

# lifestyle

The reliv logo is a circular emblem. It features the word "reliv" in a lowercase, sans-serif font. Below the text are three stylized, horizontal wavy lines that suggest movement or water.

don't just live. reliv.



# Take Your Business **ON** line!



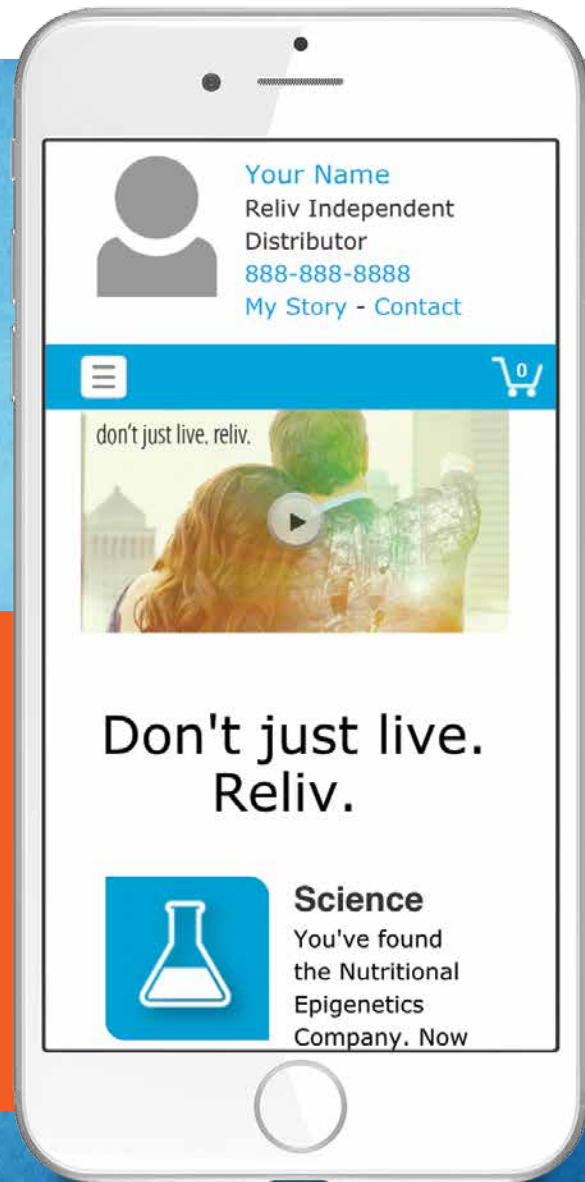
you.reliv.com



- your own online shopping cart
- your own Distributor sign-up
- the Reliv story told your way
- mobile-ready design

I love how easy it is to sign up new people using my personal website — and so easy to duplicate. I am not good with technical stuff, so if I can do it, anyone can!

— Reliv Ambassador Amy Thomas



## \* SPECIAL OFFER! \*

Reliv Master Affiliates receive their first 3 months FREE!  
[reliv.com/personal-websites](http://reliv.com/personal-websites)



# THE POWER OF YOU

## distributorsfirst

Reliv gave me the power to return to the sport that I love, teaching and competing in tennis!

**Bill Perrin**

Thanks to Reliv, good health is now a choice; that's power to you, me and everyone!

**Crismon Lewis**

The Power of YOU means knowing you make a difference with every Reliv action you take.

**Carole Vaughn**

With Reliv, YOU have the power to control your health!

**Beth Mull**

The Power of YOU means gaining confidence to go against the grain and pave your own path of success with all the support Reliv offers!

**Nicole**

Reliv gives me the power to be the best husband and dad to my awesome wife and kids!

**James Ewing**

Reliv enables me to release the Power of YOU in others and help them achieve unprecedented health, wellness and financial security.

**Ruth Davis**

### 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)





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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.



## You Did It!

Boy, do I love it when I get to say those words to someone. “You did it.” You set your goals. You worked your plan. You broke through and decided you could believe in yourself. You did it. You really did it.

At International Conference in St. Louis, I had the opportunity to say that over and over again!

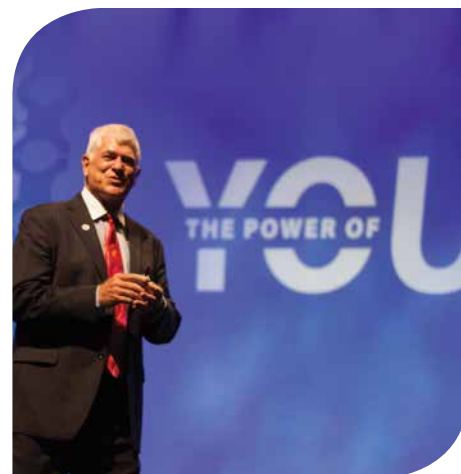
We left no doubt in the mind of everyone in attendance about what Reliv is: what we stand for, what we believe in and how we will stay committed to helping others. As you’ll read in this *Lifestyle*, our mission to Nourish Our World — helping people excel in Body, Mind, and Spirit — is alive and well.

It was a weekend full of people on stage, one after the other, sharing how Reliv has helped them do things they could not do. Real people, who have built Ambassador-level Distributorships, teaching us all about what they do to build their own home business with Reliv. People from every background imaginable — nurses, accountants, construction workers, musicians, farmers, moms, dads, reporters, veterans, executives — who are for the first time in their lives experiencing true time freedom. They did it! **Well... how about YOU?**

It’s time to *engage* in Reliv. Take the time to read about the people featured in this magazine. People like **Joyce and Les Ferguson**, who are the newest members of the Reliv Hall Of Fame, and so many others.

I’m going to be saying “you did it” over and over again in the months ahead. We have **VERY EXCITING** “things” we will be doing in the fourth quarter, and into 2016. Get with the people you are working with in Reliv, and make sure you understand what can be next for you. I look forward to looking you in the eye and saying, “YOU DID IT!”

