



TO GET IN SHAPE

To start a FAMILY!!!

To Stay HEALTHY

MY BOYS

TO LIVE THE LIFESTYLE I WANT

fall 2014 reliv.com

Change the lives of kids with SPECIAL NEEDS



To Inspire Others

RESIDUAL INCOME FOR RETIREMENT.

TO PEAK MY ATHLETIC PERFORMANCE

To CHANGE Peoples Lives

TO make a difference

WHY RELIV?

To Keep Up With My FUTURE GRANDKIDS

TO HELP OTHERS

To OFFER HOPE

DON'T JUST LIVE.

TO THRIVE NOT JUST SURVIVE

To bring people together

To FOLLOW MY PASSION

RELIV

to ENJOY life!

TO CREATE

what's your why?



reliv.com/why

why reliv?



distributorsfirst

I couldn't keep my mouth shut after getting awesome results!

Mary Rockwell

I Reliv because it's a company that really appreciates my hard work!

Sonja Brandsetter

Because I don't know what it takes to make and keep my cells healthy or repair those that aren't, but LunaRich does!

Linda Pixton

Just living is not enough; Reliving gives each day a brand new start!

Mia Lorraine

We want our dreams to become real, and everyone deserves that chance.

Shannon Baumbach

Because I've been doing this for 7 years and it gets better every day!

Nan Lovelace

To go to Wimbledon annually...
and one day even sit in the Royal Box!

Emily Soen

To keep our kids smiling!

Rich and Deb Vanderpool

Because it works, plain and simple.

Ann Booker Emanuele

To share the product that has helped me, my family and friends. Plus, who wouldn't like to earn some money while doing that?

Tracy Kucia

Why Reliv? WHY NOT!

Marlys Christiansen



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



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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.

Reliv: Your Questions Answered

By Ryan Montgomery, President

Why Reliv? Good question — and with so many answers! For 26 years people have been answering that question in their own unique ways: from just feeling better to running a marathon, from making ends meet to achieving financial freedom.

It all stems from the original Reliv vision, which came to be through its own set of whys:

Nourish Our World. When **Dr. Theodore Kalogris** would speak of the formula he created (that would become Reliv Classic®), he related not just what he invented and how he did it, but *why* he did it: “to score a victory for mankind.” The work of the Reliv Kalogris Foundation alone shows how successful he was in achieving his goal. **Dr. Carl Hastings** and **Dr. Alfredo Galvez** have built and continue to build on Dr. Ted’s why. Reliv is a vision based on a product, and with LunaRich® and epigenetics, we are expanding the limitless possibilities of that vision like never before.

Marketing hope. When my dad, Chairman and CEO **Robert L. Montgomery**, founded this company, he didn’t do it just to make money. He is an entrepreneur at heart and knows the value of being your own boss and determining your own future. He started Reliv to give everyone that same hope for something better, plus a proven path to achieve it — to help ordinary folks live extraordinary lives. As he often says, Reliv sells nutrition and a business opportunity, but we market hope.

We talk a lot about what Reliv does and how we do it, but these fundamental whys are what drive this company.

So what’s your Reliv why? I encourage you to read through this entire magazine full of stories and reasons why. Then take the time to complete the form on the inside back cover. Use it as motivation to turn your life’s questions (why? what? how?) into answers with Reliv.



“ If we do our job to help Distributors become successful, then everyone prospers. ”

Reliv is featured on the cover of the October issue of *Smart Business*. For a link to the article, visit reliv.com/reliv-story.

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

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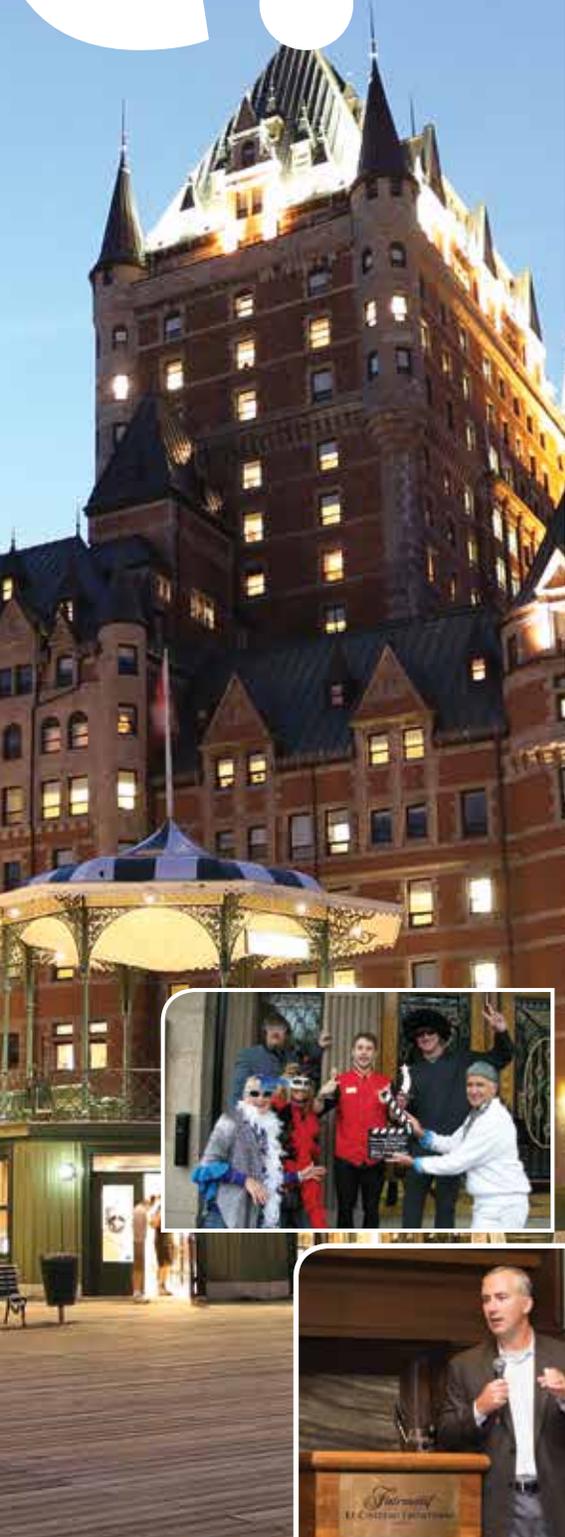


Québec

2014 Leadership Celebration September 11-14



C!



punta Cana



Up Next: Paradise!

Picture it now: the unspoiled turquoise water, the pristine white beach, the idyllic island weather. Only one thing missing... You!

