

lifestyle



spring 2014 reliv.com

SuperLife

Discover a new way to start living
your dream lifestyle today

Distributor Kimberly Burns
and son Joshua enjoy the
Reliv Get on Board cruise



you to **super** you!

Better health. Better business. Better get yours!



Learn how you can save on your next Reliv order:

reliv.com/superpack

@j5daps That awkward @reliv moment when you can't say "simplicity" or "energize" correctly ever again.

@jdbeaver19 I'm 32pds down and counting!

LOVE my Reliv Business! I'm so thankful for LunaRich and what it has done for my body. Love my Reliv income and my freedom. I decided that I only want to work one hour today and I can do that!

Lori Rogers

LunaRich ingredient patent?
Nowhere but Reliv International!

Debbie Motto

@ljanej24 I am no spring chicken, but thanks to @Reliv I can enjoy SPRING again! No more allergies, headaches, tired days!

@derfseyah We are so glad that @Reliv has 24K! Helps with energy and focus thru the busy day!

I realize more and more how thankful I am for Reliv coming into my family's life. To be able to change the lives of people locally and globally through Reliv is one of the best gifts!

Jason Fleagle

Wow! Well done, Reliv! Thank you for always giving us the best tools to take us to the Next Level! Super ME!

Sidney Czyski

@return2youth Remember that success doesn't come to you — you have to go and get it! #reliv #leadership

do you want to be first?



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Super Opportunity

It can be hard to be healthy. Every day we are bombarded with unhealthy food options — from the burger joint drive-thru to the processed junk in the grocery store aisles. We know what we're supposed to eat, but that's easier said than done. And we're certainly not getting much help from the major food companies.

That's where Reliv nutrition comes in, and why owning a Reliv business represents such a tremendous opportunity right now. As a Reliv Distributor, you can offer people what they want. *Everyone* is looking for an easier way to stay healthy — a solution that fits their lifestyle and delivers real results. It's an unlimited market just waiting for you to tap into.

The new **LunaRich® Super Pack** gives you a convenient, powerful new way to do just that. The pack contains a four-month supply of our top two selling products, Reliv Now® and LunaRich X™, and offers the potential for big product savings (see page 8-9). Best of all, it is a product combo that appeals to people from all walks of life.

Unlimited Market + Universal Appeal = Super Opportunity!

Success in this business is all about taking action that can be duplicated by every other Distributor in your organization. That's how you generate speed and get product flying through your network. The Super Pack is designed for duplication. It makes the decision of where to get started with Reliv so much simpler for new people — and makes your job of presenting starting options simpler too.

I challenge you to use the Super Pack to set new goals for yourself. How many Super Packs can you move before the **Next Level International Conference on July 24-26**? How many Super Pack Distributors can you sponsor by then? How many Super Pack Master Affiliates can you bring with you to Kansas City?

I look forward to celebrating your Super Success on stage.



Ryan Montgomery
President

The statements contained in this material have not been evaluated by the Food and Drug Administration. The personal testimonials shared reflect individual experiences of Independent Reliv Distributors and are not necessarily typical of the results you may obtain. Reliv products are not intended to diagnose, treat, cure or prevent any disease.

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

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

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I certainly wasn't in Kansas anymore. I loved the beaches and palm trees, but it was more about spending time with Reliv leaders. I met so many classy, entrepreneurial go-getters all in one place. Make the decision that you'll be on the next trip, work hard for it and you'll get there.

**Lori Doerneman
Goddard, KS**

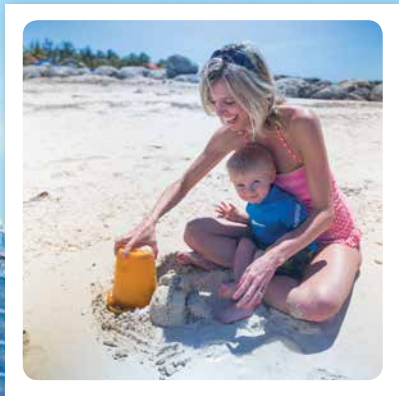


Get on



I signed on as a Master Affiliate with about three hours to spare New Year's Eve — the entry deadline for the cruise drawing. I just knew I was going to go. Reliv trips do not disappoint, and I plan to earn my next one!

Melissa A. Robbins
Concord, NH



Ruby Princess Caribbean Cruise April 3-7

Board!

Reliv Launches Lu

Proven Effective

A University of Missouri study of pigs supplemented daily with Reliv Now® and LunaRich X™ for eight weeks showed significant improvement in biomarkers associated with cardiovascular and metabolic health. Circulating free fatty acids, linked to obesity and metabolic syndrome, decreased by 65%. The hormones leptin and adiponectin, which play a key role in weight management, increased by 64% and 60%, respectively. No effective treatments currently exist for improving these biomarkers.

"My hypothesis is that the nutrients in Reliv Now work in combination with the bioactive lunasin in LunaRich X to specifically activate and increase the expression of the leptin and adiponectin genes, resulting in lower free fatty acid levels," says **Dr. Alfredo Galvez**. "The next step is to validate these results by conducting full-scale human clinical trials, which we are actively pursuing."

LunaRich® from Reliv is the world's first epigenetic superfood. That means it works at the cellular level to turn good genes on and bad genes off — and lets you take control of your health like never before.

Now you can start your own LunaRich health program easier than ever with the LunaRich Super Pack. The Super Pack comes with four cans of Reliv Now®, two 120-count bottles of LunaRich X™ and two shaker cups. That's a four-month supply — one shake and two capsules a day — of Reliv's Dynamic Duo:

Reliv Now: combines LunaRich with a complete, balanced array of protein, vitamins, minerals, phytonutrients and super-powered antioxidants

LunaRich X: delivers the world's most concentrated form of bioactive lunasin, a naturally occurring soy peptide and the key to LunaRich's effectiveness

Think of it this way: Reliv Now is your nutritional fuel; LunaRich X is your epigenetic accelerator. You get optimal health today and smart prevention for tomorrow.

"The Super Pack leads to better health in two ways," Chief Scientific Officer **Dr. Carl Hastings** notes. "First, it contains two cutting-edge products that work together remarkably well to produce real results. Second, the four-month supply encourages new consumers to try the products for a longer period of time and incorporate Reliv into their lives. And that's where optimal nutrition really pays off — as a permanent part of your everyday routine."