## Let’s Go!



Don Gibbons  
Senior Vice President of US Sales

Our mission to  
Nourish Our World  
— helping people  
excel in Body, Mind,  
and Spirit — is alive  
and well.



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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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# THE POWER OF

ST. LOUIS, AUGUST 6-8











Conference was filled with many unforgettable moments. But what's most important is not what happened in St. Louis that weekend; it's what you choose to do with it all now — even if you weren't there.



## INTERNATIONAL CONFERENCE

# TOP 10





## (10) COMPANY STORE

**What happened:** Distributors browsed the latest in Reliv gear and sales tools.

**What to do now:** Browse online! Tool up your business and let the world know what you've discovered. YOU are the Reliv brand.

## (9) FRIENDS NEW AND OLD

**What happened:** A worldwide Reliv family reunion!

**What to do now:** Work with Distributors in your area, across the country and around the world in spreading the word about Reliv. We want our family to grow!

## (8) WORLD PREMIERE VIDEO

**What happened:** Best. Reliv. Video. EVER! Who could forget the excitement in the conference hall after "Don't just live. Reliv." played on the big screen?

**What to do now:** Share it! This video and Reliv's incredible library of videos are available to you on reliv.com, YouTube and your own personal website. (See page 22-23 to learn more.)

## (7) RKF 20TH ANNIVERSARY CELEBRATION

**What happened:** A moving salute to the people whose generosity and hard work have made the Reliv Kalogris Foundation's two decades of life-changing work possible, including a special tribute to Reliv Co-Founder **Sandy Montgomery**.

**What to do now:** The best way to build the RKF is to build your business. The more people who know about Reliv, the more children we can feed.

## (6) THE SCIENCE OF RELIV

**What happened:** Reliv's top scientists, **Dr. Carl Hastings** and **Dr. Alfredo Galvez**, outlined what sets Reliv nutrition apart.

**What to do now:** Drink Reliv shakes every day. Feel great. Tell other people about it.

## (5) BIG CHECK PRESENTATIONS

**What happened:** Reliv handed out \$50,000+ in bonus checks to top finishers in our Power of You Promotion.

**What to do now:** Find out what promotions Reliv has running every month — Rookie Bonus? Top 10 Bonus? — and make a plan to earn a big check of your own.

## (4) NEW HALL OF FAMERS

**What happened:** Presidential Gold Ambassadors **Les & Joyce Ferguson** became the 16th Distributorship inducted into the Reliv Hall of Fame.

**What to do now:** Set your sites on your next Distributor rank and plot a course to get there fast. We'd love to take you to Atlantis for our 2016 Leadership Celebration! (See page 16-17 to learn how.)

## (3) AMBASSADOR WORKSHOPS

**What happened:** Insightful presentations of proven business-building tips from Reliv's top leaders.

**What to do now:** View or listen to the workshops online at reliv.com/workshops. And make sure to qualify for Master Affiliate Training School every 90 days to get in-person, hands-on training from Reliv's best.

## (2) PARTY!

**What happened:** A tour of Reliv HQ and a BBQ party filled with food, music, friends and fun!

**What to do now:** Save the date for next year's International Conference on July 28-30, 2016, and celebrate with us at your Reliv home away from home!

## (1) THE RELIV VISION

**What happened:** Corporate and Distributor leaders painted a vision of the limitless possibilities that lie ahead for all Reliv Distributors.

**What to do now:** Catch the vision! Embrace everything Reliv makes possible to improve your life, the life of your family and the lives of everyone you know.



# what is reliv?

**Good question.** Opening night of International Conference focused on providing an answer, a strong statement of who and what we are. Here we've outlined the main points from that evening's presentation. As you'll see, the real question is not "What is Reliv?" but rather "What can Reliv do for YOU?"

## BODY

[ Feel your best ]

**Enjoy optimal health and fitness.**

**HOW?** Embracing an active lifestyle and a preventive approach to good health.

**Fuel your body with advanced nutrition.**

**HOW?** Putting Reliv's superior approach to supplementation, *The Reliv Difference*, to work for you.

**Turn on your good genes.**

**HOW?** Incorporating LunaRich®, the first epigenetic superfood, into your Reliv nutrition regimen.



## MIND

[ Live life to the fullest ]

**Earn what you're worth.**

**HOW?** Launching a Reliv business and getting paid through Reliv's industry-leading compensation plan.

**Experience financial freedom and personal growth.**

**HOW?** Building an organization, leading its growth and generating residual income for life.

**Enjoy the life you've always wanted.**

**HOW?** Making lifelong friends, seeing the world and being recognized for what you've accomplished.



## WATCH WHAT WE ARE!

View the conference opening video as well as a clip of Reliv President Ryan Montgomery's opening address at [reliv.com/what-is-reliv](http://reliv.com/what-is-reliv).



# SPIRIT

[ Make a difference ]

**Feed needy people around the world.**

**HOW?** Building your business and therefore building awareness and support for the Reliv Kalogris Foundation.

**Help people feel better.**

**HOW?** Sharing the life-changing health benefits of Reliv nutrition.

**Help people live better... starting with YOU!**

**HOW?** Improving your life by showing others how they can improve theirs through the Reliv opportunity.



**our mission:**

**To Nourish Our World  
in body, mind and spirit.**

**our message:**

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



NEW RELIV HALL OF FAMERS  
LES & JOYCE FERGUSON

RADIATI  
hope



# WELCOME TO THE HALL OF FAME!

## What does this accomplishment mean to you?

We are honored by this recognition of our long-term commitment to Reliv and humbled to be part of this distinguished group of leaders. But all we can think about is that there is so much more to do! Entering the Hall of Fame spurs us to talk to more people and work harder than ever to expand our business.