Visit reliv.com/leadership-celebration for qualifications and to view the trip video.

Don't just live. Reliv.

SIMPLE STEPS TO HEALTHY SELF-DEFENSE

by **Tina Van Horn**

Research and Business Development Coordinator
SL Technology, Inc., a Reliv Company

In light of the Ebola scare all over the news, the common cold and garden-variety flu seem pretty tame. Respiratory infections and influenza just don't incite the same emotional response as the imminent danger of Ebola and Enterovirus D-68. But endemic seasonal illnesses represent a far greater threat in Western cultures and account for millions more sick days and doctor visits annually.

Consider the following:

- The most frequent illness-related reason for doctor visits is cough, according to the CDC.
- This year the US will experience more than 50 million cases of flu and more than a billion colds.
- Ear infections, colds and sore throats are the top reasons for pediatric doctor visits.
- More people go to the emergency room for upper respiratory infections than for chest pain or broken bones.
- According to the World Health Organization, more than 4 million people die every year of respiratory infections, pneumonia, and influenza.

Scared yet? These familiar illnesses don't necessarily invoke fear, but they shouldn't be taken lightly.



BOOST YOUR IMMUNITY

The immune system is an elaborate network of cells, tissues and organs working together to protect the body. The same immune system that defends against seasonal illnesses also protects you from chronic health conditions and fear-inducing outbreaks.

Spoiler Alert: The things you do to avoid the cold and flu can also protect you from long-term health conditions!

Take steps to strengthen your immunity right now:

- **Wash your hands... FREQUENTLY!** This is the #1 method for preventing the spread of communicable diseases.
- **Get enough sleep.** New research associates irregular sleep patterns with increases in gene activity that suppress immunity and promote inflammation. (Epigenetics at work!)
- **Exercise.** In addition to countless other benefits, moderate exercise has been linked to lower incidence of upper respiratory infections.
- **Reduce stress.** Chronic stress affects the body's ability to regulate inflammatory response and impairs normal immune function.
- **Eat right.** Both undernourished and overweight people are at greater risk for infection. Micronutrient deficiencies increase vulnerability to infection and disease, while obesity has been linked to poor wound healing and increased secondary infections.
- **Supplement with Reliv.** Daily consumption of the nutrients in Reliv products can help improve immune function.

FEED YOUR FLU FIGHTERS

Regular dietary supplementation has been shown to improve immune response. Consuming mega-doses of Vitamin C, zinc or other micronutrients at the first sign of the sniffles, however, does not appear to help prevent or treat a sickness once it has set in.

Here are some micronutrients that support immune function through regular consumption — **all found in Reliv Now®:**

Lunasin: Research is exploding with new ways this amazing soy peptide boosts immunity. Lunasin stimulates immune cell function to enhance innate (natural) immunity, and lunasin's anti-inflammatory properties support immune response. New research also shows that when lunasin is combined with vaccines, the adaptive response to the vaccination is improved.

Vitamin A: Essential for maintaining the mucosal barriers, which along with the skin are the body's first line of defense. Vitamin A also improves antibody production and inhibits inflammation. 44% of the US population is deficient in Vitamin A.

Vitamin C: A powerful antioxidant that protects cells from damage by pathogens. Humans depend on dietary sources because our bodies cannot synthesize vitamin C.

Vitamin D: Regulates expression of target genes that support immune function. (We are talking epigenetics again!)

Vitamin E: Enhances immunity and decreases susceptibility to certain infections, especially in elderly individuals. 93% of the US population fails to meet their Vitamin E needs.

Vitamins B6, B12 and folate: Required for amino acid synthesis and antibody production, along with several other cell-specific functions of the immune system.

Zinc: Necessary for the immune cells ability to generate healthy oxidants that attack invading pathogens. Because zinc is not stored in the body, regular dietary intake is necessary.

Antioxidants: Prevent cells from being damaged by the oxidative stress response to infection and pathogens. Dietary sources include brightly colored fruits and vegetables.

This certainly is not an all-inclusive list of the nutrients needed for healthy immune function. Macronutrients like protein and dietary fats like omega-3 play a crucial role. And a number of botanicals and herbs, such as garlic, aloe vera, echinacea, ginseng and licorice root, have also shown infection-fighting capability. This wide range of nutrients illustrates the complexity of keeping the labyrinth of physiological defenses working in harmony.

Feel Well, Stay Well

Avoiding colds and flu is one thing, but a strong immune system is also a primary defense against chronic conditions. Inflammation, for example, is an immune response and an underlying factor in many chronic health conditions, including diabetes, cardiovascular disease and auto-immune disorders. Quality daily nutrition and good lifestyle choices not only keep us healthy during the cold and flu season, but also act cumulatively to support long-term wellness and prevention.



Tina's immune-boosting indulgences:

- Baked sweet potatoes with vanilla greek yogurt — vitamins A & C, protein, probiotics
- Green tea with ginseng and ReversAge® — antioxidants, probiotics
- Roasted Brussel sprouts with olive oil and garlic — vitamins C and B6, omega 3, antioxidants
- Grilled Salmon — vitamin D, protein, omegas 3 & 6
- Dark chocolate — antioxidants
- Reliv Now shake with kefir, strawberries and soy milk — essential daily nutrition to fill in all my nutrient gaps!

Life-Changing N



Healthy Proposal

Norm Karsevar, Myrtle Beach, South Carolina

I met **Sheila** 11 years ago. On our first date I told her I was a college basketball coach, worked 14-18 hours a day and hardly slept, even going one or two days at a time without sleep. I added that our team doctors had put me on four different medications, but none of them worked. After hearing my plight, Sheila told me that in order to get a second date I needed to get on Reliv.

So I got on the products to: 1) get a second date and 2) prove her wrong about this nutrition in a can. Before long I found myself falling asleep sooner and waking up rested and refreshed. I no longer needed to drink a two-liter bottle of Mountain Dew to get through the day. I also experienced relief from life-long allergies and joint problems stemming from my athletic career.

My next move was easy. I married Sheila (my Reliv upline), retired from coaching and joined her in the business. It was the best decision I ever made. We have a seven-year-old daughter, **Sydney**, and the freedom our Reliv lifestyle provides allows us to attend all her school functions and field trips. We are always the first in line to pick her up from school! We are proud to be Ambassadors for this great company.



Elite Performance

Joshua Fleagle of St. Marys, Ohio

When we last checked in on **Joshua Fleagle** of St. Marys, Ohio, he was 17 years old and had qualified for the 2012 Olympic trials in the 50 meter freestyle. He trained for more than five hours per day and had been taking Reliv products for two years, thanks to the direction of his parents, Ambassadors **Marscia & Jeff Fleagle**. His nutrition and training regimen continue to pay big dividends in the pool...

