily requirements of 12 grams non-GMO high quality soy protein and 861.9 kilojoules (206 calories) per serving for a healthy, well balanced meal.

Just add water and shake to get a creamy drink that will replace any meal of your choice. ReShape has been formulated to help you reach the next meal feeling your best.

Every shake contains LunaRich™ — Reliv's exclusive breakthrough soy powder containing lunasin which means maximum bioavailability for optimum health benefits.

ReShape isn't just for weight management but can be used in a number of ways to restore energy, satisfy your hunger and provide a well-balanced meal when you'd otherwise skip or make an unhealthy choice.

Finding the time and getting your head around proper daily nutrition can be difficult, but can be made simple with two scoops, water and shake.

Get in Shape. Stay in Shape. Reliv ReShape.

Andrew Morrison
Victoria, Australia
Gym Shaker

"I love ReShape because it tastes great — it's frothy and filling and helps me to feel satisfied without the need for snacks. I use ReShape in the afternoon after work to give me that added boost before heading to the gym."

Mark Henderson
Hamilton, New Zealand
Well-Balanced Shaker

"I use ReShape to keep my weight down and love how easy it is to track my calorie intake throughout the day. It's so easy to mix with water — easy to digest and no milk required, saving on money!"

George Thomas
Queensland, Australia
Early-Start Shaker

"I drive a bus for disabled school children in the morning and love the convenience of ReShape. I have a power packed ReShape shake and other products including Innergize to match the energy of the kids!"

Gwen McNaught
Western Australia, Australia
Snack Shaker

"I love the convenience of a quick and easy ReShape snack when I'm feeling hungry but don't have the time to grab a meal. After trying shakes in the past I can't get past how easy it is to blend Reshape — I love to add other products like FibRestore for extra health benefits."

Jay Macaraeg
New South Wales, Australia
Family Shaker

"I love how delicious ReShape tastes — not to mention how handy it is to mix with water. I like to replace breakfast and lunch with ReShape to keep me going throughout the day. My family can't get enough of ReShape's taste, especially my teenage daughter!"

Rosa Ryu
Auckland, New Zealand
Busy Shaker

"I have taken ReShape for breakfast since its launch at conference and love it — especially the great taste! ReShape gives me peace of mind with a full nutritional replacement for a meal and saves me time to prepare food in between my busy lifestyle and work commitments."

You've got LunaRich® questions; Dr. Galvez has answers. Here are his responses to some of your most common inquiries.

Q & A with Dr. Alfredo Galvez

How does lunasin know which genes to turn on and off?

Lunasin and its functional homologs in other seeds are found naturally only in the storage cells of developing seeds. Lunasin binds to specific histones (packaging material of DNA), allowing the storage cells to replicate its DNA without undergoing cell division. In the process the storage cells enlarge and, after repeated cycles, grow big enough to store the carbohydrates, proteins and other nutrients needed by the plant embryo to germinate and grow into a seedling. This functional role of lunasin in seed development is conserved in nature.

For tens of thousands of years of human evolution, seed proteins have been the major source of protein and nourishment of humans foraging for plants and cultivating crops for food. My working hypothesis is that lunasin, with its histone-binding properties, has co-evolved with the human genome to optimize the epigenetic regulation of genes important for human fitness and survival. This proposed model of adaptive evolution through epigenetic control of gene regulation provides an explanation as to why lunasin has targeted and highly coordinated effects on gene expression to improve health and to provide protection from adverse environmental conditions.

In other words, lunasin exists in nature and provides health benefits for a reason and NOT by chance. And always remember that before there were drugs, there was food.

There are other nutrients that also work at the epigenetic level. What do we mean when we say lunasin is the first nutritional compound identified to do so?

Other food nutrients identified that work at the epigenetic level include resveratrol from red grapes/wine, sulforaphanes from cruciferous vegetables like broccoli, and EGCG from green tea, among others. The epigenetic mechanism of action of lunasin was first described in 1998 to explain how lunasin can inhibit gene expression of unhealthy genes. A patent disclosure filed by UC Berkeley in 1998 was published in 2001. The epigenetic mechanism of action for these other food nutrients were described and published after 2001, making lunasin the first nutritional ingredient identified to work at the epigenetic level.

What is research showing about our ability to pass epigenetic traits on to our children?

Ongoing research seeks to prove that epigenetic marks laid down in a person's lifetime can be passed on to subsequent

generations in a process called transgenerational inheritance. This phenomenon has already been observed in plants and lower forms of animals such as fruit flies, nematodes and mice through the process of paramutation and genomic imprinting. Research is also seeking to better define epigenetic "windows of opportunity" with regards to transgenerational inheritance of epigenetic marks, including key developmental phases such as pre-conception, pregnancy, infancy and adolescence (see graphic below).