## What advice do you have for new Distributors hoping to enter Reliv's Hall of Fame one day?

Work with your upline Distributors to get a serious understanding of what you have found in Reliv. Then take action to build your business with a positive, long-term attitude. Share this opportunity with someone new every day to reach your financial goals. Stay committed to treating Reliv like the real business that it is.

# ING

**Les and Joyce Ferguson** of Beavercreek, Ohio, were single parents when they each became Reliv Distributors in the early '90s. Two decades later, the Presidential Gold Ambassadors and latest inductees into the Reliv Hall of Fame marvel at how Reliv enabled two ordinary people to create something extraordinary in their own lives and affect the lives of so many others.

## A Match Made in Reliv

For so many people, discovering Reliv brings enhanced health and an improved quality of life. And while the Fergusons can attest to the same, Reliv also brought them each other.

"We met at a Reliv event, got engaged at a San Diego Reliv Conference and married in 1994," Joyce recalls. "With five young daughters to support — two of his and three of mine — we quickly realized that the income and lifestyle we wanted was right in front of us with Reliv."

The couple had already experienced the power of Reliv nutrition. Joyce saw relief from severe PMS and sinus issues, and Les found support for cholesterol and blood pressure management — important in his former career as an Air Force pilot. "Our health paths were changed forever when we were introduced to the Reliv products," Les says.

## Building a Life

"We learned early on that Reliv was a terrific company, and when we heard [Reliv President, Chairman and CEO] **Bob Montgomery** say that the only ones who fail in Reliv are those who quit, we took it to heart," Joyce explains.

"With a big family to raise, we needed the efficiency and the balance that the Reliv system provides," she adds. "We made adjustments to our schedules with our kids to preserve Tuesday nights and Saturday mornings for Reliv. We just asked ourselves what else we could possibly do that would provide so much income potential — and so much FUN!"

Since then, Reliv has helped the Fergusons put all five of their daughters through college debt-free, paid for three dream weddings and allowed for lots of time with their grandchildren! "We get to live a retirement lifestyle without being retired," Les says. "And we don't want to retire — we love what we do with Reliv."

## Just Getting Started

*"Today our life is filled with travel, family freedom, personal growth, worldwide friendships and a purpose in life that is tremendously fulfilling."*

Joyce says. "We cultivate relationships and try to radiate hope wherever we go, constantly setting new goals as we work to make the world a better place through Reliv."

So what's next for the Fergusons? "Now is not the time to rest," Joyce adds. "It's time to pour it on!"

# A BUSINESS BUILT FOR

From Colorado to the Netherlands, from high school students to millionaire entrepreneurs, Reliv offers a business opportunity that can work for anyone.



## Stay-at-Home Millionaire

**Trish Fisher** of Colorado, now a Reliv Hall of Fame Distributor, wasn't looking for a business when she found Reliv. She was searching for answers regarding family health concerns, but quickly saw the great financial benefits of becoming a Reliv Distributor. Eighteen years and millions of dollars in Reliv income later, she's glad she did.

As a Reliv Distributor, Trish has complete freedom with her time and finances. She is able to stay home with her children while also making money and making a difference. Plus, thanks to Trish's earnings, her husband, **Doug**, was able to retire at age 45 and join her at home.

Trish says Reliv is a business that pays back what you put in. That's why she makes a point to do something business-related six days a week, constantly searching for new people to talk to and following up with contacts to build relationships.

Trish's advice for new Distributors: "Reliv is for everyone, but keep a special eye out for 'people' people. Seek individuals who truly strive to fulfill a purpose, especially with other people. **Reliv is an opportunity to make a difference in other people's lives as well as your own."**



## Reconstructing Success

**Dave Martin** of Pennsylvania was running a small construction business, complete with tight deadlines, long hours and high stress, when he heard about Reliv from a friend. He and his wife, **Rhonda**, were eager to try the products and start a business where they could have the freedom to work at home and be with their children. It wasn't long before they noticed a difference in their health — and in their bank account.

As Distributors, Dave and Rhonda love to interact with customers and help them understand there is hope for better health and a brighter financial future. They always keep their ears open for an opportunity to share their success with others.

"If you don't have a good product, you don't have a business," Dave says "There are so many people looking for a business, but they're afraid to put their name behind something that might not work. With Reliv, there is science behind the products, and **success is inevitable if you're willing to do the work."**





## The Business of Caring

**Olivia D. Augustin** of the Netherlands was working as a civil engineer with long hours, long commutes and weekends wasted working when her friend encouraged her to try Reliv.

"Once I started on the products, I couldn't find a single thing I didn't like," Olivia says. This motivated her to launch a Reliv business. "What's better than helping others improve their quality of life? The best part about being a Distributor is changing lives."

Olivia is a very independent and spontaneous person who loves to travel. "Not the best preconditions for a 9-5 job," she admits. With Reliv she has the flexibility to be her own boss but can also rely on the team around her whenever she needs to. "The key to success for me is to (1) stick to the system, (2) listen to and copy successful Ambassadors, (3) become and stay teachable and (4) have fun!"

Olivia grows her business gradually by being a person people can trust. "I believe people are attracted to feeling welcome, appreciated and cared about," she says. "People need to know that, in both a health and business sense, **Reliv cares about you.**"



## Not Your Average Joe

**Joe Ederer** of Minnesota was a lacrosse-playing high school student when he decided to launch his Reliv business. With the help of his parents, Joe started taking the products at age 6 and later received encouragement to become a Distributor.

As a student and athlete, Joe is confident that he will be able to reach a lot of people and get them started with Reliv products and that his example will encourage others to join him in the business as well. "Going to school is a full-time job, so having a Reliv business where I can make connections with lots of students and have the flexibility of making my own schedule is key to my success," he says.

"It sounds too good to be true, but there's science behind it and Reliv products seriously work," Joe says. Having used the products for most of his life, Joe is very knowledgeable about Reliv nutrition and excited to share the many health benefits with others.

