

# lifestyle



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come in **pairs...**



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## distributors first



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[pinterest.com/reliv](https://pinterest.com/reliv)

[youtube.com/relivinternational](https://youtube.com/relivinternational)

Ran this morning, mowed my lawn this afternoon, and just had my Reliv shake with strawberries and bananas... I can hear the fat scream as it melts off my body.

– **Brittnee Michael via Facebook**

Optimal health and gains every week thanks to @Reliv products! @swagschutte\_3

Starting #RelivNow and #LunaRich tomorrow! Can't wait to feel the benefits! @JuliMCarlin

If you knew your health could be at its best and greater than ever, would you tell your doctor? I did and she was amazed. My blood work numbers are all above and better than normal! All 49 are on the good side because of Reliv.

– **Mary Maufas via Facebook**

Okay I am down 5 pounds. Next week hope to lose more yeah. Thank you Reliv International!

– **Jules Beaver via Facebook**

This summer is going to be awesome with all the places we will be going with @RelivEurope and @Reliv!

#success #moreto come @return2youth

"The whole conference was just awesome! I'm so fired up about these products, especially the Dynamic Duo! I believe Reliv is going to explode with these two great products and I want to be a part of it!"

– **Winifred Yoder via Facebook**

"I loved watching my Distributors' excitement grow at their first Reliv conference! They were blown away!"

– **Boots Sargis via Facebook**

"It was my first conference and seeing firsthand the heart, humility and integrity of our corporate and Distributor leaders was golden!"

– **Dennis McKinzie via Facebook**

"The ongoing commitment of Reliv to its Distributor force is SO evident!"

– **Dolores Roselli Poulin via Facebook**



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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.

# 5 Ways to Take Your Business to the Next Level

By Ryan Montgomery, President

The world has changed a lot in 25+ years, but the basics of building a Reliv business remain the same — reach out to new people and help them succeed. Yet as we move forward, we must continue to grow, adapt and improve. Here are some suggestions to help you do exactly that:

**Engage!** You are bombarded with distractions every day. That's why it's important to seek out the information you actually want. So engage with Reliv on social media, subscribe to the blog, read every email, watch our *Engage!* webinars... and have your downline follow your lead. Treat your business like a business and stay informed.

**Focus/Simplify.** What you focus on will grow. Distributors embracing the LunaRich® Super Pack know the power of focus. The Super Pack simplifies how to both start on the products and launch a Reliv business. The result: increased speed and organizational growth.

**Strike a balance.** Reliv offers incredible products and a remarkable opportunity. Successful Distributors know how to strike a balance between the two. We've focused a lot on products with the acquisition of LunaRich, and rightly so. But it is knowing there is money to be made and lifestyles improved with Reliv that has always driven our biggest expansion.

**Expand your image of wellness.** Our products are for everyone — young and old, sick and healthy, athlete and beginner. Seek out a range of stories that different types of people can relate to and appeal to everyone when sharing Reliv.

**Innovate.** We strive to innovate at Reliv, and I encourage you to do the same. Try new things, keep the ones that work and throw out the ones that don't. When you stop learning, you stop growing.

Reliv is positioned for the future. But if we want more, we have to become more. We must challenge ourselves to be opportunistic, creative and innovative. We're committed to making it happen at Reliv HQ. **How about you?**

Ryan Montgomery with wife Tracy and son Gage in Grand Turk.



One of my favorite things about Reliv is seeing interesting and exotic places in the world that I would have never dreamed of or planned to visit on my own.

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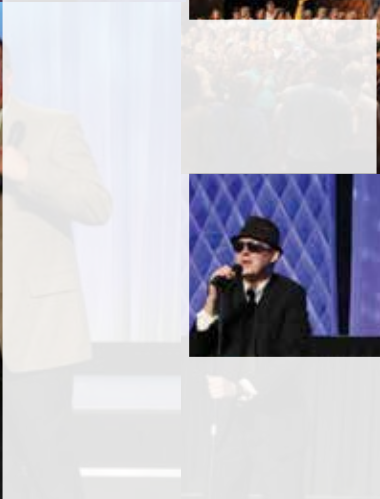
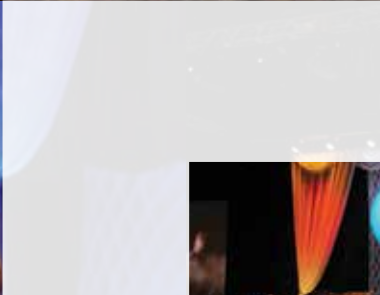
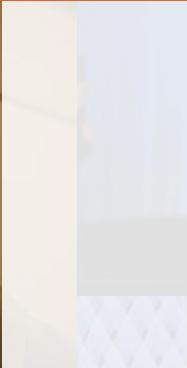
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# super success

## How to Move 100+ Super Packs This Month



How do you move 107 LunaRich® Super Packs in one month? According to **Scott Weaver** of Imler, Pennsylvania, there's no secret: "Being sincere about helping people is my key to success. Making this business about others is what it's all about. It's not magic — show people you care and the results will come."

Scott's organization was able to move all those Super Packs by building momentum — by bringing in new people who brought in more new people. "Super Packs get people excited," he says. "When they see the boxes stacked in front of a room and hear the stories about what these products are doing for people, they want what's in the box."

Thanks to the Super Pack, Scott finished first in volume among all Distributors in the nation in April, earning a trip for two to Quebec City for the 2014 Leadership Celebration.

And all those Super Packs are helping people see better results. "People used to leave our presentations with one can of Reliv Now and one bottle of LunaRich X," Scott says. "Now they leave with a four-month supply. And with these two remarkable products, they can't escape seeing results!"

### The LunaRich® Super Pack:

- 4 cans of Reliv Now®
- 2 bottles of LunaRich X™ (120-count)
- 1 incredible opportunity





Scott's tips for building business with the LunaRich Super Pack:

**It's still about stories.** Connect new people with your upline and with other Distributors who can validate with their own personal experience what these products and this business can do.