LunaRich Super Pack

Better Together: 1+1=3

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

- **Synergism:** Lunasin works with other nutrients, each with its own effect on genes and physiological pathways. When you optimize these pathways with different bioactive nutrients, you optimize your health as well.
- **Increased potency:** Certain nutrients are activators of important genes involved in maintaining health. Once these genes are activated, lunasin has the ability to further increase their expression by making them more readily recognized by the cell.

"Lunasin's epigenetic mechanism of action targets specific genes in different cell types, promoting the good genes and diminishing the bad. That explains the multiple benefits it provides — and how it boosts the efficacy of other bioactive nutrients," explains **Dr. Alfredo Galvez**, Chief Scientific Advisor at SL Technology, a Reliv subsidiary.

"Dietary ingredients in Reliv Now provide optimum nutrition and their own health benefits. The phytonutrient Pycnogenol®, for example, provides extraordinary anti-inflammatory effects. While lunasin works to promote health at the epigenetic level, Pycnogenol and other nutrients found in Reliv Now do the same at the biochemical level. The result is a kind of tag team that delivers more benefits when combined together than the nutrients do individually. It works more like multiplication than addition.

"With all the bioactive nutrients in Reliv Now — already formulated to work together synergistically — I think we're just beginning to learn the potential of this product combination."

I started taking LunaRich X and saw improvement with my blood pressure and lost 16 pounds in two months. When I added Reliv Now, I dropped another 10 pounds. I feel great, have more energy with better focus and started working out again. My wife and son have also seen incredible results. Reliv is the solution for overall family health.

Adam Kendig / Myrtle Beach, SC

I've lived with unhealthy cholesterol levels most of my life — it runs in my family. But not anymore! One year of using Reliv Now and LunaRich X and my numbers are all in the healthy range. My last visit to the doctor gave me the best blood work results I've ever had!

Jim Osterhout / Palatine, IL



INSTANT SAVINGS



Retail Super Pack

\$3.17/day



Distributor Super Pack

\$2.38/day – save 25%



Distributor Double Pack

\$2.22/day – save 30%

Prices reflect one Reliv Now shake and two LunaRich X capsules per day and do not include tax or packaging & handling.

For your BEST option — and the chance to make some serious money — turn the page!



Super Excited to Build a

I'm excited. No, I'm Super excited! Why? Because the LunaRich® Super Pack makes it easier than ever to move product through my Reliv business. And moving product means making money — serious money.

The Super Pack removes the decision-making that used to hold Distributors up:

- *What products should I suggest to new people?*
- *How do I get people who are interested in the products to consider the business?*
- *How do I present the different Distributor levels — especially Master Affiliate?*

The Super Pack comes with built-in answers to all of these questions. Everyone can benefit from taking Reliv Now® and LunaRich X™, so the target market is unlimited. And by packaging the products in a way that fits perfectly into Reliv's wholesale discount structure, you can offer a real financial incentive to become a Distributor right away. Who doesn't love a deal?

But my favorite part is the MA Super Pack.

It further elevates the unique opportunity that comes with becoming a Reliv Master Affiliate. Plus, it makes moving that initial MA product order so much easier for new people. Just keep the free Super Pack for your own consumption, move the other nine and pocket a quick \$500 or so. For the new Distributor, *How can I sell 3,000 volume points worth of product?* is replaced with *I know nine people!*

How do I know the Super Pack works? I've seen it in my own business — in just the first week! I got a new Distributor started with a Super Pack before I left for the Reliv cruise, had another one call to sign up on my way to the ship and added a third when I checked my phone after we returned to port!

The Super Pack simplifies your business, and makes getting new people started much easier to duplicate — layer after layer in your growing organization. Speaking of duplication, here's what I'm doing and encouraging everyone in my organization to do:

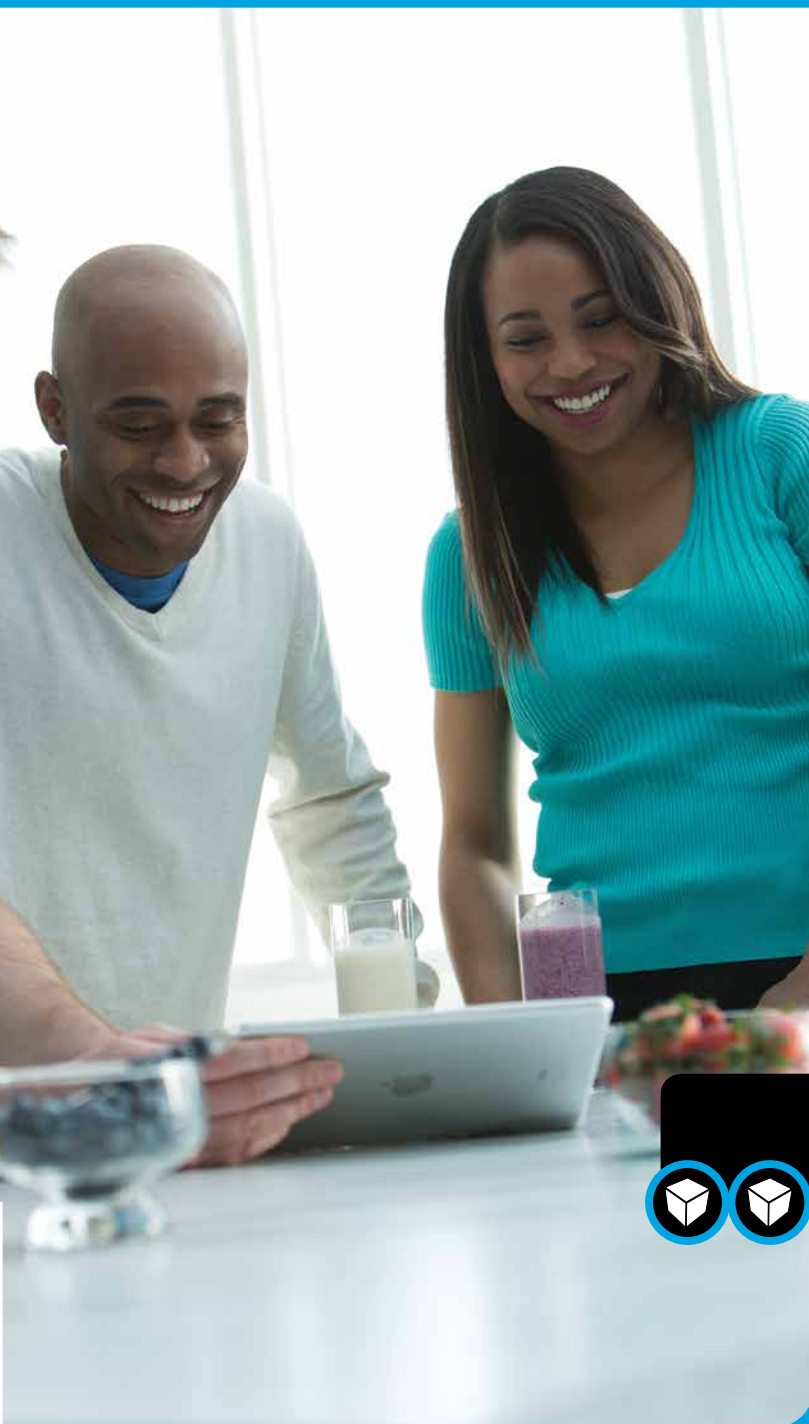
- 1 **Order an MA Super Pack(s) and bring Super Packs with me wherever I go.**
- 2 **Call my downline MAs and encourage them to do the same.**
- 3 **Contact all my non-MA Distributors and let them know why now is the time to make the move to the MA level.**
- 4 **Tell all my customers how they can save on Reliv products.**
- 5 **Most Important: Revisit my list and reach out to new people to let them know there's a great new way to start with Reliv.**
- 6 **Bring an army of new, excited Distributors with me to the Next Level International Conference in July.**