Joe aspires to be a musician and grow his business on the road, traveling to various cities and spreading the word about Reliv. **"I'm going to bring Reliv entrepreneurship and optimal health to my generation."**



Make this year legendary...

# DISC ATLA





# OVER NTIS!

**Reliv 2016 Leadership Celebration**  
**Atlantis Resort, Paradise Island, Bahamas**  
**October 13-16, 2016**

Reliv wants you to join us on a mythical adventure to the luxurious Atlantis Resort for a 4-day/3-night experience unlike anything else on Earth!

Experience an underwater utopia! Swim with the dolphins. Walk through tunnels surrounded by sharks, stingrays, moon jellies and piranhas. Soak in beautiful open-air lagoons and relax on pristine beaches. Or jump right into the action at Aquaventure, a one-of-a-kind 141-acre waterscape.

Create your own adventure! Luxuriate in your suite at the iconic Royal Towers, savor gourmet meals at world-famous restaurants, golf on a PGA championship course, test your luck at the casino voted best in the Caribbean and shop at the seemingly endless array of stores.

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

Don't just live. Reliv.

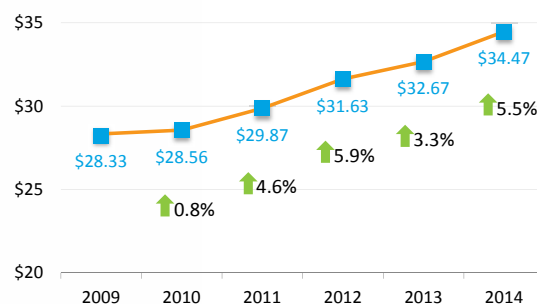
# [RELIV SUCCESS] YOU HAVE THE POWER!

The following includes highlights from Reliv President Ryan Montgomery's keynote address at International Conference.

Let's start by looking at the facts. Direct selling is booming and wellness products are the fastest-growing sector in direct sales.

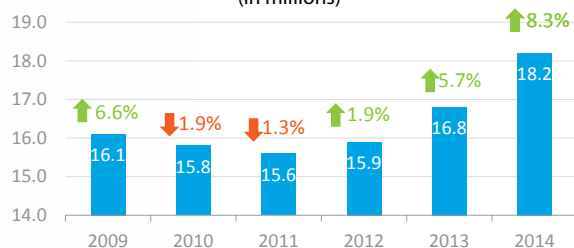
A DIRECT SELLING  
INDUSTRY FRIEND  
RECENTLY VISITED  
RELIV AND TOLD US,  
"WITH YOUR  
PRODUCTS AND  
PEOPLE, RELIV IS THE  
BEST KEPT SECRET IN  
THE INDUSTRY."  
IT'S TIME TO  
CHANGE THAT.

Direct Retail Sales



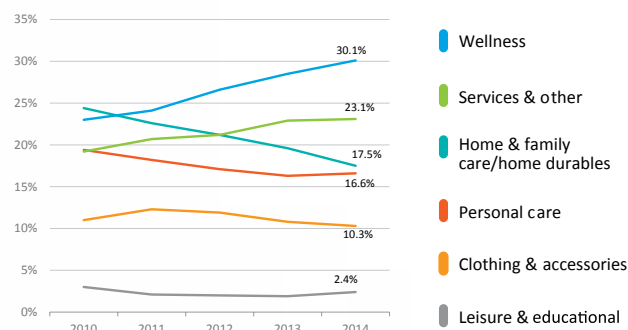
\*Direct retail sales are defined as the dollar amount paid by the ultimate consumers of the products or services. Estimated direct retail sales are based on survey data and extrapolated data based on secondary sources.

Number of Direct Sales People  
(in millions)



Note: Estimated direct retail sales are based on survey data and extrapolated data based on secondary sources. The number of sellers reflects all of those involved during the full year, not a snapshot at year end.

Direct Sales Sector Growth



Source: Estimated based on survey data and extrapolated from secondary sources.



## [People]

You don't build a business — you build people — and then people build a business.

— Zig Ziglar

Reliv invests in YOU. Our fundamental business strategy is to provide you, our partners, with the support, tools and personal development resources to succeed. And then you do the same with people you invest in. When you invest in people, you build relationships, and relationships lead to retention.

People are the most valuable asset of any business, and Reliv is no different. Our top priority always has been and always will be bringing in new people. It's the lifeblood of your business. Sponsoring is the first needle to move, and it triggers sales, advancements, check growth and profits. The most important person in the room is the new person seeing Reliv for the first time.

## [Environment]

Environment creates success, not vice versa.

The most important thing you can do to build a big organization is create an environment of excitement, momentum and success. You can do everything else right, but if you foster a dull environment, no one will join you. Leaders create a dynamic, supportive, fun environment that people want to be a part of and can't wait to introduce to their friends and family.

Reliv corporate presents an image and operates according to core values, but you are the real face of Reliv. You're on the front line. You are the messengers. So be the kind of person you want to attract and project an image of your business that welcomes everyone, regardless of age, background or occupation. There is a place for everyone in Reliv.

## [Simplicity]

Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains.

— Steve Jobs

In a world that's become more complex, companies that have figured out how to make things simple are winning the day. If you think your message is simple and understandable, keep working to further simplify.

The direct selling industry consists mostly of part-timers, working their business alongside a full-time occupation. They are busy people. So we must present a message and opportunity that instantly appeals, connects and leads to action.

Simple is duplicable by others. Successful Reliv Distributors do a few simple things over and over. They focus on the fundamentals. They use the energy and enthusiasm of new people to keep from getting tired of repeating the same message.

Leaders make complicated things simple, period. And simple creates speed and momentum in your business.

## [Belief]

Telling someone, 'Believe in yourself,' is often easier said than done. Perhaps the alternative is 'Do work you can believe in.'