**Make Super Packs part of every Reliv presentation.** The science behind these products is amazing, the results people are getting are inspiring and the instant savings with Super Packs just makes sense.

**Make Super Packs visible.** Carry packs with you and have them prominently displayed whenever you're sharing Reliv. Those boxes grab attention.

**Welcome Reliv into your life.** My family is a Reliv family — it's a part of everything we do. When you feel great and experience the joy of helping others, it stops being work and starts being part of who you are.

#### MA Super Pack



**1. You get: nine Super Packs at 35% off PLUS a 10<sup>th</sup> one FREE**

**2. Keep one for you, help nine other people get started**

**3. Earn \$500 - \$1000+ right away**

*Once you achieve Master Affiliate (MA) status, you can order your next MA Super Pack — and all Reliv products — at 40% off.*

**Note:** The MA Super Pack (ten-for-nine offer) is a single purchase item only. You do not receive a free Super Pack when you purchase nine Super Packs in separate orders.

## Instant Earnings

We ordered our first Master Affiliate (MA) Super Pack the day they launched. Before the order even arrived home, we had sold it and earned an instant \$500! From there, we just kept moving Super Packs and worked our way onto the Quebec City trip. The Super Pack is the fastest strategy to sponsor and advance people within your organization. The key to success is to be prepared when opportunity arises, and your opportunity is the LunaRich Super Pack.

**Rita & Jaime Montenegro / San Jose, CA**

## Extra Incentive

People see the value and simplicity of the Super Pack right away — especially the ten-for-nine MA Super Pack. The free product gave reluctant prospects of mine the extra incentive to sign on as MAs, and they moved the other nine Super Packs right away. I have a new reason to approach and re-approach everyone on my list. I'm so excited about LunaRich and what's happening at Reliv and it shows!

**Diane Everett / Pinckney, MI**

## By the Numbers

I'm a numbers guy, so I present the savings and profit potential of Super Packs in real dollars. I used to put together product combinations to explain how people could buy at wholesale — now the Super Pack does it for me! At one in-home meeting we had three people leave with Super Packs; two of them came back days later for full MA Super Pack orders. Our organization moved 90+ Super Packs that month, and we became Key Directors. We also earned a trip to Quebec City — our chance for the honeymoon we never had!

**Kristina & Andy Pierce / Lewisburg, OH**

## Simple Success

I've been working Reliv very part time for 11 years, but I earned my first Reliv trip in April with the help of the Super Pack. It simplifies the business, which makes talking about Reliv easier for new people. You don't have to be a nutrition scientist; you just tell people to drink Reliv Now shakes and take LunaRich X capsules every day. When their health results come — which they always do — they're ready to build their own business right along with you.

**Dave Zuro / Crestwood, IL**

## Easy Decision

The Super Pack simplifies the decision to get started. It directs people to the products to start on (Reliv Now and LunaRich X) and the profit level to start at (25% discount or MA Super Pack). Combined with the reduced profit level qualifications introduced this year, the MA Super Pack makes the decision to go MA much easier. Instead of wondering how they are going to move thousands in volume, prospective MAs think, "I can move nine Super Packs!"

**Paul Collins / Goffstown, NH**

# NEXT LEVEL NUTRITION

*We sat down with Reliv Vice Chairman and Chief Scientific Officer **Dr. Carl Hastings** to discuss the nutrition industry and Reliv's place in it — now and in the years to come.*



## THE USE OF NUTRITIONAL SUPPLEMENTS IS ON THE RISE. DO YOU SEE THAT TREND CONTINUING?

No question. Our poor diets today make supplementation more important than ever. We need to transition to food products that are both flavorful *and* nutritious, especially for our kids. Our food should deliver the key nutrients we need, with supplements there to fill in the gaps.

Just because you're not sick doesn't mean you're healthy. We need to meet and exceed nutritional requirements to attain and maintain optimal health. One big obstacle is a general lack of knowledge within the medical community about supplements. Doctors don't receive a lot of training in nutrition, versus the constant attention they receive from the drug industry. They usually look to pharmaceuticals first, even for prevention.

But the situation is starting to change. More medical professionals are learning the value of nutritional approaches to good health. That's why it's so important that our industry remain vigilant in policing the less reputable manufacturers and why Reliv is committed to using only ingredients backed by real science. In my role on the board for the Council for Responsible Nutrition, I get to stay on top of all the latest developments, and I see a very bright future for the industry and for Reliv.

## WHAT MAKES RELIV PRODUCTS A SMART CHOICE FOR CONSUMERS?

Two main reasons: innovation and quality.

LunaRich® is the perfect example of how we innovate. LunaRich is a Reliv-exclusive ingredient that delivers more bioactive lunasin than any other source available today. Lunasin is the first dietary compound shown to promote optimal health at the epigenetic level. That puts Reliv on the leading edge of nutritional epigenetics, a field you'll be hearing a lot more about in the coming years.

But it's not just LunaRich. We innovate with every product we produce. Just look at FibRestore®, one of my favorites. We know the many benefits of fiber and that people need more fiber in their diets, so we include both soluble and insoluble fiber. To that we add antioxidants, herbs and enzymes to enhance that fiber's effectiveness and provide other synergistic benefits. The result is a product unlike anything else on the market.

Developing a formula is one thing; putting it together is another. And Reliv's manufacturing and quality control process sets the industry standard. We strive to create the best possible formulation with every product run — from selecting suppliers to sealing the can. And we test and test and test at every step along the way.

*For more on Reliv's manufacturing process, turn to page 18 of this magazine or visit **[reliv.com/nutrition-you-can-trust](http://reliv.com/nutrition-you-can-trust)**.*



## WHAT CAN RELIV CONSUMERS EXPECT TO SEE IN THE MONTHS AND YEARS AHEAD?

It's an exciting time at Reliv. With the acquisition of LunaRich, Reliv also added the innovation team of SL Technology to our staff, including **Dr. Alfredo Galvez**. Dr. Galvez is recognized worldwide as a pioneer in nutritional epigenetics. He recently spoke about LunaRich to a packed room at the VitaFoods Conference in Geneva and was the talk of the event. I can't tell you what an asset it is to have someone of Fred's caliber on the Reliv team.

