

# Lifestyle

reliv.



[think work live]

[nutrition business you]

# Dynamic Duo



Study shows product combo's potential  
to support weight loss, heart health  
and metabolic wellness.

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

SoySentials maybe saved my marriage... it sure made me a happier woman!

**Charlyne Hansen**

**@mermaidxcourt** I can't believe I spent 5 hours at coffee shop chit-chatting. I've never done that. Mostly talked about our Reliv business.

I thought my sleep quality had reached its maximum potential from my shakes, but I was overwhelmed at the difference I felt after adding 1 scoop of ReversAge every night before bed. I can't say enough about what this does for cognitive function and clarity!

**Audra Schwoerer**

I love my 24K! I don't miss the crash and burn of caffeine energy AT ALL!

**Liza Hernandez Johnston**

**@rgrrabbit1** Happy New Year, Reliv International! Looking forward to a fantastic 2014!

**@amshep2013** I LOVE Reliv! It has changed my life.

I wish everyone could understand how awesome Reliv is... the products, corporate people and Distributors!

**Mary Rockwell**

We are all in excellent health because we are taking the best supplement in the world!

**Suzanne Cartl**

do you want to be **first?**



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

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

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

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

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

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

**@lifemadewell** Reliv #24K helps me focus and gives me smooth energy all day long. I handle stress better too!

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## Reach Your Next Level in 2014

2013 was quite a year for Reliv International. We marked our 25th anniversary with a year-long celebration of all that we have accomplished over the last quarter-century. More importantly, Reliv took major, unprecedented steps toward moving the company forward for the next 25 years and beyond. By acquiring the exclusive rights to lunasin technology, we have positioned ourselves as *the* Nutritional Epigenetics Company.

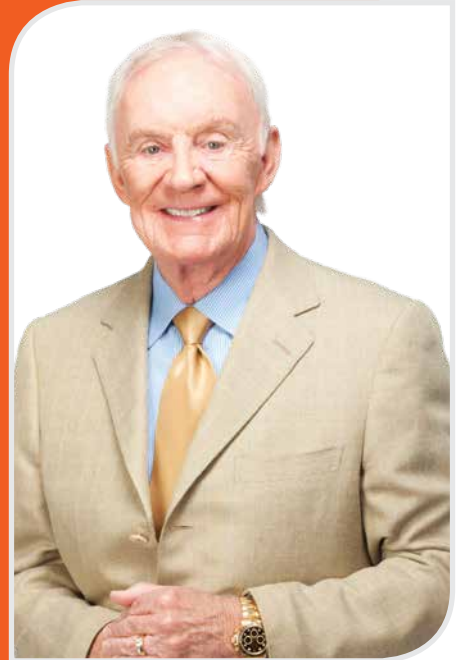
### **So now what? Now we take it to the Next Level!**

I had a vision when we started this company in 1988, and I have a vision today. Back then it was to take Dr. Theodore Kalogris's remarkable nutritional formula, Reliv Classic®, to the world. Over the past 25+ years, we made that vision a reality. Now I'm ready for more. LunaRich® reminds me of the opportunity we saw in Dr. Ted's formula — except bigger!

Just think about it. LunaRich is a Reliv-exclusive ingredient, backed by solid science and protected by patents, that offers a nutritional approach to optimal health at a time when people are demanding new solutions to an unprecedented health care crisis. **Your opportunity is here!**

So what are you going to do about it? In order to make your life better, YOU have to get better. Read up on how to be a better leader, learn from successful Reliv Distributors and strive every day to improve yourself. It's not what you are that holds you back — it's what you think you're not. So dream big and work hard to make that dream come true. I've seen it enough times over the years to know that *anyone* can succeed with Reliv if they truly dedicate themselves to that success.

**Reliv is taking it to the Next Level in 2014.  
How about you?**



**Robert L. Montgomery**  
Chairman and Chief  
Executive Officer

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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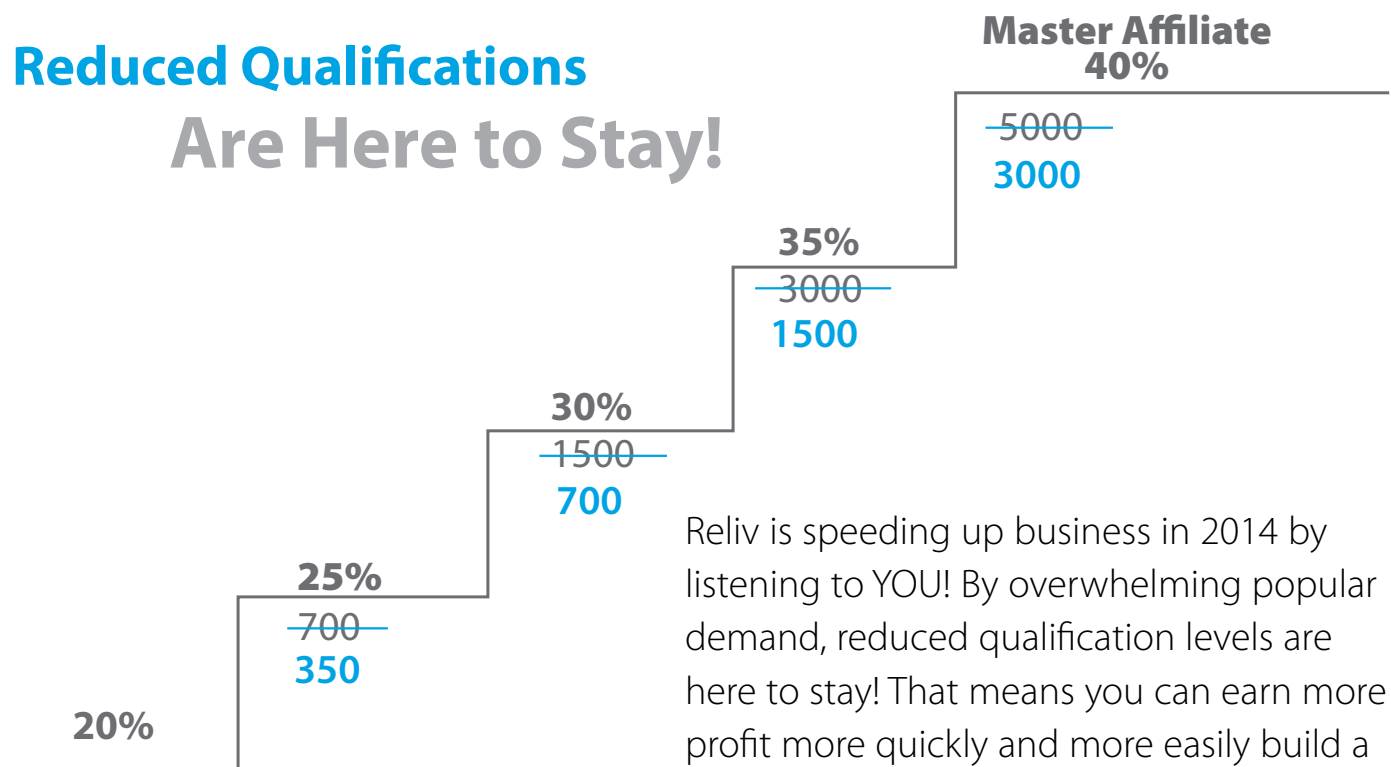
To learn more about Reliv,  
contact the person who shared  
this magazine or visit [reliv.com](http://reliv.com).