— Seth Godin

Belief in what you're doing is really the first thing that must happen. With Reliv that involves five key components: (1) the mission, (2) the products, (3) the business opportunity, (4) the people and (5) the strategy to make it all happen. We want you to believe as strongly as we do in the opportunity we have to change lives, starting with yours.

**Success begins with two beliefs: (1) the future can be better than the present and (2) I have the power to make it so. If you believe in the work you're doing, keep things simple and focused on the fundamentals, create an environment that people want to be a part of, and invest in people and relationships, YOU have the power to do great things in Reliv.**





# CHRONIC INFLAMMATION: Put Out the Fire

by Tina Van Horn, Director of Research and Business Development  
at SL Technology, Inc., a Reliv Company

The current understanding of chronic health problems is pointing to inflammation as a central culprit. But a healthy lifestyle including Reliv nutrition offers a solution.



## LUNASIN: YOUR SUPER WEAPON AGAINST INFLAMMATION

What sets lunasin apart from other dietary ingredients? Research has shown it disrupts the inflammatory response in multiple ways. Because inflammation is such a complex process, it is best attacked from various angles.

- 1 Lunasin acts as an antioxidant, intercepting circulating free radicals before they set off an immune response.
- 2 Lunasin blocks specific receptor sites on cell walls to prevent activation of the inflammatory pathway.
- 3 Lunasin can stop the NF-kB protein components from entering the nucleus, where it interacts with the DNA to turn on the inflammatory cycle.

Ongoing research is investigating more ways in which lunasin disrupts inflammatory signals and pathways. Reliv's exclusive LunaRich® products deliver the most effective form of bioactive lunasin available.

## ACUTE INFLAMMATION: THE QUICK FIX

Acute inflammation is your body's reaction to something foreign, such as viruses, bacteria, allergens and trauma. When the foreign invader is no longer a threat, the inflammatory response should return to its healthy state: ready but not active.

Acute inflammation is an important immune response that protects you from infection and repairs tissues following injury. In most cases it is short-lived because the stimulus that triggered its activation is no longer present. The immune system has done its job of destroying the pathogens and healing the damaged tissues.

## CHRONIC INFLAMMATION: THE SLOW BURN

But what happens when the inflammatory stimulus doesn't go away? Many of the environmental signals that trigger inflammation are less obvious, continuous threats that keep the immune system functioning at a low level for a long period of time. This leads to chronic inflammation — a low-grade, systemic condition often without any immediate symptoms. Over time, chronic inflammation slowly destroys tissues, leading to cumulative and serious damage.

Our modern culture and way of life create inflammatory triggers that we experience day after day, week after week, year after year. The cycle of inflammation perpetuates itself over time, ultimately producing serious health problems. These environmental/lifestyle triggers include obesity, poor diet, sedentary behaviors, stress and environmental toxins, like smoking or occupational exposures.

- Obesity increases inflammatory markers as fat cells secrete pro-inflammatory proteins.
- Sugar, alcohol, and trans fats have been linked to inflammation.
- Stress and lack of sleep increase the production of pro-inflammatory compounds.
- Smoking and environmental toxins introduce free radicals that ignite and sustain inflammation.

These triggers generally aren't resolved easily or quickly, so the cycle persists indefinitely. Continuous inflammation breaks down tissues and organs, contributing to deteriorating health.

## THE LIFESTYLE SOLUTION

Because chronic inflammation is influenced by our daily choices, it is a relentless fire that can either be stoked or doused every day. If what you are doing isn't part of the solution, it is likely part of the problem. And the solution is nothing new: everyday choices associated with living a healthy lifestyle are the same mediators proven to disrupt chronic inflammation.

Exercise, for example, reduces the activity of genes associated with inflammation. But consuming a varied diet rich in phytonutrients found in fruits, vegetables and whole grains, as well as omega 3 and monounsaturated fats, has proven to be the most effective lifestyle modification.

## RELIV'S ROLE

Reliv's essential nutrition products and targeted solutions contain some of the most powerful anti-inflammatory compounds found naturally in colorful fruits and vegetables, including papain from papaya, curcumin from turmeric, bromelain from pineapple, and cayenne from red peppers. These unique (many patented) formulas provide combinations of anti-inflammatory ingredients that affect multiple pathways to support a healthy inflammatory response.

Reliv's exclusive LunaRich® products deliver the most effective form of bioactive lunasin available, one of the few dietary ingredients with a known mechanism of action. In addition to lowering cholesterol epigenetically, lunasin also reduces the activation of genes involved in the inflammatory response.

Proprietary combinations of dietary ingredients, working together synergistically, explain why people experience such a wide range of health benefits from Reliv products.

**It's not magic —  
it's quality nutrition  
and sound science  
working together to  
reduce inflammation  
and promote health  
on multiple levels.**



# NOW PLAYING AT RELIV

People like to watch video. Just look at the facts:

- **YouTube has more than 1 billion users.**
- **Every day people watch hundreds of millions of hours on YouTube and generate billions of views.**
- **The number of hours people are watching on YouTube each month is up 50% year over year.**
- **Half of YouTube views are on mobile devices.**

And that's just YouTube. These numbers don't include video views on other social channels and websites, or anything watched on TV or via DVD/Blu-Ray. Video is how people like to consume information in 2015, and its popularity is only growing.

That's why Reliv has invested in and developed powerful video tools to help you tell the Reliv story. You can share them via email, on social media, through your personal Reliv website, with your mobile device or on a DVD player in homes. However you choose to do it, one thing is certain: the more people you introduce to Reliv videos, the more your business will grow.

Where to find Reliv videos online:

- **Your own Reliv personal website**
- **[reliv.com/reliv-videos](http://reliv.com/reliv-videos)**
- **[youtube.com/relivinternational](http://youtube.com/relivinternational)**

## 1,000,000+

**NUMBER OF VIEWS OF RELIV VIDEOS ONLINE!**



### DVD Update

All five videos featured here are included in the updated *Don't just live. Reliv.* DVD. Every new Distributor is sent a five-pack of the DVDs to help launch their business when they sign up. These brief (2-4 minute) videos are ideal for helping your new Distributors 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!

