

lifestyle

spring 2015 reliv.com



THE POWER OF





spring into the season

Get out. Get active. Get healthy.



Reliv® Now for Kids



Less & More in 2015

Less financial worry,
more financial freedom.

Dawn VanAmberg

Less eating,
more exercise.

Milo Miller II

Less doubt,
more faith.

Dawn Anderson-Nordmeyer

Less worries,
more happiness.

Nacimo Abdulahi

Less procrastination,
more accomplishments.

Denise Hyde

More money AND
more business!

Steve Holthaus

distributorsfirst

Four months on Reliv changed my life. Now because I have helped so many people with their health and financial needs, I am ready to reach Ambassador! Thank you, Reliv!

Nan Lovelace

No seasonal allergies, lowered cholesterol and reduced inflammation in my knee and ankle. I love Reliv!

Susan Pratt

Our home was saved from foreclosure because of my Reliv income.

Cindy Jackson Smith

As a self-employed music therapist and vocal coach, I must keep my instrument healthy. A sick day is very costly. I love how these products allow me to keep doing what I was born to do!

Tracey Jude

Reliv put my future back into my hands both from a health perspective and a financial one!

Robin Shelby

When we joined Reliv, we realized our future retirement income would fall short of our needs. Eighteen years later our Reliv income continues to fill the gap.

Mike Michelozzi

We love Reliv. Helping others get what they want is priceless. And we get paid for doing it! How can you go wrong?

Steven Lucks

do you want to be first?

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



reliv.com/blog



facebook.com/reliv



twitter.com/reliv



pinterest.com/reliv



youtube.com/relivinternational



06	Paraíso Maya!	20	Simply Super
08	LunaRich & Evolution of Nutrition	22	Achieve Your Goals in 2015
10	She Is Sparta	24	Get People to MATS
12	Xciting Possibilities	26	Happy & Healthy in Haiti
14	The Power of You	28	My Story
16	Say Yes to Reliv!	30	New Opportunity Presentation Suite
18	Let's Go!		



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.

We Believe in the Power of YOU

By Ryan Montgomery, President

In my 15 years with Reliv, a lot has changed. The internet and smart phones have transformed communications and the tools available to share Reliv. Email, texting, social media, webinars, online ordering — all have revolutionized the way we do business.

Yet despite these changes, what lies at the heart of the Reliv opportunity remains the same:

- **Cutting-edge, unparalleled products**
- **Reliv's core values — quality, trust, integrity, changing lives and giving back**
- **Key to success: building relationships**

Ours is a people business. Face-to-face interaction is still the most effective way to communicate Reliv's message — or any message. In a 2013 Nielsen survey of the most trusted forms of advertising, word of mouth ranked #1, with its popularity actually on the rise.

That's why the fundamental steps for adding people to your organization — identify, connect, share the story, ask for a decision and register & go — work as effectively today as they did 25 years ago. It's also why follow-up is so vital to success. **Relationships lead to retention and long-term, consistent income.** (For information, video training and resources on these steps, visit reliv.com/getstarted.)

There is no secret to Reliv success. Like anything worth doing, it takes commitment, hard work and focus. That applies to both you as a Distributor and to us as your company. This year at HQ we're focusing even more on the Reliv business opportunity and working hard to provide the tools and training to help you succeed.

Reliv's products are the differentiator, but our compensation plan is the driving force. With the acquisition of LunaRich®, our marketing in recent years focused on establishing Reliv as the Nutritional Epigenetics Company — and rightfully so. Now we're ready to highlight the business opportunity our remarkable products make possible. Because there's something else that hasn't changed: **people want to take control of their lives.**

Our major focus in 2015 is to streamline the tools, sharpen the messages and focus the training to facilitate your success. **YOU** get to decide your level of leadership and we want to partner with **YOU** to make this a year of prosperity and growth in your business.

We believe in the power of YOU!



We can't wait to welcome you to Reliv HQ this summer during International Conference for an inside look at your company. See you soon!



Register today at:
relivinternationalconference.com

contributors

editor-in-chief

Mark Murphy

managing editor

Mandy Manley

graphic designer

Lesli Schmitt

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

©2015 Reliv International, Inc.




These 40 Distributorships have earned a trip for two to Mexico's Riviera Maya. They'll spend four days and three nights (April 16-19) at the Iberostar Paraíso Maya Resort in Playa Paraíso, Mexico.

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

Congratulations and bon voyage!

Paraíso! Maya!



I was so surprised to learn that I had won the trip to Paraíso Maya and a \$500 Rookie Bonus! My family and I have been taking Reliv products for about two months, and I'm amazed at how quickly the company has rewarded me for sharing Reliv with others. I'm looking forward to the trip, extending my network and learning more about this remarkable company and the people who make it what it is.