Update: Now a junior at Ohio State University, Joshua was a Big Ten Champion in the 200 yard freestyle relay and finished sixth in the 100 yard freestyle. This fantastic swimmer recorded the second-fastest 200 yard freestyle time in history for the Buckeyes and recently earned his Big Ten Ring. Joshua qualified as a first-team All-Big Ten and honorable mention All-American swimmer.

"When training, I take three main shakes of ProVantage®, Reliv Classic® and Reliv Now® for Kids throughout the day, plus Innergize!® and Arthaffect® in a water bottle during practice," Joshua says. Up next: Joshua and his team are training hard for the Big Ten Championships in February followed by the NCAA Championships in March. After that, he has his sights set on training for the 2016 Olympic trials!

utrition



Weight Lost, Youth Regained

Robin Shelby, Cedarville, Ohio

A friend introduced me to Reliv three years ago. After four months on the products, I went to a routine doctor appointment, and for the first time in 20 years he told me my cholesterol was back within the normal range. That really got me excited! He said to keep doing what I was doing because the results were proof that my health was improving.

I've had the same doctor since I was nine years old, and he has seen four generations of my family. My heart-related problems are genetic and I had four stress tests and a heart catheterization by age 35. But that was before Reliv and LunaRich®.

Over the next 18 months on Reliv, my health improved so much that we were both shocked. While I once had trouble walking up a flight of stairs, I'm now out walking six miles without difficulty. High blood pressure, fainting spells and breathing problems are no longer issues — nothing is holding me back! I've lost more than 30 pounds by using Reliv Now® and LunaRich X™ in the Super Pack. I'm healthier at 46 than I was at 26 and couldn't have done it without my Reliv.

[Opportunity of a Lifetime]

Cassandra Anderson, Mt. Zion, Illinois

In September, I met with the owner of the martial arts school my son, **Curt**, had attended. I lost Curt in an accident last spring at age 22, and was exploring the possibility of setting up a scholarship fund in his memory. The school teaches so much more than self-defense — students receive life skills and learn how to set and achieve personal goals. The school made a huge difference for Curt, who benefited from positive male role models and built his self-esteem.

After the accident, [President of Reliv Asia-Pacific] **Scott Montgomery** called and asked if there was anything Reliv could do for me. I answered that Reliv had already done everything. You see, starting a Reliv business allowed me to stay home with Curt and spend every moment possible with my son as he grew up. There could be no greater gift.

At the martial arts school, we agreed that \$1,500 would be a good place to start for the scholarship fund. That night Reliv announced August's Top Ten Bonus earners on the Monday Night Call. I had finished 8th in the nation and earned a bonus of, you guessed it, \$1,500! Building my Reliv business will allow me to continue to fund the scholarship so that others can benefit the way Curt did. Some things happen for a reason.



treat yourself to good

Got a yummy Reliv smoothie recipe to share?

- 1 scoop GlucAffect with LunaRich
- 1 cup + 1 Tbsp unsweetened vanilla almond milk
- ½ cup frozen strawberries
- ½ tsp cinnamon
- 2 Tbsp almonds
- 1 Tbsp chia seeds

Blood Sugar Maintenance Smoothie



reliv.com/glucaffect

- 1 scoop CardioSentials
- 1 tsp fresh lemon juice
- 2 cups chopped strawberries
- 1 cup blueberries
- ½ cup raspberries
- 2 Tbsp honey
- ½ cup ice cubes
- 8 oz. water

- 1 scoop ProVantage with LunaRich
- 1 banana, frozen
- 1 Tbsp ground flaxseeds
- 2 handfuls fresh spinach
- 8 oz. water

Post-Workout ProVantage[®] Smoothie



reliv.com/provantage

reliv.com/cardiosentials

yourself health

Send it to sharemystory@relivinc.com.



- 1 scoop Slimplicity
- 1 Tbsp fresh ginger
- ½ orange (peeled)
- ½ lemon or lime, peeled
- 1 banana
- 1 apple
- ½ cup pineapple chunks
- Sprinkle of cinnamon
- ½ cup ice
- 8 oz. water

reliv.com/slimplicity



Heart Healthy
CardioSentials®
Smoothie



Anti-inflammatory
Joint Health
Smoothie

- 1 scoop Arthaffect®
- 1 rib celery
- 1 cup cucumber
- ½ cup pineapple
- ½ lime (peeled)
- 1 cup coconut water

reliv.com/arthaffect

NEXT LEVEL COMPANY

We sat down with Reliv Senior Vice President and Chief Operating Officer **Brett Hastings** to discuss Reliv's commitment to excellence and what sets Reliv apart.



INTEGRITY IS ONE OF RELIV'S STATED CORE VALUES. HOW DO YOU SEE INTEGRITY IN ACTION AT RELIV?

In 26+ years of existence, Reliv has never had a claim against our product liability insurance — *never*. That's downright remarkable when you think about the millions of cans that have rolled off our lines.

It all starts from the top and the ethical standards established by the people who started this company. Bob [Chairman and CEO **Robert L. Montgomery**] created a business model built on honesty, transparency and an uncompromising commitment to the success of our Distributors. Dr. Carl [Vice Chairman and Chief Scientific Officer **Dr. Carl Hastings**] developed industry-leading manufacturing practices to guarantee the quality, safety and potency of every product we produce. And Steve [Senior Vice President and General Counsel **Stephen M. Merrick**] established an ethical culture and legally compliant business practices so that we never deviate from our founding principles.

Their vision is carried out every day by an experienced and dedicated staff in all areas of the company — from Sales & Marketing to Manufacturing to our Compliance Department. We simply do not take shortcuts, even if it appears that doing so would increase company profits in the short term. We know that maintaining ethical standards is the key to long-term growth and stability.

WHAT MAKES RELIV'S MANUFACTURING PRACTICES SO UNIQUE?

We are 100% dedicated to producing the safest, purest and most effective nutritional products available. In fact, our manufacturing standards exceed those of some of the strictest regulatory agencies in the world.

We follow a meticulous process for every single product that comes off our line — from selecting ingredients to shipping the finished product to you. And we test, test and re-test at every step along the way to virtually eliminate the possibility of error.

When we launched LunaRich C™ in Europe (LunaRich X™ in the U.S.) this October, for example, one of our quality control specialists noticed smudges on some of the labels when he was pulling samples. We immediately shut down production and our entire production team proceeded to unpack every box to check every single label for possible relabeling. And we still met the shipment deadline later that afternoon! No detail is too small.