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# earn more earn fast!

**Reduced profit level qualifications and new Rookie Bonus speed up business!**

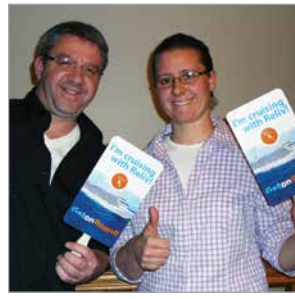
**Reduced Qualifications**  
**Are Here to Stay!**



Reliv is speeding up business in 2014 by listening to YOU! By overwhelming popular demand, reduced qualification levels are here to stay! That means you can earn more profit more quickly and more easily build a thriving organization of business builders. Ready to make some money?

**Let's go!**





# bonvoyage!

The following Distributors used the reduced qualifications to build top volumes in November-December and earn a five-day, four-night Caribbean cruise!

## TOP 25

*(Top 5 also receive spending money)*

1. Kimberly & Richard Burns, MI - \$1000
2. Maureen & Ken Soens, MI - \$900
3. Jim & Sandy Schaben, NE - \$800
4. Sherri Selman, GA - \$700
5. Lori & Russ Doerneman, KS - \$600
6. Eileen & James Tesch, MI
7. Dawn & David Vanamberg, MI
8. Steve & Joyce Holthaus, IL
9. Crismon & Vivienne Lewis, OR
10. Sally & Terry Cover, PA
11. Dr. Rod & Rosalind Porter, CO
12. Aurora & Raul Paredes, TX
13. Stephanie & Paul Collins, NH
14. Cayla Collins, NH
15. Earl & Marcia Jantz, OK
16. Norma & Peter Carlozzi, CA
17. Captain Steve & Dee Ann Lucks, ID
18. David & Betty Blazic, KS
19. Mindy Jones, GA
20. Laura Lynn & Gary Martin, CANADA
21. Pam & Dean Thielen, NE
22. Scott & Kelly Bodager, OH
23. Darnly Motter, CO
24. Jon & Mary Light, IN
25. Tied – Pam & Jeff Channell, MA
25. Tied – Phil & Betty Wolf, VA

## Top 10 among Ignition Master Affiliates

1. Sue Streicher, CANADA
2. Tonya Burke, CA
3. David & Rulayne Jensen, UT
4. Jaycene & Ed Soper, UT
5. Donna Martin, MA
6. Zola Farley, VA
7. John Grant, CA
8. Bernice & Lynn Ropp, OK
9. Rome Walter, CA
10. Winnie Lei, CA

## New Master Affiliate drawing

Suzanne & John Burgess, SC  
Melissa Robbins, NH  
Karla Woods, KS

The reduced profit level qualifications combined with LunaRich® are getting inactive Reliv Distributors active again. And new people can see themselves doing this business more than ever before. We've been contacting everyone to make sure they know what's happening at Reliv. Now we get to escape the worst winter our area has had in years to see the beautiful turquoise waters and feel the warm Caribbean sun!

**Steve & Joyce Holthaus, Mundelein, IL**

We saw results on the products after just a few weeks and jumped in at the highest profit level. We knew it was a great opportunity and a wise investment, especially with the reduced qualifications. We started sharing right away. It's a dream come true that we've won a cruise after only four months!

**Sue Streicher of Milverton, Ontario**

We're thrilled to earn this cruise, and even more excited that our downline **Ken and Maureen Soens** earned it as well! We got very focused when the reduced profit level qualifications were announced and got to work right away telling others. We want as many people as possible to be a part of this nutritional epigenetics revolution!

**Rich & Kimberly Burns of Canton, MI**

# TAKE YOUR RELIV BIZ TO THE **NEXT** **LEVEL** **IN 2014**

Think of it this way: your job as a Reliv MA is to go out and make new friends, make better friends out of the ones you already have and help all your friends succeed. This makes building your business a whole lot of fun — and it works!

**Robert Laird** [Key Director]

## Ready for Reliv success this year?

Then make your move to the Reliv Master Affiliate (MA) level.

### Why now?

Reliv has slashed volume qualifications, making it easier than ever for you to achieve MA status (see page 6).

### What does that mean?

As an MA you can:

- Order product at a 40% discount
- Earn maximum retail profit
- Earn maximum wholesale profit
- Earn bonuses and trips
- Generate overrides and build residual income for life

## The Road to Presidential Director

Already a Master Affiliate? Now YOU have the key that opens the door to the Reliv Director program. Simply help someone else become an MA and you're on your way!

The Road to Presidential Director is your path to financial freedom. Presidential Director represents a solid six-figure income and the chance to live life on your own terms. And each stop along the Road to PD offers its own benefits — **you get rewarded as you build your future!**

### Directions:

- 1** Locate where you are on the Road to PD.
- 2** Ask yourself: What's next?

Once you have identified your next business goal, you can start taking the steps to achieve it.



## What's next for you?

I'm only 23 and I own my own business thanks to Reliv. I tried the corporate world, but after putting in 12-hour days and getting laid off, I knew there had to be a better way. Now my time is my own.

**What's Next:** I plan to buy my first house soon and continue building the life I've always wanted. I love what I do!

**Cayla Collins** [Key Director]

We live life on our own terms with the flexibility of working from home. Because of Reliv, we're putting our two girls through college without having to worry how to pay for it!

**What's Next:** Reliv gives you concrete goals to work toward at every step. The mentors and tools available enable us to grow further and help our organization do the same.

**Chris & Karin Ederer** [Ambassadors]

Reliv has given us an amazing lifestyle as well as a purpose in life. We've traveled the globe from Whistler to Munich and made millions while helping others.

**What's Next:** We continue to set new goals and work our business with purpose and focus. This is what gives us financial security and the freedom to live as we choose.

**Richard & Linda Vance**  
[Presidential Double Platinum Ambassadors]

The key to advancing along the Road to PD is to never stop reaching out to new people and building your business, even as you hit new levels. Don't compare yourself to other Distributors — focus on your own business and you'll get there.

**Tom Tighe** [Presidential Silver Ambassador]

*Tom became a Reliv PD in November 2013.*

*Congratulate Tom and read his family's success story on the Reliv Blog – [reliv.com/blog](http://reliv.com/blog).*



**2013 WAS A LANDMARK YEAR FOR RELIV: 25TH ANNIVERSARY, ACQUISITION OF THE RIGHTS TO LUNASIN TECHNOLOGY AND SO MUCH MORE. HOW DO YOU PLAN TO FOLLOW THAT UP IN 2014?**

We will build the future on the strengths and foundations of the last 25 years. To do that in 2014 and beyond, we must challenge ourselves to be as creative, opportunistic and innovative as we've been in our past to take advantage of the opportunity in our future. We must strike a balance between maintaining core values and having the willingness to adapt and stay competitive.

Last year was a game-changer for Reliv. For the first time we have the exclusive rights to an ingredient. That's big, very big. Not many nutrition companies can say that. And LunaRich® is not just another ingredient; it's the first epigenetic superfood. Reliv is now *the* Nutritional Epigenetics Company!