Soon he'll be working right up the road from Reliv HQ. We've set up a special lab for Fred to continue his research and to train Reliv scientists and quality control staff in the production of LunaRich. This coincides with our launching of a new LunaRich X encapsulation line at Reliv. LunaRich X is now our second highest selling product behind Reliv Now, and we needed to upgrade our manufacturing to meet the growing demand.

What can you expect from Reliv? Continued quality, continued innovation, continued university studies and continued work on new ingredients and new formulations. In other words, more of the same that you've expected from us for 25 years — just better than ever.

## TELL US MORE ABOUT WHY YOU'RE SO EXCITED ABOUT LUNARICH.

We've really just scratched the surface of LunaRich's potential. Studies already show lunasin's range of benefits — cholesterol reduction, improved immunity, inflammation reduction, cellular health and so on. And the results people are seeing on LunaRich are even more remarkable. (See sidebar for how you can help advance lunasin research.)

The results of the University of Missouri animal study of Reliv Now® and LunaRich X™ (visit [reliv.com/nowlrxstudy](https://reliv.com/nowlrxstudy) for details) were so impressive that we are now conducting preliminary studies and working with universities to set up clinical trials. I am confident that what we learn will further validate the benefits of our epigenetic superfood.

SO WHY AM I EXCITED? I'VE BEEN IN THIS INDUSTRY LONG ENOUGH TO KNOW WHAT A UNIQUE OPPORTUNITY WE HAVE WITH EXCLUSIVE RIGHTS TO AN INGREDIENT LIKE LUNARICH.

## Dr. Galvez Needs Your Help

To help Dr. Alfredo Galvez and his lunasin research, we are seeking results consumers have experienced on Reliv's LunaRich products that can be statistically and factually documented — weight lost, cholesterol levels improved, blood sugar levels improved, etc. If you have documentation of such results that you are willing to share, please contact us at [productinfo@relivinc.com](mailto:productinfo@relivinc.com). Thank you for your assistance.



## Redefining Sports Nutrition

The term “sports nutrition” invokes images of buff gym rats lugging around kegs of protein powder, as well as lithe distance runners throwing back concoctions of carbs and electrolytes en route to the finish line. Yes, these types of athletes have unique nutritional needs and use specialty supplements to support their performance goals. But sports nutrition can benefit more than just elite athletes. In fact, you don’t have to be an “athlete” at all to benefit from the research and products labeled for sport.

Elite-level athletes must be in tune with their bodies, and they have high expectations from their nutrition regimen. Dietary choices must address energy, endurance, performance, recovery and repair. Meeting these demands requires attention to macronutrients that support daily energy production and micronutrients that sustain health and promote optimal performance. Falling short in either category leads to short-term effects on performance, as well as long-term effects on general health and well-being.

Current research in sports nutrition is adding a new dimension to the conversation — inflammation. As more research becomes available and the link between diet and inflammation is understood, athletes are poised to reap the immediate benefits of an anti-inflammatory diet.

## Acute vs. Chronic Inflammation

Acute inflammation can be a good thing. It is a normal physiological response to physical activity that allows for conditioning and muscle strength gains. The inflammation process repairs damage during the recovery period, which begins about two hours after a workout, and typically resolves after 48 hours. Inflammation also promotes training adaptations leading to strength and endurance gains.

Swelling and redness are visual signs of acute inflammation, which is commonly associated with injury (think sprained ankle). Pain and discomfort are also typically present with acute inflammation. These responses inform athletes that they have exerted themselves beyond their physical ability. Although many athletes try to push through injury, sooner or later the symptoms prevail and treatment is required. Rest, ice, compression and anti-inflammatory agents are the standard of care, in most cases.

# a [better



## Inflammation and the changing face of sport

by Tina Van Horn

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

End of story? Not quite. Chronic inflammation is far less obvious, but far more insidious. It is often described as a smoldering fire that keeps your immune system in a constant state of alert. Chronic inflammation is a low-grade, systemic condition linked to diabetes, cardio-vascular disease, auto-immune disorders and aging. The symptoms of chronic inflammation are vague and typically acknowledged only as a component of other conditions.

Addressing chronic inflammation is imperative for wellness, disease prevention and healthy aging. It also can be detrimental to active lifestyles and sports performance. When the immune system is in this constant state of alert, joints and soft tissue (ligaments, tendons, cartilage) become more susceptible to acute and over-use injuries.

Systemic inflammation also has the following effects on performance:

- **Decreasing endurance**
- **Increasing soreness and recovery time after strenuous activity**
- **Impairing muscle synthesis**
- **Intensifying perceived exertion**
- **Disrupting cellular energy production**

In general terms, inflammation can make workouts feel more difficult, sabotage results, extend recovery time and diminish energy levels.

## Lifestyle (Epigenetic) Mediators of Inflammation

How do we extinguish this inflammatory fire? Moderate, daily exercise has been linked to decreases in biomarkers associated with chronic inflammation. But athletes must be cautious. Without appropriate recovery time, exercise can induce an inflammatory state, commonly referred to as over-training.

The primary culprit for a chronic inflammatory state: your diet. Saturated fats, trans fats, sugar and other simple carbohydrates are all linked to higher inflammation levels. Conversely, diet is also the first line of defense against inflammation. Many prominent health practitioners have now endorsed anti-inflammatory diets to improve wellness and as therapy for disease conditions.

Mother Nature is the leading supplier of anti-inflammatory compounds. Fruits, vegetables and whole grains deliver anti-inflammatory micronutrients and bioactive compounds. Produce with deeper and richer colors (dark greens, berries, beets, pineapple, etc.) in particular contain antioxidants and bioactive ingredients that fight

inflammation. Omega 3 fats, found in cold-water fish and nuts, also decrease inflammatory biomarkers. And research has established the lunasin and isoflavones in soy as anti-inflammatory powerhouses.

