

Lifestyle



award-winning products
scientific breakthrough
proven formulas
optimal health
LUNARICH:
INNOVATION MEETS
OPPORTUNITY
financial security
home-based business
solid company
making a difference
unlimited market

cellular level
product patents
smart prevention
clinical studies
real results
exclusive rights
ground floor
world travel
family first
personal freedom
industry leader

Xtraordinary.

PEOPLE'S
CHOICE
STEVIE® AWARDS
FOR FAVORITE
NEW PRODUCTS

2013 WINNER



Ponce de León has nothing on LunaRich — we have the REAL fountain of youth!
I love LunaRich and all the new videos and aids! **Dixie Hutchins**

The only reason water will make it to the bomb shelter will be to
mix my Reliv! **Liz Cochran Hauserman**

Super nutrition 4 kids and adults. Bringing up a
new generation of healthy kids and parents!
Don't just live... Reliv! **@livethrureliv**

I just started my son on Reliv Now for
Kids and honestly it's the best thing I
could have done for him!
Larnell Kati David Hills

Ran 5km in 35 minutes today. One of my best runs to date.
Could it be the LunaRich X? **@mboronad**

It's a life changer! **D'Angelo Dixon**

I LOVE the OPPORTUNITY @Reliv gives to work
from home! #familytime **@joshuayoder24**

I love my 24K, it keeps me focused
with a healthy energy — no need
for coffee. **Alem Dinka**

do you want to be first?



Share your comments on these social networks and you
could be featured in the next *Lifestyle*:

reliv.com/blog
facebook.com/reliv
twitter.com/reliv
pinterest.com/reliv
youtube.com/relivinternational

Reliv products are the Rolls Royce of
nutritional supplements and the best return
on the dollar for your health. **Right Angle**

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The Right Stuff

Sometimes things seem to come together perfectly: the right idea at the right time with the right people.

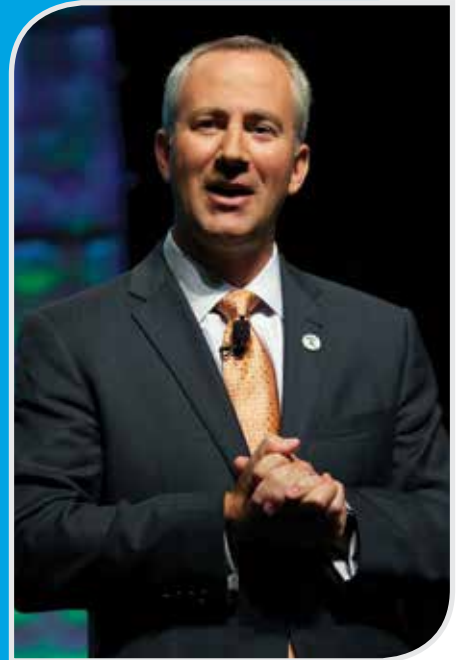
The Right Idea: In the past year Reliv has become the industry leader in the emerging field of nutritional epigenetics. LunaRich®, the world's first epigenetic superfood, offers a breakthrough new way for people to take control of their health.

The Right Time: Today's health care crisis is creating an explosion in preventive approaches to wellness, and nutritional epigenetics holds the potential for mass appeal. No other products are poised to fill this market need like Reliv's LunaRich line.

The Right People: With cutting-edge products that work, the sky is the limit for Reliv Distributors! People everywhere are seeing and seizing the Reliv LunaRich opportunity. The number of new Reliv Master Affiliates, the highest Distributor profit level, spiked 238% in August-September 2013 compared to the same two months last year—a remarkable increase! Every successful business needs a product that is unique and offers value, and conversely, a product needs people to share it and be rewarded for doing so. That's what's happening right now at Reliv!

So how about you? Are you ready to be part of this growth and help lead the Reliv LunaRich Revolution? **Right now is the time to act!** Qualifications for higher profit levels have been slashed through the end of the year to make it easier for you to make more money more quickly (see page 20-21). Don't allow yourself to look back on this time and think, "What if?" Make it happen.

As I write this, I just returned from an amazing trip to Costa Rica for our 2013 Leadership Celebration. The Distributors who earned that trip all shared one common key to their success: the desire to change lives for the better. If you have the will, Reliv has the way.



Ryan Montgomery
President

The statements contained in this material have not been evaluated by the Food and Drug Administration. 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.

As with any independent business, success as a Reliv Distributor requires a significant amount of hard work and dedication. The individuals featured in this material offer a glimpse into the lifestyle and economic benefits they are enjoying through the Reliv opportunity as a result of their own skills and personal effort. These stories are examples only and are not intended as averages or guarantees.

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To learn more about Reliv, contact the person who shared this magazine or visit reliv.com.

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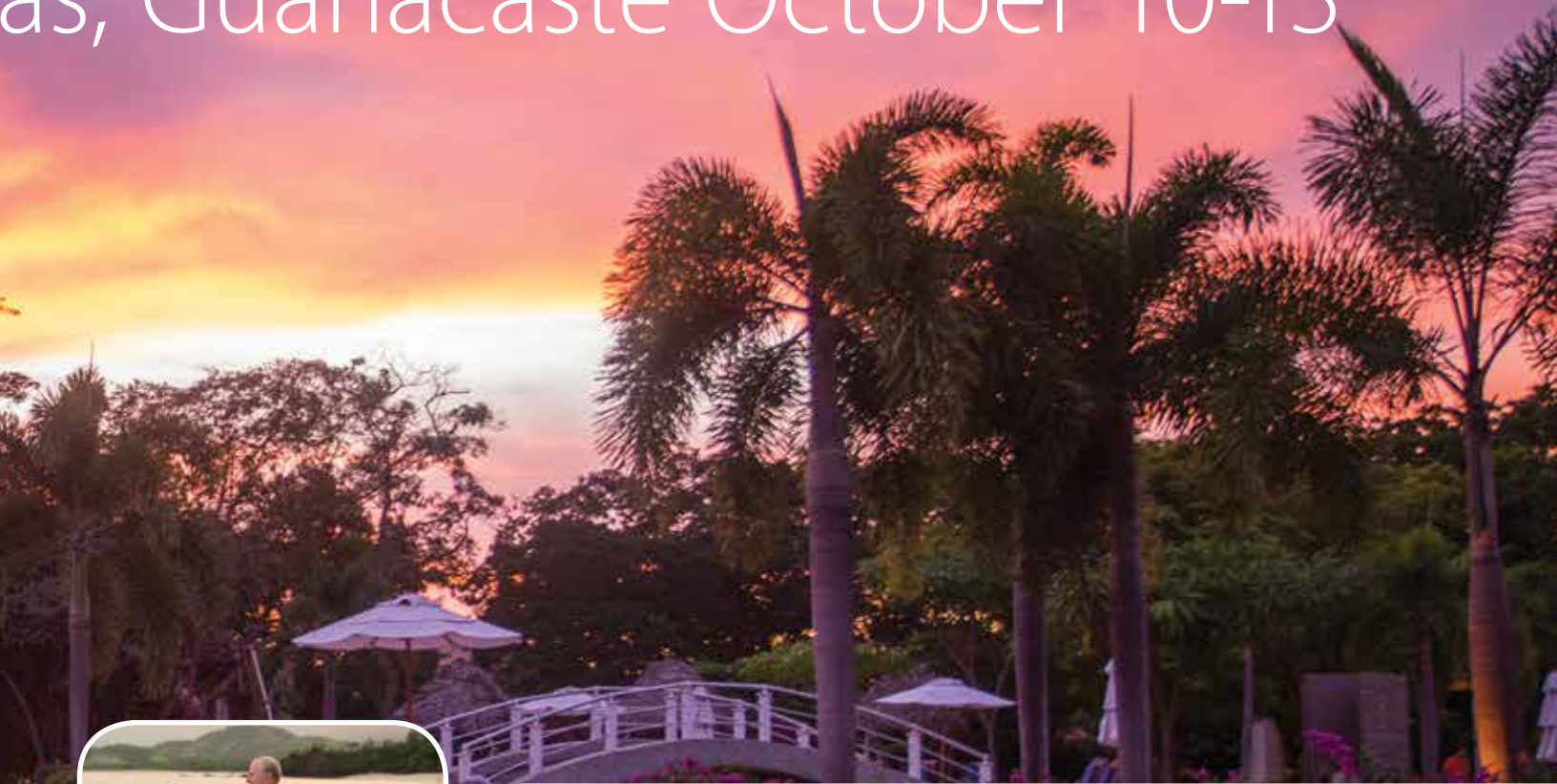
COS