Our product line is at the intersection of high quality and the cutting edge, which makes owning a Reliv business a lucrative opportunity. We're going to continue to speed up business and make it easier than ever for our Distributors to get Reliv products — and everything Reliv offers — into the hands of as many new people as possible.

# NEXT LEVEL VISION



*We sat down with Reliv President  
**Ryan Montgomery** to find out what  
Reliv has in store for 2014 and beyond.*

## **WHAT KIND OF INNOVATIONS CAN WE EXPECT TO SEE?**

Our focus is “Who’s Next?” — getting new people started and providing the tools to build their success. That’s how you grow in this industry. In just the first two months of 2014, we’ve already taken some big steps:

- **New Affiliate qualifications to help new Distributors earn more money, more quickly**
- **The new Rookie Bonus — another great reason to become a Reliv Master Affiliate and start working right away once you do**

- **New Distributor Kits and MA Action Packs filled with the tools to get new people started**

- **“Get Started” pages on [reliv.com](http://reliv.com) providing easy access to our most popular and effective tools and resources**

But that’s just the start. We are making significant investments in 2014 in technology upgrades. I can’t provide any details just yet, but I can tell you I am extremely excited about what’s coming this year. Just as LunaRich elevated our product line, these technology upgrades will enhance your business-building ability and experience.



## WHAT ADVICE DO YOU HAVE FOR RELIV DISTRIBUTORS IN 2014?

"Next Level" is Reliv's theme for 2014. LunaRich and epigenetics takes nutrition to the next level. New Affiliate qualifications make it easier for Distributors to advance to the next profit level. And the Road to Presidential Director provides a road map to move your business to the next level.

I challenge all Reliv Distributors to take it to the next level this year. Keep your mindset young, be open to new things and stay curious. Be a product of the product: be healthy, be active and be visible. Reliv products work for *everyone!* Read books on self-improvement and strive to become a better leader. Look for ways to innovate within your own business and stay relevant as technology advances. People follow passion! You have to believe and know that you know!

The emergence of new leaders must precede growth in this business. We're looking for people to step up and become the leaders of tomorrow, working alongside the leaders of today. So why not you? Why not now? Partnership is a foundation in Reliv. Distributor success is priority number one. You succeed, we succeed and we celebrate together — in that order.

People today are looking for a better life, and they need a hand to get there. As a Distributor for Reliv, the Nutritional Epigenetics Company, you have the answers they're looking for. You just need to tell them what you've found.

**Who's Next? Make this the first thought of your day, every day, and your business will soar. Here's to a great 2014!**

## YOU MENTIONED TOOLS A LOT. IS THAT ANOTHER FOCUS FOR THE COMPANY THIS YEAR?

Absolutely! In fact, I think it's always a focus for the company. Reliv corporate provides the tools, independent Reliv Distributors decide how to put them to use. And our tools are now better than ever and will continue to improve this year: online, in video, in print — you name it.

Nutritional epigenetics is not the easiest thing to talk about. I'm relatively well-versed on the subject now but still have trouble relating it to people. That's why we've created the "Blue Man" video, LunaRich brochures and other tools to help

you tell the story. We all can't be Dr. Galvez or Dr. Carl, but we can put people in front of them — in video, in articles and, most powerfully, in person.

That's the beauty of tools in this business. Sure, continue to educate yourself and learn as you grow as a Reliv Distributor, but you don't have to know it all. Just knowing that our products work and that success with this business opportunity is achievable is all you really need to know if you share it with enthusiasm and passion. Tools are there to fill in the details.

# Your Epigenetic Life

by Tina Van Horn

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



Have questions about epigenetics? You're not alone! Discussions about epigenetics are likely to generate more questions than answers. In this emerging science researchers are pushing forward to find answers to the unlimited questions naturally generated by a new field of study. But while you wait for answers to all the "What ifs," you can stay ahead of the curve by getting to know the basic principles of epigenetics.

## **The Epigenome: Your Health's 'Comfy Sweater'**

Epigenetics is based on the understanding that the epigenome is programmed through a lifetime of experiences. Epigenetic influences have subtle, cumulative effects that may be difficult to measure in the short term because they are so understated. The genome (DNA) that you are born with is static, like a straight jacket that you must conform to. You can fight it all you want, but it's not going to give. Your epigenome, on the other hand, is flexible — more like a comfy sweater. You can move around in it, stretch it, change its shape and... if you damage it, you might be able to fix it!

Your epigenome changes as you age and interact with the environment. These environmental interactions begin prior to conception and continue through the entire life cycle.

Researchers agree the epigenome is most susceptible to environmental influences during specific developmental periods in life, including the prenatal period, infancy, puberty and maturity.

How and when genes are activated (or inactivated) can have a profound effect on human development and healthy aging. If epigenetic modifications occur at crucial stages of life, they can potentially change behavior, wellness and disease susceptibility.

## **Early Influences on Your Lifetime of Wellness**

Exposure to severe conditions during prenatal development and adolescence can result in epigenetic changes that persist later in life and increase the risk for health problems. It is no surprise that a number of epidemiological studies associate adverse environmental conditions early in life with risk for developing disease in adulthood. Research links many chronic health conditions in adulthood with persistent irritations or influences during early-life nutrition.

Cells divide rapidly in the early growth stages of prenatal development and infancy. It is during this cell division that epigenetic changes are applied. Inherent epigenetic programming instructs stem cells to develop specialized functions which determine the type of cell it becomes (skin, blood, muscle, etc.). Maternal nutrition also provides epigenetic instruction during pregnancy and starts to establish positive and negative marks on an otherwise relatively blank epigenome. It is these marks that begin to "program" how your genes will express themselves as you age.

Physical growth and sexual maturity during adolescence provide another critical period for epigenetic influence. The epigenetic



The right nutrition and lifestyle choices during all stages of life can have a profound influence on your good health. When it comes to developing healthy habits, “The sooner the better — but it’s never too late!”



Inheritance of future generations may be the most susceptible as eggs and sperm are developing and may be imprinted by epigenetic events. Trans-generational epigenetics is a rapidly evolving research area that is reinforcing the importance of the nutrition and lifestyle choices of teens and young adults.

### Undoing the Damage

For those who have reached maturity, there is still good news. Your comfy sweater of an epigenome is still pliable, which allows some epigenetic modifications to be reversed. Meaning, you might be able to undo some of the damage from poor dietary and lifestyle choices made early in life.

The potential ability for dietary compounds to reactivate epigenetically silenced genes in damaged cells may hold the key to disease prevention and therapy.