While athletes may be conscious of their dietary choices, consuming foods rich in these anti-inflammatory compounds is still challenging, as it is for all of us. Dietary supplementation is a convenient way to assure you are meeting your micronutrient needs to fight inflammation and support optimal physical performance.

Reliv's LunaRich® Super Pack, featuring Reliv Now® and LunaRich X™, meets the demands of athletes and anyone seeking better health with a powerful anti-inflammatory blend of ingredients not found anywhere else.

## Super Pack Inflammation Fighters — and dietary sources

**Lunasin (active ingredient in LunaRich X):** soy

**Pycnogenol®:** pine bark extract, grape seeds, peanut skins

**Cayenne:** cayenne pepper extract

**Papain:** papaya

**Bromelain:** pineapple

**Garlic**

**Rutin:** buckwheat, amaranth, figs

**Licorice root**

## Super You

The combination of Reliv Now and LunaRich X also delivers additional vitamins, minerals and antioxidants to support optimal physical performance, whether you are an athlete or simply looking to enjoy a healthy, active lifestyle. Learn more at [reliv.com/superpack](http://reliv.com/superpack).

## My Nutritional Edge

By Michael Thomas, Captain of Oklahoma City Energy FC

I started taking Reliv during my senior year of high school to help my performance as a soccer player. I had been plagued with severe cramps due to dehydration from sweating during games and rarely finished a full 90 minutes. My dream was to become a professional soccer player, so I knew I had to take steps to be counted on to play the entire game.

### Two Shakes a Day

I started taking two shakes a day of Reliv Classic®, Innergize!® and FibRestore®. Before games and at halftime, I'd take a "sports shake" of Innergize! and ProVantage®. The results convinced me that Reliv will always fuel my performance. I no longer cramp, I'm in better shape and I recover faster between games.

**Reliv has helped me quickly bounce back from injury, increased my muscle mass and improved my endurance.**

### Setback and Recovery

I moved on to the University of Notre Dame to play soccer after high school. I suffered a broken jaw, but was able to return to the team quickly and maintain my weight during recovery thanks to Slimplicity®, ProVantage and Arthraffect®. I impressed both the doctor and my coach with how fast my jaw healed and with my fitness level despite the time off.

### Striker on Fire

I'm 26 and have been dedicated to these products for nine years. I still use the products every day and am well respected by teammates for my endurance and work rate. There is no doubt Reliv has allowed me to excel as one of the fittest players on every team for which I have played. Reliv is my nutritional edge.

Visit [reliv.com/provantage](http://reliv.com/provantage) to meet Michael and Greg in video

## Reliv Athlete Update

"I was struck by an IED while serving my country and I thought that was the end. They flew me back to Bethesda Naval Hospital and my prognosis was grim. I went from 220 pounds down to 145 and spent 44 days in a coma. It was a very rough ride for me.

"Someone introduced me to Reliv and it changed my life. I started with Arthraffect® and immediately felt improvement from the soreness from my latest seizure. Reliv's recuperating powers aren't miraculous; they're scientific. Reliv gave me the courage to come back after being told I couldn't walk, after being told that I was out of the game.

"I started doing judo again and by 2010 I had secured a gold medal and a world title. I've been in martial arts all my life and I'm here to tell you that this stuff works. Thank you, Reliv, for giving me my life back. **I'm training for the 2016 Summer Olympics and can't wait to be on the podium drinking my Reliv shake!"**

— Greg James at the Reliv Next Level International Conference

*Master Greg James is the head instructor at the Agoge Martial Arts Academy. He is a Special Forces combat veteran, US Navy, with an honorable discharge. He specializes in military and law enforcement training, and regularly instructs the Secret Service, FBI, Green Beret, Army, Naval Academy, US Marine Corps, SWAT and many local law enforcement agencies. He is also an undefeated MMA competitor and competes on the World Brazilian Jiu Jitsu circuit.*





Reliv Europe has launched an exciting project that supports up-and-coming sports stars in their nutrition and high achievements. Meet Reliv Europe's first sports team: Reliv Athletic.



**Name:** Richard Buck  
**Sport:** 400m & 4x400m Relay  
**Achievements:**  
 Member of 2008, 2012 Olympic Games Team (GB)  
 Personal Best Time: 45.61  
 7 International Medals including:  
 1 European Gold, 1 World Silver,  
 3 European Silver, 1 World Bronze,  
 1 European Bronze



**Name:** Annika Drazek  
**Sport:** 100m & 100m Hurdles  
**Achievements:**  
 Personal Best Time: 100m 11.76  
 Personal Best Time: 100m Hurdles 13.80  
 7th in IAAF World Youth Championships



**Name:** Amaury Lavernhe  
**Sport:** Professional Bodyboarder  
**Achievements:**  
 2006: Champion of France in open bodyboard  
 2007: Third in the World Championships boogie  
 2009: Silver Medal Championships of France Open in Lacanau  
 2009: Sixth in the World Championships boogie  
 2010: Champion of La Réunion in open bodyboard at The Breakers  
 2010: Champion of France in open bodyboard in Biarritz  
 2010: Winner of Manapany Surf Festival  
 2010: World Champion IBA (International Bodyboarding Association)  
 2011: Winner of Manapany Surf Festival



**Name:** Esther van der Loos & Corné de Koning  
**Sport:** Rowing  
**Achievements:**  
 Corné – Winner and national record holder of 500 metres on an ergometer despite a birth defect.  
 Esther – Started rowing in 2006 despite partial paraplegics. Individual 2 x Dutch champion indoors and 3 x Dutch champion in the skiff.  
 Together – 4th at the World Cup in Eton and 5th at the World Championships in South Korea.