I hope you discover for yourself how the Reliv opportunity just went from great to Super great. In fact, I hope to hear you tell us about it from on stage in Kansas City. See you there!



Super Check

by Hall of Famer Pam Thielen



Someone responded to my ad, so I sent him information about the Reliv business. **He saw the MA Super Pack and signed up at that level right away!** Not only does the MA Super Pack provide the greatest value of any Reliv order, it comes pre-packaged to more easily share Reliv products with people. That makes the business seem so much more doable — everybody can think of 10 people they know who could use Reliv nutrition.

Jenifer Latawiec / Minnesota

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We gave an in-home presentation and had Super Packs stacked on a table in front of the room. People seemed drawn to the boxes — they focused on them because we focused on them. Everyone loves a deal and an instant 25% off of premium products is going to grab attention. **Four people walked out with Super Packs that night** — one lady carried hers around under her arm for an hour!

Terry Cover / Pennsylvania

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People like to be guided when they start something new, and the Super Pack provides the ideal starting point for a Reliv nutrition program for anyone. With good follow-up we can determine if they might also benefit from a functional formula such as GlucAffect® or Arthraffect®. The four-month supply increases the chances of seeing great results, which leads to continued use and interest in the business.

These packs really are super!

Sue Brusa / New Hampshire

EARN MORE, EARN FAST

MA Super Pack



- Keep one, move nine, make \$500+ right away
- Move more product, make more money
- Biggest profit potential ever at Reliv!

NEXT LEVEL BUSINESS

*We sat down with Reliv Executive Vice President of Sales & Marketing **Steve Hastings** to find out how Reliv plans to speed up business in 2014*



THE LUNARICH® SUPER PACK OFFERS A WHOLE NEW WAY TO SHARE RELIV'S PRODUCTS AND OPPORTUNITY. HOW DID THE IDEA FOR THE SUPER PACK COME ABOUT?

We added LunaRich to Reliv Now® in 2012 and before long, it became our top-selling product. We introduced LunaRich X™ capsules in January 2013 and they took off too, now ranking number two in sales. Then the remarkable results from the University of Missouri study of Reliv Now and LunaRich X came out last summer. And, most importantly, we heard all the great results people were getting on these two products. We recognized that packaging them together could provide a major boost to business.

The research and scientific evidence behind this combo connect with people looking for optimal health. And the results consumers are experiencing — in a relatively short time span — have been dramatic! We wanted a way to make that connection even stronger and to make it very simple for consumers to get started on a Reliv regimen.

HOW CAN THE SUPER PACK HELP DISTRIBUTORS BUILD BUSINESS?

Simple and fast duplication is one of the keys to building a financially sound Reliv business. The easier it is to get new, excited Distributors moving Reliv products through their organization — to their own new Distributors and consumers — the quicker their business will grow. Super Packs are a product-moving machine!

Super Packs simplify both how Distributors can present Reliv to new people and how new people can decide to get started. There's no need to learn all sorts of options. Reliv Now and LunaRich X are a great foundation for a Reliv nutrition program for *anyone*. And since the Super Packs fit perfectly into the Reliv compensation plan, you can offer immediate savings for new consumers. For people considering the business, the nine-plus-one-free MA Super Pack offers the biggest profit potential Reliv has ever offered — and a pre-packaged way to more easily move their first Master Affiliate order.



RELIV'S THEME FOR 2014 IS 'NEXT LEVEL.' WHAT DOES THAT MEAN FOR RELIV DISTRIBUTORS?

The beauty of a Reliv business is that it is YOUR business! You have no boss, no mandated schedule, no deadlines. But that also means that you are the only person who can ultimately make it succeed. You have to decide what you want to do with your business.

Many people say they want to build a career income with Reliv. Great! Reliv has created the Road to Presidential Director as a way to set goals and track your progress on your way there. Are you new to Reliv? Set your sites on Key Director and that \$1000 monthly income that comes with it. Already at Key Director? Then what's next for you? No matter where you are on the Road to PD, identify what's next and put a plan in place to get there.

Of course, moving up the Director ranks is only the vehicle to achieve what really matters: a better life for you and your family. Maybe you want to earn enough for a vacation this year. Perhaps you want to bring your spouse home from an unfulfilling corporate job. Or maybe it's time to finally start living your dream of financial freedom. No matter your goal, identify what you want to achieve this year and hit that Next Level!

WHAT CAN PEOPLE STILL EXPECT TO SEE FROM RELIV IN 2014?

The best is yet to come! In the next month, we're rolling out a whole new business training program, complete with presentation slides, how-to videos and web support. Our marketing team is also developing a new "Blue Man" video about the Reliv opportunity, a new product catalog, new website updates and other new tools to help you build. And later this year comes the tool many of you have been waiting for — all-new, completely re-designed personal websites with added functionality to speed up your business growth. There's a reason we chose the theme "Next Level!"