**Research is identifying the epigenetic mechanisms of action of bioactive food compounds with the potential to reverse epigenetic changes. The lunasin peptide was the first dietary ingredient identified with a known epigenetic mechanism of action.**

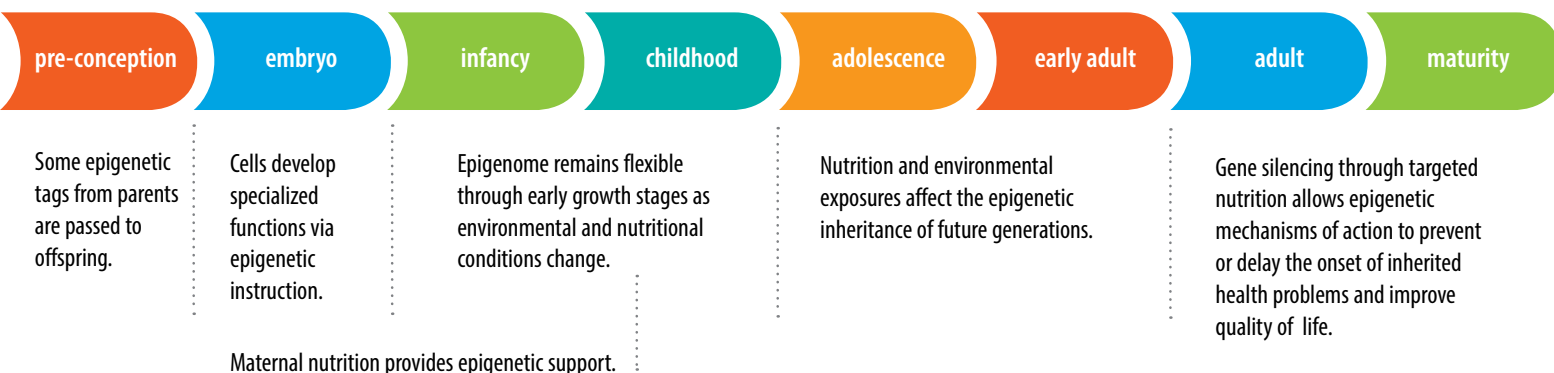
Other compounds such as resveratrol, vitamin D and niacin, among others, have also been recognized for their positive effects on epigenetic health.

Some epigenetic modifications appear to be more permanent than others, suggesting that reversing these marks requires subtle, consistent intervention to promote optimal cell functioning. But even these stubborn marks may fade over time and be replaced by healthy gene expression through positive epigenetic influences.

### You Have the Power

As the field of epigenetics matures, research will identify specific diet-gene interactions that will allow you to combine what you know about your individual genetic identity and life stage with specific dietary interventions to reduce susceptibility to age-related health conditions. Much more research is needed, however, before nutritional epigenetics can be positioned for personalized dietary intervention.

In the meantime, a proactive approach to general well-being through proper nutrition and supplementation, physical activity and stress reduction are the first steps toward a lifetime of epigenetic wellness. No matter what your age, you have the power to influence your body’s epigenetic instruction. The sooner, the better — but it’s never too late.



### Innovation:

the act or process of introducing new ideas, products or services to fill a market need

### Open innovation:

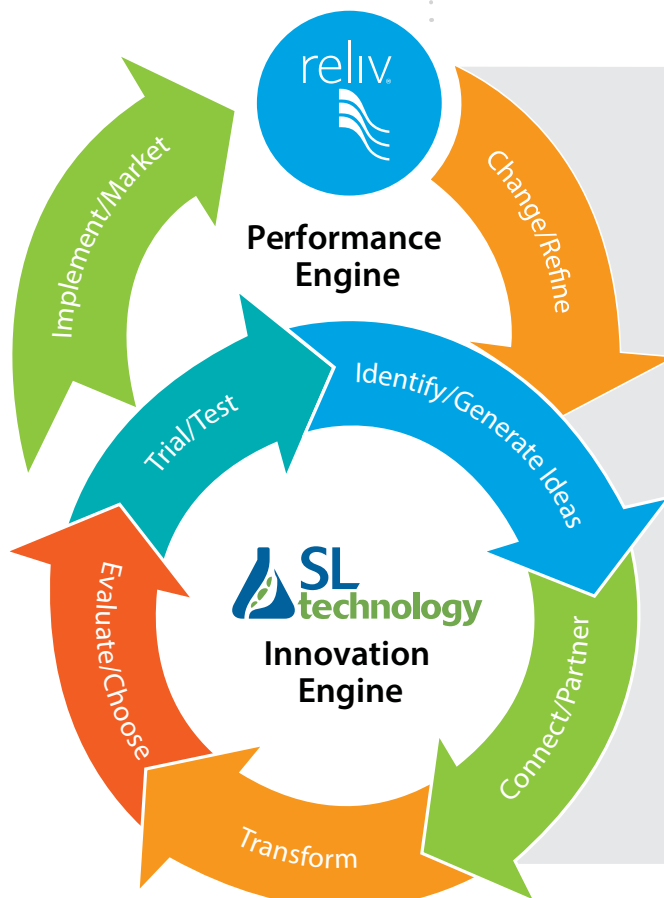
the concept of tapping external resources to fuel innovation within a company

As an entrepreneur, I understand the need to innovate. My 20+ years in the nutrition industry have taught me that market leaders must innovate or be consumed by the global marketplace. I've also learned that innovation is not the result of chance; it is the result of action.

# the perfect opportunity

by Ryan Schmidt

President & CEO of SL Technology, Inc., a Reliv company



### Creating an Innovation Engine

In 2001 I partnered with **Dr. Alfredo Galvez** to expand his work with the lunasin peptide he discovered in 1996. In 2005 I founded Soy Labs, LLC and assembled a team which included Dr. Galvez to focus on commercializing lunasin-based ingredients. Collaboration is key to long-term business success, so I sought out business and research partners that allowed Soy Labs to leverage creativity, experience and resources and innovate more quickly.

Adopting the open innovation model allowed Soy Labs to draw on the knowledge of outside researchers and move forward with lunasin technology. This access to external resources inspired us to partner with the University of Missouri, the state of Missouri and federal government to create the Missouri Plant Science Center in 2010. The MPSC was a critical component to further our research, refine our processes and firmly establish Soy Labs as an "innovation engine."



ity

## Finding the Right Partner

To execute the commercialization of lunasin and complete the innovation cycle, we needed another partner — a “performance engine” with established operational processes and controls to bring the new technology to market. While there were many potential partners that could meet our technical needs, we also identified some unique qualifications:

- access to the human nutrition market
- a culture of entrepreneurship and open innovation
- established distribution network
- direct access to consumers to communicate a complex message
- ability to provide feedback to direct future research and product development

Having run companies that distributed nutritional products through health food, drug, mass, and grocery classes of trade, I knew we had to find a more affordable, albeit less conventional, method of distribution. We also needed to be able to maintain a degree of control over the growth of the business in order to assure the product efficacy and quality.

## The Reliv Difference

I had worked with **Dr. Carl Hastings** for many years and was familiar with Reliv’s reputation for integrity and quality. I recognized that Reliv and the direct selling model might be the best way to get this technology into the hands of consumers. Reliv’s business model provides direct access to entrepreneur Distributors, thus facilitating education in this emerging science (epigenetics) and the new technology (lunasin). The direct selling model also reduces barriers to market entry by minimizing overhead expenses and keeping the cost of the final product affordable.

After working with the management team and getting to know the corporate culture at Reliv, we knew we found the perfect partner. Reliv launched a company through innovation 25 years ago, and in the meantime, had built a highly efficient performance engine. Reliv’s commitment to fostering the innovation process, especially from the second generation executive team now assuming leadership, was absolutely critical to the creation of this partnership.