# punta canela



DOMINICAN REPUBLIC  
2015 RELIV  
LEADERSHIP  
CELEBRATION



Picture it now: the unspoiled turquoise water, the pristine white beach, the idyllic island weather.

**Only one thing missing...You!**

Reliv invites you to experience paradise in the Caribbean's most popular year-round tourist destination — Punta Cana, Dominican Republic. You'll stay at the renowned Paradisus Resort, where you'll receive the Royal treatment: private beach, private pool, exclusive restaurant — and **your own personal butler!**

Spend four days and three nights on us at the **all-inclusive resort** for an adventure you'll never forget. Relax on the top-rated beach, luxuriate in an elegant spa, browse the local shops, enjoy unlimited golf and take in the island culture. **Your adventure is yours to create!**

Visit [reliv.com/leadership-celebration](http://reliv.com/leadership-celebration) for qualifications and to view the trip video.

**Don't just live. Reliv.**



# NUTRITION YOU CAN TRUST

For more than 25 years, Reliv has stood for quality nutrition — and an uncompromising commitment 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.

How do we do it? By following a meticulous process for every single product that comes off our line.



## STEP 1: SELECT INGREDIENTS

Reliv selects only the best ingredients based on the latest research. Every ingredient must come with a Certificate of Analysis documenting it has been independently tested and meets Reliv's industry-leading standards.



## STEP 2: CONFIRM OUTSIDE TESTING

Reliv scientists independently verify our suppliers' analyses. Only when ingredients meet established standards do we release them to be used in Reliv formulas.



## STEP 3: PREPARE FORMULA

Quality assurance specialists triple-check each batch for absolute accuracy.



## STEP 4: RUN PRODUCTION

After technicians blend ingredients and test samples, line operators pull random cans for additional quality checks. State-of-the-art machinery verifies proper labeling, weight fills, can integrity, seal strength and product purity.

“When you open a Reliv product, you can rest assured that it contains exactly what's printed on the label and the

with  
**luna  
rich™**

**W**



## STEP 5: CONDUCT FINAL QUALITY CHECK

Reliv scientists conduct complete microbiological and ingredient testing — the last step before product release.



## STEP 6: SHIP PRODUCTS TO YOU

The most important part of the process — you experience the health benefits and quality of life that come from optimal nutrition.

**view the video at [reliv.com/nutrition-you-can-trust](https://reliv.com/nutrition-you-can-trust)**

**at it will deliver the most advanced nutrition available today.**

— Brett Hastings, Senior Vice President and Chief Operating Officer



### **Council for Responsible Nutrition**

Reliv is a long-standing member of the CRN, the leading trade association for dietary supplement manufacturers.



### **Good Manufacturing Practices**

Reliv meets or exceeds all GMPs issued by the US Food and Drug Administration.



### **Australia Therapeutic Goods Administration**

Reliv is certified by the Australian Government's TGA, one of the strictest regulatory agencies in the world.

# BECOME YOUR BEST

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# RELIV YOUR LIFE!

You know that Reliv helps people achieve optimal health, earn a solid income and enjoy life on their own terms. But did you also know that many Distributors cite personal growth as one of the greatest rewards of owning a Reliv business?

That's why we've launched the new Reliv Your Life initiative — to connect you to resources to achieve your best you. Visit [reliv.com/reliv-your-life](http://reliv.com/reliv-your-life) for:

**Reliv Book Club** Learn how you can live better with these monthly book recommendations from Reliv Distributors and corporate staff. (Turn the page to see our first pick — from Chairman & CEO **Robert L. Montgomery**.)

**Picture This** Get inspired by our collection of visual quotes and infographics — then share them with friends.

**Reliv Tips** Don't just live. Reliv. Learn how through this collection of ready-to-use information and advice from Reliv leaders. (Turn the page to see an example from **Quila Buhler**.)

**Thought Leaders** Access links to videos, articles and smart living strategies from our favorite thinkers around the web.

The content currently available is just the start. Be sure to check back regularly for updates to learn from and share.

[reliv.com/reliv-your-life](http://reliv.com/reliv-your-life)



## WANT SUCCESS? GET STARTED!

Reliv's new Business Success Training program makes building your business as simple as counting to five. Just visit [reliv.com/getstarted](http://reliv.com/getstarted) to access videos, new training slides and our top tools to ignite action in your organization.

There is no secret to Reliv success. It all comes down to one thing: starting new people on the products and in the business. The new training materials walk you through five simple, fundamental steps to do exactly that. The program was developed by Reliv Distributors for Reliv Distributors — by our leaders of today for our leaders of tomorrow. You'll learn proven strategies to achieve success and how you can start enjoying the Reliv lifestyle today.

A video featuring Reliv Hall of Famers **Pam Thielen** and **Jim Schaben** accompanies the new training slides. Use the video to learn from, to train your organization and as a model for how you might present the slides yourself.

The training home page includes links to additional content for all five fundamental steps. Just click on each step to discover proven ways to build your organization:

1. Identify
2. Connect
3. Share the Story
4. Ask for a Decision
5. Register & Go!

Each step includes a video of Hall of Famer **Mindy Jones** explaining strategies that have worked for her. Below each video are links to Reliv's best business-building tools.



So don't wait to train yourself and your organization on how to bring new people into Reliv. Get started today!