SPEAKING OF NEXT LEVEL, WHY SHOULD DISTRIBUTORS ATTEND THE NEXT LEVEL INTERNATIONAL CONFERENCE IN KANSAS CITY ON JULY 24-26?

We live at a time when the struggle to focus our attention has never been more difficult, or more chaotic. Think about it: while technology has made your world smaller in some ways, it has also produced an overwhelming flood of information and distractions. The ability to focus on what is truly important in achieving your goals is a constant challenge, making the need to "recharge" your focused energy more critical to success than ever.

That's where International Conference comes in. After 22 years with this company, I still see those that attend a Reliv conference build faster, bigger and more consistently than anyone else in the company. That's a fact. Conference acts like a new battery for your business — giving you the tools, the knowledge and the passion to reach higher. (Plus, we have a great time!)

And we've recently booked Hall of Fame Speaker **Connie Podesta** to deliver our keynote address. She alone is worth your trip to Kansas City! Connie is one of today's most talked-about business motivational speakers and will help you generate new ideas and find new sources of inspiration to get what you want out of life. Trust me: you don't want to miss it.

Yes, attending conference is an investment of your time and money, but it's the best investment you'll make in your business this year. Recharge, refocus, Reliv! See you at the Next Level!

optimal health inside & out

by Tina Van Horn

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

Nutritional epigenetics may offer potential for you to look as good as you feel

Who is your **Super You**?

- **Does your Super You have more energy? run faster? look younger?**
- **Is your Super You less stressed? more focused?**
- **Is your Super You improving upon your family's health history?**

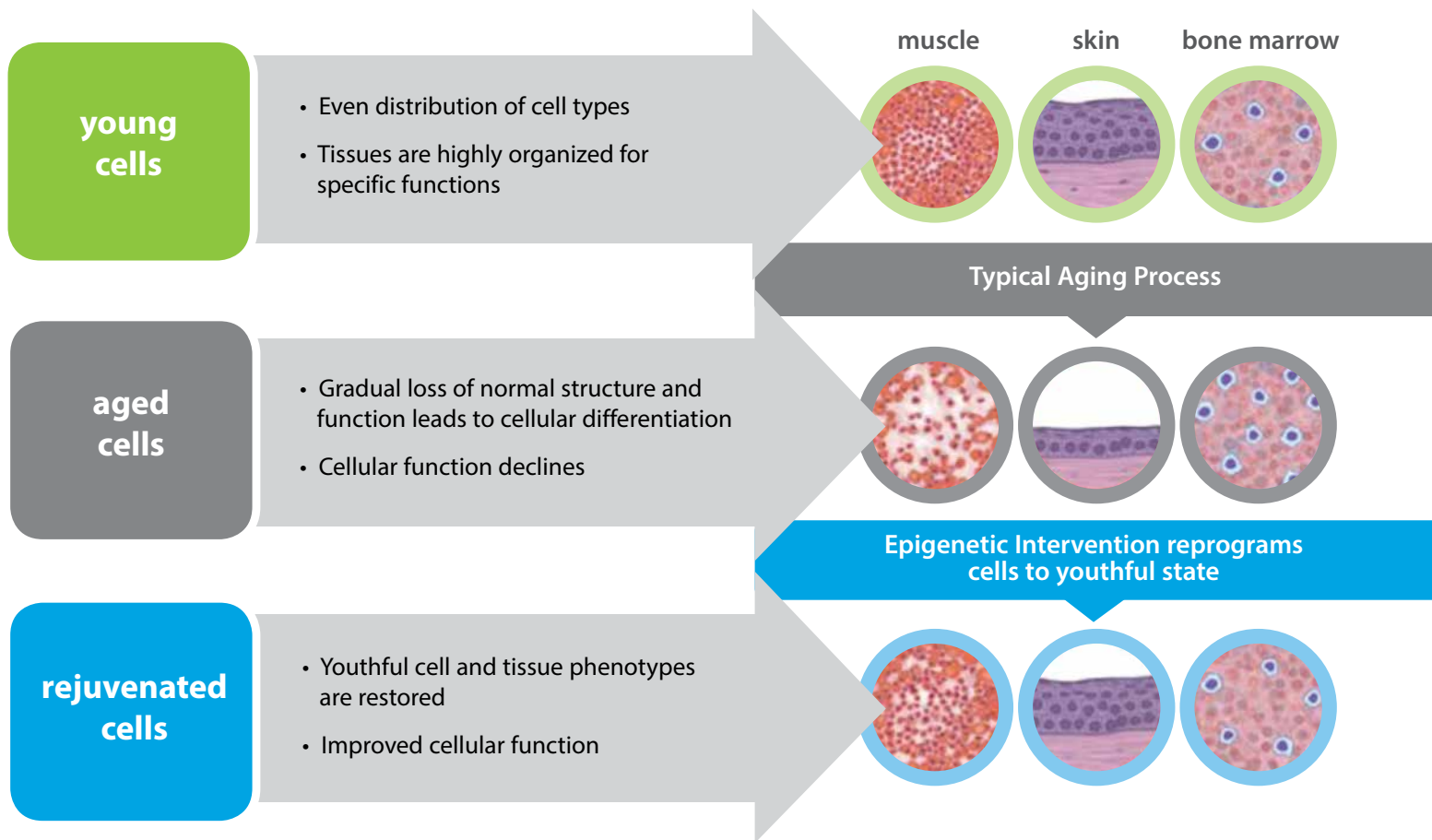
Regardless of your definition, nutritional epigenetics is providing solutions to help you achieve Super You status. Dietary compounds that work at the epigenetic level have the ability to improve the function of many types of cells in the body. Epigenetic researchers continue to identify nutritional compounds that promote wellness, optimize health and interfere with the aging process at the cellular and molecular levels.

Super Ingredient Lunasin

Lunasin is an ideal example of a dietary ingredient that supports various cell types. Researchers continue to discover new benefits of lunasin resulting from its observable epigenetic mechanisms of action. Study after study has identified this naturally occurring soy peptide's ability to promote cellular health. Specific benefits include heart health, antioxidant effects, improved immunity and anti-inflammatory properties. Together, these benefits translate into a comprehensive health formula:

wellness + vitality + energy = Super You!

