

lifestyle

reliv.



reliv:
the nutritional
epigenetics company

this is
your
patented
shot!

Healthy energy for body, mind and spirit.

There's nothing else like 24K™, and now we have a U.S. patent to prove it! 24K is the only energy shot to address all three elements of the fatigue cycle, delivering energy, focus and stress relief — all with no caffeine, no sugar and only five calories per serving.

24K becomes the ninth Reliv nutritional formula to earn a patent. Congratulations, Dr. Carl and the Reliv product development team! Learn more at reliv.com/24K.



24K™

energy + focus
DIETARY SUPPLEMENT

28 fl oz 828 mL

@mrdaps Good morning #Reliv! Who is ready for the Rally for the Mission?
Let's raise some kids some money! #kalogrisfoundation #reliv25

What an awesome conference it was! Reliv hit the ball out of the park with this one! Let's GO!
Sherri Selman via Facebook

What a blessing to have products that are changing lives and RELIV now has lunasin! We love getting calls from family and friends exclaiming, "I can't believe the difference!"

Kay Huber via Reliv blog

Super-excited to be sharing this. Gotta love Reliv and the power of products and company!

Katrina van Oudheusden via YouTube
(on Reliv's new epigenetics video)

@imastagemom Not just life-changing results, life-saving results!
#reliv25 #integrity #soblessed

Congratulations Reliv and Dr. Carl on the 24K patent! I love my 24K!

Lina Lacaille via Facebook

@rgrrabbit1 Just registered for the Reliv Impact West event in San Francisco! Can't wait til January! #reliv25

These men are geniuses in the nutrition science world and I'm so glad to have them leading Reliv in the 21st century!

Jane Rothe via Facebook

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

@deliaspeaks "Go where you're celebrated, not tolerated."
#wordstoliveby #reliv25

Congratulations, Mindy! You've helped so many of us along the way!

Heather Hastings Yasolsky via Facebook
(to new Hall of Fame member, Mindy Jones)

tableofcontents

06	Celebrating 25 Years
08	You & Lunasin
10	Reliv: The Nutritional Epigenetics Company
12	Xtraordinary Results
14	Share the Story
16	Québec!
18	Setting Goals, Achieving Dreams
20	Building a Wonderful Life
22	Take Control of Your Financial Future
24	Because of Reliv
26	Building Hope
28	My Story
30	@reliv.com



Create Your Defining Moment

The Reliv 25 Conference in Orlando was much more than a celebration; it marked a turning point for Reliv. On opening night I had the honor of announcing that Reliv had acquired exclusive rights to the intellectual property of lunasin, the first epigenetic superfood.

What this acquisition can mean for Reliv — and for you — excites me to no end! Just think about what you now have a hold of:

- an exclusive, clinically proven ingredient
- produced using proprietary manufacturing technologies
- with patented mechanisms for health improvement in the body
- and the first dietary compound shown to promote optimal health at the epigenetic level — a game-changing field of study that is just now hitting the mainstream

I am not exaggerating when I say the Reliv products have never been more effective and that the Reliv opportunity has never been more limitless. You can seize this opportunity at the right time and turn it into big rewards for you and your family. Reliv has created the business tools, the incentives and the events to help you make it happen — flip through this issue of *Lifestyle* and see for yourself.

With every business success story, there are people who missed the opportunity and think, “I wish I had...” Don’t let lunasin and Reliv be your missed opportunity! You can make this turning point for Reliv a defining moment in your life. It just takes getting Reliv and the science of lunasin in front of people.

The opportunity is here, it’s ready and it’s yours for the taking.



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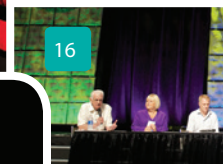
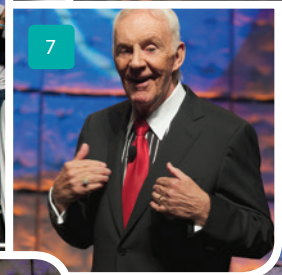
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To learn more about Reliv, contact the person who shared this magazine or visit reliv.com.

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celebrating



ImpactWEST

san francisco.ca < january 17 & 18. 2014

ImpactEAST

charlotte.nc > february 14 & 15. 2014



Start 2014 with a bang at Reliv's all-new IMPACT Events! We're putting major events on both sides of the country this year for two days each of focused, hands-on, ready-to-use information for Distributors looking to build BIG!

You'll get all the business-boosting power and fun of a Reliv conference in a more convenient, more affordable (\$65 admission includes lunch on Saturday) and more interactive package. So you'll be able to bring a bigger group with you! But don't wait to sign up. **Tickets are limited and we expect to sell out both events.**

Learn more at reliv.com/reliv-conferences and register at 800 RELIV US (735.4887).

Share Reliv, build your business and prepare for IMPACT!

- 1 **Cayla Collins** of NH celebrates receiving a bonus check with **Sue Brusa**, also of NH.
- 2 **Pedro and Teresa Colima** of IA are honored for becoming Silver Ambassadors.
- 3 Winners of the Reliv 25 promotion pose with their commemorative autographed posters.
- 4 Chef **Katrina Van Oudheusden** enjoys a silly moment with a friend.
- 5 Reliv President **Ryan Montgomery** announces that Reliv has acquired exclusive rights to lunasin!
- 6 An international group from Europe, including **Andreas and Britta Bullman**, waves to the crowd.
- 7 Reliv Chairman and CEO **Robert L. Montgomery** shares the history of Reliv's first 25 years.
- 8 The Reliv corporate team wows the Rally for the Mission crowd with their "Donate Maybe?" routine.
- 9 Executive Vice President of Sales & Marketing **Steve Hastings** announces bonus earners.
- 10 Fellow Distributors congratulate **Robert and Lauren Laird** of CA on their business success.
- 11 "Snow White and the Seven Distributors" perform at the Rally for the Mission.
- 12 The Pittsburgh group wins first place in the Rally for the Mission with a Reliv-ized "Sweet Caroline."
- 13 The Reliv All-Stars enjoy the spotlight they've earned.
- 14 Chief Scientific Officer **Dr. Carl Hastings** makes the 24K™ patent announcement.
- 15 Distributors from around the world receive recognition for their success.
- 16 Senior Vice President of Distributor Success **Don Gibbons** leads a panel discussion of top Distributors.
- 17 **Raul and Aurora Paredes** of TX and **Gayla Renton** of OK applaud business builders.
- 18 Some familiar faces show up at the Rally for the Mission.
- 19 The Chicago group is all energy and smiles at the Rally for the Mission.
- 20 **Amy Thomas** of PA gleefully accepts a bonus check she earned for building her business.
- 21 **Sherri Selman** and new Hall of Famer **Mindy Jones**, both of GA, take a moment to celebrate.
- 22 **Karen Turner** of UT and **Misty Jensen** of AZ share their wisdom at a breakout session.
- 23 The Primordial Penguin Chorale performs "Hope for a Better Tomorrow."
- 24 **Dr. Alfredo Galvez** and his son, **William**, share the benefits of lunasin.
- 25 Distributors from New Zealand are recognized for their achievements.