## The Nutritional Epigenetics Company

On July 18, 2013, Reliv obtained exclusive licensing rights to Soy Labs’ lunasin technology. Additionally, they formed a new company called SL Technology, Inc., a fully-owned subsidiary of Reliv International. They appointed me as President and CEO and brought over the entire Soy Labs innovation team, including Dr. Galvez as Chief Scientific Officer. Integrating the innovations of SL Tech into the innovation capabilities of Dr. Carl and his team opens the way for expansion into a whole array of exciting, new technologies.

So what have we created? The first and currently only Nutritional Epigenetics Company.

## The ‘Perfect Storm’

Experts agree that nutritional epigenetics has the potential to change the status of the current health care crisis and initiate the biggest economic boom since the dot-com era. Lunasin, the first dietary ingredient with a known epigenetic mechanism of action, is driving the nutritional epigenetics platform. This new partnership has created perhaps the biggest opportunity the direct sales industry has ever seen!

**Ryan Montgomery** realized that if you want to be a billion-dollar company, you have to put the tools in place that will take you there. Open innovation is one of those tools. This opportunity puts Reliv on a level playing field with Fortune 500 companies, like General Mills and Proctor & Gamble, who have launched strategic open innovation initiatives. Through open innovation, Reliv has the means to direct the nutritional epigenetics industry and stay ahead of the competition. In the words of Steve Jobs, “Innovation distinguishes between a leader and a follower.”

With this partnership, Reliv is strategically positioned as the industry leader in nutritional epigenetics.

**Looking for a big opportunity?  
Welcome to the perfect storm!**

## Functions of an Innovation Engine:

- Generate new ways to do new things
- Connect to resources/networking
- Transform ideas into novel products and services
- Scale for value creation appropriate to market

nutrition

reliv<sup>®</sup>



opportunity

W

A large orange circle is partially visible on the left side of the page, containing the word 'Wellness' in a white, sans-serif font, oriented vertically.

Wellness

Reliv is **The Nutritional Epigenetics Company**, and you can find us at the intersection of wellness, nutrition and opportunity!

# Big Business Across the Pond



*Explosive growth continues in Europe — with no signs of slowing down*

Where can you find Reliv's fastest growing market? Just look on the other side of the Atlantic. With 2013 now in the books, Reliv has recorded four straight years of sustained sales growth in Europe, and all signs point to continued expansion.

Their key to success? "Sticking to the basics," says **Eric Vill**, Managing Director of Reliv EU. "We have a tremendous group of leaders in Europe who have championed the simple strategies that work in building a Reliv business. They make it easy for new people to jump right in and start earning. The results speak for themselves."

**Mainland Europe in particular continues to set sales records month after month as the number of new Distributors skyrockets.**

It was a big year in many ways. In January 2013, Reliv EU relocated its headquarters, quadrupling its office and warehouse space and doubling its staff. In April, Reliv officially opened in France, the sixth country of operation in Europe. And in October, Reliv Chairman and CEO **Robert L. Montgomery** travelled to Paris to be part of the biggest conference in Reliv EU history.

"We've got something great going," Eric adds. "Watch out Reliv USA — we're coming to get you!"



### Olivia Augustin: Netherlands

I was skeptical about direct selling, but after taking the products and experiencing great results, I started taking the business seriously. During my first three months I helped 10 people improve their health, with four of them joining me in the business. **Now I'm busy building a stable Reliv distribution network.** My goals are to replace my husband's income so we can spend more time together and help others enjoy the Reliv lifestyle.

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### Maria Ershova: Germany

I am so excited to have achieved the Key Director level with Reliv! **I made it happen by focusing on others instead of myself.** When they succeeded, I succeeded right along with them. The future is bright and my big goal is that my husband, who travels every day, can quit his job. My vision is to make 10 millionaires! My advice: keep your goal in front of you, give more, expect nothing in return and you will get where you want to go.

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### Rene & Jacqueline Schön: Austria

We became Reliv Ambassadors by working with our team. The sooner you understand that **it is all about teamwork**, the quicker everybody reaches their personal goals. Setting smaller goals and reaching them keeps us motivated and drives our business. With Reliv we see that we are doing something worthwhile and being rewarded for helping others – and improving our own quality of life along the way.

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### Jean de Chassey: France

I'm really excited to be a Reliv Ambassador! I used to think it could happen only in a distant future, but Reliv success can come when you least expect it. **Our goal is to have the freedom to change our way of life**, so that my wife and I can pursue Reliv full time and take care of our little girl, Lucile, and all our children to come!

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### Zulfat Ahmed & Mohamed Abdillahi: UK

When we joined Reliv, it wasn't our main goal to become Ambassadors, but as our business started to grow quickly, our rank began to change too. This was when the idea of becoming Reliv Ambassadors became real. **The key to Reliv success is to be honest and humble.** Focus on your goals and, most importantly, love and enjoy what you do!

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### Eglantine & Joseph Lerolle: France

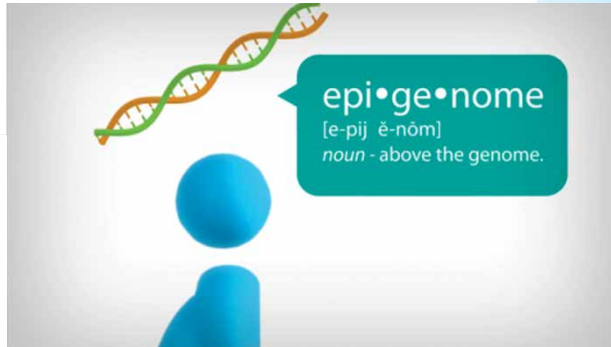
My Reliv business allows me choose my hours to fit around time with my children. My husband, Joseph, works away from home and used to have to travel for two hours a day. Reliv allowed us to move closer to Joseph's job so that we can spend more time together. **We dream of owning our own house and traveling** to see my best friends who live in Australia and the UAE, and with Reliv I'm confident we can make that dream a reality!

# Reliv Videos A

Reliv's critically acclaimed videos from the past year are grabbing attention and inspiring action across the country! Ready to grow your Reliv business? Then keep asking yourself: "Who can I share a Reliv video with today?"

Find your favorites: [reliv.com/reliv-videos](http://reliv.com/reliv-videos)

## 2014 RFI AWARDS (RELIV FILM INSTITUTE)



### **MOST VIEWED VIDEO**

*You to Super You: Direct Your DNA Naturally Through Nutritional Epigenetics*



### **BEST ACTOR IN A LEADING ROLE**

*"Blue Man" from You to Super You*



### **MOST IMPACTFUL NUTRITIONAL VIDEO**

*Your Simple Solution to Today's Health Crisis*



### **MOST MOTIVATIONAL OPPORTUNITY VIDEO**

*How to Create Your Own Income-Producing Asset*



### **MOST CREATIVE USE OF A DOLLY PARTON WIG**

*Stand by Your Can*



# re a Hit!

## Big DVD news!

Every new Distributor now receives five copies of Reliv's hottest sales tool right when they sign up: the *Don't just live. Reliv.* DVD. This disk features the "Blue Man" epigenetics video, plus the latest product and opportunity videos. Fueled by graphics, stats and facts that inspire action, these three brief (2-3 minute) videos are ideal for getting your new Distributors to start sharing Reliv right away.

They can just hand DVDs to new people, follow up and have everyone begging: "Tell me more about Reliv!" Order your own to share along with them – just \$5 for 10 DVDs!