2013 Re Cabo Vel



Costa Rica!

Live Leadership Celebration
Guanacaste October 10-13



Study shows potential of Reliv Now + LunaRich X to support weight loss, heart health and metabolic wellness

Dynamic

The evidence of the benefits of a lunasin-based supplement program continues to roll in. A University of Missouri study of pigs supplemented daily with Reliv Now® and LunaRich X™ for eight weeks showed significant improvement in key biomarkers associated with cardiovascular and metabolic health.

"While this was a small animal study and only a preliminary step in demonstrating the efficacy of this supplement regimen, the dramatic results are remarkable," said **Dr. Alfredo Galvez**, Chief Scientific Advisor at SL Technology Inc., a Reliv subsidiary. "Most exciting of all is that there currently exist no effective treatments for improving key biomarkers measured in the study, namely circulating free fatty acids and the hormones leptin and adiponectin."

Study Results

Test subjects recorded a decrease in weight gain and a 65% reduction in free fatty acid (FFA) levels, a biomarker associated with obesity and metabolic syndrome. While previous experiments had demonstrated LunaRich X's ability to lower LDL cholesterol, FFA levels remained relatively unchanged with LunaRich X supplementation alone. Only when combined with Reliv Now did researchers see a significant reduction in FFA levels.

The decrease in FFA levels was accompanied by coordinate increases in plasma levels of the hormones leptin (+64%) and adiponectin (+60%). Leptin signals the brain when the body had enough food, producing the feeling of fullness. Adiponectin (ADP) is a hormone from fat cells that controls energy metabolism, increases insulin sensitivity and supports weight loss. The two hormones perform complementary actions and can have additive effects on weight management.

A four-week washout period followed the eight weeks of supplementation. During these four weeks, test subjects maintained the same diet and activity levels but no longer received the combination of Reliv Now and LunaRich X. At the end of this washout period, key biomarkers measured in the study — FFA, leptin and adiponectin levels — returned at or near pre-study levels. **Conclusion: The combination of Reliv Now and LunaRich X was responsible for the marked improvement in metabolic and cardiovascular health indicators.**

Exciting Possibilities

"The physiology of pigs is very similar to our own, especially in liver function, so the results do suggest the potential for significant human health benefits," said Reliv Vice Chairman and Chief Scientific Officer **Dr. Carl Hastings**. "When you combine these results with the health benefits reported by Reliv consumers and the body of research already surrounding lunasin, it's hard not to get excited about the possibilities. The next step is to conduct human clinical trials, which we are actively pursuing."

Study Methods

Over an eight-week period researchers fed obese pigs an otherwise soy-free diet that included daily servings of Reliv Now and LunaRich X. Blood draws were taken at 10 minutes, 30 minutes, 60 minutes and 24 hours after ingestion to test the bioavailability of the lunasin. Weight and blood draws were taken at pre-treatment, at 4 weeks, 6 weeks and 8 weeks after treatment had begun. At the end of 8 weeks, an additional 4 weeks washout period followed without treatment. Weight and blood draws were also taken at the end of washout period (12 weeks).

Lunasin Powers Up Other Nutrients

In addition to its own benefits, lunasin increases the benefits of other bioactive nutrients in two ways:

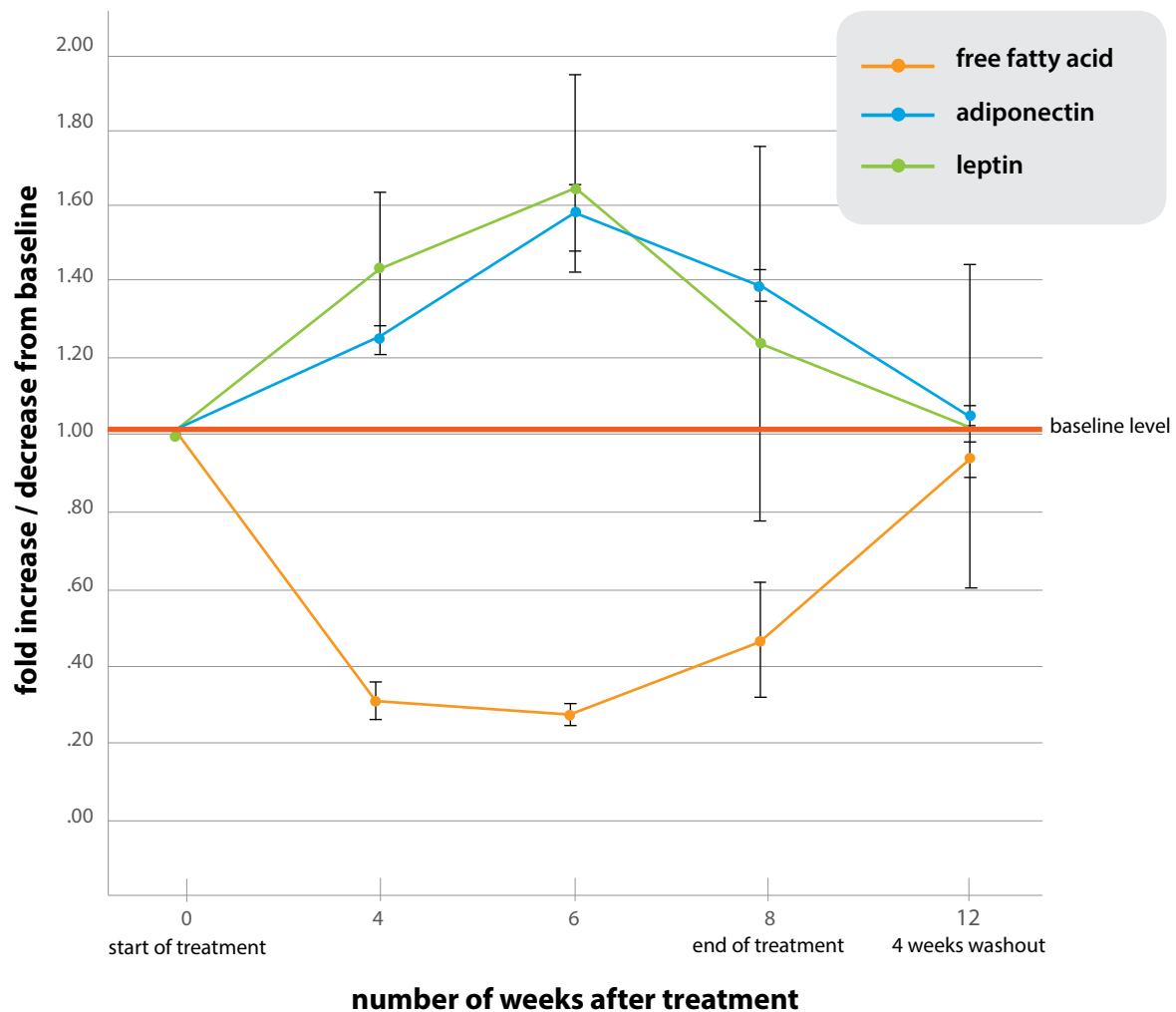
Synergism: Lunasin works in conjunction with other nutrients, each with its own effect on genes and physiological pathways. Many health problems are caused by multiple pathways and their interactions. If you disrupt these pathways with different bioactive nutrients, you can produce a more effective means of prevention.


Increased potency: Lunasin can also increase the potency or efficacy of other bioactive nutrients. For example, some 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.

"My working hypothesis to explain the increased levels of leptin and adiponectin in this study is that bioactive ingredients in Reliv Now activate the leptin and adiponectin genes and lunasin then increases the expression of the activated genes," Dr. Galvez says. "But more research is required to determine which nutrients are doing what."



Duo





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?

The lunasin peptide 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

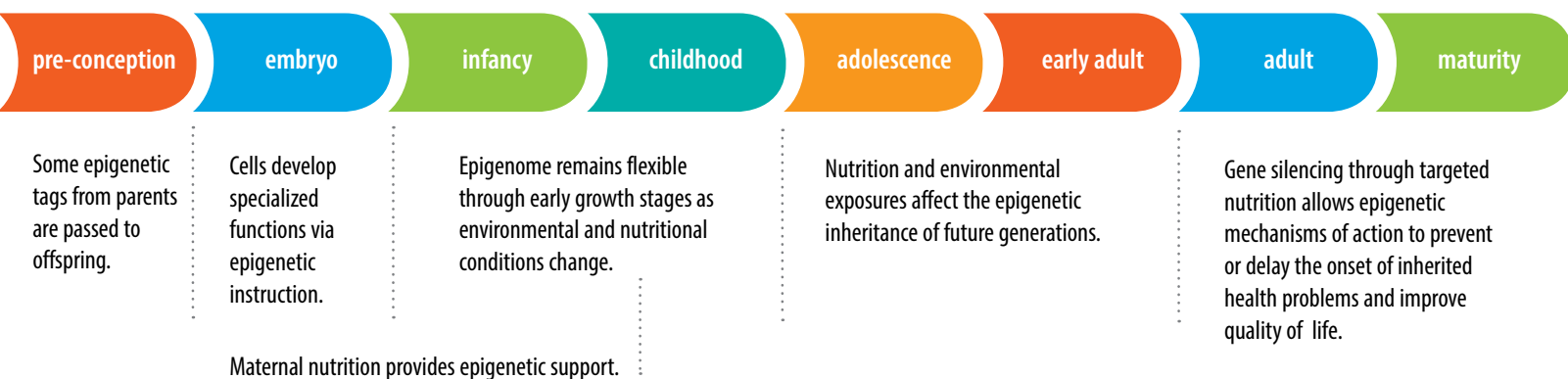
X contains the equivalent amount of bioactive lunasin that can be found in 25 grams of high-quality, industry-standard soy protein isolate, the daily amount identified by the Food and Drug Administration to help reduce the risk of heart disease. This means that you are assured of getting a healthy amount 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 Berkley to improve the nutritional profile of soy protein.

your epigenetic life



THE RELIV LUNARI



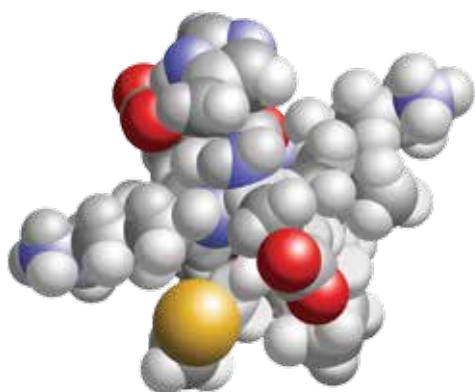
Who you are is written in both pen and pencil. Things written in pen you can't change. That's DNA. But things written in pencil you can. That's epigenetics.

THE INNOVATION

A New Dimension in Wellness

Every cell in your body, from your brain to your toenails, contains the same DNA, or genome. So what makes different cells perform different functions? The answer lies in your epigenome, a higher level of complexity within the cell.

The epigenome consists of DNA packaging material that signals your genome which genes to turn on and off. It determines both cell function and how well each cell performs its function. 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.



A Game-Changing Discovery

The soy peptide lunasin is the first nutritional compound identified to affect gene expression and promote optimal health at the epigenetic level. 50+ published papers from 25+ research institutions have demonstrated lunasin's ability to support:

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



A Nutritional Breakthrough

Patented LunaRich® from Reliv is the only nutritional ingredient to fully harness the health-boosting power of lunasin.