For more images to share or download, visit: www.flickr.com/photos/reliv

Understanding epigenetics



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



The epigenome acts like a dimmer for lights, controlling which genes are used, when they are used and how much they are used.



Your genome is like computer hardware, the actual components that perform specific functions. Your epigenome is like software, the programs that tell the hardware which functions to perform.

only better

you &

Every cell in your body contains DNA — half from your mom, half from your dad. That's your genome, the genetic blueprint that makes you you.

Until recently, scientists believed there was little to nothing you could do to affect genes inherited from your parents. Turns out you have more control than you think you do.

Taking control

Within each of your cells is a higher level of complexity called the epigenome. The epigenome acts like the boss of the cell, instructing the genome which genes to turn on and off. This is why different cell types — eye cells, skin cells, liver cells, etc. — can have the same DNA but perform vastly different functions.

The epigenome can also determine how well a cell functions, and that's where you come in. Good lifestyle choices turn healthy genes on and unhealthy genes off. While bad choices do just the opposite and can lead to serious health problems.

Problem is, even when you know what you're supposed to do — eat right, exercise, reduce stress, etc. — life sometimes gets in the way.

What if...

What if there was a simple, proven way to turn good genes on, turn bad genes off and become your best possible you? To improve upon the genetic code your parents left you and even pass on those healthy epigenetics to your own kids?

No other company is advancing the
We are in the middle of a revolution

lunasin

the
epigenetic
superfood

What is it?

A naturally occurring soy peptide.

How does it work?

Lunasin is the first nutritional compound identified to work at the epigenetic level to promote optimal health.

So what?

50+ studies have shown lunasin's many health benefits:

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

LunaRich: nutrition at a higher level

What is it?

LunaRich® from Reliv is a breakthrough nutritional ingredient that optimizes bioactive lunasin more than anything else available today.

How is it made?

LunaRich is made from non-GMO soybean varieties with the highest concentration of lunasin and manufactured using proprietary technologies that help maintain the lunasin's bioactivity — even after digestion.

So what?

You get maximum lunasin for maximum benefits.

Evolution of Nutrition Science



Phase I:

Macronutrients

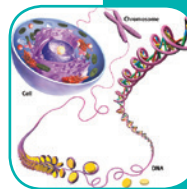
Protein, fat, carbohydrates



Phase II:

Micronutrients

Vitamins, minerals



Phase III:

Bioactive Compounds

Phytochemicals, peptides, isoflavones



Lunasin

First nutritional compound identified to promote optimal health at the epigenetic level — **now available exclusively from Reliv**

field of epigenetics like Reliv.
in nutrition and we are all witnesses.



Reliv acquires
exclusive rights
to superfood
lunasin; deal
positions Reliv as
industry leader
in emerging field
of nutritional
epigenetics

reliv: the nutritional epigenetics company

Did you hear the news? Reliv now holds the exclusive rights to lunasin! The announcement came on opening night of the Reliv 25 Conference in Orlando, just hours after the deal was finalized.

The basics: Reliv International has entered into an exclusive license for the intellectual property of Soy Labs, LLC related to the nutritional ingredient lunasin. The license covers two issued patents and several patent applications related to lunasin and soy-related peptides, proprietary information and manufacturing processes. Further, the arrangement allows certain Soy Labs employees to join the Reliv corporate staff.

So what does this mean?

"This is a major step for Reliv and elevates our company to a unique status in the nutrition industry," said President **Ryan Montgomery**. "For the first time we have the rights to an ingredient in its entirety, from the extraction process to the patented mechanisms of action within the body. And lunasin isn't just any ingredient; it's the world's first epigenetic superfood."

Lunasin is the first nutritional compound identified to affect gene expression and promote optimal health at the epigenetic level. "We've always endeavored to remain on the cutting edge of nutrition science in formulating our products at Reliv. And with the acquisition of lunasin, we are now leading the industry in the budding field of nutritional epigenetics," Vice Chairman and Chief Scientific Officer **Dr. Carl Hastings** said.

"New research shows that through nutrition people can influence which genes are expressed," he added. "Reliv is committed to building on this emerging science and developing nutritional solutions that help people take control of their health."

'Tremendous Opportunity'

Reliv's ownership of lunasin stems from a joint research and development partnership formed in August 2011 among Reliv, Soy Labs and the Missouri Plant Science Center. That partnership resulted in the creation of LunaRich® soy powder and LunaRich X™, Reliv-exclusive products made from non-GMO soybean varieties with the highest concentration of bioactive lunasin and manufactured using proprietary technologies that maintain the lunasin's bioactivity.

"Acquiring lunasin not only gives us direct control over the entire LunaRich X production process and technologies, it also opens up opportunities for further research and development with lunasin and other plant-based ingredients," Dr. Carl said. "We're beyond excited about what this will mean for Reliv consumers around the globe."

"Epigenetics has hit the mainstream, and we believe nutritional epigenetics will soon follow," Ryan added. "Reliv is the only company talking about it because, right now, we're the only company who can. We believe lunasin positions our company and our Distributors to take full advantage of a tremendous growth opportunity."

1 + 1 = 3

Study shows 'remarkable' health benefits of LunaRich X + Reliv Now

Reliv's licensing agreement wasn't the only big lunasin news to come out of conference. During a special science presentation, research scientist **Dr. Alfredo Galvez** shared the results of a University of Missouri study using a combination of Reliv Now® and LunaRich X with overweight pigs, animals whose physiology is very similar to humans.

How were those results? "Remarkable," Dr. Galvez said. "We went into the experiment looking for improved cholesterol, but we found so much more. The improvement in several key biomarkers suggests that a supplementation program with these two products may significantly lower certain health risks."