Can people with a soy allergy take LunaRich X?

Studies done in Europe on people with soy allergies have shown that the soy albumin fraction in which lunasin is found does not cause allergic reactions. However, we cannot generalize for all soy allergy sufferers, so caution should still be practiced when taking LunaRich X. A quick way to determine if one is allergic to LunaRich X is to put a small portion under the tongue and monitor for any allergic reaction such as itching and swelling. As always, we recommend you consult your physician if you have any history of food allergies before you start any supplement regimen.

Why can't I just eat soy beans (edamame), tofu, soy milk, and other soy products to get my lunasin? Why do I need Reliv products? What's the difference?

Not all soy preparations contain effective levels of bioactive lunasin. In fact some may contain lunasin that when ingested becomes inactivated and non-functional. Each serving of LunaRich soy powder and LunaRich X contains

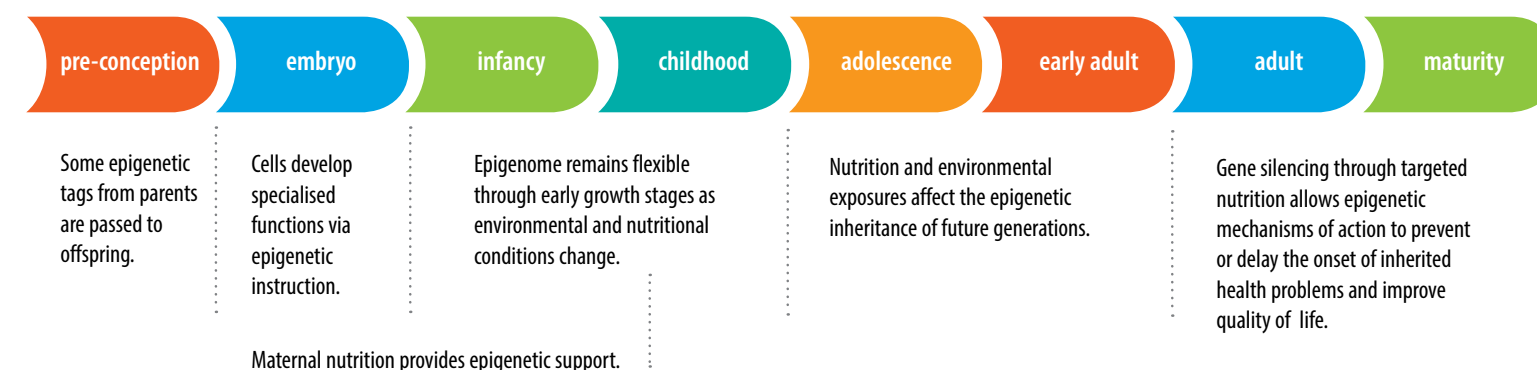
the equivalent amount of bioactive lunasin that can be found in 25 grams of high-quality, industry-standard soy protein isolate, the daily amount identified by the Food and Drug Administration to help reduce the risk of heart disease. This means that you are assured of getting a healthy amount of bioactive lunasin in your body when you consume Reliv's LunaRich products.

We know from wonderful stories that Reliv LunaRich products provide results at any age, but does Reliv nutrition and LunaRich become even more important as our bodies age?

The sooner people consume high-quality nutrition like Reliv, the better. But it's never too late. The epigenome changes as a person grows older and gets exposed to different environments and lifestyles. Some of these epigenetic changes may lead to predisposition to serious health problems. Reliv nutrition and LunaRich can help in preventing and even reversing some of these aberrant epigenetic marks and protect cells from further damage as our bodies age.

Dr. Alfredo Galvez is a renowned research scientist at the Center of Excellence in Nutritional Genomics at UC Davis and Chief Scientific Advisor at SL Technology Inc., a Reliv subsidiary. Dr. Galvez first discovered lunasin in 1996 during research at UC Berkeley to improve the nutritional profile of soy protein.

your epigenetic life



Name: Robin Vonder

Home: Deception Bay, Queensland

Currently: Reliv Master Affiliate

Hospitalised: In 2005 I ruptured my spinal cord in an accident causing me to be paralysed from the neck down. I was told I would never walk again. Whilst in hospital my mother would bring me a Reliv shake every day to ensure I received the nutrition and energy required to tackle the long battle ahead to get me walking again.

Road to Recovery: After five months in hospital, I walked out with the aid of a walking frame and continued to take Reliv to help my body with fatigue and nutrition, especially important with the arduous physiotherapy I was undertaking.