[reliv.com/getstarted](http://reliv.com/getstarted)

by Quila Buhler



# ways to put your best foot forward

*Quila Buhler is a Reliv Presidential Silver Ambassador from Oregon City, Oregon, and one of Reliv's top Distributor leaders. Here she shares her tips on making the most out of every day in building your business. Access more smart living tips at [reliv.com/reliv-your-life](http://reliv.com/reliv-your-life).*

**1 > Plan** Every Sunday I look at my calendar on my computer and transfer it to my planner. Every night I look at what is planned for the next day. I prioritize what needs to get done and focus on the things that absolutely must be accomplished. Everyone has the same amount of time in a day — it's amazing how some people can get ten times the amount of things accomplished. That's because every moment of time is accounted for. "It's not what we do once in a while that shapes our lives; it's what we do consistently."  
— Anthony Robbins

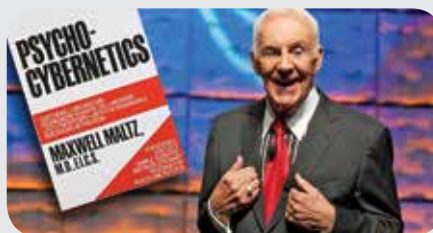
**2 > Recognize Your Progress** We tend to want to live our dream lifestyle before we've earned it. Work hard, build your business and then you can own your own beach. But until that point... work! I have a whiteboard in my office that I look at every day, throughout the day. It shows me the number of new Master Affiliates (MAs) in my organization, how many people I have personally sponsored, how many new MAs I've sponsored and who on my front line has re-qualified for the year to maintain my 10-star status. Each month the goal is to have at least one person in my group earn a Top 10 Bonus, a Rookie Bonus, a Dr. Ted Plaque and move up new Director levels — including earning their way to the next Senior Director Workshop. When you are aware what is going on in your organization and in your personal group, you know where to spend your time. You set the pace for what happens in your business, and your organization will follow your lead.



**3 > Mantra** Choose a phrase to make visible in some key places in your home and workspace. Find something that motivates you and keeps you focused on your long-term goals. "If my life depended upon Reliv, would I do things differently?" This is on my whiteboard in my office and I see it every day. This simple phrase helps keep me focused. I also read good books. Currently *it's No Excuses – The Power of Self Discipline* by Brian Tracy.

**4 > Smile** Never underestimate the power of a genuine smile. It will make people feel more comfortable with you and give them a chance to open up and tell you their story. Be aware of the expression on your face. Smiling is much easier if you're ready to go to work — so get up, get moving and get Reliv nutrition in your body. It's amazing how you project over the phone when you are dressed and ready to start the day!

**5 > Connect** This is a home business; however, you need to reach out to others with similar goals and those who have achieved success in your field. Network! Ask them what works and what doesn't. Work with your support group and be accountable. Have personal integrity! Don't let working from home make you feel isolated — leverage your contact list and learn from the achievements of others that have set the example for you to follow.



## Reliv Book Club

by Reliv Chairman and CEO Robert L. Montgomery

**Book:** *Psycho-Cybernetics*

**Author:** Maxwell Maltz

**What is the main lesson you learned from this book?** I

learned that having struggles with self-esteem is more common than most people think. We all deal with feeling not good enough from time to time, and it's important to be gentle with ourselves and others.

**Did this book give you new ideas about yourself?** It made me realize that we are all just a product of how much value we give ourselves. Opportunities present themselves to people who are confident and ready to take on a new challenge. If you have a poor opinion of yourself, you might not notice all the possibility around you.

**What is one practical piece of advice from this book?** It taught me that disasters don't need a rehearsal. If you waste your time thinking about all the ways something can go wrong, it won't make you stronger when it does. There's no way to know what's just around the corner, so you might as well be positive in your thoughts and hope for the best. Worrying doesn't equal planning.

**A quotation that stood out to me:** "Anything that can be conceived, and believed, can be achieved."

Follow our monthly book selections from Distributor and corporate leaders at [reliv.com/reliv-your-life](http://reliv.com/reliv-your-life).



# CRUSHING IT IN CALIFORNIA

Earlier this summer I took a fun trip to Central California, one of our hottest growth areas in the country. I came home pumped up! Distributors there are making things happen. How? By combining new tools and the recently launched LunaRich® Super Pack with the same proven approach to success that built Reliv: reaching out to new people and sharing the Reliv story. Here are just a few of those Distributors taking action and reaping the rewards.

**Executive Vice President of Sales &  
Marketing Steve Hastings**



**Ofelia Romero**  
Tracy, CA



**Rudy & Aggie Goltiao**  
Morgan Hill, CA





## ROOKIE ON A ROLL

I was looking for a nutritional approach to help with my high blood pressure, high cholesterol and joint pain and tried lots of herbs and natural remedies without success. Then I talked to a friend who was getting great results with Reliv's LunaRich®.

I started on one scoop of Reliv Now® and a LunaRich X™ capsule before bed. Two months later my numbers are much improved. I'm back in a normal range for blood pressure and cholesterol and couldn't be happier. I added in Arthaffect®, and my joints feel great! Reliv has become my forever regimen.

### Building a Super Business

As soon as I became a Distributor, I got right to work. It's important to share Reliv from your heart, so I tell new people about my own results. I started inviting people to the meetings and my business took off from there.

The LunaRich Super Pack makes it even easier to share Reliv. I bring Super Packs with me to get people started on the products. Moving Super Packs accelerated my business and helped me earn a first place Rookie Bonus in May of \$1,000!

**Sonny & Vickie Mitchell**  
Prunedale, CA



## REAL RESULTS, REAL OPPORTUNITY

Aggie placed an order and got us started right away after our son told us about Reliv. I had a triple bypass in 1998 at age 54 and have been going to the doctor every six months for blood testing because the maintenance drugs can damage my liver. I was looking for something natural to get my high cholesterol and my health under control.

I started taking Reliv Now and LunaRich X on a fairly regular basis. When I saw real results, I got serious about making Reliv a part of my daily regimen. I knew I had found something that worked, and my doctor confirmed it. My cholesterol has come back into the normal range thanks to Reliv.

### Opportunity of a Lifetime

For 27 years I ran the Chevron station in San Jose. It's hard to find time to go on vacation with a store that's always open. With Reliv I'm no longer limited to the shop's radius for customers — I can do my business worldwide. I even have a customer in Maryland! And we don't have to mess with having employees or overhead expenses.

My downline Distributors caught on to the LunaRich Super Pack and we've seen our business explode — we reached Key Director in May. It's a pleasure to introduce people to Reliv. We're helping people earn money through the business and save money on healthcare by preventing problems before they start.