### Download your favorite videos!

Now you can download every Reliv video on [reliv.com](http://reliv.com) for playing on your device anytime, anywhere! Just look for the download link above each video.

Right click here and select "save as" to download video



### To add a video to your smartphone or tablet, try this:

1. download the file to your computer first (*see link above*)
2. connect your device to your computer
3. transfer/save the file to your device  
(iPhones and iPads must go through iTunes)



*The reviews are in...*

### "Big thumbs up!"

I popped my phone out one day at work to show a friend the Reliv epigenetics video. She was so impressed she became a Distributor that day. The video took all of the science behind epigenetics and made it easy to understand. She was hooked.

**Laura Lynn Martin, Millbank, ON**

"★★★★!"

We hold Health Forums every month and could not do it as easily or professionally without the new videos. We show the "Blue Man" video to help present LunaRich® and epigenetics. Then "Your Simple Solution to Today's Health Crisis" gives a great overview of the importance of good nutrition and how easy it is attained through Reliv. Moving on to the business, we show "How to Create Your Own Income-Producing Asset." I am particularly grateful for the brevity of these three videos, and yet the powerful message each conveys.

**Barb Verbonich, Salinas, CA**

### "I love these videos!"

I showed the video on how LunaRich helps manage cholesterol to a woman at the dry cleaner. Even before she finished watching, she said, "Do you have the product with you? I want to buy now." She paid me cash right then and there. This is not the first time it's happened. We love the "Blue Man" video too. I'm far from being "techy," but I can handle the videos. Just like our products — they WORK!

**Aurora Paredes, Dallas, TX**

# Making a Road Map to Your Goals



Goal setting is a crucial part of realizing your personal and professional dreams. However, it isn't enough to create these goals mentally; you must write them down. The act of writing down your goals gets the process off to a head start and gives your brain its own set of instructions. The more specific your goal is and the more details you provide, the more successful you will be at achieving it. Here are some suggestions for mapping out a path to your goals in 2014:

1

Give yourself time each week to clarify your goals.

It isn't enough to just write down your goals and bury the list away. Frequent review and adjustment of your goals should be considered a requirement of achieving the goals themselves. Spend an average of 10-12 minutes a day revisiting your goal list and making necessary adjustments to it. For example, say your list of goals includes sharing the epigenetics "Blue Man" video with at least three people a day, conducting an appointment at least four times a week and sponsoring at least two new Distributors a week. By revisiting this list each week, you can assess your progress.

2

Spend enough time on weekly goals.

If you set goals that you want to be met by the end of the week, you should be spending at least 50% of your time doing what it takes to achieve them by Friday. So if you put in a 4-hour workday, then an average of two hours per day should be set aside for weekly goals. Keep this in mind when setting your goals for the week. Will you be able to invest that much time? What do you have going on this week that might prevent you from accomplishing your goals? Set your goals high, but be realistic about what is required of you to meet a weekly objective. Always set yourself up for success.



# ap goals

by the Direct Selling Education Foundation



I set daily goals with my personal group and organization. We decide how many people we talk to every day. I keep track of all my goals and who I've spoken to in a notebook that goes everywhere with me. I've always been intimidated by public speaking, so I joined a Toastmasters group to help me build leadership and speaking skills. They help when I speak about the Reliv Kalogris Foundation at schools.

Diane Helmold, Chicago, IL

How do  
you achieve  
your goals?

3

## Embrace the good and drop the bad.

When setting your long-term goals, focus on forming 3 good habits and breaking 3 bad habits a year. You may decide that you want your customer and Distributor follow-up to become habitual, rather than sporadic and on an as-needed basis. You may have sabotaged your past efforts because you tend to procrastinate, so commit to dropping that bad habit as well. When making your goal list, consider what you will do to make a desired behavior habitual and an undesired one a thing of the past. Developing a road map to your goals – like Reliv's Road to Presidential Director (page 8-9) – provides you with a clear path and increases your chance of success.



I'm working on making 2014 the year for moving forward to freedom! My goal is to talk to at least two people daily and plant the seeds of optimal health and financial freedom. I'm working my Reliv business around my full-time job as a pharmacy tech, where I see the need for the Reliv products daily. How will I achieve my goal of financial freedom? Showing people how this opportunity can change their life and help the people they love. I'm always asking myself, "Whose life am I going to change today?"

Victoria Tocher, Cottage Grove, OR



I stick to my goals by establishing a mission statement that I recite to myself every day. I also make a list of at least 10 goals and post them at different areas in my home – bedroom ceiling, refrigerator, TV. For every excuse I make for not getting something done, I charge myself \$1 and put it into an "excuses jar." I record the total for each month to see if it's increasing or decreasing. If it's increasing, I know I need to refocus and be better organized with my time.

Jeff Walker, Fort Wayne, IN



**Sheryl Nieman-Hancock**  
Clinton Township, MI

LunaRich X™ jump started my weight loss last year. I'm a long distance runner and suffered a hip injury a while back, but my Reliv products keep me running at a great pace. They ease any inflammation I experience and I feel better than I have in years! I was introduced to Reliv two years ago and I continue to feel better every month. I can run faster without the extra weight and have less pain and soreness after my races. When I ran the Detroit Marathon, I shed 23 minutes off my previous time! I am 57 years old, but I feel even better than I did at 35! LunaRich works for me.



**Vicki Carter**  
Myrtle Beach, SC

I was an office manager for 16 years and always had to use vacation time to attend my daughter's school functions. I noticed that other parents were at every school function and seemed to have more free time. That's when another parent introduced me to Reliv. I became a Distributor that month and a Master Affiliate the next. What began as a great business opportunity turned into a way for my family to become healthy together. I had gained some weight over the years that I needed to lose, and Reliv helped me do it. My husband has seen incredible health results too — his cholesterol, allergies and digestive health have all improved. Our whole family feels great!



**Jaynie Trudell**  
Myrtle Beach, SC

I started using Reliv products in May. I've lost more than 20 pounds and my cholesterol is now under control. My inflammation and pain were about to force me to stop working as a professional musician. I started out with just one LunaRich X capsule per day and was able to save my performance career. I decided to add Reliv shakes in July and started building my business. I've had health problems since I was 17, but Reliv has given me a new chance. I can't remember a time that I felt this good. I look 10 years younger now that I've lost weight, and my inflammation and pain no longer interfere with my music. Reliv has changed my world!

because





# e of reliv

I am losing weight and feeling great!

Weight Loss Is  
Contagious  
<< in Myrtle Beach! >>



Sue Gorman-Mastrovito  
Algonac, MI

I was not the dress size that I wanted to be when I began my journey three years ago to become healthier. I started drinking Reliv shakes and working out at a gym. I was able to drop a size and then two more when I added kickboxing to my regimen! It's a huge accomplishment for me and I feel better than ever when I slip on my skinny jeans and they are buttoned, zipped and comfortable. I am now healthy inside and out through exercise and Reliv!



Adam Kendig  
Myrtle Beach, SC

I was skeptical about Reliv before I gave it a try last February. Then I noticed that my blood pressure was down for the first time in my life on only one capsule of LunaRich X per day. I lost 16 pounds in two months and found a renewed optimism about my health. I decided to try Reliv shakes as well and couldn't stop telling people about my results. My wife and I initially signed up as Distributors to get a discount on the product, but now we're working toward replacing our incomes with our Reliv business. This is an opportunity to help others find the same good health we have.