"The study also confirmed that the combination of Reliv Now and LunaRich X produced markedly better results than LunaRich X alone," Dr. Carl Hastings added. "This confirms lunasin's ability to work synergistically with other bioactive nutrients in Reliv products to boost benefits."

The study is under review for publication and Reliv will be sharing the results following that process. Stay tuned!



Coming this month by popular demand!

Multiply your LunaRich X benefits with our new 120-serving bottle

Product of the Year Finalist

LunaRich X is up for a 2013 People's Choice American Business Award for Favorite New Product! Final results were unavailable at press time. Thanks to all who voted for LunaRich X online!

Xtraordina

Distributors see business growth as people

Vietnam Vet Won't Be Without LunaRich X

By Robyn Mohs, Helena, MT

As I was telling someone about Reliv, she mentioned her husband, Bob, a Vietnam Veteran who came back with Agent Orange poisoning from the war. He was awarded the Defense Distinguished Service Medal and Purple Heart for wounds received.

His health had been deteriorating over the years and he suffers from a multitude of health problems. He has a service dog, Ozzie, because he's nearly blind.

The first day Bob took two capsules of LunaRich X. He called the next day to say that he had slept for seven hours, which hadn't happened in a very long time. Not long after his headaches eased and he was able to breathe clearly on walks with his dog.

His health continued to improve that first month, so he started taking four capsules a day. He then called to say that he put on his own shoes for the first time in a very long time.

On my next visit, Bob stood up from his recliner to show me he could touch his toes. Before Reliv, he couldn't even reach his knees. It was more exciting that he could fluidly stand up on his own! He recently had his blood work done through the VA, and his anemia of 20 years was no longer a concern and his liver and kidney function had improved.

Bob ran out of capsules and stopped taking LunaRich X for a few weeks, only to see health problems return. He contacted me to say that he wanted more LunaRich X — immediately! He'll never be without it again!



Great Addition

Two weeks after starting on the Reliv products, **Linda Kraudel** of Troy, IL, learned the brokerage company where she had worked for 22 years was preparing to lay off some of its workers. "I was looking for something with meaning and purpose that could replace my corporate income, so I became a Reliv Master Affiliate," she says.

Ten years later, she's still a Reliv Distributor and has benefited from its latest innovation, LunaRich X capsules. "I have people who came back just to get on the capsules, so that's given me customers I didn't have before," she says. "People are getting results with their cholesterol, joints and overall health."

Linda takes the capsules, too. "Even after all these years on Reliv products, I have more energy now than ever," she says. "LunaRich has been a great addition for my health and finances."

ry Results

everywhere see improved health with LunaRich X™



Some Kind of Wonderful

Rosemary Daroza of New Bedford, MA, didn't need to wait long to see results after she started taking Reliv products this year. She felt better and had more energy throughout the day. "Good nutrition helps out in so many little ways," she says. "One day I lit the stove with my thumb, which had been a challenge because of painful carpal tunnel that had already required two surgeries."

Rosemary credits one of her most recent health improvements to LunaRich X. After taking it every day for a few months, her back bothers her less often and she is more active. "I was able to go back to gardening after five years," she notes.

Now a Reliv Distributor, Rosemary received her first paycheck in June. "It was small, but I see the opportunity and potential," she says. "I'm very excited about my business and about LunaRich X. There is something very wonderful in it."



Brighter Tomorrows

April McClellan of Schleswig, IA, says she can see a brighter tomorrow with LunaRich X. "It's hard to put into words the total impact LunaRich has made, but I don't think my business would be where it's at today without it," she says.

Her most recent Reliv business meeting included four new Distributors, and she credits LunaRich products as the biggest factor in that jump. "People who start on LunaRich X and Reliv Now® receive health benefits in weeks that would normally take months," she says. "And the results they are getting are just amazing!"

April's health has benefited as well. Along with products such as ProVantage® and SoySentials®, she takes at least four capsules of LunaRich X a day and has seen improvements in her sleep, energy levels and mental clarity. Now what has changed her health is changing her business, and she expects the brighter tomorrows to continue.



One-in-a-Million Product

Shawn Bergeron of Alpharetta, GA, knew he had options when his doctor warned him about his cholesterol levels. So he gave his doctor a challenge: "I told him to give me 90 days. If I couldn't lower my cholesterol near optimal levels by then, I would use the treatment he recommended. He accepted, but gave such a fast turnaround a 'one-in-a-million chance.'"

Shawn continued his normal Reliv regimen, only increasing his daily number of LunaRich X capsules. When he returned for his lipid panel, results revealed noticeable improvement in his cholesterol levels, including in his LDL (bad) cholesterol.

Although Shawn still has work to do, his doctor told him to keep up the good work and didn't mention any treatment options previously discussed. Shawn will check his cholesterol levels at another lipid panel in a few months. Until then he is using LunaRich and exercise to help him achieve his goal. "Thank you, LunaRich X!" he says.

share the story

Reliv success begins with a simple two-step process at the core of this business:

1. Find people who don't know about Reliv.
2. Tell them about Reliv.

Reliv's new suite of presentation tools makes Step 2 easier than ever by giving you powerful new ways to share the Reliv story.

new videos

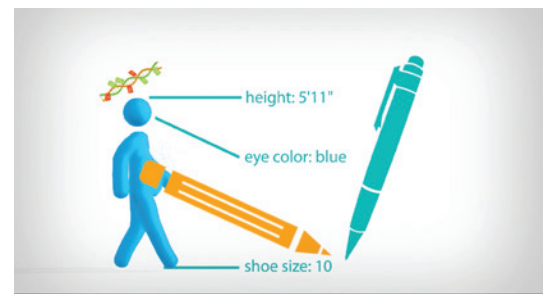
An entirely new kind of Reliv video series fueled by graphics, stats and facts that inspire action. The brief (2-3 minute) videos are ideal for sharing. You'll have everyone saying: "Tell me more about Reliv!" Three new videos debuted in Orlando and are now available for sharing via email or social media at reliv.com/reliv-videos and youtube.com/relivinternational. You can also download them at reliv.com/video-downloads.

You to SuperYou: Direct Your DNA Naturally Through Nutritional Epigenetics

Epigenetics explained. Follow your DNA on an animated journey from your parents to your kids as lifestyle choices determine which genes you turn on and off. **Dr. Alfredo Galvez** narrates the second half of the video to explain how lunasin works at the epigenetic level to promote optimal health. You'll want to get this video in front of everyone!

Thanks — great job, Reliv! I'm encouraging everyone to use these videos, and the only thing we have to say is: "You've got to watch this! It's a game changer for your health and finances." Keeping it simple, fun and rewarding!