Positive Attitude: I now walk unassisted and I just spent two full days walking all around Sea World and the Gold Coast, something in 2005 the doctors thought I'd never do. I've always had a positive attitude and I attribute this with helping me get back on my feet, together with the doctors, physios, the love and support of my parents and the optimum nutrition I was giving my body.

Getting in Shape: As a result of being paralysed I struggle with my weight, I also have type 2 diabetes bought on by the trauma of the accident. I recently started taking ReShape for breakfast to assist in maintaining a balanced diet. It keeps me satisfied to lunch time. I'm feeling less bloated, my blood sugar doesn't drop and I find my intake at meal times has decreased. Life is good!

Name: Elena Kefa

Home: Auckland, NZ

Currently: Service Co-ordinator, Reliv Distributor

Old Lady: I'm a mother of three children aged 21, 17 and 10. I work full-time and I am a diabetic. My life is very busy and before I took the Reliv products I was always tired and felt run-down. My joints were sore and I never had the energy to exercise — I felt like an old lady.

Vibrant: Since I have been taking the Reliv products I feel young, healthy and more energetic. I lost weight and have maintained the weight loss. I now walk every day and my blood sugar levels have improved greatly.

Beating the Flu: My mother has also been taking the products for the past five years. She used to suffer with the flu each winter but now breezes through without the usual symptoms.

Lifetime Customer: I've been enjoying Reliv products for six years now and my mother and I will continue to take these products forever and ever!

Name: Norma Rae Arlidge

Home: Auckland, NZ

Currently: Night Stall Market Owner/Operator, Reliv Distributor

Constantly Tired: I lead a very active lifestyle between time at the gym, teaching pottery at the local high school, belonging to Auckland Studio Potters and doing lots of creative work.

When I am finished being busy, I started to suffer from headaches and was having trouble sleeping. Then my friend had an appointment with a Reliv Distributor at my home, and when I heard him talking about Reliv, I heard something that made me want to sit down and listen.

Significant Changes: It was at this time I started taking the Reliv products and to my delight my energy levels improved, my headaches left me and my sleep patterns changed for the better.

The New Me: My hobby is making and selling Tikis at a stall in the markets four nights a week, which I love. My tiredness is a thing of the past; I'm living life to the fullest and I have energy to burn!

Name: Faye Wright

Home: Wellington Point, Queensland

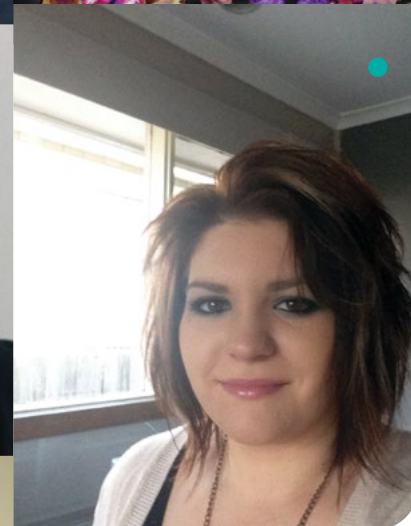
Currently: Minds Grandson, Reliv Distributor

Unable to Enjoy Sport: Reliv products have given me optimum nutrition and energy which is vital for me as a sportsperson. Before I took the Reliv products, I was always tired and didn't have the energy to play the sport I love, which is tennis. I couldn't run, my knees weren't in good condition and I suffered from arthritis.

No More Knee Guard: Reliv nutrition has helped give me a new lease on life. I feel more robust and I'm back enjoying my tennis and sessions at the gym.

Stress Free: My husband also takes the Reliv products. Before he started on Reliv he was always tired, stressed to the max and didn't have the energy to enjoy himself. He works in a corporate environment, travels a lot and has back-to-back meetings. He's now happier and enjoying life once again.

Big Fans: Both my husband and I will always be on Reliv. I can't imagine our lives without it.



The personal testimonials shared reflect individual experiences of Independent Reliv Distributors and are not necessarily typical of the results you may obtain. Reliv products are not intended to diagnose, treat, cure or prevent any disease.

Name: Stephanie Semmens

Home: Loxton, South Australia

Currently: Registered Nurse, Reliv Director

Perfect Fit: As an RN I was aware of the importance of supplementing my diet and have done so since the 1970s with various multivitamin tablets. In 2006, I was unwell with aches and pains, reflux, irritable bowel syndrome and lacked energy. It was at this time I was introduced to Reliv by my sister. The business really excited both of us as we were looking for an opportunity to improve our well-being. To marry this with a business in helping other people do the same was perfect for us.