- 1. Source:** non-GMO soybean varieties with the highest concentration of lunasin
- 2. Process:** proprietary manufacturing technologies that maintain the lunasin's bioactivity
- 3. Product:** maximum lunasin for maximum benefits and a product line unlike anything else available today

CH OPPORTUNITY

THE OPPORTUNITY

Why Reliv?

Reliv is a publicly traded company with a solid, 25-year track record. In 2013 Reliv acquired exclusive rights to the lunasin used in LunaRich. So Reliv gives you the best of both worlds: a proven company with the latest technology.

Lunasin is found naturally in seed-bearing plants, but no other source on the market comes close to the concentration, potency and bio-availability of the lunasin in LunaRich. Reliv is way ahead of the curve in realizing the potential of this clinically proven superfood.

Why now?

The science of epigenetics is now hitting the mainstream, and nutritional epigenetics will soon follow. In an era when preventive health care is exploding, the idea that you can help direct your DNA naturally through nutrition holds the potential for mass appeal. No other products are poised to fill this market need like Reliv's LunaRich line.

Why me?

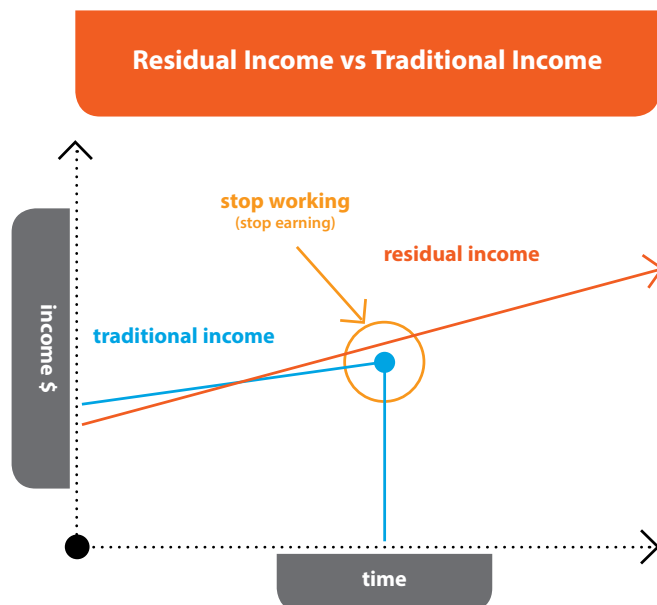
Reliv offers you a simple and proven path to entrepreneurship, whether for supplemental income or a whole new career.

- Exclusive, proven products
- Target market: everyone
- Low start-up costs
- Money-back guarantee
- Built-in manufacturing, marketing, distribution, customer service and more
- Successful Reliv Distributors with a vested interest in helping you succeed
- The opportunity to earn residual income for life.

Reliv provides what people need most — better health and the opportunity for financial security and personal freedom.

The opportunity is real, it's here, and it's yours for the taking.

established company
+
cutting-edge technology
=
remarkable opportunity



Cutting-Edge Nutrition

Smart Prevention

As a teenager **Joseph Kunze** of Grand Prairie, TX, had an accident playing football that left him with a bad back. For two years he wore a back brace and struggled with back discomfort.

Today, Joseph lives a better life. He credits his body bouncing back to Reliv. "I still have the same back, same everything. So I know it's the Reliv," he says. "I went off to college and stopped taking Reliv — not smart. I remember sitting on my bed one day and saying to myself, 'You felt better with Reliv.'"

Now using Reliv's LunaRich products, Joseph has seen improvement in his health that even impressed his doctor. His cholesterol levels have improved and he wakes up every day feeling great. He also has a different mindset about his health: "Now I'm all about prevention," he says. "I feel so blessed to be a part of Reliv!"



Proof Positive

"I'm the kind of guy who needs proof," says **Rob Frick** of Otis, CO. At 47 years old, Rob had already undergone one knee surgery. Wear and tear from martial arts and working in law enforcement, truck driving and on his wife's family-owned farm had taken a toll. By winter 2012, he could barely walk and his knees hurt so much it woke him up at night.

That's when Rob decided to give Reliv a try. "I was skeptical, but in two weeks I was walking with normal strides," he says. "I use several Reliv products, including the LunaRich line. That plus Arthraffect® has made the difference with my knees."

Rob no longer struggles to climb up into his equipment when he works, and his new-found energy allows him to spend more time with his family of 10. For Rob, that's more than enough evidence: "I've been involved with health and nutrition companies before, but I've never seen anything that works as well as these LunaRich products."



Happy Ending

"Anyone who uses LunaRich has a good story to tell," says **Lori Storms** of Cologne, MN. "Once the LunaRich X™ capsules came out, I started to hear more and more stories. It took time for me to feel like I was at my best, and I decided to take more than one capsule per day, which helped me immensely."

Lori and her husband, **Hank**, began taking Reliv products in May 2012. At first, Hank was skeptical but he couldn't help but notice the improvement in his wife's joint and sciatic nerve pain. "Then his cholesterol improved and he started to believe in the power of optimal nutrition," she says.

As a full-time human resources worker, Lori has been able to share Reliv with many people at her company. "We are never going to stop taking these products," she says. "They work!"



Luna Innova Meets Op

Unlimited Business



Amazing Life

"I'm a retired school teacher now teaching people how to get what they want out of life," says **Susan McConnell** of Gaston, IN. "It started when I asked a doctor if there was a nutritional approach to better health and he introduced me to Reliv. Two weeks later I had energy like a child and felt amazing!"

Susan decided to take a closer look at the business opportunity. "I went to one of the meetings and was blown away," she says, "I left as a Distributor. I wanted to tell every single person I knew about Reliv." Three and a half years later she could retire from teaching, now earning \$10,000 more than her teacher's salary through Reliv.

LunaRich has ignited a new wave of business growth for Susan. "LunaRich has increased the excitement for Reliv products," she says. "The science of epigenetics and the proven health benefits are gaining everyone's attention."



Incredible Opportunity

When **Jennifer Eaves** of Lindon, UT, started her Reliv business 11 years ago, her husband had been out of work and they had four children still at home. She needed a way to help support her family while staying at home with their kids.

She has since shared Reliv with hundreds of people — and never more than right now. "My business really started booming with the introduction of LunaRich. I am amazed at how quickly people are seeing health results," she says.

"I think that Reliv is the best business opportunity in America right now," Jennifer adds. "To have the exclusive rights to lunasin, which changes lives in a huge way, is an incredible opportunity."

Jennifer has reconnected with people who initially weren't interested in Reliv, but have come back because of the health results they've seen with LunaRich. "Even if they weren't looking for a business, they are now," she says, "Who wouldn't want to feel better?"