### Dr. Galvez on...

Launch a Reliv personal website and you'll have Reliv's top videos ready to view anytime, anywhere on your mobile device. Look for the videos link under "Discover" to access all of Reliv's best, including 11 videos featuring Dr. Alfredo Galvez. It's like having one of the world's leading nutrition scientists on call 24/7 for your business! **[reliv.com/personal-websites](http://reliv.com/personal-websites)**





## TOP 5 AT THE RELIV BOX OFFICE



### **DON'T JUST LIVE. RELIV.**

Best. Reliv. Video. EVER! Take just four minutes to follow a family's journey from frustration to freedom as Reliv opens the door to a better way of life. Without a single word of dialogue, this powerful video's message is delivered loud and clear: Stop waiting for your best life to begin; start living it today with Reliv.



### **YOU TO SUPER YOU: DIRECT YOUR DNA NATURALLY THROUGH NUTRITIONAL EPIGENETICS**

Epigenetics can be hard to explain. Let this video do it for you! Follow "Blue Man" as he literally walks you through the science of epigenetics. **Dr. Alfredo Galvez** narrates the second half of the video to explain how lunasin works at the epigenetic level to promote optimal health.



### **HOW TO MAKE MONEY WITH RELIV**

Effectively presenting the Reliv compensation plan is the key to adding new business builders to your organization. "Blue Man" is back to take you on a guided tour. You'll learn about all five avenues of Reliv income and discover the limitless possibilities of owning your own Reliv business.



### **YOUR SIMPLE SOLUTION TO TODAY'S HEALTH CRISIS**

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



### **HOW TO CREATE YOUR OWN INCOME-PRODUCING ASSET**

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



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# Tom's Top Tips to Build Big

by Reliv Hall of Famer and Presidential Four-Time Platinum Ambassador **Tom Pinnock**



**01** **KNOW WHAT YOU WANT.** The first step may seem obvious, but it's important. Is it a home, a new job, to be debt-free? Maybe it's to have more free time, money for retirement or college, or to travel the world. Show me a person who desires to better their lives and the lives of others, and I'll show you a successful Distributor. It's a joy to be around people who dream big, and then work hard to make their dreams come true.



**02** **BE A PRODUCT OF THE PRODUCT.**

Health begins with good food and exercise. Reliv makes the best nutrition in the world, and our greatest chance for a healthy life is to eat less, move more and take Reliv every day. In other words, be a product of the product. You're a walking, talking billboard, so dazzle everyone with your healthy journey.



**05** **TALK LESS AND LISTEN MORE.** New Distributors often get hung up on what to say. That's silly. Talk to people like you're telling them about a good movie or restaurant, and talk from your heart. I believe that you will sponsor more people in a week by taking an interest in them than you will sponsor in a year by trying to get them interested in you.

**06** **CONNECT PEOPLE TO STORIES.** Once you have a person's interest, expose them to both health and business stories. This can be as simple as getting them on the phone with another Distributor, getting them to a Reliv event or putting them on the Monday Night Story Call. Remember, you're in business for yourself, but not by yourself. We all support each other in Reliv, and sharing stories is the most effective way we do that.



**MAKE A LIST.** Make a list of everyone you know who wants to make more money, get healthy or stay healthy. Your list is your lifeline and it never stops growing. In the beginning, use your upline Distributors to help you talk to these people. Do it in person when you can, but if you can't, do it over the phone. When you sponsor someone, help them make a list too, and then start telling those people about Reliv. Reliv Hall of Famer **Mindy Jones** likes to ask, "Who do you know who wants to triple their income and double their spare time?" That's pretty much everyone, so put them on your list.

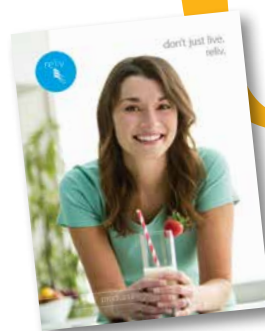


**USE RELIV EVENTS.** It's been my experience that we are more powerful as a group than we are by ourselves. That's why I've always embraced Reliv events: Tuesday meetings, Master Affiliate Training Schools, webinars, conference calls and podcasts, in-home presentations and conferences. Distributors who plug new people into these events are on their way to the top.



**TALK TO PEOPLE ABOUT RELIV EVERY DAY.** Reliv Chairman & CEO **Robert L. Montgomery** once told me that if I'd tell five people a day about Reliv, I'd become a millionaire. I did and I did. Maybe you can't talk to five a day; that's fine, but make sure you pick a number and stick to it.

So enjoy the journey, keep it simple, see it big and remember that now more than ever is the time to supersize your Reliv dream.



**USE RELIV TOOLS.** And finally, use Reliv tools to help with these simple steps. Our print materials, online resources and videos are the best in the industry. (I mean, have you seen that new "Don't just live. Reliv." video?!) They work if you do.

## Reliv Book Club

Reliv Senior Vice President of US Sales **Don Gibbons** on Ambassador **Kimberly Burns'** inspirational memoir, *Bundle of Hope*.

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

Never lose sight of your dreams.

**Did this book remind you of anything that has happened to you? What? Why?**

Actually, Kimberly's experiences are so emotionally charged, it's tough to try and compare them. I think every one of us faces challenges in our life.

**One practical piece of advice from this book:**

Not so much advice. More of how her story can help supply hope for others when they feel like there is no hope. How her faith gave her the courage to move forward.

**This book is an ideal pick for:**

Someone who is looking for the courage to face life challenges. Someone who needs to know that others have also faced challenges, and that they found the strength to keep going.