When you open a Reliv product, you can rest assured that it contains exactly what's printed on the label and that it will deliver the most advanced nutrition available today.



RELIV MADE A NEW ADDITION TO ITS OWN MANUFACTURING FACILITY. CAN YOU TELL US MORE ABOUT THAT?

With LunaRich X now one of our top-sellers, we have installed a new encapsulation line to keep up with demand and improve the manufacturing process for this product. The new line will allow us to better control production and ensure quality to an even greater degree for every LunaRich X bottle we produce. It will also aid with inventory control and costs, which benefits everyone.

The added flexibility will allow us to explore additional encapsulated product offerings as well. I can't say we'll ever offer any capsules other than LunaRich X, but we now have the capacity to do so easily if we identify a need.

WHAT CAN WE EXPECT FROM RELIV MANUFACTURING AND OPERATIONS MOVING FORWARD?

Simple: the same uncompromising commitment to excellence that has defined the Reliv brand for the past 26+ years. What we do works, and we will continue to innovate and build on that to make sure it works for years to come.

EXPLAIN HOW RELIV HAS 'GRADUATED' FROM THE MISSOURI PLANT SCIENCE CENTER (MPSC)?

The MPSC is a unique collaboration of government, university and private partners coming together to foster innovation and serve as a business incubator. Soy Labs became the facility's first tenant in 2011. It was at the MPSC where **Dr. Alfredo Galvez** and the Soy Labs team further developed lunasin technology in order to bring it to market in the form of LunaRich® from Reliv. In other words, the MPSC functioned exactly as it was designed to.

When Reliv acquired exclusive rights to LunaRich and Soy Labs became a Reliv company called SL Technology in June 2013, it was in our best interests to move on from the shared-use MPSC. LunaRich is now manufactured in a different facility, which is private and more secure, but the source of the raw materials (soybeans) has not changed, and neither has the actual manufacturing process. Reliv still maintains control over the process from seed to can, and the quality, safety and integrity of LunaRich continues to exceed industry standards.

SL Tech has moved research operations to a new lab as well, much closer to Reliv's headquarters. This allows Dr. Galvez and Dr. Carl to work together more closely on new product development, as well as projects to validate the health benefits of Reliv's current product line.



When you open a Reliv product, you can rest assured that it contains exactly what's printed on the label and that it will deliver the most advanced nutrition available today.

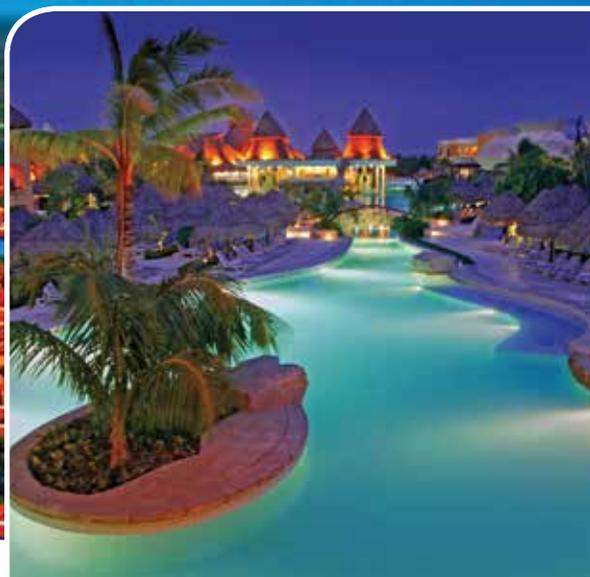
Paraíso



Reliv invites you to escape to the white sand beaches, stunning vistas and cultural riches of the Riviera Maya, Mexico. You'll spend four days and three nights (April 16-19) at the **Iberostar Paraíso Maya Resort** in Playa Paraíso, a slice of paradise nestled between Cancun and Playa del Carmen.

The Paraíso Maya is a **5-star all-inclusive hotel** featuring luxury accommodations, gourmet restaurants, and endless entertainment — from the 18-hole championship golf course and private pools to the shopping plaza and exclusive night clubs. Plus, you'll get to hang out with all your new Reliv friends. This is the vacation you've been dreaming of!

Maya!



3 Ways to Earn 1 of 40 Trips for 2:

- 1 As a fully qualified Master Affiliate (MA), finish in the **top 30 in personal group volume (PGPV)** for November-December combined.
- 2 As a fully qualified MA, help people you've sponsored reach MA in November-December. If any one of their names is selected in the new MA drawing below, you earn the trip too! **More MAs = more chances to win!**
- 3 **Not an MA yet? Now is the time to make your move!** Qualify as a new MA in November-December 2014 and have your name entered into an exclusive drawing to select 5 trip winners.

Plus! Not only will your own name be entered into the trip drawing, so will the names of all those you sponsor who qualify as MAs. It's like **adding your name again and again** each time you help someone reach the MA level!

That's two months of taking action in your Reliv business for memories — and residual income — to last a lifetime.

See you in paradise!

simplysuper

Learn how Distributors in Ohio are using the LunaRich® Super Pack to speed up success

Helping people get healthy and stay healthy is a passion for **Kelly Bodager** of Wooster, Ohio. She worked for years as a registered nurse before finding Reliv. "I realized I could help so many more people with Reliv," she says. "The right nutrition can keep people from ever having to need a nurse."

Kelly turned her passion into a business, and thanks to the LunaRich® Super Pack, business is booming! She and her husband, **Scott**, finished third in the nation in August to earn a \$3,000 bonus, and she credits the Super Pack for their recent success. "It just makes it so simple to share the Reliv products and opportunity," she says. "Plus, we're having so much fun!"

Fueling Success

Kelly points to the Super Pack's simplicity as the engine driving her organization's momentum. "Distributors who weren't sure where to get new people started now present the different Super Pack options without hesitation," she says. "It's pre-packaged, ready to go and removes the urge to customize elaborate nutrition plans for new people right away. That in turn simplifies follow-up and their whole Reliv experience."

The Super Pack also makes it easier to introduce the Reliv business opportunity and higher profit levels. "The Super Pack gives new people an instant 25% discount if they sign up as Distributors, so it just makes sense," Kelly notes. "And the Master Affiliate (MA) Super Bundle makes launching a business as an MA and moving product much more attractive and achievable."

It's amazing how many people choose the MA Super Bundle when all the options are laid out for them. Our group added eight new MAs in August!