Maureen Soens, Rochester Hills, MI



Your Simple Solution to Today's Health Crisis

This impactful video presents the problem: modern diets have created epidemic rates of serious health problems. Then offers a solution: Reliv nutrition. Animated graphics, commentary from **Dr. Carl Hastings** and real-life success stories combine to deliver a compelling message.

How to Create Your Own Income-Producing Asset

Running a Reliv business is more than a job; it's a sound investment in your future. You'll see why creating residual income through Reliv makes financial sense and offers a range of benefits over traditional employment. Distributor success stories help bring all points to life.



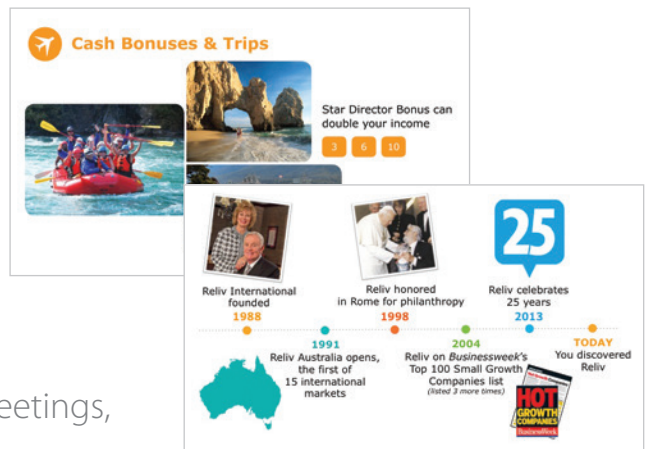
new opportunity slides

Now you can get more out of every meeting. With the help of Reliv's Hall of Fame Distributors, we've highlighted LunaRich® and epigenetics, reordered information for maximum impact and enhanced the overall look and feel. The updated slides start with Reliv science and build to the key question: "Ready to get started?" Download the slides at reliv.com/how-reliv-works.

We just love the new slides! Besides being great for meetings, they are perfect to use in a one-on-one presentation as well.

They get people thinking of Reliv's limitless possibilities!

Mary Rockwell, Coupeville, WA

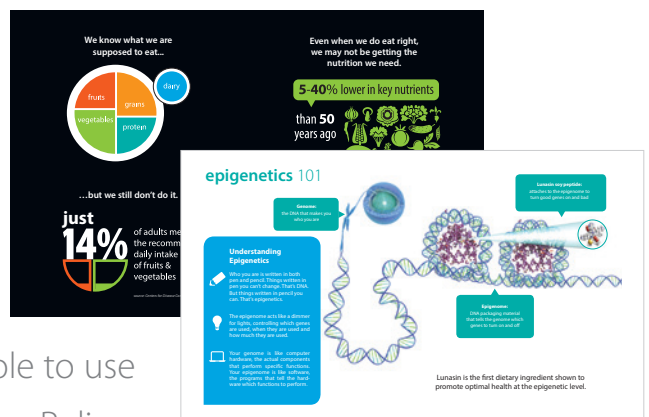


new opportunity book

The printed version of the slides with more detail and ideal for one-on-one presentations. You get the Reliv story — from the epigenetic revolution to the power of residual income — packed into 24 high-impact pages. We've put the best of all previous presentation books into one powerful tool. Purchase 10-packs for only \$12.

The new Presentation Book is great! It's clean and simple to use and brings out the most important points when sharing Reliv with new people. Kudos!

Linda Vance, Clayton, CA



Reliv invites you to experience an unforgettable adventure in one of North America's most beautiful locales — **historic Québec City, Canada**. Here, a European background and French-language culture blend with a modern, North American character to produce a destination like no other.

Québec City is a place to slow down and savor the finer things in life. Winding, cobblestoned streets lead to a profusion of boutiques, museums and attractions. Or, if you prefer, venture out for hiking, biking, canoeing, white water rafting, tree-top adventures, shopping, river cruises and more!

You'll stay at the luxurious **Fairmont Le Château Frontenac** amid breathtaking views of the St. Lawrence River and the European-inspired architecture of Old Québec City. Nestled in the heart of Old Québec, this heritage urban resort will embrace you with its historic charm, distinctive elegance and world-class hospitality.



LEADERSHIP CELEBRATION

SEPTEMBER 11-14, 2014

Québec!

To qualify:

Achieve one of the following between August 1, 2013 – July 31, 2014:

- Advance to Ambassador or advance an Ambassador level
- As a qualified Ambassador, advance to Presidential Director or have a frontline Ambassador join you at the PD level

Extra day! All those who qualify as new PDs or Ambassadors during the qualification period will receive an extra day (September 10) in Québec for exclusive leadership training!



Margaret & Leonard Nafziger
New Silver Ambassadors / Bryan, OH

Setting Goals, Achieving Dreams



Reliv Silver Ambassadors **Margaret and Leonard Nafziger** of Bryan, Ohio, were happy just to make extra grocery money for their family of 10 children through their Reliv business. Leonard had a corporate job and Margaret operated a custom drapery business for 30 years so she could stay home with the kids. They needed to find another way to make ends meet when she closed her business in 2006.

They were also looking for help for their son, Johnny, who had lost his kidney function due to a birth defect. He had battled health issues all his life. By age 17, he was taking four-hour naps every day, totally drained. Margaret knew he needed proper nutrition on his side if he was going to improve.

A friend told Margaret about the amazing results she received from Reliv shakes. She knew that Johnny loved smoothies, so they decided to give it a try. He went from being negative and exhausted to being full of life and making everyone laugh. "We wouldn't let him miss a Reliv shake after that!" Margaret says.

Financial Freedom

"We decided to launch a Reliv business too," Margaret continues. "In our first year we earned more than \$15,000 in overrides and bonuses. We were at \$30,000 by the next year and Leonard was able to leave his full-time job to help me with our Reliv business. Last year, it more than doubled again!"

The Nafzigers paid off their mortgage and now live debt-free. They've seen an additional growth in their business with the introduction of LunaRich®. "Reliv has gotten us out of debt," Margaret says. "We have financial freedom that we never had before. When our check comes each month, we get to decide where to spend it. It's not already spoken for. The boys are getting a chance to be with their dad and work with him. That time is priceless to us."

Going For It

Reaching Ambassador was a goal from the start. "When I saw our numbers were getting close, I was amazed and encouraged," Margaret says. "We saw how close we were to reaching that goal and got really excited."