Personal Freedom

"Reliv has given me personal freedom," says **Susan Baroni** of Westlake Village, CA. "My life changed when I first heard about Reliv, and my business has grown like wildfire since the introduction of LunaRich X!"

Susan began taking Reliv Now® in 1992 and noticed a burst of energy and relief from PMS and a sugar addiction. With her excellent results, she began sharing her story and building her Reliv business.

"I'm still an active Master Affiliate after 21 years," she says. "Knowing and trusting that my Reliv check is coming each month has given me the freedom to pursue my passion of spiritual counseling and determine my own priorities." When her father and mother were aging and required assistance, for example, she was able to spend time with them and stay financially healthy because of her Reliv income.

"LunaRich X makes sharing Reliv so easy," Susan says. "It's a great time to be a Reliv Distributor!"

Rich:
tion
portunity

Reliv invites you and a guest to cruise in style for five days and four nights aboard the Ruby Princess, a luxury ship full of endless amenities. Visit the spa, go duty-free shopping or take a dip in one of the pools. Dine at your choice of restaurants — from casual to gourmet. At night take in live theater or a movie, or hit one of the casinos, lounges or dance clubs. Or just relax . On the Ruby Princess, your time is truly your own.

Ports of call:

Ft. Lauderdale, Florida: We'll fly you to the most popular beach resort city in Florida to start your adventure.

Princess Cays, Bahamas: Enjoy an exclusive port of call on the unspoiled beaches of Eleuthera, an island one hundred miles long and only two miles wide.

Grand Turk, Turks and Caicos Islands: Experience turn-of-the-century Caribbean charm, rich history and world-famous coral reefs on this small, secluded island.

Day at Sea: Don't go anywhere. Just sit back, relax and party with all your Reliv friends on the Ruby Princess.

Get excited, get busy and get on board!



Geton

Ruby Princess Caribbean



3

ways to earn the trip:

(for Distributors in US and Canada)

1

For all fully qualified Master Affiliates (MAs):

Finish in the top 25 in personal group volume (PGPV) for November-December combined.

2

For Ignition Promotion MAs (those who first qualified as MAs from August-October 2013):

Finish in the top 10 in PGPV for November-December combined among all other Ignition MAs.

3

For those who qualify as MAs in November-December 2013:

Your name will be entered into a drawing for 3 more trip winners.

Board!

an Cruise **April 3 – 7, 2014**

From Surviving to Thriving



Mindy Jones
New Reliv Hall of Famer, Alpharetta, GA

It's shocking to hear Presidential Platinum Ambassador and new Hall of Fame member Mindy Jones say that she isn't a natural salesperson. After all, she has achieved Reliv's highest Distributor ranks, taken more than 100 Reliv trips and enjoys financial freedom she never thought possible.

Mindy exudes humility and gratitude as she talks about her journey to success, and always remembers the people who helped her along the way. "[Fellow Reliv Hall of Famer] Tom Pinnock introduced me to Reliv and trained and worked with me all those years ago," she recalls. "One of the things Tom is incredible at is painting the picture of what is possible with Reliv. He gave me the confidence to start my business. He and countless other Reliv Distributors have inspired my success ever since."

Priorities

From the beginning her goal was clear: "I just wanted to come home and be a full-time mom to my daughter. Tom took a picture of my daughter and put it on his refrigerator and made that his goal too — to help me get home."

Self-employed since age 25, Mindy owned a women's clothing consignment shop, Glad Rags, in Atlanta and was living on her savings from a marketing company she previously owned. "Working for myself was important to me," Mindy says. "But around the time my daughter was turning 4, I was looking for a way to make extra money because I was working 60 hours per week and I wanted to spend more time with her."

Having the time to raise her only child, Sarah, was of paramount importance. Mindy was ready to make a life-changing decision.

Resolved to Succeed

"I started on the Reliv products to lose weight and have more energy. I was exhausted," Mindy says. "I agreed to go to a Reliv presentation and hear the stories. I knew right away this was the right company for me."

Within 11 months of becoming a Distributor, Mindy was earning a six-figure income and had reached Presidential Director. A year later she could focus on Reliv full time. "As if it was meant to be, someone offered to buy my store from me," Mindy says. "It was time to take my Reliv business to the next level."

Mindy sponsored an Australian man who had seen great results with a knee injury after taking Reliv products. He was eager to take Reliv back to his home country. Mindy became instrumental in setting up Reliv in Australia, the company's first international market.

It's All About Others

To build a big business, Mindy says the key is for Distributors to keep talking to new people and investing time with potential business builders: "You never know who your next superstar is going to be."

She is quick to point out that the most important thing is to care. "You've got to learn what people want and what makes them tick," she says. "It's not about pushing sales on other people; it's about connecting with them and figuring out what they want. Reliv has taught me that you've got to care about people."

Taking Her Time

Mindy has taken over 100 trips on Reliv between conferences, special events and dozens of trips earned. "I filled up a passport and had to get another one because I had so many stamps!" she says.

In addition to official Reliv trips, Mindy has the freedom to travel to Norway to visit Sarah, now 27, and stay close to her daughter despite the miles. "When you don't have a time clock and worry about a paycheck, you can do what is in your heart — just dust off your dreams and do whatever you want in life."

Advice From a Woman Who Knows

How does a person who claims to have no sales expertise achieve such success in the direct selling business? "The main reason I got to the Hall of Fame is because I didn't quit," Mindy says. "If you eliminate the option of quitting, you'll get there eventually."

Looking ahead, Mindy plans to continue doing the same things that got her to where she is now. "I feel like we have a brand new company now with our acquisition of Lunasin and our outstanding LunaRich® products," Mindy says. "It's the best time possible to build a Reliv business. I'm starting over again like I did 23 years ago. I want more people to have the lifestyle that I have and I'm ready to get to work!"

Mindy says that if success can happen for her, it can happen for anybody. "I have become somebody that I never thought I could become. Reliv is a personal growth opportunity wrapped around a business. All you need is a heart and a mouth. There are so many people out there who are just barely surviving, but through this business you can thrive."

"Having her around while I was growing up is irreplaceable. I understood this from a young age and knew that my Mom was working for my benefit. I think this created a mutual respect between us which has turned in to a lifetime of friendship."

Sarah Jones



"Mindy built her business with her heart, home and hospitality. She is one of the greatest people I have ever known and I'm proud to be her friend. In the beginning, Mindy was scared to speak in public but now she owns the stage."

Tom Pinnock



"Mindy lives her life intentionally and out of that enthusiasm for life flows her optimism, compassion, and a genuine heart that is dedicated to serve, encourage and empower all who are fortunate enough to be a part of her life. It's a privilege and an honor for me to walk through my Reliv career with such a dear friend and an awesome mentor."