Cathy Harrington / Fridley, MN

*My upline, **Karin Ederer**, makes it so easy and wonderful to be a part of Reliv. It was a pleasure to pass the same opportunity on to Cathy [Harrington – featured above]. I've only been doing this a year and have grown my business simply by telling people about Reliv. Being in Minnesota, I can't wait for warmer weather. We have eight children, so I also can't wait to get away with my husband to reconnect. Our last trip as a couple was our honeymoon 29 years ago. I cried when I heard we won. This company is so generous and we are so blessed.*

Michaela Ryan / St. Paul, MN



Top 30 Combined Volume November-December

1. David & Betty Blazic from Kansas
2. Annette & David Wells from Utah
3. Maureen & Ken Soens from Michigan
4. Aurora & Raul Paredes from Texas
5. Crismon & Vivienne Lewis from Oregon
6. Terry & Sally Cover from Pennsylvania
7. Godfrey Osayamwen from Texas
8. Wendy & Edward Juergens from Massachusetts
9. Fannie & Vernon Kinsinger from Missouri
10. Dawn & David VanAmberg from Michigan
11. Al & Jan Hagopian from Wisconsin
12. Steve & Joyce Holthaus from Illinois
13. Darla & Donald Sieverding from Iowa
14. Marvin & Mary Gehman from Pennsylvania
15. Stephanie & Paul Collins from New Hampshire
16. Lori & Russ Doerneman from Kansas
17. Scott & Deborah Weaver from Pennsylvania
18. Mindy Jones from Georgia
19. Carla & Quinn Pence from Kansas
20. Rukia Mohamud from California
21. Eileen & James Tesch from Michigan
22. Leslie & David Hines from California
23. Ron & Lisa McCain from Missouri
24. Ron & Lori Moore from Arizona
25. Norm & Denise Williams from North Carolina
26. Marscia & Jeff Fleagle from Ohio
27. Sue & Bob Brusa from New Hampshire
28. Carla & David Palosaari from Michigan
29. Susan & Paul Pouliot from New Jersey
30. Jonathan & Marjorie Gehman from Pennsylvania

Drawing Winners

(Drawn from new November & December Master Affiliates; sponsors also win the trip)

Arlene Detweiler and sponsor Naomi Kauffman from Michigan


Cathy Harrington and sponsor Michaela Ryan from Minnesota

Tricia King and sponsors Sheila & Norm Karsevar from South Carolina

Frank Ogbonna and sponsor Fidelis Ochonogor from Texas

Omar Osman from Maine and sponsor Zaynab Abdi from Washington





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

OUR FOOD IS LEAVING US EMPTY

Food is not what it used to be. Several studies have shown a significant reduction in the micronutrient content of many fruits and vegetables over the course of the 20th century. The average vegetable found in today's supermarket is anywhere from 5% to 40% lower in selected minerals than those harvested 50 years ago.

A combination of factors contributes to the decline, but it is most easily explained by changes in cultivated varieties. As farmers select higher yielding varieties, the carbohydrate content increases, but concentrations of micronutrients decrease, often referred to as the "dilution effect."

The agriculture industry has prioritized increased yields and improved resistance to pests and disease. This has led to innovations in mechanization and the development of new plant varieties through genetic engineering. Innovations focus on extending shelf life, as well as improving the taste and sensory experience of food. Convenience is now a driving force as consumers seek packaged foods that cut preparation time.

GOOD NEWS, BAD NEWS

The good news: Advances have created a greater, more affordable food supply. Many deficiency and communicable diseases have essentially been eradicated and we have unprecedented access to a variety of foods, many of which are ready-to-eat, or require minimal preparation.

The bad news: Depletion of micro- and phytonutrients, increased incidences of over nutrition and epidemic rates of chronic disease. "Nutritional research has become much more important, since we can no longer assume that we can obtain all necessary nutrients from diet alone," notes Reliv Chief Scientific Officer **Dr. Carl Hastings**.

He adds: "As an example, the Food Science Department at the University of Illinois, my alma mater, has changed its name to the Department of Food Science and Human Nutrition, with more staff devoted specifically to nutrition research. Other universities have made similar changes in order to address the need for nutrition, not just food."

LUNARICH AND THE EVOLUTION OF NUTRITION

LUNARICH RAISES THE BAR

DR. GALVEZ, CHIEF SCIENTIFIC OFFICER AT SL TECHNOLOGY, A RELIV COMPANY, FIRST DISCOVERED LUNASIN AT UC BERKLEY IN 1996 WHILE WORKING TO IMPROVE THE NUTRITIONAL PROFILE OF SOY PROTEIN. HE NOTES: "AT THIS TIME, MOST PLANT BREEDING RESEARCH PROGRAMS WERE EMPHASIZING YIELD, DISEASE, PEST AND ENVIRONMENTAL STRESS RESISTANCE, INSTEAD OF NUTRITIONAL CONTENT"

MORE THAN 80 PUBLISHED STUDIES ON LUNASIN AT MORE THAN 30 RESEARCH INSTITUTIONS FOLLOWED. AND TODAY LUNASIN IS AVAILABLE IN A HIGHLY BIOACTIVE FORM IN LUNARICH® FROM RELIV. LUNARICH IS THE CULMINATION OF YEARS OF TRIAL AND ERROR IN AGRICULTURE PRODUCTION AND FOOD PROCESSING RESEARCH THAT SETS THE BAR FOR THE FUTURE OF NUTRITION SCIENCE.