Leonard suggested that they go for it. He saw the plan and the income-earning potential. He offered to run the homestead and care for the children while Margaret and her downline went after this goal. They spent time every day working on it. "We had a list of about 13 people that we needed to reach out to and share the plan with," Margaret says. "We decided that we'd be done before midnight of the last day of the month. We did it two whole days before then!"

Margaret then looked for other people in her downline most likely to reach Ambassador. She identified hard workers building their businesses. "I knew that we had some great people who could get it done," she says. "It's neat when you have someone who wants to achieve things really badly and you're helping them and getting what you want at the same time. Where else do you get a reward like that?"

Hard Work Rewarded

The Nafzigers have eight boys and two girls; three of them are Master Affiliates and the rest are customers. One is in the Army and takes Reliv products wherever he is deployed. They credit Reliv nutrition with helping their children reach their full potential. "It's so much easier to home educate when they have the benefit of a keen mind from Reliv Now® for Kids!" Margaret says.

"My Ambassador upline recently asked me what our next goal would be," she adds. "I didn't have to think about it long because I keep getting emails from people wanting to hear about these amazing products. Our goal is to keep reaching and helping people. And we're helping our downline achieve their goals too. The most satisfying thing is to keep helping people who want to work for themselves."



Arnold & Donna Simkus
New Silver Ambassadors / Warren, MI

Building a Wonderful Life



Silver Ambassadors **Donna and Arnold Simkus** of Warren, Michigan, began their Reliv journeys separately, but their paths led them to the same place. And they love where they are.

Donna was introduced to Reliv in the spring of 1993. A single mom, she was struggling to make ends meet. "After 30 years as a flight attendant, I had no idea there could be such an exciting business opportunity for me," she says. "I still travel a lot, but I do it sitting down."

Arnold, a former NFL defensive lineman, began taking Reliv in 2001 to help with joint health. He had also recently lost his wife of 33 years and been let go (for the second time) from a corporate IT position. "It was a dark time," he admits. "Looking ahead, I couldn't imagine any light in my future. Then Reliv came along and gave me the tools to reclaim what I had lost — my health, my career and even a wife."

Reliv and Love

Arnold joined Reliv as part of Donna's downline. The pair got to know each other through Reliv trainings at Donna's house, hit it off, fell in love and were married in 2004. Now they work together helping other people improve their lives. "I'm working harder now than I ever have in my Reliv career and loving it!" Donna says.

Their lifestyle provides the freedom to spend time with their three daughters and to enjoy all that they have built together. Donna and Arnold plan to load up a motor home and take off for as long as they want to. "And we'll be bringing our Reliv business with us!"

International Business

About 12 years ago, **Connie Weinhold** and Donna sang together in church. Connie joined Reliv as a Master Affiliate and later went to Germany to help launch Reliv there. "She sponsored Arnold and introduced us," Donna says of her friend. "We've been to Germany twice to help her with her business. Reliv is now booming in Germany, and Connie just became an Ambassador!"

Donna says helping people like Connie improve their lives is the greatest reward. When they first met, Connie walked with a cane following a terrible car accident. On a recent visit to Germany, Connie took Donna and Arnold to a fort high on a hill in Salzburg. They had the option to take a tram, but hiked instead. "Arnold and I are in pretty good shape but it was an effort for us," Donna says. "Connie booked right past us. It's wonderful to have a great income, but you can't put a price on the good health Reliv provides!"

Working Together

As a single parent, Donna had struggled to put her daughter through veterinary school. "I was so sure there was nothing for me with no college education and no knack for sales," she says, "The minute I found Reliv I knew in my spirit that it was going to get me out of a job that was making me miserable."

Within three years she was able to make Reliv her full-time job. "I would pinch myself from the joy of not having to go to my old job every day," she adds. "And working alongside Arnold as my partner only makes it better. It still feels so wonderful and we're going to keep growing our business!"

Not Slowing Down

"We've got 22 garden beds and we grow fruit trees, tomatoes, squash, lettuce and other vegetables" Donna says. "We're expanding the garden this year, which will involve heavy-duty work. I was 49 when I started taking Reliv products and I couldn't even hold a trowel back then. I was tired all the time, and the difference is huge. I have more energy now than 20 years ago!"

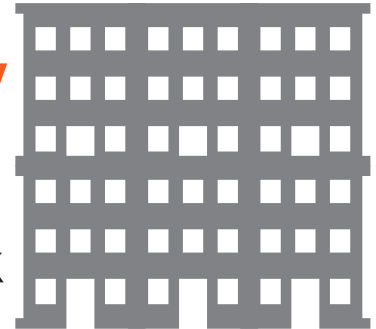
"The financial freedom we've achieved through Reliv has been incredible," they add. "We turned 70 last year and Donna's 35-year pension and Social Security aren't even enough to pay the taxes on our Reliv business anymore! We marvel that we thought we were going to be able to live on that alone. We love what we do. We have a wonderful life."

Let's talk about you...

If you're like most people, you're working for someone else 40 or more hours a week just to make ends meet...

COMPANY PROFITS

you work



... and hoping to one day have enough to retire.
Do you think \$1 million would do it?

\$1,000,000

one day?

you



With the right investments and a little luck, here's what you'll have to put away every month from now until you hit age 65 to reach that million.

EVERY MONTH

now until age 65

your age	monthly bill
20	\$493
30	\$880
40	\$1,679
50	\$3,741
60	\$14,705



**assumes 5% annualized rate of return*

Even if you get there, will it be enough to live like you want to?
Are you living the life you want right now?

will it be enough?

\$1,000,000 @ 5% interest

=

\$50,000/year





You can start a Reliv business today and start earning right away.

Unlike a traditional business, Reliv startup costs are low and you reap the rewards of your own hard work.



Reliv's nutritional products are guaranteed, in demand and consumable.



People who use Reliv products order them month after month. And you get paid with every purchase.

So the work you do now can literally pay you for the rest of your life.



With Reliv you can take control of your financial future...



because of reliv

I work for myself instead of a corporation

Stephanie Mazankowski / Giltner, NE

Self-Directed

Stephanie was an occupational therapist for four years and learned quickly she didn't like working for other people. Coming from a family of farmers, she always wanted to be self-employed.

Helping More People

Four months after joining Reliv, Stephanie met another Distributor who was a physical therapist. She told Stephanie she had helped more people with Reliv than as a PT. Stephanie decided she wanted that for herself. A year and a half after trying the products, Stephanie was able to leave her full-time job. That was eight years ago.