Sherri Selman

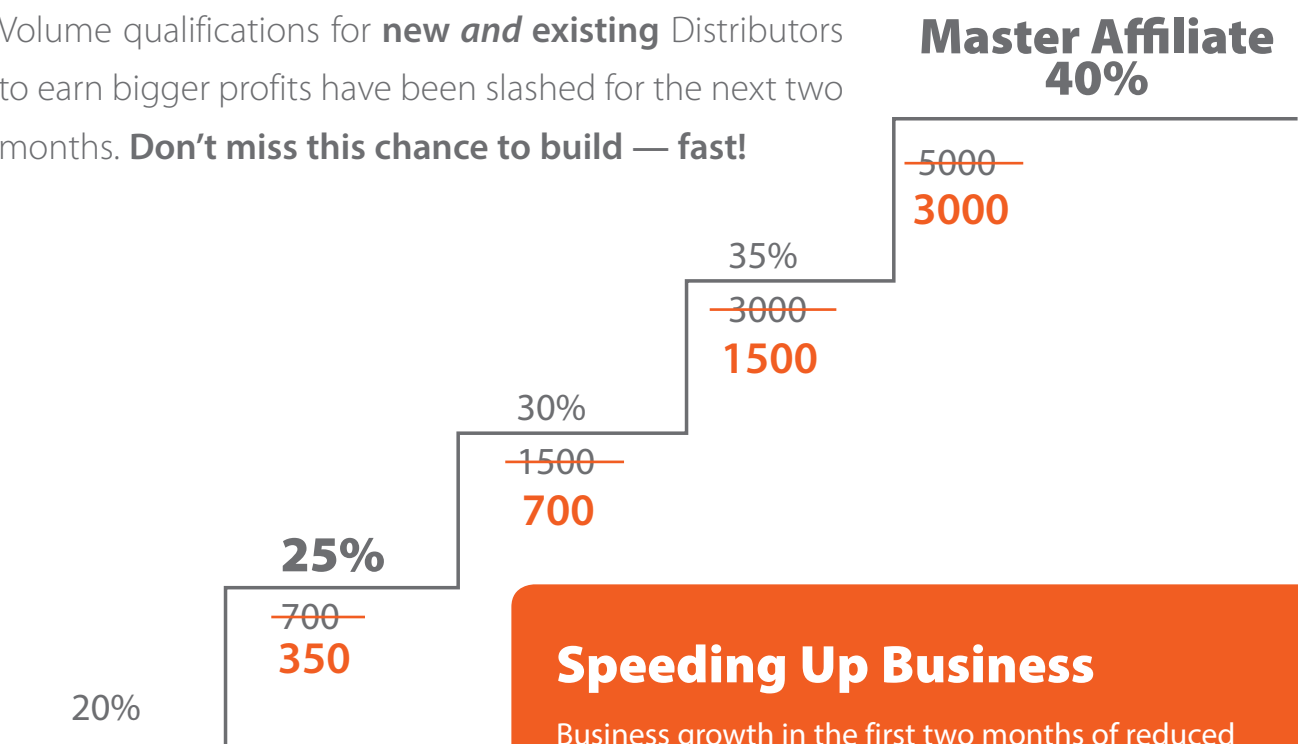


Acceleration

November-December 2013

Reliv's recent Ignition Promotion generated big excitement — and big business — for Distributors across North America. And we don't want it to stop! By popular demand, Reliv has extended the promotion's reduced profit level qualifications until the end of 2013. Ignition has become Acceleration!

Volume qualifications for **new and existing** Distributors to earn bigger profits have been slashed for the next two months. **Don't miss this chance to build — fast!**



Speeding Up Business

Business growth in the first two months of reduced profit level qualifications (August-September 2013) compared to the same two months in 2012:

+238%
in new Master Affiliates

+27%
in sponsoring

+11% in net sales



Igniting **Success**



The Reliv 25 Conference in July blew us away! We couldn't believe the sincerity, kindness and passion of the people we met there; it inspired us. When Ignition came in August, it added fuel to the fire. We hosted two at-home parties that produced two new Master Affiliates plus additional Distributors. The reduced qualifications made it easier for people to reach higher profit levels. After 35 years in the swimming pool industry, we plan to use this momentum to create a full-time income with Reliv.

Richard & Debra Larsen, West Bountiful, UT



I started with Reliv seven years ago and have seen some ups and downs in my business — and right now things are way up! Acceleration gives me a new incentive to talk to people. Even people only interested in taking the products are starting at higher levels. Combined with the science of LunaRich® and how quickly people are seeing results on the products, I have a whole new confidence in what I have with Reliv. It's not just a job now; I'm on a mission!

April McClellan, Schleswig, IA



We launched our business in April and hit the ground running. We saw people starting on the products and getting *awesome* results! We were rewarded with a plaque at the Orlando Conference for our efforts. The Ignition Promotion came along and it was like dumping fuel to the already lit fire. We earned a Kalogris plaque in August. Acceleration allows more people to receive the rewards of Master Affiliates. More products on hand equals better results at a larger discounted price and a more exciting opportunity to tell others the good news of Reliv.

Scott & Dawn Weaver, Imler PA



We started with Reliv eight years ago, but this past September was our best month ever in the business. We added three new Master Affiliates to our organization, helped two others add Master Affiliates of their own, sponsored more Distributors, plus had new customers. The combination of LunaRich and Acceleration makes Reliv such an obvious opportunity right now. People are excited about the products and have an easier path to get started in the business. Presidential Director here we come!

Lydia & Randy Dice, Grand Rapids, MI



I don't trust MLM companies.

"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."

— Karen Turner, Orem, UT



I don't have the time.

"When I started Reliv I was working full-time and raising two young children. 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."

— Amy Blaser, Columbus, NE

I don't have the money.

"Become a Distributor so you can buy Reliv products at a discount. You're already buying food; instead of buying candy and heavily processed food, you can change your eating habits to something healthy. If you don't have enough money, that's exactly why you need this opportunity."

— Tom Pinnock, Orlando, FL



I'm not a salesperson.

"Neither of us had ever sold or wanted to sell anything. Thankfully, we don't need to do any of that with Reliv. Our 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."

— Chris Toriello & Mark Gauger, North Yarmouth, ME



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! And with epigenetics now hitting the mainstream, people are going to be learning about Reliv and LunaRich real soon. Let them hear it from you!"

— Ryan Montgomery,
Reliv 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!"

— Beth Mull, Allouez, MI



start a reliv business? I can't do that!

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 videos do the talking for you."

— Sherri Selman, Alpharetta, GA



I don't want to bother people.