# nourish our world

## Classes Are Now in Session

The Reliv Kalogris Foundation is proud to announce the opening of St. John the Baptist National School of Petite-Anse, Haiti. The school building, damaged in the 2010 earthquake, had been declared unsafe for use in case of future earthquakes. The RKF provided funds to upgrade the building for sanctioned use as a functioning elementary school.

RKF support reinforced and refurbished the school building and stocked it with new desks, blackboards and supplies. The school now serves more than 200 children from the surrounding area, grades K-6, and plans are in place to expand the facility to serve more than 500 students, including a trade school for older youth.

The school is located just steps away from the Reliv Kalogris Foundation's children's home, opened in May 2011. The children's home, a three-story stand-alone structure with

three dormitory-style wings, a fully furnished kitchen and two dining halls, provides housing for more than 40 children, most having lost family in the 2010 earthquake.

"From the beginning, our goal was to give these children not only a home but provide education and job training, as well as supplying our nutritional supplement on a daily basis. Through the generosity of Reliv Distributors and employees, we have reached that goal," said Reliv Kalogris Foundation Chairman **R. Scott Montgomery**. "The children are thriving and have developed a new family unit in their home and school. The daily nutritional shakes are provided not only to the children in our home but to the 200+ children from the surrounding neighborhood who are also attending this neighborhood school."



## Game On!

This year's Rally for the Mission to benefit the RKF will be the talk of International Conference — get ready for a great time for a great cause! Reliv will donate \$20 to the RKF on behalf of every conference attendee, and all are welcome to join the Rally and receive a 2014 Rally for the Mission commemorative wristband. Stay tuned to the RKF Facebook page for more details. Ready to Rally? Game on!



ld



## Reliv Brings Christmas to Haiti

When the RKF staff visits Haiti in December, an ordinary day turns into Christmas! This year we once again came armed with presents donated by Reliv employees. Each child received a box of goodies and spent the day playing with outdoor games. This was our second year of sharing Christmas with the orphans at the RKF Children's Home in Petite-Anse — a tradition we are committed to continuing in the years ahead.

Want to help us bring Christmas to these Reliv kids in 2014? Sign up for our "Be the Change" challenge and you too can experience the joy of Christmas in Haiti. Check out the RKF Facebook page for more details.



## Relief Continues for Typhoon Haiyan Victims

The RKF contributed more than \$600K in nutritional products and cash to support victims of Typhoon Haiyan in the Philippines. The relief work continues and our own Distributors are playing a key role in helping those in need.

Their goal is to help 1,500 children in seven evacuation centers in areas hardest hit. This includes providing clean drinking water, mosquito nets, building supplies and food packs, as well as distribution of Reliv nutrition shakes. Our thanks go out to our generous Distributors and our hopes and prayers to the people of the Philippines.



**Name:** Jana Jones

**Hometown:** Mountain City, TN

**Gigs:** Homeschool mom, Reliv

**Reliv Regimen:** Reliv Now®, LunaRich X™, Innergize®, SoySentials®, FibRestore®, ReversAge®, Arthaffect®, ProVantage®

**A Crafty Idea:** As a stay-at-home mom who homeschools, I'm always looking for ways to contribute to our finances. I heard about Reliv from a complete stranger in a store and knew it was the answer to my prayers.

**Growing Fast:** In my first year as a part-time Reliv Distributor, I made more than I ever would selling crafts at fairs and farmers markets. My approach is talking to people face-to-face and asking if they want to work from home.

**Rocky Top:** We live on a mountaintop in Tennessee in the middle of nowhere, but we moved away from our job market to do it. My husband has to work away for half the year and my goal is to bring him home!

**Name:** Jack and Nancy McCarron

**Hometown:** Hudson, NH

**Gigs:** Retired engineer, Reliv

**Reliv Regimen:** LunaRich X, Reliv Classic®, Innergize! FibRestore, Arthaffect, ReversAge, ProVantage

**A Born Skeptic:** As an engineer, I was skeptical about Reliv but then I saw what the products did for Nancy's health. I heard about the compensation plan when we had both recently retired and were looking for additional income.

**Rocking Retirement:** After a month as Reliv Master Affiliates, we made more than we had ever made in one month during our working years. What a great business!

**Hit the Road, Jack:** We've been on the road full time in an RV for 12 years — our retirement dream — traveling the country telling people about Reliv. We enjoy good health, finances and the reward of helping others and seeing them thrive.

**Name:** Joanne Smith

**Hometown:** Glen Carbon, IL

**Gigs:** Retired teacher, Reliv

**Reliv Regimen:** Reliv Now, LunaRich X, Innergize!, ProVantage, FibRestore, Reliv Now for Kids, 24K™, ReversAge

**Healthy Start:** I started taking Reliv three years ago. My results were so dramatic that I couldn't help but tell everyone I knew! That's when I realized that Reliv could mean more to me than just good health.

**Igniting Success:** I've always loved helping others and seeing their lives change. When Reliv announced the Ignition Promotion in August, I told my husband that I'd be busy for three months. I turned on the ignition, pushed the gas and didn't stop!

**Teamwork:** Now that the reduced profit level qualifications are here to stay [see page 6], I have the opportunity to help even more Distributors see success. That's the great thing about Reliv — when we work together to grow our businesses, we all win!

**Name:** Betty Andrews

**Hometown:** Lagrangeville, NY

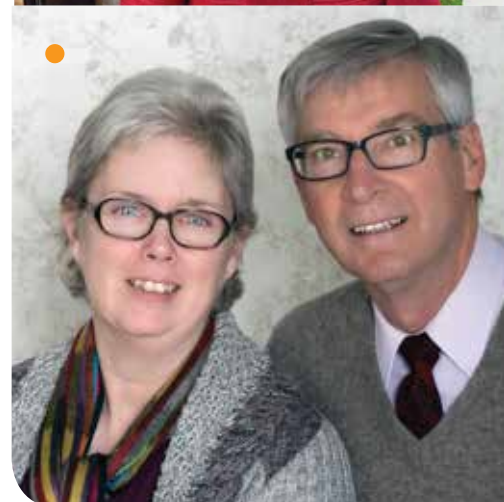
**Gigs:** Retired postal employee, Reliv

**Reliv Regimen:** LunaRich X

**Change of Plans:** Five years ago, I had many health concerns and had to take early retirement from the post office. I was searching for answers and spending lots of money on supplements that just weren't working.

**The Answer:** After deciding to give Reliv a try, I had more energy and my outlook improved after about a month. My husband and I have seen great benefits from LunaRich X with heart health, mood and more.

**Bright Future:** With our improved energy, we have become dedicated to growing our Reliv business. Our goal is to be debt free and spend more time with our children and grandchildren. We're thrilled we can accomplish both these goals with Reliv!



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:** Lynn Drewes

**Hometown:** Myrtle Beach, SC

**Gigs:** Interior Design, Reliv

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

**Bioavailability:** I was looking to improve my health and heard about Reliv from a friend. I did the research and learned that Reliv products are absorbed by the body better than vitamin pills. I had tried everything else so I wanted to give Reliv a try.