Freedom, Fun & Fulfillment

"My life as a full-time Reliv Distributor is a lot less stressful," Stephanie says. "I have the amazing freedom to pursue interests that I really enjoy, like photography. I live in a small town and have gained a reputation as the unofficial town photographer. I don't have to ask off work to go photograph town events and I don't have to worry about an income from photography. I'm going on a mission trip to Zambia, Africa, for two weeks and I don't have to request vacation time!"



Cayla Collins / Goffstown, NH

Taking Control

When Cayla graduated from the University of Vermont with a degree in economics, she felt lucky to get a job right away. But when she began working 7am to 7pm and her paycheck never increased, she decided to take control of her finances by starting a Reliv business like her parents. Cayla attended her first conference in August 2012 and it blew her away. She came home with a new perspective and excited about the opportunity.

Decision Time

"Back at work, I sat in my cubicle and was frustrated that I wasn't out sharing Reliv," Cayla says. "Three weeks after conference,

I was laid off from my job. I had only been there for three months. The whole time the company had been saying that they were expanding and it turns out that they were outsourcing."

Growing Fast

She decided to get serious about her Reliv business. Cayla earned a \$17 check in September, but by December she had earned \$675 and knew she was on to something. "Things started to click for me," Cayla says. "So far, 2013 has been fantastic. I'm only 23 and I own my own business. I'm so excited I can't stop myself from telling people about these products. It's changing people's lives."



Terry Renton / Richland, WA

Opportune Moment

Eighteen years ago, Terry sat next to a stranger on an airplane. He told Terry about a phenomenal business based on a great product. Terry decided to try Reliv products and both he and his father saw great results. At the time, he owned an engineering company with 150 employees.

Finding a Solution

"I was doing well, but knew the industry was going to shrink and that demand for my services would decrease," Terry says. "I was still trading my time for money. I became a Master Affiliate in the first month and six months later

decided to pursue Reliv as a business." A few years later he left his corporate job and then doubled his income in one year.

Jet Setter

"The time freedom I have as a Reliv Distributor is phenomenal," Terry says. "I had been traveling between 6-8 months per year for work. Travel is an entirely different experience when you're doing it for fun instead of as a work chore. In the last five years I've been to 46 countries. I run an international business with Reliv and have worked with people in many different markets. This is the dream lifestyle Reliv has afforded me!"



Mair Hill / Wilmette, IL

Destined to Succeed

Perhaps it was fate that Mair Hill met **Susan Santner** in a half-marathon in June 2002. The two chatted and became friends, and when they met for lunch the next February, Susan pitched Reliv to her. By the end of the meal, Mair was convinced to try the products. A week later, she started her own Reliv business.

Balancing Act

Mair had been building a company for 17 years and was working 60-80 hours a week. She realized her schedule and priorities needed to change when she came home one day and her sons said "Hi, Dad!" without

looking up. She closed her company and chose her Reliv business.

Finding the Balance

Reliv fit right in with her passion: helping people. "The ability to help people with their health has been amazing," she says. Before Reliv, her son needed five surgeries to fight his chronic ear infections. Since Reliv, he has had only two ear infections in 10 years. Now that her boys are older, she has more time to work as a Reliv Ambassador too. "I'm so grateful for Reliv," she says. "I'd recommend it in a minute. It can be everything you want it to be."

building hope

Our generous donors have enabled the RKF to feed 160 children per day, but there are thousands more we hope to reach.



The Reliv Kalogris Foundation has completed its latest building project: a nutrition center for impoverished children in Welfareville, a depressed area in Mandaluyong City, Philippines. The Foundation raised funds for the project through last year's annual Rally for the Mission at the 2012 Reliv International Conference.

Through our partnership with Mount Zion Church of the Firstborn (MZCF), this building will be used for the distribution of daily Reliv shakes, two hot meals per week, choir practice, worship services, day care, life skills training and as a clinic for visiting doctors. Thanks to the generosity of Reliv Distributors, these children can look forward to a brighter future.

In Welfareville, shanties house as many as 10 family members, exposing all inhabitants to contagious diseases. Quality nutrition is in vital demand. Of the 60,000 people that live in Welfareville, only 160 children benefit from our program. With your help we hope to add to that number in the years to come. Learn more at relivkalogrisfoundation.org.



RKF Chairman **R. Scott Montgomery** hands out cups of Reliv Now® for Kids to needy children. For many of them, this life-giving nutrition is the only way they recognize the care and concern of others.



The three-story RKF Nutrition Center stands as a symbol of hope while providing needy children with the nourishment they need.





Welfareville is made up of shanties covering approximately 250 acres with the skyscrapers of downtown Manila as their backdrop.



Himig Pag-asa Children's Choir performed songs of hope and joy at the building dedication ceremony. These children are thriving with better health and social activity.



A ribbon-cutting ceremony to open the new nutrition center took place in May. Reliv staff members **Shannon Jurenka**, **Reggie Ament** and **Scott Montgomery** were on hand to celebrate the event.



The group from Reliv headquarters was greeted by a parade of children carrying signs of gratitude.



Name: Holly Stern

Hometown: Portland, OR

Gigs: Professional violinist

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

Seeing the Proof: I was introduced to Reliv by my father-in-law. He and his wife moved into a retirement center because of her joint discomfort. Someone there said, "We've got something for that." After using Reliv, they were able to move out to independent living again when she was nearly 84.

Giving It a Try: My husband began taking Reliv, but I was already taking a powdered supplement. We travelled for Christmas and didn't want to bring both, so I used his Reliv. My body told me, "This is the good stuff; don't go back."

Feeling the Difference: Reliv has given me more energy and mental focus and boosted my immune system. I think people who haven't used Reliv don't understand how good health really feels!

Name: Becky Hanson

Hometown: Veneta, OR

Gigs: Reliv, stay-at-home mom

Reliv Regimen: Reliv Now, Innergize!, LunaRich X

Providing for the Family: I worked as a credit/collections manager for almost 20 years. My husband and I worked four 10-hour days, opposite days of the week. After five years of doing that, we decided that was no way to raise a family. I quit, and then learned very quickly with four kids we needed that second income.

Simple and Sweet: This business is so simple. My kids have shared Reliv in their daily activities and gotten new people started on the products.

Sharing Hope: In March we earned almost \$8,300, which I didn't think would be possible for a mom in a small town. I don't feel like I sell products; I share hope with people who have lost all hope.