5 Ways the MA Super Bundle Builds Business

The Master Affiliate (MA) Super Bundle gives you nine LunaRich® Super Packs (each with four cans of Reliv Now® and two 120-count bottles of LunaRich X™). Here's why starting your business here is a great decision:



New Markets, Unlimited Opportunities

The Super Pack has helped Kelly tap into new markets, including the medical community. "Chiropractors, nurses and other health care workers are jumping on board with LunaRich," she says. "They see the science, see that it works and feel confident in recommending it to others. **Jane Pinkley**, a massage therapist in our downline, earned Rookie Bonuses totaling \$2,000+ in her first three months in the business, plus a Top 10 Bonus of \$1,250. And she's just getting started!"

But the opportunities don't stop there. "An old classmate of mine who I hadn't seen in 20+ years posted on Facebook that he was having some health issues," Kelly says. "So I messaged him about LunaRich and met him for lunch. Less than 30 minutes in, he ordered a Super Pack."

Two of Scott and Kelly's children, both in college, also see the earning potential of Reliv and the Super Pack and have started their own Reliv businesses. "They view it as an opportunity to pay for college and build a future," Kelly says. "It's great to see them making smart business decisions at such a young age."

1

You qualify as an MA and can earn at the highest profit level — 35% on retail with your first MA order, 40% on all orders after that.

2

You can earn overrides as you help others join you— residual income! You earn 5% wholesale on their first Super Bundle, and then 8% overrides on all their business after that!

3

You qualify to earn cash bonuses, including a Rookie Bonus of up to \$1,000 in each of your first three months as an MA!

4

You qualify to earn Reliv incentive trips. Achieve MA right now and your name will be entered into an exclusive drawing to win a trip to paradise! (see page 16-17)

5

You get Reliv's two most popular products packaged to move — fast. This simplifies the decision for new people to get started with Reliv. The result: speedy success!

Hispanic market offers unlimited growth potential



¡Hola, Reliv!

Sustained growth of any business requires fresh opportunities in new markets with high growth potential. Hispanics and Latinos make up about 17% of the total United States population and are the nation's fastest growing minority population. This massive market of 53 million people is particularly well-suited to network marketing because of their cultural values and the potential for growth.

According to Director of U.S. Hispanic Sales **Javier Ramirez**, the potential for business growth among this population is unlimited. "We have Reliv Ambassadors seeing their businesses explode as they take hold of the opportunity that network marketing presents," Javier says. "Reliv empowers people to succeed through determination and perseverance."

California has the highest concentration of Hispanics with 14 million. Texas has 9.4 million and Florida has 4.2 million. By 2050, the Hispanic population is projected to triple, reaching 29 percent of the total U.S. population.

A Perfect Fit

Direct selling, with its focus on starting a business from within one's own circle of influence, has proven to be an attractive prospect for Hispanic Americans who place a high value on time freedom and family.

"Hispanics are a great fit for Reliv," says Presidential Double Platinum Ambassador **Linda Vance** of Clayton, California. "The strong work ethic, family and community ties, and financial need all lend themselves to the Reliv opportunity. Hispanics also have a keen interest in well-being and prevention."

As with many other areas of the world, obesity and diabetes are reaching epidemic levels in Mexico and the U.S.-Mexico border regions. Reliv Now® and LunaRich X™, as well as Slimplicity® and GlucAffect®, provide a nutritional solution to combating these dietary health issues.



Growth in a New Frontier

There are few choices for unlimited earning potential in the U.S. that don't depend on who you know, what schools you've attended and how much money you have to invest.

Feliciano Mendoza, a former mechanic and now a Reliv Presidential Silver Ambassador, says that the Reliv opportunity was like a dream. "I wanted a business with a low start-up cost that would pay based on how hard I worked," he explains. "I started at the highest profit level and was teachable."

Bronze Ambassador **Rafaela Ortíz** of Omaha, Nebraska, loves that she didn't have to change her life for Reliv: "I work from a corner in my kitchen with a phone in hand — it's work I can do anywhere."

Flexibility Attracts Hispanic Women

U.S. Census figures show that 62 percent of married Hispanic women with children under age 18 are working moms, and 73 percent of all Hispanic women aged 15–44 are mothers.

According to the U.S. Bureau of Labor Statistics, Hispanic women are significantly more likely than their white or Asian counterparts to be among the working poor, largely due to lack of formal education and language barriers. But where once Hispanic women had limited career options, more and more are joining the workforce, supporting families, and learning to run businesses of their own.

Presidential Silver Ambassador **Rita Montenegro** of San Jose, California, worked nights in a factory so she could care for her children during the day. "I dreamed for 16 years of a way to earn an income and be home with my family," she says. "Reliv was the answer."

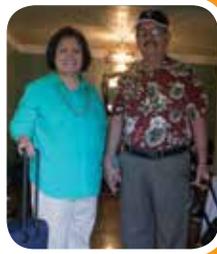
Right Support, Right Now

Reliv leaders are providing the tools and training to help Hispanics feel welcome and succeed. Resources in Spanish include a full-function website, regular meetings, special events, videos, webinars and conference calls, plus access to leading Hispanic Distributors throughout North America. **And starting with this issue, *Lifestyle* magazine will now be made available in Spanish both in print and online.**

"Reliv's efforts are about more than just translation; they're about forming a relationship from person to person," Javier says. "Reach out into this community with determination. The potential is unlimited."

Ready to get started?

Contact Javier at jramirez@relivinc.com, 314.378.8807 (mobile) or 636.733.1381 (office) or visit spa.reliv.com.



"Hispanics who come to the U.S. come with a dream for a better life. The Reliv System and flexibility of the business allow you to have a wonderful income while putting family first."

Silver Ambassadors
Rita and Jaime Montenegro, San Jose, CA



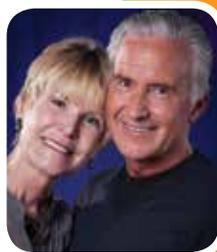
"Reliv is like a big family. Hispanics identify with the System and level of support provided as you become successful. When you work as a Distributor, Reliv helps you achieve your goals of family freedom and financial security and gain confidence."

Bronze Ambassador
Rafaela Ortíz, Omaha, NE



"A lot of people are coming to this country looking for a dream without the background or family to help them. Reliv is attractive to Hispanics because it doesn't require a huge investment, it's easy to get started and you are generously compensated for hard work."

Bronze Ambassador
Feliciano Mendoza, Houston, TX



"The beauty of Reliv is that success is not determined by age, education or where you live. Because of that, it offers a unique opportunity in this huge untapped market."