How can a single dietary compound do so much? Look no further than lunasin's anti-inflammatory benefits as an example. Researchers have established that lunasin is a potent inhibitor of the master inflammatory protein NF- κ - β . Because NF- κ - β is found in almost all human cell types (blood, skin, organ, muscle, neurons, etc.), it plays a key role in regulating the inflammatory response associated with many health conditions and the aging process in general.



Looking Good, Feeling Great

Let's further limit our focus to potential anti-inflammatory benefits for skin cells and reducing the visible signs of aging. Research shows that inhibiting NF- κ - β production can restore skin cells to a more youthful state and help increase skin thickness. Increasing skin thickness makes the skin firmer and reduces the appearance of lines, wrinkles and imperfections.

Chronic inflammation may also trigger heightened allergic responses which contribute to blotchy skin, dark eye circles, puffy eyes and redness. Inflammation plays a significant role in hair loss, acne, and a number of other dermatological age-related conditions.

Researchers agree that gene expression changes with age and leads to physical signs of aging. Cellular dysfunction triggered by changes in gene expression can result in wrinkles, sagging skin and age spots. Nutritional epigenetics and identifying ingredients that may restore gene expression to youthful levels are at the forefront of aging research. Imagine reprogramming skin cells to act years younger using simple nutritional strategies.

Nutritional epigenetics takes "beauty from the inside out" to a higher level.

We know that dietary ingredients like lunasin, in combination with positive lifestyle and environmental interventions, provide a proactive approach to optimize epigenetic health and promote overall wellness. Research is now showing that the same epigenetic mechanisms could help defy the effects of aging. Nutritional epigenetics is painting a clearer picture for those interested in living longer, feeling better and looking as good as they feel. **Your Super You is waiting!**

Your Anti-Inflammation Team

The lunasin in LunaRich® works synergistically with other nutritional compounds in Reliv Now® — and other Reliv products — to reduce inflammatory markers. The result: a powerful nutritional approach to combat the aging effects of inflammation. Here's a list of those inflammation fighters:

Reliv Now proprietary blend

LunaRich
Pynogenol®
Cayenne
Papain
Bromelain
Garlic
Rutin
Licorice root

Reliv Now common ingredients

Vitamin A
Vitamin B6
Vitamin C
Vitamin D
Vitamin E
Vitamin K
Zinc
Magnesium
Soy isoflavones

Found in other Reliv products

Resveratrol
Omega 3s
Turmeric
Ginger
Quercetin
Boswelvia



QU



EST FOR

Reliv has expanded qualifications for the 2014 Leadership Celebration to Québec City on September 11-14. You can join new Ambassadors and Presidential Directors on the trip of a lifetime when you finish among the top Distributors in April, May or June!

Ready for adventure?

Use the LunaRich® Super Pack to move product through your business and complete your Quest!

reliv.com/questforquebec

REACH YOUR NEXT LEVEL IN 2014

Reliv can help you become a better you in so many ways. Distributors often describe Reliv as a self-improvement opportunity disguised as a business — that the health benefits, financial rewards and personal growth they've experienced through Reliv are truly life changing.

So how are you going to improve yourself this year?

It's time to take your health, business and life to the Next Level in 2014 — and Reliv will be with you every step of the way. We're challenging you to think about what the "Next Level" is for you and make a pledge to get there.

Through our social networks, events and the Reliv blog, we're inviting you to share your personal Next Level as a commitment to yourself that you'll do the work to make it a reality. Want to lose weight? Advance a Distributor level? Spend more time with your kids or earn enough for a family vacation? Replace an income? Whatever your Next Level, we want to help you achieve it.

DIRECTIONS:

- 1** Answer this: What Next Level will I achieve in my health, my business, my lifestyle and myself in 2014?
- 2** Share your Next Level — with your family, at your next Reliv event, on Facebook...
- 3** Get to work to make it happen!

Hot Tip! Make sure to join us in Kansas City for the Next Level International Conference on July 24-26 to share how far you've come and get the tools and support you need to reach and exceed your goals.





Healthy & Helpful

Jeff Walker of Fort Wayne, IN, began his journey as a Reliv Distributor almost two years ago. He has found joy in his career as a pastry chef, but that isn't all he's passionate about. Jeff is taking both his business and personal health to the Next Level. His dream: to help others achieve their goals while achieving his own.

"A year ago this June, I ran my first ever 5K and signed up for my first ever gym membership. I couldn't do it without the proper nutrition, attitude, and faith in a company that every day inspires me to push myself harder and help others."



Family Focused

Kelly Bodager of Wooster, OH, found her career as a registered nurse fulfilling but demanding, and she struggled to find time to spend with her family. She decided to take her family focus to the Next Level with Reliv. Now she still gets to help people with their health while being the best mom she can be.

"Reliv has allowed us to be the parents we always wanted to be while earning an income that far exceeds what we imagined possible from a home-based business. We have the freedom to really enjoy life together, and we can't think of a better way to spend our time!"



Big Business

Eileen Bendiksen of Middlesboro, MA, has operated a successful Reliv business for 20 years. With Reliv's new Super Pack and its "Dynamic Duo" of Reliv Now® and LunaRich X™, she's taking her business to the Next Level in 2014.

"I was a pharmacist before I found Reliv, and as a medical professional I can't tell you how amazed I am by the science behind LunaRich®. Reliv Now and LunaRich X perfectly complement each and offer a smart approach to staying healthy. This is true healthcare — giving the body what it wants. Epigenetics is the future, and Reliv is already there! I have a new life before me and the horizon is brighter than ever because of Reliv!"

6 WORD SUCCESS

We asked you on the Reliv Blog to tell us how Reliv has helped you reach your Next Level. The challenge: to use only six words. Here are some of our favorites.