Name: Tysen Ober

Hometown: Dover Foxcroft, ME

Gigs: National Guard

Reliv Regimen: Innergize!, ProVantage

Wrestling to Running: I returned from Kuwait earlier this year and had been running to stay healthy. I was a wrestler in high school, not a runner. When I joined the Army, I had to get used to it and ended up running a lot on deployments to kill time.

New Mission: While overseas, I decided to see more of America by running across the country to raise money and awareness for the Wounded Warrior Project when I got home. I needed something to keep me healthy during my long days of running.

Spreading the Word: I started using Innergize! for hydration and then added ProVantage for recovery and a protein boost. I drink it every morning before I run and haven't had any issues so far. I'm glad to have Reliv nutrition on my side. *Learn more about Tysen's cross-country run at alloberamerica.org.*

Name: Eva Popek

Hometown: Wilton, NH

Gigs: Reliv, realtor, runs online business

Reliv Regimen: Innergize!, LunaRich X, Reliv Now

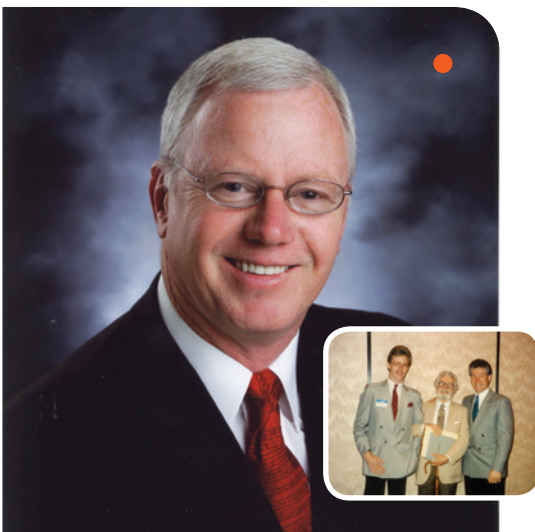
New Attitude: A few months ago, if I would take four or five days off from jogging and then try to jog again, it would be hard. Since I started on Reliv in May, anytime I decide to jog it's like I never stopped.

New Season: I was on the products for three weeks and my husband (not on the products) complained about his allergy symptoms, but I wasn't experiencing any. He would say, "Oh, they're so bad this year!" I would look at him and say, "They are?"

New Role: I wasn't going to sell Reliv, but I'm getting these results! I have energy and I feel good! I see Reliv as part of my daily life and look forward to sharing it with others as opportunities arise.



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: Kevin Hinton

Hometown: Decatur, IL

Gigs: Marketing company owner, Reliv

Reliv Regimen: Reliv Now, Innergize!, ProVantage, FibRestore, CardioSentials®, GlucAffect, Arthraffect, 24K

Late Start: I first heard of Reliv back when the company started (*see inset photo of Kevin with Dr. Theodore Kalogris*), but didn't do anything at the time. A few years ago, I saw **Scott Montgomery** and it reminded me. I was excited to find out how much the business had grown!

Financial Security: I didn't have a lot of free time, but I decided to start my own Reliv business in 2008 because I knew the products were good. I make a good living, but knew that if something happened to me, my family would be in financial trouble.

Just Do It: You have to step it up if you're going to be successful with your business, so I got serious about it and recently made Key Director. I went out and started talking to people. Busy people get stuff done; they don't debate it, they just do it!



Name: Sherrie Green

Hometown: LaHabra, CA

Gigs: Reliv

Reliv Regimen: Reliv Now, Innergize!, Simplicity®, Cellebrate®, ProVantage, GlucAffect®, LunaRich X and 24K

Seeking Help: I tried to improve my health by taking vitamins but didn't get the results I needed. In 2008, my daughter told me about Reliv by showing me a video.

Checking the Facts: Reliv is giving me health benefits that I had never seen before. I was born with some problems that I no longer experience. My daughter did a lot of research and I'm so glad I trusted her results!

Slimming Down: I'm seeing even better results now that LunaRich® is in Reliv Now and Simplicity. I have lost 25 pounds and I'm still losing more! I'm able to wear clothes that I haven't worn in a while and I love how it makes me feel!



Name: Vaughn Binuya

Hometown: Concord, NH

Gigs: Reliv, aerospace manufacturing

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

Overwhelming Science: The business part got my attention. The science behind the nutrition was overwhelming. I decided the best way to know the product was to use it. I wanted to connect somehow and learn as much as possible about the business and products.

No Limits: Business-wise, there is no limitation or ceiling. Reliv rolls out the carpet where hard work can once again be applied with pride and anticipation. I know I can move forward with the help of mentors and other inspiring people.

Building a Better Future: Reliv allows people to step out of antiquated savings and retirement plans in order to enjoy life again, not as a last resort but as a business model with multiple income channels and a philanthropic opportunity — not to mention improving their own health!

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

how to use *Pinterest* for your business



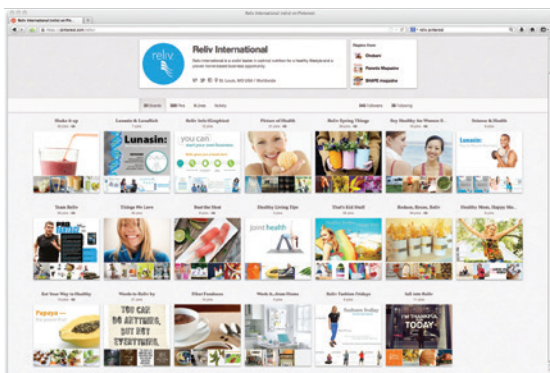
what is Pinterest?

Have you ever wanted a space to collect inspiring images and great ideas you find online? Pinterest is the place! You can collect your favorite recipes, articles and blog posts in one location. These posts are organized by category into boards that cover all aspects of your Reliv lifestyle.

It's a place where you can socialize and share content through comments, likes and repins with like-minded people (and potential customers!).

tip! Create and organize boards by business tips, recipes, dream destinations and other things related to your Reliv business.

A view of the Reliv profile



Best Pinning Practices

- Keep your boards simple by sticking to a cohesive theme.
- Check the repins from other boards on Pinterest to make sure they link to the appropriate item.
- Follow other pinners to get more eye candy to repin.
- Find original content to pin that builds brand awareness of your business with visually compelling content.
- Add a "Pin to Pinterest" button to your browser for easy pinning.