Presidential Double Platinum Ambassadors
Linda and Richard Vance, Clayton, CA



Reliv Book Club

by Presidential Gold Ambassador
Joyce Ferguson

Book: *Switch: How to Change Things
When Change is Hard*

Authors: Chip Heath and Dan Heath

What is the main lesson you learned from this book? I've enjoyed the entire book, so it's hard to cite one specific passage. The whole book is full of stories of great changes wrought in organizations and companies by people without great power or influence using small substantive efforts. This book has helped me realize that big things can happen from small efforts.

What is one practical piece of advice from this book? My favorite concept from this book is "Bright Spot Thinking," which asks us to zero in on what is going well and duplicate it. We're challenged to pay less attention to what is going wrong and complaining about the size of the problem.

A quotation that stood out to me: "You are simply asking yourself, 'What's working and how can we do more of it?'"

Follow our monthly book selections from Distributor and corporate leaders at reliv.com/reliv-your-life.



10 THINGS TO DO RIGHT NOW FOR SUCCESS



Robert Laird is a Reliv Key Director from Garden Grove, California, and one half of the Primordial Penguins musical duo — a Reliv conference favorite. Here he shares his top tips for building your success every day. Access more smart living tips at reliv.com/reliv-your-life.

Success doesn't happen tomorrow; it starts today. It is the right combination of dreams, goals and actions that lead to incredible rewards. It is also a choice. You can choose to take action right now — this minute — to move yourself down the road toward whatever your vision of success may be.

HERE ARE TEN THINGS TO DO TODAY TO ACHIEVE SUCCESS:



1

Get up & get going! The old adage is true: the early bird really does catch the worm. Morning is also a great time to focus on the big picture of where you want to go. Start the day off on the right foot, no matter what side of the bed you wake up on.

2

Plan with purpose. Be proactive and plan your day. Set S.M.A.R.T. (smart, measurable, achievable, realistic, timely) goals for the day and know how they fit into the bigger picture.

3

Act. Take action every day that will further your success. Make every action count and help move you closer to where you want to be.

4

Smile. Research has shown that happy people are more successful. This research also shows that the happiness came first. So, make yourself happy and smile! Not only will you have fun being more successful, you'll also be making the world a better place.

5

Communicate. Effective communication is important in relationships and it is important in business. Practice effective communication daily and build your network.

6

Grow. Do something today that pushes your comfort levels, making you a better person than you were yesterday. Like training for a marathon, push yourself a little bit harder each day towards your ultimate goal.

7

Celebrate. Focus on the positives and celebrate all the wins throughout the day. Not only does it set your mind up for success, it's also fun!

8

Set boundaries. Boundaries protect not only you, but they also protect your relationships. Healthy boundaries lead to healthy lives.

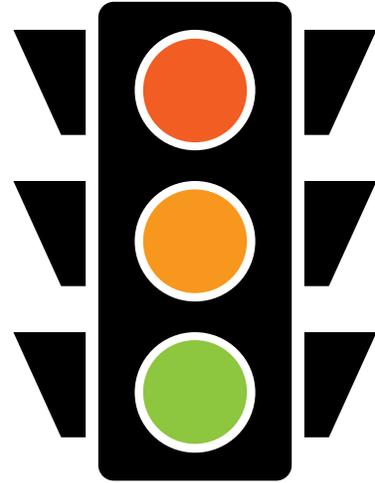
9

Evaluate. Keep track of your progress each day and evaluate what works and what doesn't. Be consistent with what works.

10

Keep going! Success comes to those who don't give up. Keep moving towards your goal and then it isn't a matter of if you will reach it, but when.

The choices you make TODAY
determine the life you live TOMORROW.



RE

TEAMWORK PRODUCES RESULTS

by Presidential Silver Ambassador Quila Buhler

Dr. Alfredo Galvez came to Portland in September to present the science of LunaRich®. The renowned researcher and discoverer of lunasin in our part of the country! Five months of diligent preparation produced an event to remember with 200+ people in attendance.

How did we do it? A group of committed Distributors took charge, that's how. **Nicola Ash** headed up spreading the news — both within the local community and to outlying areas. **Crismon Lewis** secured a speaking engagement for Dr. Galvez at the National College of Natural Medicine the day before our event. And several others got busy getting people in the room.

Nicola had nearly 20 new people there; **Holly Stern** and **Don Prather** brought 18; and **Crismon and Vivienne Lewis** and **Seth and Anne Light** added 11, to name a few. The result: a packed room eager to learn about

Reliv's exclusive nutritional breakthrough. People who have been consuming our products for more than two decades came out to hear everything happening at Reliv right now. We have a hold of something special!

We worked together and treated this event for what it was — an incredible opportunity for Distributors in the Northwest to build their businesses. Teamwork requires both a team and work, which leads to rewards. We've learned as a group that by putting 100% effort into Reliv, we're getting 100% out of it.

There's no limit to where we can go, and we're just getting started!

X MARKS THE SPOT IN CANADA

by Executive Vice President of Sales & Marketing Steve Hastings

Lunarich X™! Everyone's talking about it. Everyone wants it. And now Canada has it! Waterloo, Ontario, played host to the official launch event of LunaRich X in Canada in September. Scores of people packed the room, including many guests seeing a vision for a big future with Reliv for the first time.

Waterloo is a smaller city southwest of Toronto, but is big in the world of Reliv. Presidential Bronze Ambassadors **Gary & Laura Lynn Martin** and Ambassadors **Florence & Elo Sauder** continue to build bigger organizations from their hometown base. Local Distributors **Jeff & Becky Bauman** and **Doug & Maria Weber** are Ambassadors in the making and continue to share their excitement while bringing more business builders into Reliv.

Bronze Ambassadors **Traian & Carolyn Florica** made the trip up from the Windsor area with sev-

eral members of their organization. Many Toronto-area leaders like **Pam Vassell** joined the event along with others from the surrounding area, including long-time Relivers **John & Annette Stegenga, Willie Ruiter** and **Klaas Zeldenrust**.

Along with LunaRich X came the launch of LunaRich Super Packs. Our Canadian Distributors had seen the business-boosting power of Super Packs in the U.S. and were ready to hit the ground running. And that's exactly what they did! We saw spikes in both sales and organizational growth in Canada throughout the month of September. From here, the sky's the limit. Duplication leads to momentum, and with LunaRich X, Super Packs, proven leadership and excited new Distributors, the Great White North is ready to take off!



LIV ON THE ROAD

RELIV MEANS OPPORTUNITY IN ANY LANGUAGE

by Reliv President Ryan Montgomery

In late September, I had the pleasure of travelling to Boston for a Special Event. Reliv business in this part of the country is jumping! They've grabbed hold of the LunaRich® Super Pack and are using it to pump products through their organizations. No Distributors did a better job of that in August than **Paul and Stephanie Collins**, and I was proud to hand them a **bonus check of \$5,000** for finishing first in the nation that month.