Results First: Before I started in the business, I wanted to try the products for myself. If they made a difference in my life, then I knew Reliv would be the answer to my future. I wanted a business I could understand and manage from home with minimal financial output. The results spoke for themselves. I had increased energy and a great feeling of happiness and improved well-being.

Business Is a Blessing: I realised this business would suit me perfectly when I decided to step down from practicing as a nurse. In the meantime, I love doing Reliv around my nursing and I have built a solid teamwork of clients. My monthly commission and rewards have been a blessing and it's wonderful belonging to the Reliv family.

Name: Florence Elborough

Home: Auckland, NZ

Currently: Fashion Designer, Reliv Master Affiliate

Life back: I smoked for 35 years, I'm an asthmatic and when my husband took sick I turned to food and piled on 20kg of excess weight. I've always enjoyed exercise but the extra weight took its toll and I was having problems with my knees — making walking painful.

Life Back: Reliv nutrition was the impetus I needed to turn my health around. I lost 20kg, gave up smoking and I walk every morning with a spring in my step. I no longer have food or cigarette cravings and I enjoy playing tennis and golf.

Simple Business: Running a fashion business is hard work — designing and sewing for multiple weddings are getting to be too much for me. I can see Reliv as the answer. I already have a number of people taking Reliv nutrition. I receive a commission every month and all I do is share my story — how easy is that? I am the walking, talking result!

Name: Melissa McNear

Home: Wynyard, Tasmania

Currently: Full-time Hairdresser, Reliv Master Affiliate

On My Feet All Day: I enjoy being a hairdresser, but the long, tiring days can take their toll and it's stressful when trying to juggle bookings, fitting people in and working hard to ensure your clients leave satisfied and happy. I was constantly feeling tired, stressed and was suffering from headaches.

Word of Mouth: One of my hairdressing clients shared the Reliv products and opportunity with me and even though I was interested in the business, I wasn't in a position to start the business. I joined as a Preferred Customer to purchase the products at a discount and after taking Reliv nutrition, I can now better manage the long days without feeling as tired. I have more energy, my headaches are a thing of the past and I'm dealing with stress much better.

Maximizing Your Effort: We had a special event in our area the month after I started taking Reliv. My sponsor encouraged me to bring as many people as I could to that event and explained how to maximize my efforts, by joining the business and aim for MA. This made good sense to me so I followed that advice and now have a number of my own Preferred Customers.

Setting a Goal: Reliv has given my partner and me a better quality of life together and I enjoy helping people with their health. I approach people about Reliv in general conversation when talking about life and health. I'm still fairly new in the business and the extra income is wonderful. My end goal is to achieve financial freedom.

TAKE THE LEAD 2013 conference

SAVE THE DATE: 10-11 OCTOBER, 2014

SAVE THE DATE: 10-11 OCTOBER, 2014



I can't run a business.

"I didn't understand how anyone could make money with this. But I went to a Reliv meeting and talked to ordinary people earning a good living from home. I thought: 'If they can do it, why can't I?' A rewarding career and the lifestyle of my dreams followed."

— Nola Giles, Wheelers Hill, Vic



I've never heard of Reliv.

"That's what makes this opportunity so limitless! There is a whole world out there looking for what we've got — better health and finances. Reliv is the answer! With epigenetics now hitting the mainstream, people are going to be learning about Reliv and LunaRich real soon. Let them hear it from you!"

— Scott Montgomery,
Reliv Asia Pacific President

I'm too shy.

"I used to be a big chicken. I love people but felt like they would run the other way when they found out I was 'selling' something. Then I got myself out of the way and focused on the health and wellbeing of others. I started planting Reliv seeds with a sense of urgency. What people do with it after that is up to them — at least I planted that seed. It is my responsibility to share what I have in Reliv, and that is what I'm going to do!"

— Shirley Seabrook, Leongatha, Vic



I don't have the time.

"We run a dairy farm that is a seven-day-a-week job. Fortunately, Reliv happens while you live your life. Look at your calendar and mark off all those times you can't do Reliv. You'll be surprised by how many little chunks of time you still have available. And those little chunks are all it takes to get started."

— Judy & Ian King, Myalla, Tas



I don't have the money.

"Become a Preferred Customer so you can buy Reliv products at a discount. You're already buying food; instead of buying lollies and heavily processed food, you can change your eating habits to something healthy. If you don't have enough money, join as a Distributor, that's exactly why you need this opportunity. This business is about putting money in people's pockets, not taking it out."

— Lynne Culph, Forest Hills, Vic



start a reliv business? I can do that!

I'm not a salesperson.