Regaining my health. Rebuilding my wealth. [Tony Pezzullo]

Listen, grasp, struggle, learn, grow—wow! [April Reynolds]

At last I love my job! [Anne Gutierrez]

Sleep at night, energy all day! [William Scott]

Reliv: A way of life to relove. [Donna M. Martin]

Blessed our children; provided our future. [Jeff and Jodi Sugrue]

Suffering without purpose to realizing dreams! [Pam Thielen]

We are Reliving instead of existing. [Mark Suffield]

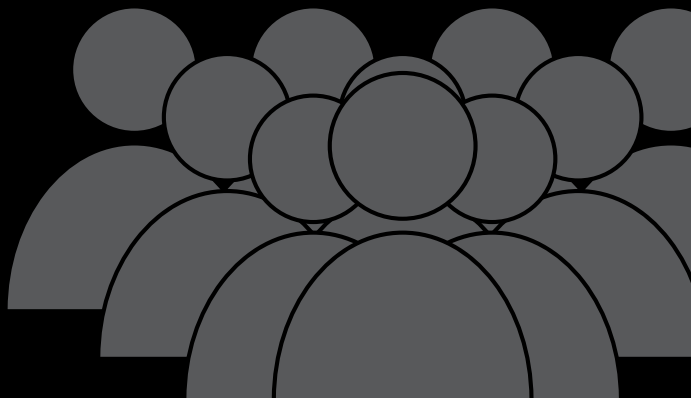
Reliv transformed me to Super Me! [Cathy O'Loughlin]

Life, liberty, the pursuit of happiness! [Rita Lew]

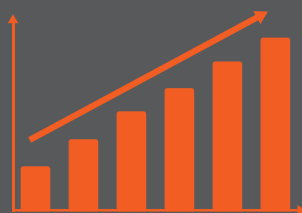
GET YOURSELF TO INTERNATIONAL CONFERENCE

Taken from an article by Jennifer Fong, direct sales consultant and speaker, jenfongspeaks.com

OK, if you're one of those people who has looked at the price of getting to your company's conference and stopped there, this message is for you.



NEXT LEVEL



But if you got into this business to make money, then listen up. Because National Conference is one of the single most important things you can do for your business all year. Of course you need to sell products and recruit. But you also need motivation, recognition and the latest professional development to maximize your sales and recruiting activities. And where does that happen? International Conference.



First, a question: **How important is your business to you?** That's a serious question. If you simply don't care, or will let your business be whatever it is without any steering from you, then this message is probably not going to resonate with you.

"Conferences help you remember why you're sharing Reliv — to help people. Without that focus, you can falter and lose your passion for the work."

Julie Simpson [Wichita, KS]



Studies in this industry have shown that people that attend Conference **MAKE MORE MONEY.**

**Don't cheat yourself.
Get to Conference.
It's worth every penny.**

"The first Reliv Conference I attended changed the course of my life. It raised my belief — in the company, the products, the opportunity and, most importantly, in myself and my ability to do this business. Over the years, that investment has paid me more than \$3 million!"

Mindy Jones [Alpharetta, GA]

In fact, I'm going to go out on a limb here and say that **you can't afford NOT to go to Conference if you want to make money with your business.** It's where you network with your colleagues, get a fresh batch of enthusiasm, get trained, get up-close with the latest products and get to know your company execs. Plus you'll hear the stories of all the people in your company that will inspire you, and maybe just the story that will help a prospect on the fence become a new recruit in the business.

10 reasons NOT to go to International Conference:

- 1 You'll burn through camera batteries as you snap photos of all your new friends.
- 2 You'll ruin your handkerchief with tears after you hear inspiring, life-changing stories.
- 3 You'll lose your voice from cheering after all the big announcements.
- 4 You'll feel sorry for all your friends who didn't make the trip.
- 5 You'll have your mind blown by Reliv scientists and the possibilities of the epigenetic revolution.
- 6 Your hand will cramp from all the note taking, texting and hand shaking you do.
- 7 Your face will hurt from smiling and laughing all weekend long.
- 8 You'll have no choice but to spring into action with what you learn from Reliv's top business builders.
- 9 You'll have to keep up with all the new business you generate in the days that follow.
- 10 You'll have to make yet another trip to the bank to deposit your ever-growing Reliv check.

If you're really interested in taking control of your life, then fine, go to Conference. If getting the most out of every day doesn't sound exhausting to you, then be our guest — punch your ticket to Kansas City. Just don't say we didn't warn you when you end up on stage telling your success story at every Reliv conference for years to come.

[Kansas City, July 24-26]

relivinternationalconference.com

because of reliv I earned a

The Rookie Bonus gives new Master Affiliates an exclusive opportunity to earn big cash right away — up to \$1,000 a month in each of their first three months! Veteran MAs can take home rewards too — \$100 for every Rookie Bonus earner they sponsor. Learn more at reliv.com/rookiebonus



Pam Harrelson & Jerry Hatcher

We became Master Affiliates on December 31. Our strength came from our sponsor. It was her keeping us focused and encouraged that helped us earn the Rookie Bonus. She has been through everything we are going through now, which makes it so important and easy to follow her lead on our own journey. **We achieved success by simply telling our story.** We never forget that we first started with Reliv because we heard a story, and we never lose sight of what the products did for us in the first place.



Evon Morton

I joined Reliv in December after an accident left me with a broken hip. Life changed very quickly; I wasn't quite sure what I was going to do, but I was ready for more changes to come. Reliv has been the best of those changes. What I love about being a Reliv Distributor is offering hope to other people. When you find something that you are passionate about, it's very easy to talk about it. **Reliv's products sell themselves because they work.** I may have started out slow in my wheelchair, but now I'm walking, slowly but surely. I am looking forward to running wherever Reliv leads me!



Karen Armacost

My journey with Reliv actually began 10 years ago. After going through a divorce and having to take some time off, I knew Reliv was going to be there again when I was ready to get back on my feet. Once I came back to the business, I hit the ground running. I just started meeting people where they were and committed to listening and helping them. I have always said "I don't know any strangers." **I love my job with Reliv.** I got a re-do button and I couldn't be more grateful for my Rookie Bonus to kick start my second chance.



Gail & William Lykens

We joined Reliv in late October. Having a wonderful sponsor who has been there to guide us has been a major key to our success. **Our excitement is contagious,** and our eagerness to tell our story and share our business makes connecting with others easy. It has been a very rewarding experience and fills a gap for us. We had been caregivers for several years before, and now we feel just as rewarded as we continue to help others with Reliv. We are in it for life!

Earn more, earn fast.

The Rookie Bonus and the new MA Super Pack (see page 10) make becoming a Reliv Master Affiliate more rewarding than ever.