The room pulsed with excitement — the “buzz” that only a room full of people excited about what they're doing and where they're headed can provide. **Brit Lay** did a fantastic job presenting the science behind our products, and **Gena Winchell** followed up perfectly in painting the big picture of the Reliv business opportunity. Most important of all, there were a lot of new people in the crowd, including new Master Affiliate **Dave Funnel**, who I handed a **\$600 Rookie Bonus**.

A less formal gathering the night before was equally remarkable. Presidential Silver Ambassadors **Bob and Sue Brusa** took me to a Brazilian steakhouse with area leaders, followed by fellowship with **Pastor Marco** and friends at his nearby church. With a few dozen interested folks attending, Paul Collins set up a Reliv presentation and stories of health and business. The best part was hearing Marco translate it all into Portuguese! I've heard Reliv events in Spanish, German, French and Dutch, but this was a first. Several new people signed up on the spot with one couple seeing the big picture and ordering an MA Super Bundle.

Just goes to show:
Everyone is waiting for
an opportunity like Reliv.

seeing is

Lighting the Way to Change

by Senior Vice President and COO Brett Hastings, RKF board member

It had been three years since my first Reliv Kalogris Foundation (RKF) trip to Haiti, a trip I will never forget. While I had not forgotten that experience in my heart and head, from a sensory standpoint, my memory of what it is like to physically visit an RKF program had faded. Then I visited our programs in the Philippines.

The stench of rotting garbage and stale water, the blanket of searing heat and near-100% humidity and the landscape of makeshift living quarters and communities of indescribable poverty and squalor are, in isolation, painful and disturbing. But those sensory elements are dwarfed by the light and vibrancy of the RKF programs:

- The sparkling eyes, beaming smiles, excited laughter, radiant skin and affectionate displays of appreciation and respect from all our RKF kids.
- The shining heart of our volunteers and their commitment to work tirelessly every day to provide life-changing nutrition and support.
- The Foundation's buildings rising amidst the shanties and rubbish — bright, beautiful monuments to the hope and change possible through the generosity of Reliv Distributors.
- The glistening reflection of the sun on the watery trail of a mother's thankful tear as her child drinks a life-saving Reliv shake.

The sensory experience adds an indescribable context, depth and palpability to the lustrous light and impact of the Foundation's programs. I was honored and humbled once again to bask in their glow.



Be the Change —
a Little Goes a
Long Way



believing



Old Friends, New Faces

by Senior Vice President and CFO Steve Albright, RKF board member

This trip to the Philippines included my third visit to the RKF home in Cavite. I always feel a sense of pride when I go the Cavite house, our first major project for the Foundation. **Sister Beth Perez** and her team have done a wonderful job of making the house a place of safety, comfort and well-being for the local children over all of these years. You can see that in the happy, healthy smiles on all their faces!

We also visited the newest RKF facility in Welfareville. Welfareville is a neighborhood of metro Manila with block after block of pieced-together shanties — right in the shadow of the city's high-rise buildings and gleaming office towers. **Pastor George and Blessie Padilla** are the driving forces behind the RKF's efforts in this area, and this was the first time I had spent time with these dedicated souls.

Children wearing hats made from Reliv Now® for Kids labels greeted our arrival — what a beautiful sight! Kids took our hands and placed them to their foreheads — a sign of respect in the Philippines. We served the children their afternoon shake. For many, these shakes represent the only decent food they will see all day. Yet they all waited patiently for their cup, making sure the littlest children got theirs first. If we mistakenly offered one of them another shake, they politely declined. Their gratitude was humbling.

Our stories, photos and videos provide a window into the vital work of the RKF. But there is nothing like being there in person to see the bright, sunny faces of the children your generosity helps every day. On their behalf, I thank you. Together we can BE THE CHANGE!

Last year's "Be the Change" Challenge brought in \$50,000+ for the Foundation. Thanks to all who helped make this program a success! Now we're ready to raise the bar this year by raising even more. "Be the Change — a Little Goes a Long Way" will provide funding vital to maintaining our RKF feeding programs.

So what can you do? Hold a fundraising event, like a bake sale, car wash or even a 5K run. Host a dinner party or holiday gathering and collect donations. Challenge someone to a friendly fundraising competition. You can even open your own FirstGiving page. Whatever you do, it all helps our Reliv kids. Think of it this way: every \$25 you raise will help feed five kids for a month.

Win-win! This year's challenge runs from August 1, 2014 to June 30, 2015. For details, check the RKF page on Facebook. Share your fundraising ideas and activities with us to inspire others and for your chance to win an RKF computer bag! Get on board and BE THE CHANGE!



Name: Shannon Shepherd

Home: Syracuse, NY

Gigs: Sports anchor/reporter WSYR Syracuse

Reliv Regimen: Reliv Now®, LunaRich X™, Innergize!® and 24K®

Getting the Scoop: I'm a weekend sports anchor at News Channel 9 in Syracuse. At 24, I'm always looking for ways to stay healthy. Unfortunately, busy days can lead to grabbing a quick fast food meal or making dinner late at night.

6-5-4-3-2-1 Plan: I came up with a simple plan to keep on track: 6 glasses of waters a day, 5 LunaRich X Capsules a day, 4 workouts a week, 3 fruits/veggies a day, 2 Reliv shakes a day and 1 treat a day.

New Level of Wellness: My immune system is stronger and I have a great sense of wellbeing and calm, on and off the camera. I'm all about prevention and know that Reliv's epigenetic nutrition will keep me healthy for years to come.

Name: Jack Hill

Home: Chicago, IL

Gigs: High school senior, Reliv Master Affiliate

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

Making a Commitment: As a high school sophomore, I played varsity lacrosse. At the beginning of junior year, I verbally committed to play Division 1 lacrosse at a university in Connecticut. I knew I needed to get bigger, stronger and faster if I was going to succeed at that level.

Doing the Work: I started getting up at 6:00 am every day to run before class. I overhauled my diet to include fresh salads, whole wheat bread and thick ProVantage shakes from my mom, who is a Reliv Ambassador.

Worth the Hustle: I was injured during the first game of the season last year, but was diligent about therapy and nutrition to get me back on the field. I was cleared to play again after only 10 days and we ended up winning the State Championship! I also was named an All-American and am team captain this year. With Reliv, I'm ready to tackle college!