**It Works:** Five weeks later, I noticed a huge difference. This was the first attempt at better health that worked in years. I experienced far fewer headaches and sleepless nights. My whole family's health has improved — allergies, energy and more.

**Fair Deal:** My own health results led me to the business. I absolutely love the freedom of doing this job anywhere I go. My last job was a lot of work for little money, but not Reliv. Now I see my efforts rewarded.



**Name:** Vicky Rockey

**Hometown:** Myrtle Beach, SC

**Gigs:** Radio, Reliv

**Reliv Regimen:** Innergize!, FibRestore, LunaRich X and 24K

**Shake It Up:** I've always believed in the power of nutrition, but I don't believe in taking vitamin pills. When I heard about Reliv and nutrition shakes, I really felt good about the products.

**Breathe Easy:** My son saw such an improvement with his respiratory health that he started taking the products without me having to say a word about it. He started with Reliv shakes when he was 7 and he's now 13 years old. He hasn't missed a single day of school!

**Spread the Word:** My business has picked up in the past few months with the reduced profit level qualifications [see page 6]. I'm telling all my radio clients and anyone else I see about Reliv!



**Name:** James Volpe

**Hometown:** Wayne, PA

**Gigs:** Real Estate, Running, Reliv

**Reliv Regimen:** ProVantage, Innergize!, FibRestore

**Go the Distance:** I enjoy running as a healthy endurance activity and set my sights on a half marathon. I heard about Reliv through an online forum of folks interested in nutrition.

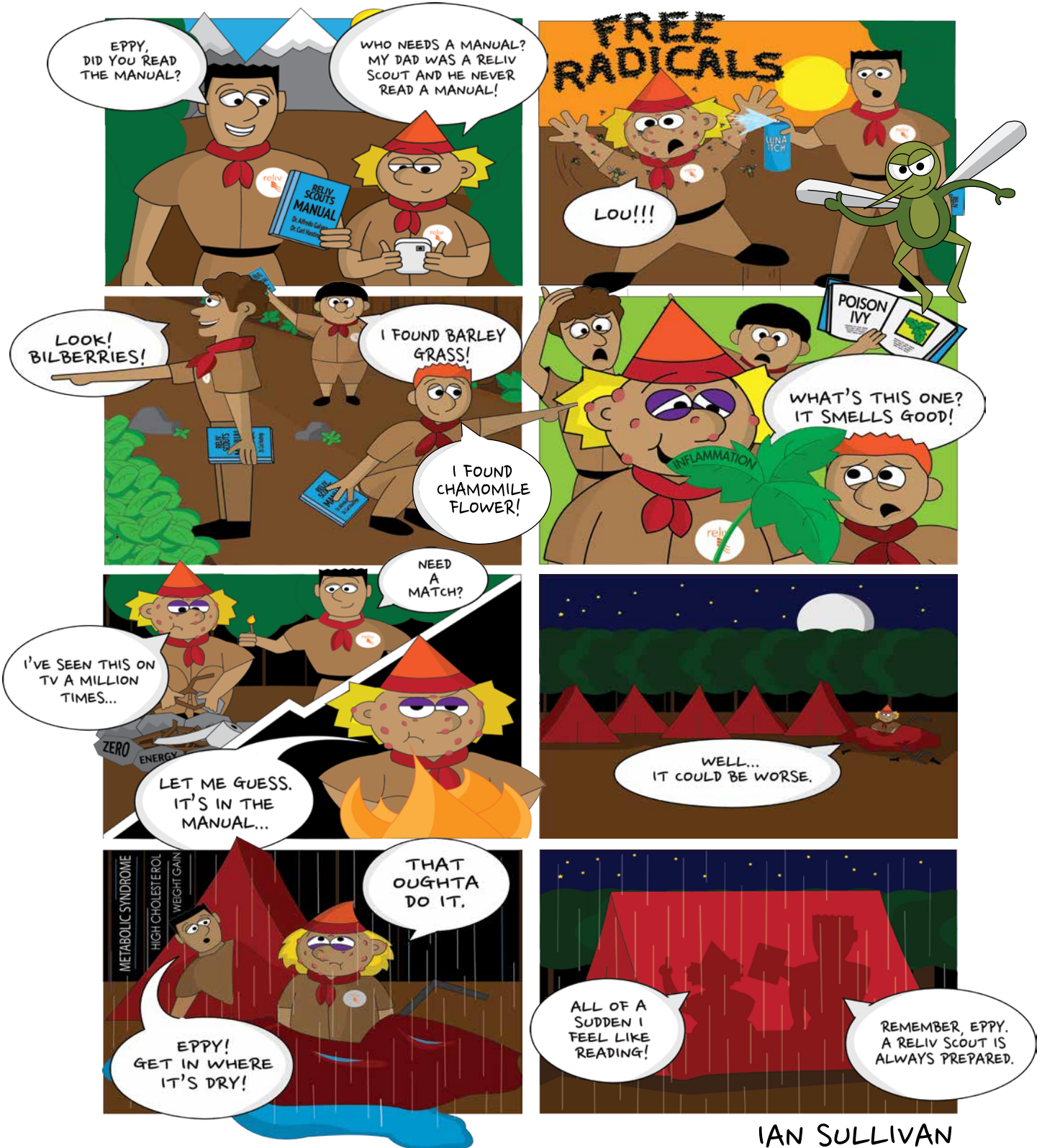
**Run the Race:** ProVantage really helped my running and recovery. Running long distances can take a toll on the body and I'd feel sore and tired the next day — until ProVantage. I've seen a huge change in the way I feel when I take ProVantage before and after workouts.

**Mission Accomplished:** I recently finished a half marathon and made my pace goal. I thank my lovely wife, Jen, for the inspiration and Reliv for the ability. I'm already excited to set new goals and start training for other events!

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](mailto:mmanley@relivinc.com)

# THE ADVENTURES OF LOU NUSSIN AND EPPY G. GNOME "SCOUT'S" HONOR



IAN SULLIVAN

# hey! Rookie!

Within their first three months of becoming fully qualified Master Affiliates, new MAs now enter an exclusive monthly bonus pool in which the **top 10 PGPV among “rookies” (new MAs in months 1-3) receive cash bonuses:**

<b>1st .....\$1,000</b>	<b>6th.....\$450</b>
<b>2nd .....\$800</b>	<b>7th.....\$400</b>
<b>3rd .....\$700</b>	<b>8th.....\$350</b>
<b>4th .....\$600</b>	<b>9th.....\$300</b>
<b>5th .....\$500</b>	<b>10th.....\$250</b>

**Plus!** Current MAs will take home **\$100** for every Rookie Bonus earner they’ve personally sponsored!

Together with the new reduced profit level qualifications, the Rookie Bonus gives you the fuel to speed up massive organizational growth — **right now!** Find new people, turn them loose and watch your business go!

## Top 10 is back!

The top 10 PGPV this month among all MAs will earn big cash bonuses!

<b>\$5,000</b>	<b>\$2,000</b>
<b>\$4,000</b>	<b>\$1,750</b>
<b>\$3,000</b>	<b>\$1,500</b>
<b>\$2,500</b>	<b>\$1,250</b>
<b>\$2,250</b>	<b>\$1,000</b>



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