Julie Umphlette

I decided to sign up as a Master Affiliate on Christmas Day after I saw amazing results from the products. My passion is playing tennis, and when my husband and I stopped needing ibuprofen and ice after our games, we knew we had found something special. I tried other home businesses before, but Reliv was different because it really is so simple: you work your business and you see return almost immediately. Everyone in Reliv has such a genuine interest in helping me grow my business. I truly believe that **the only way you can fail with Reliv is if you stop sharing your story.**

One of the things I love most about Reliv is that it is a part of who I am, not just a job. And I'm not alone — it's a trait shared by our most successful Reliv Distributors. Wherever they go, whatever they do, Reliv is a part of the experience.

My Dad (Dr. Carl) and I recently had the opportunity to enjoy a family vacation in Hawaii and were excited to spend some time with a local group of Distributors who are bringing Reliv to the islands. We spent a Saturday morning sharing the Reliv story with a lot of excited people — guests, long-time Reliv partners and new Distributors taking serious action with big goals for themselves and all of Hawaii.

You never know where a new line of Reliv Distributors can come from. Presidential Double Platinum Ambassador **Linda Vance** was in Hawaii last year on a Reliv rewards trip and met **Oretha Shokunbi**, who worked at the hotel. Oretha is now building her own Reliv organization. Another line started when **Dr. Alfredo Galvez** attended a family event and told his relatives from Hawaii about the excitement surrounding LunaRich® and nutritional epigenetics. Now his cousins **Carlota Ader** and **Lorna Pascua** are Reliv Master Affiliates!

We met so many great people and came away excited about their future success. I can't wait to hear their stories as they grow Reliv Hawaii. A big MAHALO to them all!

Aloha,
Reliv!

by Executive Vice President of
Sales & Marketing Steve Hastings





Soldier's Security

Rico Pascua came upon Reliv by accident and with a twist of fate. After a funeral of a family member in California, Rico was introduced to his wife's cousin, Dr. Alfredo Galvez. The rest, as they say, is history. Rico was looking for help with his high blood pressure and found it in Reliv. After just a short time on the products, his numbers improved significantly.

A member of the Army, Rico is building his business through soldiers going through rigorous training and colleagues looking for better health. He is now nearing retirement and looking forward to having Reliv to help secure his future. "It's part of my life now."



Sharing the Reliv Experience

In September 2013, **Achie Reyes** and his wife learned from college dorm-mate Dr. Alfredo Galvez that lunasin helps with cholesterol and liver health. Their 18-year-old son, Kalani, has epilepsy and was starting the Ketogenic Diet, a high-fat diet for seizure management that increases cholesterol levels. Kalani's liver function tests (LFT) were also elevated due to anti-epilepsy drugs. Adding LunaRich X™ to Kalani's regimen has resulted in only moderate increases in cholesterol levels and normal range LFTs.

Achie also saw health benefits. "I had painful stiffness in my knee that my doctor said could require surgery. After taking Reliv products, the pain subsided. I'm back to playing tennis and I feel better than ever. Even my doctor is surprised!"

Achie sees his Reliv business as an opportunity to offer good health to others. He finds success in sharing his story with others and creating a shared experience through Reliv results.



Bright Future Ahead

Michael and Rene Lowe began their Reliv journey with skepticism that turned into admiration. "We are not ones for network marketing, but after seeing our results with Reliv, we were very excited to introduce these products to those close to us. The products are easy to use and they work, so they pretty much sell themselves."

Both Michael and Rene work full time, using Reliv as a great source of supplemental income. Reliv also provides an unmatched source of energy for their busy schedules, which include staying active in their church and playing music.

The Lowe family anticipates a bright future with Reliv. "We are very thankful to be a part of Reliv and look forward to growing our business this year. We love the products and the opportunity it provides."



you be the

Have you ever wanted to visit a Reliv Kalogris Foundation feeding program? To meet the children you are helping to nourish on a daily basis? Do not miss your chance!

"Be the change you wish to see in the world."

— Mahatma Gandhi

The RKF "Be the Change" challenge runs until **June 30, 2014**. The individual who brings in the most donations will be joining the RKF staff for our annual Christmas in Haiti trip. You will visit the very children you help every day, distribute gifts at the RKF Home and see firsthand how you are improving the lives of those in need.

You may also participate with a team. Challenge your local group to collect the most donations and receive special recognition at the Rally for the Mission during International Conference in Kansas City.

How can you Be the Change? Raise awareness and donations in your community — plan a block party, hold a yard sale, ask people to sponsor you in a 5K or half-marathon. Or simply place cans around the neighborhood — your church, local markets, the dry cleaner, school. Don't forget you can set up a FirstGiving fundraising page to collect donations online and share on social media.

To participate or for further details, contact Courtney at ccolombo@relivinc.com.

Being the Change Sip by Sip

I go to Starbucks several times a week to work on my Reliv business and I buy myself a drink while there. I decided that with every Starbucks drink I bought during the 40 days of Lent, I would donate \$5 to the Kalogris Foundation. In the end, I made it an even \$200 donation. I know that it really helps make a difference in someone's life.

Roger Rodriguez / La Puente, CA

can change



Feeding Dreams

The principal and teachers at Wawa Elementary School in Nasugbu, Batangas (Philippines), selected 24 pupils in grades 1-5 who needed nutritional assistance. With their teachers faithfully and lovingly preparing their daily Reliv shakes, these kids are now on the road to better health and better concentration. That means a greater chance to do well in their studies and achieve their dreams. Thank you, Reliv Distributors!

Come on Down!

You could be the next contestant at the Rally for the Mission!

This year Reliv is donating \$20 to the Kalogris Foundation on behalf of every International Conference attendee, and all are welcome to join the 2014 Rally for the Mission: Game Edition on Saturday morning of conference weekend. Bring your thinking caps and be ready to have some fun!

Instead of skits this year, individual Reliv Distributors and area groups will be selected as contestants in a variety of game show-style challenges. We might even pick you! So be sure to come excited and ready to join in. **And don't forget to dress to impress** — we want to see you represent your hometown or group with some creative getups!

Ready to have a great time for a great cause? Game on!





Name: Caroline Cochran

Hometown: Calhoun, GA

Gigs: Mom, makeup boutique owner, Reliv

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

Seeing a Change: My 13-year-old daughter has had no breathing issues since she started on Reliv shakes and now competes in cheerleading competitions. My eight-year-old son has experienced relief from seasonal allergies.