When you think of the Reliv Kalogris Foundation, you might think of thousands of children fed through hundreds of feeding centers in nine countries around the world. While we are very proud of those numbers, we are proudest of the difference the RKF is making the lives of each individual child, every one with a story uniquely his or her own.

**Hailey** is 5. She just graduated at the top of her kindergarten class at the RKF House in Cavite, Philippines, under the direction of **Sister Beth Perez** from Jesus King of Kings Lord of Lords Christian Feeding Ministry. Hailey used to live in the garbage dump in Cavite, where folks scratch through the garbage hoping to find recyclable goods to exchange for enough money to buy food for the day. When Hailey moved in with her grandmother, she was within walking distance of Sister Beth's school, where she now attends five days a week and drinks her Reliv Now® for Kids shake every morning.

Sister Beth is committed to serving kids just like Hailey, giving them a chance for an education, socialization and the dignity that each child deserves. Hailey is a star pupil and as ready for her next venture as any child in the Philippines. Thanks, Sister Beth! And congratulations, Hailey, on a job well done!

# RKF IN ACTION: FROM THE DUMP TO THE HEAD OF THE CLASS



## Thank You for Being the Change!

Congratulations to this year's winner of the "Be the Change" fundraising challenge, **Kevin Pond**! Kevin also just happens to be a member of the winning team, the **Primordial Penguins** from southern California!

Kevin will be joining the Reliv Kalogris Foundation staff for the annual Papa Noel trip to Haiti during the first weekend in December. We have also extended an invitation to our second and third place finishers, **Jim & Sandy Schaben** and **Chris & Karin Ederer**.

The trip will include a party complete with gifts for the kids in the Children's Home, as well as a visit to three schools and a clinic, including distribution of morning shakes at one of the sites. Bringing joy to the Children's Home is always a perfect way to start the holiday season. Congratulations to our winners and THANK YOU to all Distributors who helped the RKF Be the Change this year!

## Now You Can See the Change!

That's right. For years, you have been asking us to let you pay your own expenses to experience the work of the Foundation firsthand. So this year we're inviting you to spend five or six days in Haiti with RKF staff to **See the Change** in person!

Get yourself to Miami and we'll arrange the rest. Your trip will include visits to five schools, a clinic, and the Children's Home. You will take part in a morning shake distribution as well as a half-day painting project at one of our sites. You get to see real faces with real shakes in real time — real CHANGE!

Sound like something you want to do? Visit [relivkalogrisfoundation.org](http://relivkalogrisfoundation.org) or contact Joan Colaneri at 636.733.1408 for cost information and additional trip details. **Then come along and See the Change!**

## A Legacy of Caring

The **Sandy Montgomery Compassion Award**, introduced and presented for the first time at the 2015 Reliv International Conference, was inspired by Reliv Co-Founder **Sandy Montgomery's** favorite flower, the bird of paradise.

"I wanted to come up with something in the Foundation that would honor her forever for all the support she has provided," said RKF Chairman **Scott Montgomery**. "The bird of paradise symbolizes so much that she is and represents: strength (the long stalk), rare beauty (exotic appearance), joyfulness (vibrant colors) and more. The bird of paradise, like my mom, is one of a kind — giving flight to dreams, freedom and happiness."

This award recognizes selfless compassion for others, demonstrated daily by dedicated representatives of the RKF who operate feeding centers throughout the Reliv world. Inaugural awardees include:

**Taylor Benson**, Area Coordinator of Peru

**Kathy Brawley**, Area Coordinator of Haiti

**Jane Brawley**, Kathy's mother and responsible for introducing Reliv to those in need in Haiti

**Dr. Emmanuel Mareus (Dr. Manno)**, Director of RKF programs in Haiti







**Name:** Sue Pouliot

**Hometown:** New Jersey

**Gigs:** Reliv

**Reliv Regimen:** Reliv Now®, Innergize®, FibRestore®, ProVantage®, SoySentials®, Arthaffect®

**A Clear Vision:** My husband saw it from the beginning: He knew the future was bright with Reliv. As a full-time minister, he wanted me to have something I could do alongside raising our children. Within five months, I was making more than \$4,000 a month!

**Retirement plus:** In the 20 years that followed, we have made well over \$1 million with Reliv. I have a wonderful retirement plan and a business that allows me to scale back when I want and jump back into it when I can. And right now I'm all in! Reliv is a lifestyle. Every time we are out, we expose people to Reliv.

**Long-term freedom:** Reliv allows people to improve their health and secure their finances, as well as contribute to society. Reliv has a plan that pays.

**Name:** Virginia Thimmesch

**Hometown:** Garden Plain, KS

**Gigs:** Caregiver, Reliv

**Reliv Regimen:** Reliv Classic®, Innergize®, FibRestore®, Arthaffect®, SoySentials®, Cellebrate®, LunaRich X™

**Many possibilities:** I used to feel discomfort every time I moved — I felt like a prisoner. Reliv nutrition allowed me to be active again. I've traveled all summer, including a trip to Reliv MATS [Master Affiliate Training School] by motorcycle! This would not have been physically or financially possible without Reliv.

**Nourishing Our World:** People need better health and better finances. And that is what Reliv provides. It gives us the nourishment we need in so many different ways.

**Thrilling start:** My husband, Don, and I started working Reliv together. With the help of a great support team, our business has grown to \$500 a month, including one month over \$1,300. We are thrilled!

**Name:** Laura Valle

**Hometown:** Nashville, TN

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

**Reliv Regimen:** Reliv Now, LunaRich X, FibRestore

**Real results:** My husband, Jorge, battled acid reflux for 12 years and was overweight, while I contended with water retention and had to use different shoe sizes throughout the day. We noticed significant improvement in our health within weeks on Reliv.

**Quick success:** With the results that we and other members of our family experienced, we decided that I should devote myself to building a Reliv business from home. In our second full month, we made more than \$8,000!