Name: Liza Hernandez Johnston

Home: Rapid City, SD

Gigs: Mother of blended family of nine, kettle corn business, Reliv

Reliv Regimen: Reliv Classic®, FibRestore, Innergize!, Slimplicity®, GlucAffect®, LunaRich X

Enough is Enough: I suffered from terrible PMS symptoms for more than 20 years — debilitating cramps and terrible headaches every month. I even had an iron deficiency. None of the products I tried gave me any relief.

Chance Meeting: I was shopping one day and mentioned to someone that I had a headache. She started asking questions, and I told her about my health problems. Lucky for me she was a Reliv Distributor.

Sweet Relief: That was seven years ago. Today my iron levels are back up, and PMS and headaches are no longer issues. I feel great! Now I'm introducing other women like me to Reliv and thrilled to see them get results, too.

Name: Lana Lempert

Home: Cypress, CA

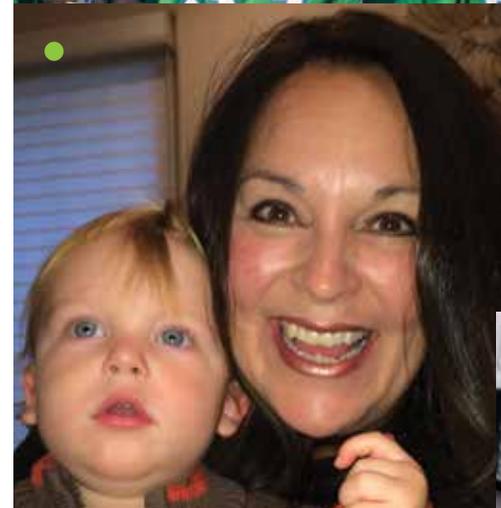
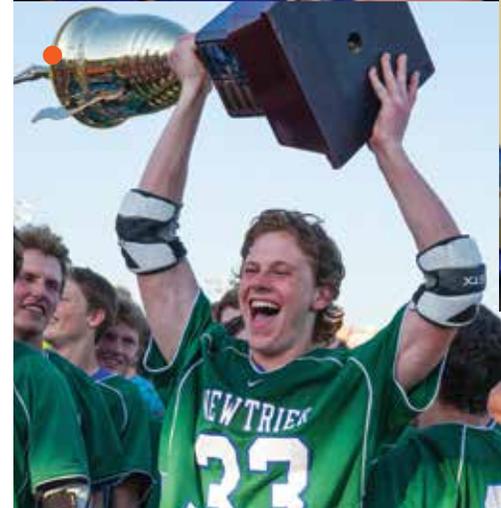
Gigs: Former clothing merchandiser, Reliv

Reliv Regimen: Reliv Classic, Reliv Now, FibRestore, Arthraffect®, Innergize!, ReversAge®, LunaRich X

Hard Work: I had a successful career working for Nordstrom, but a bulging slipped disc forced me to leave. I then opened an upscale resale shop, but was in a lot of pain and working 80 hours per week.

Finding Opportunity: I had tried many supplements and was skeptical, but decided to attend a Reliv presentation anyway. The money-back guarantee made me feel safe enough to give it a try. I was desperate to control my own schedule and finances.

Just What I Needed: I had a six-figure income, but had no life. I decided to dedicate 10 hours each week to Reliv, and after three years made it to Senior Director! Now I live the life I want. My business reaches into nine countries and I can pass it down to my son and grandchildren. It even afforded me to go home to see my family in the Ukraine — the trip of a lifetime!



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: Evelyn Ferguson
Home: Bedford, Texas
Gigs: Retired government employee, part-time childcare, Reliv
Reliv Regimen: Reliv Now, LunaRich X, Innergize!, FibRestore, ProVantage, Arthaffect, CardioSentials®
Rude Awakening: In April 2013 I was in a head-on collision with a drunk driver. It totaled my car, and the emergency room doctors were amazed that my neck wasn't broken. At 73 years of age, they couldn't believe that I had survived.
Young on the Inside: Another doctor looked at a scan of my neck and told me that I have the bone health of a 35-year-old and he wished he was as healthy as me. I thank God that I survived that accident and know that Reliv played a part.
My Proof: I already had remarkable results on Reliv before my accident, but this is a fantastic example of what an important role prevention has to play. By keeping my body strong with Reliv nutrition for 12 years, I had the best shot possible at a fast recovery. Thanks, Reliv!

Name: Megan Sternhagen
Home: Westfield, Indiana
Gigs: Full-time nanny, birth doula student, photographer, Reliv
Reliv Regimen: Reliv Now, LunaRich X, Innergize!, SoySentials®
Family Tradition: My parents introduced me to Reliv, and I believed in the products from the change I saw in my mother. I knew that these products would be big!
Moody Blues: I used to have debilitating mood swings, and Reliv helped me get them in check. Reliv has also improved the health of my 11 siblings in various ways. Seeing how it has benefitted the health of my family is amazing!
Priceless: My own results and success are wonderful, but the joy I get when someone tells me that I made a difference in their life is priceless. Reliv gives me the ability to make positive change in the lives of others as I achieve financial freedom, and I wouldn't trade that for the world.

Name: Gabriela Cervantes
Home: St. Louis, Missouri
Gigs: Reliv Distributor Services Center
Reliv Regimen: LunaRich X
A Decade of Nutrition: I started working at Reliv HQ 10 years ago, and it has been so exciting to see all the changes over that decade. Many of our Distributors have been around that long (and longer) and we've grown along with them.
Leap Forward: Reliv has always produced exceptional products, and it has been fun to watch all the product launches. Our commitment to quality hasn't changed, but now we have LunaRich® and nutritional epigenetics. This is the time for Reliv to shine!
Here to Serve You: I work with an amazing team of people in the Distributor Services Center. We're like a little family on one mission: to better serve you. The best part of my job is hearing the health stories of people calling to order product. We're always here to help!

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:
sharemystory@relivinc.com

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.

what's your why?

People become part of Reliv for a lot of reasons: to improve their health, to earn extra money, to enjoy a better lifestyle, to achieve financial independence, even to change the world. That's the best part about Reliv — you can make it whatever you want it to be.

Your why isn't just your reason to start with Reliv; it's your motivation to take steps every day to achieve your goals. Think of your why every time you make a Reliv shake, prepare a healthy meal and head to the gym. As a Reliv Distributor, use your why to inspire action — to make those phone calls, to set those appointments and to share what you've found.

So we gotta ask: **"What's your why... and your what and how?"**

Directions: Write down your answers to the following questions, cut along the dotted lines and post your responses where you'll see them every day.



Why

What is the main reason you started with Reliv?

What

What specific goals do you have for your health, your business and your life?

How

What steps are you going to take to reach these goals?



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