Start of Something Healthy: I became a Distributor because of the results I saw on the products. I noticed the effects of LunaRich X within a week and knew I had come across something special. It was amazing how much energy I had throughout the day. Instead of crashing every afternoon, I just kept on going without thinking twice.

The Power of LunaRich®: I have never been so excited to share anything before. I can't wait until the word gets out about LunaRich and everyone can experience these amazing things Reliv is doing for people!

Name: Jolene Maser

Hometown: Kirkwood, MO

Gigs: Stay-at-home Mom, Reliv

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

All in the Family: I have much more mental clarity and stamina with Reliv. I'm alert and less stressed. My husband suffered from severe stiffness in his wrist, and Reliv got his range of motion back. My kids' immune systems have drastically improved as well, making my life much easier.

Lifestyle Difference: Being a stay-at-home mom, I brought in a \$0 income. With Reliv I now make steady money and feel more accomplished because of it.

Happy New Year: I made a New Year's resolution this year to achieve optimal health and financial independence with Reliv. I'm so excited for what Reliv has in store for me and am constantly looking forward to meeting more people and sharing my story.

Name: Hailey Davis

Hometown: Fullerton, CA

Gigs: Full-time student, Disneyland, Reliv

Reliv Regimen: Reliv Now, LunaRich X, Innergize!

Too Young to Feel Old: I had developed carpal tunnel from work. My boyfriend just threw me a bottle of LunaRich X and said "take this." Now I feel great. I am also not as sluggish as I used to be. I'm only 20 — I shouldn't feel the way I used to.

Sense of Community: I love how close-knit everyone is at Reliv. I had the opportunity to meet Bob and Ryan Montgomery, Dr. Carl and Steve Hastings and Dr. Galvez. I love how personable everyone is and how the company is structured.

Spreading the Word: When talking about Reliv, I just tell people the truth: it makes me feel great, I have energy and I don't get sick!

Name: Angie Dyar

Hometown: Carnesville, GA

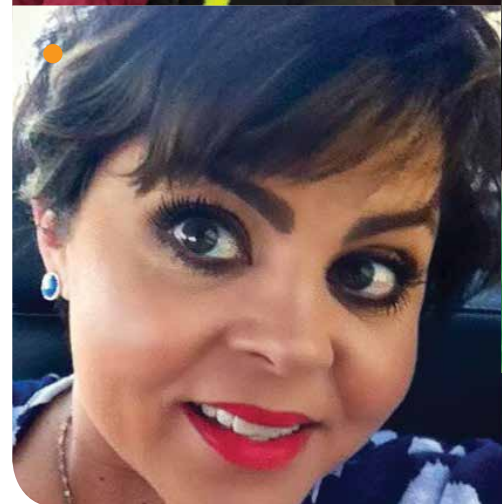
Gigs: Makeup artist, Reliv

Reliv Regimen: Reliv Now, LunaRich X

Looking for Answers: I was looking for a nutritional solution to help with issues related to nerve damage in my back and foot. I was looking for a product without chemicals or side effects. That's when I found Reliv and LunaRich.

Perfect Solution: I saw results very quickly. My inflammation subsided and I didn't have to wear a boot on my foot after I began taking the products. I found the perfect nutritional fuel to help get my body healthy again.

Looking Forward: Not only do I have the opportunity to create my own business with Reliv, but I get to change people's lives inside and out with these amazing products. I couldn't be more ready to build my business and share the story of LunaRich for years to come!



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: Melissa Robbins

Hometown: Concord, NH

Gigs: Real estate agent, Reliv

Reliv Regimen: Reliv Now, LunaRich X, Innergize!

Great Value: I had increasingly frequent, debilitating headaches that were coming on a couple times a week and would force me to sleep them off. I've felt great since I started taking these products. Reliv is worth every penny!

Change for Good: I now wake up before my alarm awake and energized and ready to start my day. I love it! After three months on the products, I am now back to running six miles three times a week.

Creating Success: I network daily and share my story with everyone out of pure excitement of my results and how it could help them. I am very excited to grow my career with Reliv!



Name: Julie Novak

Hometown: Calhoun, GA

Gigs: Pageant director, Reliv

Reliv Regimen: LunaRich X

Battling for Health: Before Reliv I was dealing with a variety of health issues. I began taking LunaRich X in November and couldn't believe what happened: I started seeing life-changing results!

Saving Grace: My poor health was costing me thousands in medical bills. Because of Reliv, I'm back in control of my health and couldn't have imagined feeling this great! LunaRich is a breakthrough that could completely change the health industry, and I am living proof of that.

Beauty from the Inside: I have been a pageant director for the past 30 years. This industry gives me the opportunity to target a specific market that can be positively affected by the power of LunaRich. I have seen such improvement in my skin, hair and nails, and I am excited to share those results with my colleagues and contestants.



Name: Paula Coffey

Hometown: Creston, OH

Gigs: Former hairdresser, Reliv

Reliv Regimen: Arthafect®, ReversAge®, LunaRich X

Family Affair: My mom saw great results on the products and I became a Master Affiliate shortly thereafter. In just two years with Reliv I replaced my income as an owner and operator of a hair salon that took me 30 years to build. Nearly everyone in my family followed, including my aunt, daughter and son. We've never looked back!

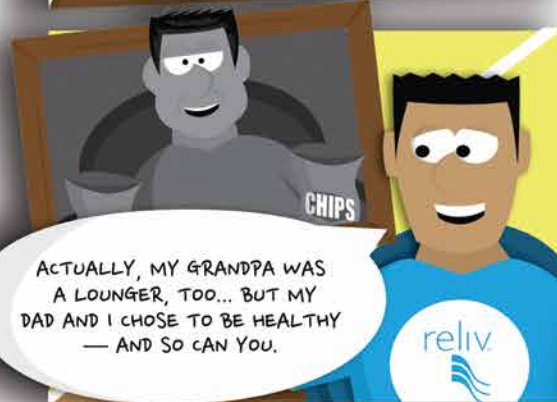
Painful Setbacks: I fought a painful ruptured disc in my back for years. Reliv provided the nutritional support I needed and now my back feels great every day!

Living the Dream: With Reliv we have the opportunity to travel every month of the year and winter in Florida. We now fill our days doing what we want to do: fishing, golfing and spending time with our seven grandchildren. Thank you, Reliv!

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

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