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

— Joyce Holthaus,
Mundelein, IL



because of reliv



Dan & Fern Utz / Hicksville, OH

We live debt-free

With a career in music and ministry, Dan and Fern Utz had been looking for additional income. They found Reliv. "Our Reliv business has been a lifesaver in an unstable economy," Dan says. "The beauty of it is that we're helping other people by sharing the hope that we have."

He adds: "We have been able to live debt-free thanks to Reliv. I had heard about other opportunities over the years, but Reliv brings a steady paycheck and the gratification of knowing that we're helping others."

Owning a Reliv business provides additional, steady income and fits right in with the Utz's ministry work. "Reliv is especially rewarding to me because it supports what we were already doing," Dan says. "We bring hope through ministry, and with Reliv we provide another kind of hope: a practical solution for people in need of better health and finances."



Peter Light / Sandy, OR

I have a new purpose

Peter Light became a Distributor two years ago after learning about Reliv from his father. He was also working a full-time job. "I did Reliv whenever it was convenient," he says.

When he decided to attend the Reliv 25 Conference, his employer wouldn't let him have the time off work. So he quit to pursue Reliv full time. "I was excited about making Reliv my focus," Peter says. "I see the potential and I can't wait to see where it goes from here."

Peter always dreamed of finding a way to make money by talking to people. He also wanted to strengthen the bond with his father. Now they are working their Reliv businesses together. "Who would have thought an engineer and an artist could work side by side?" Peter says. "I'm having a great time telling people about Reliv and learning more about myself and my father."



John & Annette Stegenga / Jarvis, Ontario

We travel the world

John and Annette Stegenga have always been focused on service and dreamed of going on a mission trip. But they could never afford the trip until they received a Reliv bonus and decided to pay it forward. "In addition to paying off our mortgage and living debt-free, we were able to visit and work in Guatemala," Annette says.

John performed mechanical work and Annette used her professional nursing skills to teach others in the health care field. They worked together at an orphanage and enjoyed it so much they went back a second time!

"We are able to make these mission trips an ongoing thing because of Reliv," Annette says. "We've also been able to travel to see our four daughters and bring our family closer despite the distance," she adds. "Reliv is the best!"



Bob & Ludy Furlong / Chicago, IL

We live life on our own terms

Bob and Ludy Furlong found Reliv 21 years ago. Bob was a fireman with two side jobs working 80-90 hours per week. "I was skeptical about Reliv," Bob admits, "But that disappeared when we made almost \$25,000 in our first six months."

Three years later, Bob quit his part-time jobs to help Ludy with the business. Then at age 52 he was able to retire from the fire department. "I would have missed the best 11 years of my life if I hadn't gotten to retire," Bob says.

The Furlongs' son's family recently settled in Charlotte, NC. Bob and Ludy bought a second home in Charlotte with their Reliv income so they could spend more time with their two grandchildren. "We're at the phase where we want to be with these little ones while they're little," Bob says. "We still work our Reliv business, and are so thankful to have the finances and time to spend our time like we want to."



Dawn VanAmberg / Livonia, MI

I am there for my family

When Dawn VanAmberg discovered Reliv, her kids were five months and two years old. She has been a Reliv Distributor for 17 years and her children are now in high school and college. "Reliv has given me the freedom to be there for my family," Dawn says. "They're very healthy because of it as well!"

After her daughters were born, Dawn became a stay-at-home mom but wanted to earn an income. She had no interest in returning to corporate America. "My kids were able to be with me all of the time," Dawn says. "I could volunteer at their schools and really connect with them. To this day, my girls remember how I was always around!"

And Mom has enjoyed other benefits too. Dawn has earned multiple Reliv trips to destinations like Europe and Cancun. "Reliv is the most rewarding opportunity out there," she says. "We've enjoyed remarkable health and the lifestyle of our dreams."



Be the

“Be the change you wish to see in the world.”

Mahatma Gandhi

At International Conference this year, we asked you for fundraising ideas for the Reliv Kalogris Foundation. Many of you made wonderful suggestions that we have been posting on our Facebook page. But there was one that stood out right away and we’ve already put it into practice: the RKF “Be the Change” Campaign.

Gandhi’s famous quote is one we think can apply to the RKF’s generous supporters. Your donations enable the Reliv Kalogris Foundation to change the lives of children all over the world.

So what can you do?

It’s simple: Take an empty Reliv can, cut a slit in the plastic lid and put your loose change in it at the end of each day. Give one to your neighbor or coworker or dry cleaner. Let your kids bring one to school. We’ve even got a “Be the Change” label ready for you to print (visit reliv.com/reliv-kalogris-foundation for a link to download the label) or you can make your own.

Challenge yourself to see how much you can collect — then challenge your local group to compete with those across the country, or even internationally. Remind each other that your loose change will bring change to the lives of children around the world!



Change

Your Own Life-Changing Experience

Next summer we will give special recognition at our annual Rally for the Mission to the team that raises the most money for the RKF. **The individual who collects the most money will be joining the RKF staff for our annual Christmas in Haiti trip,** where you will visit the children and distribute gifts at the RKF Home. This is a wonderful opportunity to see firsthand how you are improving the lives of those in need.

The Haiti trip "Be the Change" challenge begins now and runs through June 30, 2014. Accept the challenge! Be the change for a child in need.

Your Generosity in Action: Meet Amrutha

Amrutha is in the 9th grade and a recipient of Reliv Kalogris Foundation support. For more than seven years she has lived in a home that provides Reliv nutrition and she helps to make the Reliv shakes every day. She is the second oldest girl there and a big help with the younger children.

Amrutha started on Reliv because she was feeling weak and prone to colds. Since then she has experienced more energy, improved health and a better life. Amrutha is one of the 42,000 children that the Reliv Kalogris Foundation feeds daily. Be the change for more children like her!





Name: Nick Liemandt

Hometown: Collegeville, MN

Gigs: Reliv, college student

Reliv Regimen: 24K™, LunaRich X™, Reliv Now®, Reliv Now® for Kids, Arthraffect®, FibRestore®

No-Brainer: My mom started me on Reliv three years ago. She charged us \$3 per day if we didn't take our shakes. It was a no-brainer for me. I loved taking them!

One Step Ahead: Reliv is how I start my day. All of these other kids walk around with coffee mugs; I just grab a shot of 24K. By the afternoon, I don't have to take a nap like my classmates. At the end of the day, I fall asleep right away and sleep through the night.

Staying Strong: I take a shot of 24K before I work out. I don't have to deal with all of the crashes that many of my friends do after pumping caffeine into their bodies.

Name: Barb Verbonich

Hometown: Monterey, CA

Gigs: Reliv, teacher

Reliv Regimen: Reliv Now, LunaRich X, Arthraffect, CardioSentials®

Working with Passion: I retired from teaching, but love working a few days a week with 5th and 6th grade home-schooled children. I have a passion to build their character and appreciation of our American heritage.