"I had never sold or wanted to sell anything. Thankfully, I don't need to do any of that with Reliv. My job is simply to educate people, to listen to their needs and to help them discover how Reliv can help meet those needs. That's it."

— Nathan Goodhue, Auckland, NZ



I don't know enough about nutrition science.

"The beauty of a Reliv business is that you don't have to be a scientist. I'm certainly not, but the tools they provide give you ways to talk about complex topics like nutrition and epigenetics without having to have an advanced degree. Let the tools and online videos do the talking for you."

— Peter Neal, Beaconsfield, Vic



I don't want to bother people.

"I had to make the transition from thinking I was bothering people to realising I was helping them. The nutrition that these products offer is too good not to share."

— Glenys Clarke,
Penguin, Tas





Let Your Light Shine Bright

In early November of this year, the world saw how super typhoon Haiyan/Yolanda devastated regions in the Philippines. Hundreds of thousands of our fellowmen struggled to survive and suffered loss of homes and loved ones. Our own Reliv Distributors from Leyte and Samar were not spared and most of them didn't have enough safe water and food to eat for days. Communication and power lines were cut off, houses were destroyed and some of them had to relocate because nothing else was left for them in what they used to call home.

Amidst the heartbreaking situation at hand, people from all over the Philippines and around the world poured their love, support and assistance to the typhoon victims. The Reliv Kalogris Foundation joined forces with Philippine Distributors to organise relief operations and reach out to those affected by the calamity.

Reliv Reaches Out

The RKF sent all monies donated in November to the relief operation and Master Director **Maria Lyons** of Cebu City was among the first to contact the RKF to request products for the typhoon victims. Maria's group drove hours to bring the relief goods to North Cebu and distributed it to residents in the worst affected areas where food and water supplies depleted fast. When they returned to Cebu City, the group continued to provide Reliv products and hot meals to evacuation centres. After a couple of days, Maria and her group travelled to Ormoc via sea vessel to bring food and medicine that they were able to collect from family and friends. Each relief pack they shared brought hope to the typhoon victims.

Sharing Hope

Ambassadors **Generose and Willy Uy** of Calbayog City, Samar, conducted various relief operations and feeding activities in Eastern Samar which is one of the most badly affected regions. Together with their socio-civic group, Rotary International, the couple distributed food packs and served Reliv drinks from the RKF to families in different communities in Eastern Samar

where a majority of houses were either partially or completely destroyed by the strong winds brought by the typhoon. Though hundreds of miles away, Reliv Distributors in Binondo felt the dire situation of the typhoon victims and they exerted effort to collect resources like food, tent and clothes and sent it to identified individuals in Leyte and Samar so they can directly receive and benefit from it. Presidential Bronze Ambassadors **Dorothy and Sammy Tan** included cases of Reliv Now for Kids from the RKF in the packages that they sent. Director **Alex Chao** also coordinated with RKF and arranged for cases of Reliv products to be sent and distributed to affected residents, especially children, in Bohol. The said area suffered from a 7.2 earthquake in October and while they were still struggling to rebuild, super typhoon Haiyan/Yolanda hit them a month later.

Rebuilding and Empowering

Ambassador **Joy Villesenda** of Ormoc and Key Director **Judith Morales** of Tacloban City, Leyte, were among the Reliv Distributors directly affected by the typhoon. Up to this day, power has not been restored and residents are struggling to get daily sustenance. But while Joy and Judith are busy rebuilding their homes and lives, they've also started helping people in their community through regular feeding program with Reliv products from the RKF. As many families suffered and have lost their sources of income, Joy and Judith believe that providing Reliv products to help nourish the children in evacuation centres, hospitals and schools will help empower them and bring back hope in their hearts.

The Reliv Kalogris Foundation (RKF) has donated \$576,000 in nutritional products and \$25,318 in cash to support Typhoon Haiyan relief efforts in the Philippines. Cash donations were provided by Reliv distributors through a special fundraising campaign in November.

SOY much better!

Reliv Now® and ReShape
with added LunaRich™



relivasiapacific.com.au/products
relivasiapacific.co.nz/products

INTERNATIONAL CONFERENCE
KANSAS CITY, USA 24-26 JULY, 2014

win your way



Kansas City, USA, is calling for this year's International Conference! 'Win Your Way' to conference as people from around the world gather to celebrate the three day event taking place on 24-26 July, 2014.

We love to reward hard work. So this year we're paying for flights and accommodation for the lucky Distributors who earn their way to conference. The winners can expect a jam-packed weekend full of networking opportunities, workshops and inspiring talks to energise your Reliv business!



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