## IT'S ALL ABOUT NEW PEOPLE

Distributors **Barb Verbonich** and **Quila Buhler** came into our pizza shop one day and told us about Reliv nutrition. Vickie had some health issues, including hair loss, so we decided to give Reliv a try. After being on the products for several months, her hairdresser of 30 years noticed that her hair was starting to thicken! I decided to try the products to see if they could help my bad back. Thanks to Reliv Now and LunaRich X, I now jump right out of bed every morning.

### Action Brings Success

When I shared the products with friends, they got great results and signed up too. In February I worked with Barb and Quila and got serious about my business, traveling all over Central California to share my Reliv story. I focused on helping my downline find new people. We started giving presentations using the LunaRich Super Pack and the videos from Reliv corporate and reached the Key Director level in May.

Your business grows fastest when you find new people and help your downline do the same. My advice? When you invite someone to a meeting, offer to go and pick them up. It guarantees that they'll show up and stay for the entire presentation when you're their ride home!

# high ho

The Reliv Kalogris Foundation in Peru

With each trip to visit our Reliv Kalogris Foundation feeding programs, I leave with the feeling that every country is unique. I'm always taken by the delicious food, distinctive culture, friendly people and amazing volunteers who are so committed to our mission. What is not unique is the level of poverty found among the children in our programs. Peru is no exception.

## Hidden Hunger

There was no one special child or one special story, but rather one program we visited during our trip to Cusco that left a lasting impression. This charming city of about 350,000 people is located at an altitude of more than 12,000 feet and surrounded by the Andes Mountains. With Machu Picchu close by, more than 2 million tourists visit every year, creating a visitor-dependent economy.

Our drive to the little school high in the mountains was well beyond the tourist areas and far away from daily conveniences that most of us take for granted. What they lacked in resources or wealth, they more than made up for with their warm welcome, as music played and children seemed to drip with vibrant color in their customary clothing.

## Light in the Darkness

The only dependable crop in this high altitude is potatoes; more than 3,000 varieties can be found in Peru. But animals are scarce. For four months each year, their diet consists of fresh potatoes and very little meat. Potatoes are also dried, providing a food source for an additional two months. The balance of the year leaves them scrounging for any source of nourishment.





# pe

By Reggie Ament, Reliv Kalogris Foundation Director

Winters are brutal, and even during a mild day in May, cold weather and strong winds chap the cheeks of children. Weather-related illness is prevalent. Children have to repeat classes several times due to their lack of nutrition, which affects their ability to attend and focus. The result: 74% of the people in this province of Peru are illiterate.

It sounds like a grim picture, but it was inspiring to see these happy and healthy kids acting like any other children. Thanks to the work of the RKF, they are thriving. Their teachers report better concentration and more energy and that the kids no longer sleep in class.

## A Servant's Heart

**Taylor Benson** of Florida started as a Reliv customer, then became a Distributor and today runs his own non-profit organization to help Peruvian children — the Potter's Hand Foundation. He is also our RKF Area Coordinator in Peru. "My experiences in Peru led me to begin this ministry of helping these children after seeing their dire need," Taylor says.

He approached the RKF in 2008 about supplying enough Reliv Now® for Kids to feed 89 children daily. Six years later, the Foundation is providing daily nutrition to 600 kids. The feeding programs are small and in remote areas where travel is challenging and where children are at risk of malnutrition and lack basic resources.

Thank you, Taylor, for your dedication to these precious kids. With your help we are changing their lives, and a little quality nutrition is making a lasting impact. Please continue to support the Reliv Kalogris Foundation so that our work can continue in Peru and around the world.



## Be the Change!

The RKF announced at the Next Level International Conference in Kansas City that last year's "Be the Change" Challenge brought in over \$50,000 for the Foundation! Thanks to all of you who participated. Winner **Betty Andrews** raised more than \$7,000, and her two runners-up, **Louise Kohl** and **Robert & Lauren Laird**, added another \$8,000 combined. Betty and husband, **Ken**, will join us at the Reliv Children's Home Christmas party in Haiti in December.

The challenge continues! This year's theme is "**Be the Change — a Little Goes a Long Way.**" Everyone won't go to Haiti or raise \$1,000+, but every little bit helps. Raise \$25, for example, and you will help us feed five kids for a month.

**So what can you do?** Sponsor an event. Open your own FirstGiving page. Challenge someone to a friendly fundraising competition. It all helps our Reliv kids. This year's challenge runs from August 1, 2014 to June 30, 2015. Get on board, and BE THE CHANGE! For details, check Facebook or call Courtney at 636-733-1408.





**Name:** Jonathan Aguayo

**Hometown:** West Covina, CA

**Gigs:** Reliv, Disneyland

**Reliv regimen:** Reliv Now®, Innergize!®, FibRestore®

**Time to change:** I played football in high school as a lineman, eating fast food and guzzling soda — whatever was cheap and fast. By the time I was 21, doctors were concerned about my high blood pressure.

**Work for it:** I started working at Disney and wearing a 70-pound costume in the parade. I also started taking Reliv, which helped me stay hydrated and improved my sleep. Reliv helped me get down to a healthy weight and start to enjoy running.

**Going the distance:** Now I'm healthy enough to run long distances. I finished my first Disney half-marathon last summer and am eating well, working out and making Reliv a part of my daily nutrition plan. I'll never go back.

**Name:** Vincente & Manuela Cabrera

**Hometown:** Austin, TX

**Gigs:** Reliv

**Reliv regimen:** Reliv Now, Innergize!, FibRestore, LunaRich X

**A new horizon:** We dreamed of starting our own business. We considered opening a restaurant, but knew that would not give us the freedom we craved.

**Our solution:** We decided Reliv was the answer: home-based, minimum investment, guaranteed quality products, company support and help available from our upline. Plus, we could work our business together. We started as Master Affiliates, got trained, learned the business model and established our goals.