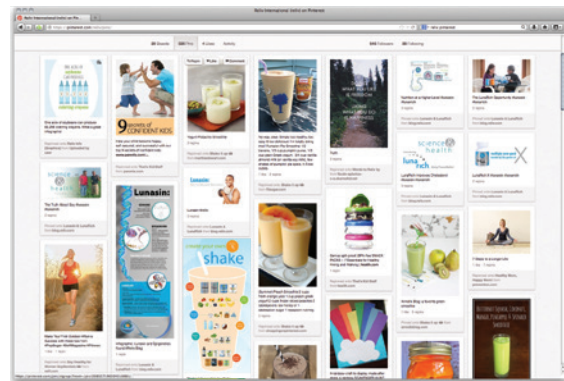
how can Pinterest help my business?

Pinterest is a community of people who share posts and follow each other's pins for inspiration and encouragement. It fits perfectly with the Reliv lifestyle and can help business builders with goal setting and planning.

You can display your Reliv lifestyle to others and show them what it means to be healthy, fun, financially secure and family-oriented. You'll find and share inspiration for your creative side as well as your business interests.

tip! You can pin and repin items to your boards for easy reference. Your followers will be encouraged to repin what you have posted!

A view of Reliv's Pinterest feed



Did you know?

Pinterest generates more referral traffic back to websites than Google+, Yahoo! And LinkedIn combined!

follow us at pinterest.com/reliv

Rev up big growth in your business
with Reliv's all-new Ignition Promotion!

Ignition!

August > October 2013



Part I: Earn Fast & Furious

Volume qualifications to earn bigger profits have been slashed to unprecedented levels for the next three months!

25% profit: **700 now only 350!**

30% profit: **1,500 now only 700!**

35% profit: **3,000 now only 1,500!**

and...

Master Affiliate 40% profit: 5,000 now only 3,000!

Part II: Lap Leader Bonus

Top volumes each month (August – October) will earn bonus cash!

1 st	\$2,500	6 th	\$1,400
2 nd	\$2,250	7 th	\$1,300
3 rd	\$2,000	8 th	\$1,200
4 th	\$1,750	9 th	\$1,100
5 th	\$1,500	10 th	\$1,000

Part III: Checkered Flag Bonus

Top cumulative volumes from August – October will earn even bigger bonus cash!

1 st	\$6,000	6 th	\$2,500
2 nd	\$5,000	7 th	\$2,250
3 rd	\$4,000	8 th	\$2,000
4 th	\$3,500	9 th	\$1,500
5 th	\$3,000	10 th	\$1,000

Not yet an MA?

Now is the time to make your move!

Already an MA?

Accelerate your income through the Star Director program! Sponsor people who reach MA to shift into a higher gear each month and maximize your override earnings.

3-Star

6-Star

10-Star

Earn bonuses every month on your overrides! For details visit reliv.com/ignition

Distributors,
start your
business engines





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PO Box 405
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63006-0405
800 RELIV US (735.4887)
reliv.com

FSC LOGO
horizontal white

connect with us!



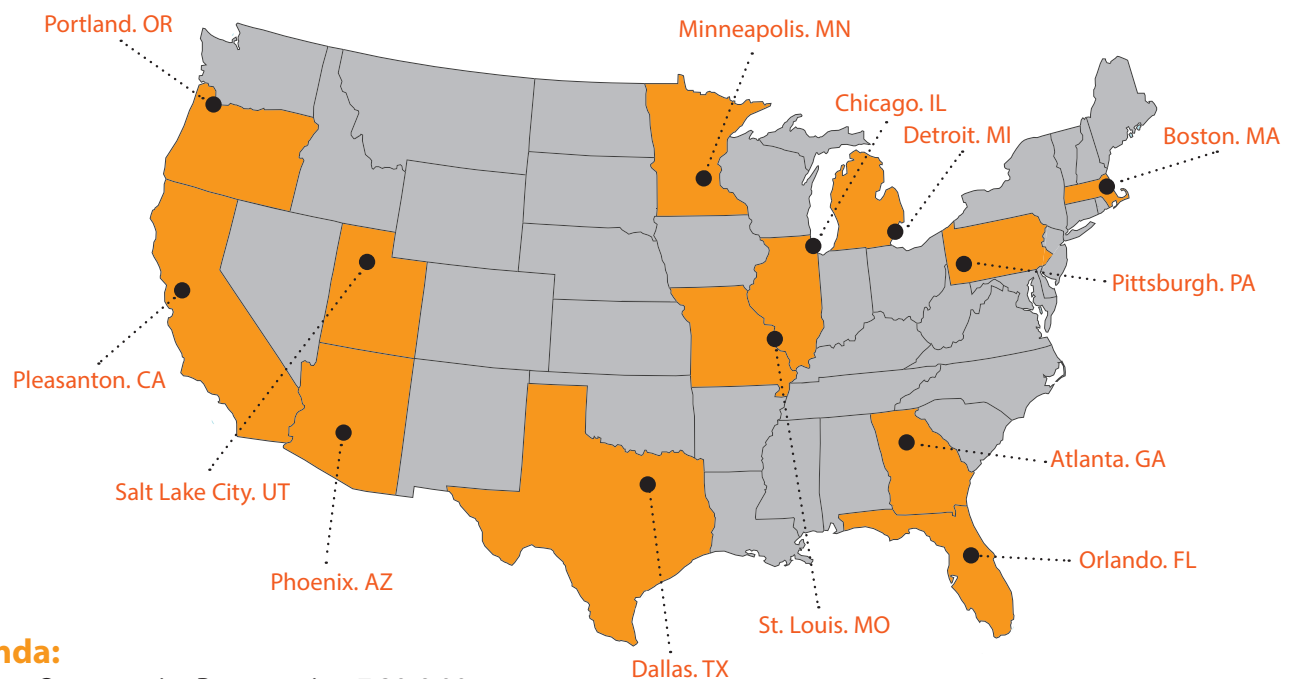
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Acceleration

November 8-9, 2013

Free of charge & open to all!

Build now for **high-powered, high-impact Acceleration Events** taking place across the country. Reliv corporate leaders and our most successful Distributors will share the Reliv vision and give you **simple, proven strategies for growing your Reliv business**. Use the Ignition Promotion (see previous page) to pack the rooms full of new business-builders and get ready for two days of **inspiration and action!** *Learn more: reliv.com/acceleration*



Agenda:

Friday > Opportunity Presentation 7:30-9:00p
Saturday > Business Building 9:00a-noon