**Reaching goals:** Do you want something? Write it down. Anyone who wants to can do it with Reliv. So many people want to lead better lives — give yourself this opportunity!

**Name:** Cecily Croston

**Hometown:** Idaho

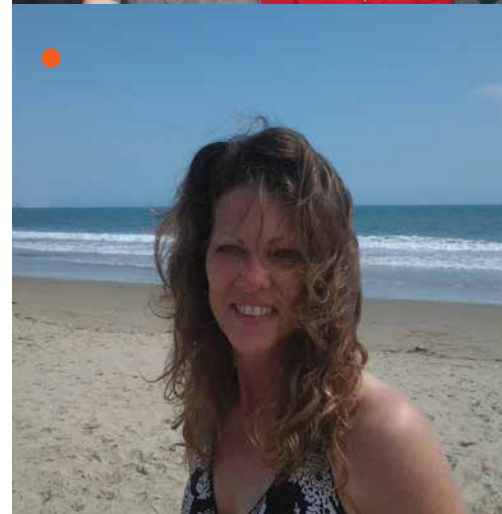
**Gigs:** Retired Escrow Officer

**Reliv Regimen:** Reliv Now, LunaRich X, Arthaffect, FibRestore

**Reoccurring problems:** Before Reliv, I struggled with respiratory issues, including bronchitis and colds, maintaining stable blood sugar levels, and daily joint and back discomfort.

**Return to health:** I found Reliv in 2014 and went through that fall and winter without bronchitis or the flu for the first time in four years. Recent blood work shows my cholesterol is down and my blood sugar levels are within healthy ranges.

**I can do more:** I'm especially grateful that my back issues have improved, and that by putting all these nutrients into my body, I want to do more. I started eating healthier and exercising when I could — and have lost 25 pounds!



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:** Terry French

**Hometown:** Lake Odessa, MI and Belleview, FL

**Gigs:** Reliv, office and imaging supply company owner

**Reliv Regimen:** Arthafect, ProVantage, Innergize!, Reliv Now, Reliv Classic, FibRestore

**Looking for hope:** I was living a sedentary life, wracked by discomfort caused by post-polio syndrome. A friend from church brought me 'hope in a can' called Reliv and within weeks I felt like myself for the first time in many, many years.

**An athlete's journey:** That began a journey that would lead to me becoming a hand cycle racer. I ride 50-70 miles a week, fueled by Reliv nutrition, and in the process have added 25 pounds of muscle!

**Winning the race:** I'm 59 years old and race against guys 20 and 30 years younger than I am, but I am a strong competitor. It is a miracle that I was able to compete with these exceptional athletes, and Reliv helped this miracle happen.

**Name:** Billy Kennick

**Hometown:** South Jordan, Utah

**Gigs:** Reliv, loss prevention manager

**Reliv Regimen:** ProVantage, Reliv Now, Innergize!, Arthafect

**Family Impressions:** After years of trying many different supplements, I wasn't getting the results I wanted. Once I noticed how my grandparents' health improved after using Reliv, I decided to give it a try. I now take Reliv every single day and have for four years.

**Consistency Is Key:** Reliv keeps me on track with balanced nutrition and helps fuel my workouts. I use Innergize! during training and ProVantage afterward for recovery and repair. On heavy set weeks, I add a quarter scoop of Arthafect to my during and after shakes to help with joint function.

**A Forever Buy:** I have been distributing Reliv products for about a year now part-time. I tell people I will never stop taking a product that I know for a fact is continuing to better my health every time I drink it. It gives me the energy I need, and I can't remember the last time I was sick!

**Name:** Shannon Jurenka

**Hometown:** Wildwood, MO

**Gigs:** Reliv Asia Pacific Marketing & Communications Manager

**Reliv Regimen:** Reliv Now, LunaRich X, GlucAffect®, FibRestore, 24K

**Revved Up by Reliv:** Living with Type II Diabetes since 2009, I set goals for myself in exercise and in my daily eating habits. Running has become a way of life. Training for half and full marathons keeps me moving and staying fit. Reliv nutrition has provided the boost I need to make it through long weekend runs and rigorous weight trainings.

**Making Strides:** Since 2011, I have completed two full marathons and several half marathons. Achieving a new personal record is my goal for my next race in October. Reliv products help keep me going strong and give me the stamina to put in the extra miles. I will always take Reliv products before, during and after my workouts.

what's  
your  
story?

**We want to hear it!**

Send us your Reliv health or business success story and, if we feature it in

*Lifestyle* magazine, we'll

send you a Reliv t-shirt!

Submit your story today:

[sharemystory@relivinc.com](mailto:sharemystory@relivinc.com)

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



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## **Reliv Blog**

Success stories, nutrition articles, business tips and more, with multiple posts made every week. Use the search feature to find posts on any Reliv topic and subscribe to get new posts delivered right to your inbox. [reliv.com/blog](http://reliv.com/blog)



## **Monthly Prodcast**

Stories of people from around the country achieving better health with Reliv, plus special guests sharing the latest in nutrition science. Debuts at 8:30 p.m. CT on the first Wednesday of the month and available all month long via phone or download on iTunes. [reliv.com/conference-calls](http://reliv.com/conference-calls)



## **Monday Story Calls**

The name says it all. Hear business and health success stories every week — then share them with people you know. Debuts at 8:30 p.m. CT every Monday with a recording available all week. [reliv.com/conference-calls](http://reliv.com/conference-calls)



## **Emails**

Did you hear about the new promotion? The next big event? The latest Reliv video? Sign up to receive Distributor emails so you don't miss a thing. [reliv.com](http://reliv.com) >> **login** (sign-up box at the bottom of the page)



## **Social Media**

Facebook, Twitter, LinkedIn, Instagram, YouTube... follow us on any of our social channels and join in the worldwide Reliv conversation! [reliv.com/engage-on-social-media](http://reliv.com/engage-on-social-media)

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