Feeling Results: I am 65 years young and feeling great. I personally get great results with my heart and joint health. I'm a 5-8 LunaRich® points-a-day girl.

A Whole New Business: Reliv has never been stronger! I'm more excited today than when I first started my business. We're contacting old customers and reintroducing Reliv with LunaRich X. It's all about teamwork and helping others get what they desire.

Name: Laura Lynn Martin

Hometown: Millbank, ON

Gigs: Reliv, homeschool teacher, ministry

Reliv Regimen: Reliv Now, LunaRich X, Optain!® (Innergize!), Herbal Harmony® (FibRestore), ProVantage®

Wealth and Health: I was looking for nutrition and my husband was looking for a good business opportunity. When a friend shared Reliv, we jumped right into both. It's been an absolute blessing. Now I share it with everybody I meet!

Power Tool: One day I met someone new. I popped my phone out to show her the Reliv epigenetics video. She was so impressed she became a Distributor that day. The video took all of the science behind epigenetics and made it easy to understand. She was hooked.

Finally Flexible: I'm a homeschooling mom and work in ministry in addition to our Reliv business. With Reliv we're able to work part time with a full-time attitude. We can enjoy the time freedom that other businesses just can't offer.

Name: Mindy Meyer (and son, JD)

Hometown: Wapakoneta, OH

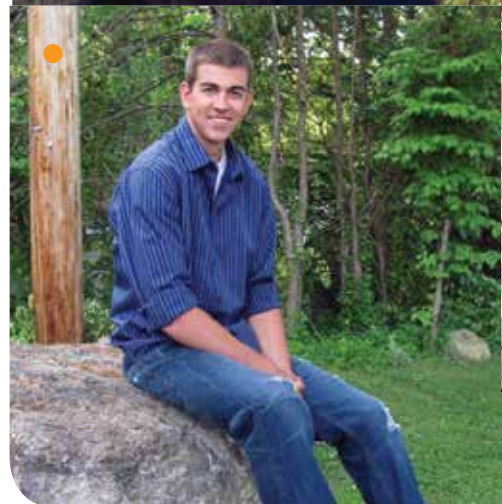
Gigs: Reliv, mom

Reliv Regimen: 24K

Nodding Off: My son, JD, had difficulty staying awake in first period English class. With basketball practice and homework, he wasn't able to get enough sleep. As an athlete, he didn't want to put questionable ingredients into his body.

Giving It a Shot: JD's teacher said she would have to fail him if he couldn't stay awake, so he tried coffee. He stayed awake through first period but experienced brain fog and an energy crash by practice. 24K was exactly what he needed.

Wide Awake: JD takes 24K before school and is able to stay awake through all of his classes. He takes another shot before practice for an extra boost. It relieves his stress from school and keeps him at his best for the game. He always keeps a bottle of 24K in his gym bag!



The statements contained in this material have not been evaluated by the Food and Drug Administration. 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: Nathan Tighe

Hometown: Beavercreek, OH

Gigs: Reliv, college

Reliv Regimen: 24K, Reliv Now, Innergize®, LunaRich X, ProVantage

Eat Your Veggies: Starting out, I treated Reliv products like vegetables. I didn't want to eat healthy stuff. Then I got mono in high school and had to have surgery on my throat. When I got back to school, I decided I needed to make a change and get healthy.

Work and Weights: I lift six days a week and experience very little soreness thanks to Reliv. I'm able to put up more weight and reps consistently. Even better, I take the products before my class at eight in the morning and I'm ready for the day!

Prevention: With the Reliv products, I don't have to wait to get sick. I can take Reliv now and keep myself healthy. With my Reliv business, I don't have to stress about college. I can walk out of college debt-free and have a significant income!



Name: Eileen Tesch

Hometown: Algonac, MI

Gigs: Reliv, attorney

Reliv Regimen: LunaRich X, Reliv Now, Arthaffect, FibRestore

Burned Out: When I first found Reliv seven years ago, I was a burned-out attorney at a law firm. I thought the three food groups were caffeine, nicotine and happy hour. I was on my way to crash and burn.

Seeing a Change: I started the products, began losing weight and improved my outlook. Clients could even see the change in me! I wasn't sure about the business, but I loved the idea of helping people. Thankfully I did start a Reliv business and eventually resigned from the law firm.

Priceless: We work with people in Reliv instead of competing against them. We all want to change the world. A customer once told me, "You are the answer to my prayers." How can you put a price on that?



Name: James Hodgkin

Hometown: Bartlesville, OK

Gigs: Reliv

Reliv Regimen: Reliv Now, FibRestore, ProVantage, ReversAge®, Innergize!, LunaRich X, 24K

Looking for an Answer: Before I was introduced to the Reliv products, I lived with seasonal allergies and achy knees. Reliv brought relief.

Reverse Aging: After just 10 months on Reliv, I feel like I am almost reversing the aging process. I have lost 60 pounds, I breathe much easier and the joints in my knees have greatly improved.

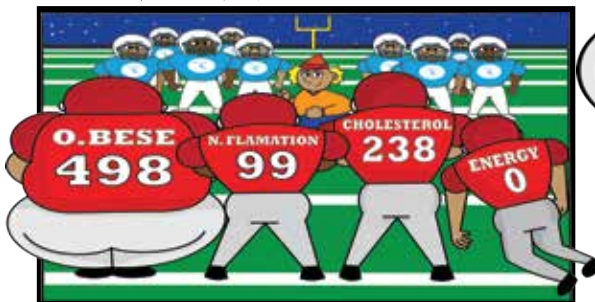
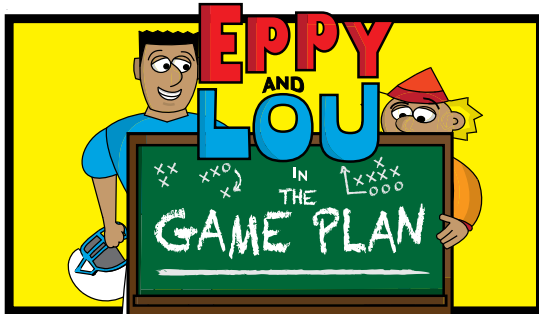
Investing in Yourself: The single best investment you can make in yourself is prevention. Plenty of people seem to have the money to buy trivial things, but have none for what their bodies truly need. They should give Reliv a try!

what's your story?

We want to hear it! Send us your Reliv health or business success story and, if we feature it in *Lifestyle* magazine, we'll send you a Reliv t-shirt! Submit your story today: mmanley@relivinc.com

THE ADVENTURES OF LOU NUSSIN AND EPPY G. GNOME

BY: Jan Sullivan



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