**Fast learners:** We committed to working one year and then reviewing our results. In our first month we shared the LunaRich® Super Packs and many of our friends signed up. We quickly recouped our investment and had our own free product from the MA Super Pack. We have already reached the Key Director level and with it a \$500 check, plus a \$1,000 Rookie Bonus! Reliv is even taking us to Quebec City! We have found our future.

**Name:** Cohleen Bischoff

**Hometown:** Salt Lake City, UT

**Gigs:** Reliv, retired musician

**Reliv regimen:** LunaRich X™

**Nowhere to turn:** Reliv came into my life nine years ago. I was 77 and had used nutritional supplements regularly but given up hope of finding anything that really made a difference. Reliv gave me great, measurable results in weeks! I was thrilled to have finally found effective, life-changing nutrition.

**Business savvy:** Any thought of a business seemed pretty unrealistic given my resume as a retired musician and widow of 14 years, not to mention dismal networking experience. The incomparable Reliv company and business opportunity soon taught me otherwise.

**A step above the rest:** Thanks to Reliv, I'm enjoying a life far healthier and more active in my mid-80s than my peers. Reliv has added a vital, new dimension to my life as I share this "hope in can and capsule" with others.

**Name:** Lisa Lyon

**Hometown:** Franklin, MI

**Gigs:** Reliv, stay-at-home mom

**Reliv regimen:** Reliv Now, LunaRich X, Innergize!, FibRestore, 24K™, ReversAge®, ProVantage®, Cardiosentials®, Reliv skincare

**Family focus:** I worked for a great company with wonderful people and had great assignments. But my husband's career requires him to travel at a moment's notice. When we started a family, I could not imagine our stressful lifestyle had I kept my full-time job. And nothing beats working for myself as a Reliv Distributor.

**Endless benefits:** Being an entrepreneur with patented products that support wellness is a gift. I am able to be a supportive mother and wife while running my business. Reliv's mission to Nourish Our World is inspiring and purposeful. I can feel good about introducing Reliv to others.

**Responsible for life:** I now have a greater sense of accountability to live a healthy life. It is part of my job description, and I empower others to follow my lead.



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.





*For Pam Nerber, Jessicah Knight and Becky Smith (left to right), Reliv is a family affair. All three have recently become Master Affiliates and are on their way to making a big impact with the help of Reliv and the support of each other.*

**Name:** Pamela Nerber

**Hometown:** Colbert, GA

**Gigs:** Reliv, housekeeper

**Reliv regimen:** Reliv Now, LunaRich X, 24K

**Powerful start:** My first experience with Reliv was dramatic. I had an infection in my gum and tooth. After taking LunaRich X capsules, I ended up keeping the tooth.

**A new lifestyle:** With Reliv I have much more energy and think more clearly. I have lost weight and no longer come home exhausted at the end of the day.

**Looking forward:** My goals include earning enough to pursue Reliv full-time and having the freedom to spend more time with special-needs people, one of my passions. I tell anyone who will listen about what Reliv has done for me and my family.

**Name:** Jessicah Knight

**Hometown:** Colbert, GA

**Gigs:** Reliv, stay-at-home mom

**Reliv regimen:** Reliv Now, LunaRich X, 24K

**Inspiring beginning:** I learned about Reliv from my grandmother and was very skeptical. I reluctantly went to a Reliv presentation and left excited after hearing so many inspiring stories.

**Steps towards prevention:** We have a family history of Crohn's disease and I wanted to take steps now to limit any symptoms. I also suffered from back problems, daily headaches and fatigue. I began taking the products on Easter and have already seen tremendous results.

**Finding the answer:** I know the improvement I have seen is from my body getting everything it needs to work properly. I am very grateful to have an active, energetic lifestyle again and can't wait to share these products with everyone I know!

**Name:** Becky Smith

**Hometown:** Crossville, TN

**Gigs:** Reliv, retired secretary

**Reliv regimen:** Reliv Now, LunaRich X, 24K

**Making the difference:** Reliv helped us so much from the very beginning. It made such a difference that we wanted to share the benefits with others while also earning rewards through a great financial opportunity. This business is all about helping people.

**On her own time:** I love that I can share Reliv when it is convenient for me. There isn't a set time I have to be in an office doing work I don't like. I'm my own boss and I can make my own schedule.

**A Reliv family:** It's been so great to work with our daughter and granddaughter while helping people improve their health. We're building a bigger income and a better future.



# tool <sup>↑</sup>UP your BIZ



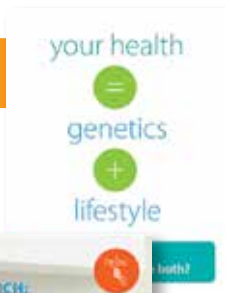
## More for Less!

Reliv's new Product Catalog gives you a bold new design at a new lower price. It's the ideal tool to walk people through the product line and introduce them to the many health benefits of Reliv.



## 'Blue Man 2' on DVD

With the addition of "How to Make Money with Reliv" (Blue Man 2), the *Don't just live. Reliv.* DVD now gives you four brief (2-4 minute) videos ideal for sharing — at only 50 cents per DVD!



## LunaRich® Brochures

5 powerful pieces about one incredible ingredient:

- Epigenetics & Reliv
- Reliv LunaRich Opportunity
- LunaRich Super Pack
- LunaRich X™
- LunaRich & Cholesterol – **NEW!**

Browse all the great tools for sale at [reliv.com/business-tools](http://reliv.com/business-tools).



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## ImpactWEST

**anaheim, ca < february 6 & 7, 2015**



## ImpactEAST

**charlotte, nc > february 20 & 21, 2015**



Launch into a big 2015 at Reliv's IMPACT Events. We're putting major events on both sides of the country to deliver focused, hands-on, ready-to-use information for Distributors looking to build NOW!

**Friday: 7pm - 9pm: Kick-Off**

**Saturday: 9am - 4:30pm: Reliv Products, Business and Plan for Action**

**Registration: \$65 (includes lunch on Saturday)**

**[reliv.com/impact](http://reliv.com/impact)**