AS POLICIES AND PRIORITIES EMPHASIZE IDENTIFICATION OF DIETARY FACTORS CONTRIBUTING TO OBESITY AND CHRONIC DISEASE, INNOVATIONS WILL EMERGE THAT IMPROVE THE NUTRITIONAL PROFILE OF FOODS, RATHER THAN JUST MAKE THEM MORE CONVENIENT, ACCESSIBLE AND AFFORDABLE. LUNARICH IS LEADING THE WAY.

Case Study: Lunasin

Year: 1995

Research: Meta-analysis of clinical trials shows a 12.5% reduction of LDL cholesterol with the daily consumption of 25 grams of soy protein.

Result: FDA approves health claim in 1999: 25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.

Year: 2006

Research: Meta-analysis of clinical trials conducted after the FDA approval shows that, on average, 50 grams soy protein per day reduces LDL cholesterol by just 3%.

Result: American Heart Association (AHA) petitions repeal the 1999 FDA health claim on soy protein.

So what happened between 1995 and 2006 to soy protein's ability to lower cholesterol? The demand for soy products skyrocketed with the FDA health claim, and producers developed more efficient manufacturing processes to meet that demand. Unfortunately, while increasing yield, removed the component in soy protein responsible for lowering cholesterol in the first place: lunasin.

Year: 2008

Research: Clinical study identifies the lunasin peptide in soy protein as the active ingredient responsible for lowering LDL cholesterol.

Result: The American Heart Association invites **Dr. Alfredo Galvez**, the leader of the study and discoverer of lunasin, to present at its national convention and publishes the study abstract in its journal *Circulation* in 2012. The very organization seeking to repeal soy protein's FDA health claim acknowledged lunasin's ability to support cardiovascular health.



Running and physical fitness have always been a part of Jackie Rust's life. In fact, when she and her husband welcomed two children into the world, she just put them in strollers and kept right on adding to her hundreds of 5K and 10K medals. But things really changed for Jackie, 33, when a pharmacist friend with an interest in nutritional science suggested Reliv products back in 2007.

"She told me that I had to give Reliv a try because she knew how serious I was about running," Jackie says. "I placed an order and took it every day until it ran out. I knew it was good for my body, but didn't realize just how good until I stopped taking it."

FEELING THE DIFFERENCE

After a few weeks without Reliv Now®, the fatigue, muscle aches and pains returned. She also experienced more injuries and longer recovery times. "That's when I decided to sign up as a Master Affiliate and use all the products," Jackie says. "I know the stress and strain I put my body through with training and competing, and Reliv is the nutrition I need to keep me healthy and strong."

A few years later, Jackie ran her first marathon to celebrate her 30th birthday. Then she heard about something entirely new that would revolutionize her life: obstacle course racing (OCR). She first ran a "Tough Mudder," an 11-12 mile non-competitive untimed race with obstacles and, obviously,

mud. Then she heard about the newly created Spartan races, in which competitors brave a timed 4-5 mile course with much more difficult obstacles.

"If you can't complete an obstacle, you're penalized with 30 burpees," Jackie said. "It forces you to become very good at completing tasks like spear throwing to avoid penalties. Just before my first Spartan race I had finished a marathon with a Boston-qualifying time of 3:37, but the Spartan race humbled me."

SPARTAN ENDURANCE

These grueling races can last for hours, taxing both mind and body. Jackie allows herself ample recovery time between races (at least a month), and makes sure to



Reliv Nutrition Fuels Obstacle Course Mama

Jackie Rust of Aubrey, TX

up her intake of Reliv Now before and after each event. "Reliv is high-quality nutrition," Jackie says. "The body is a machine and it needs the best fuel possible. If I give my body what it wants, I see the best results. The science is there; we know what it states and Reliv has it."

Jackie achieved first place in the Texas Spartan race and has reached the podium frequently in Vermont, Utah and other events across the country. She has run to support wounded veterans, and encourages children at her kids' school to get active by introducing a daily running program that teaches them the merits of a fitness routine.

SPREADING THE WORD

Now that Jackie is running among elite athletes in nationally televised races, people have started asking her about her nutrition regimen.



"I'm always so happy to tell people about Reliv and what this amazing nutrition has done for me," Jackie says.

Jackie has her focus set on success at a road race in March, another OCR in April and the Spartan Championship in September. Reliv Now will be with her along the way, and she has also integrated ProVantage® and Innergize!® into her Reliv regimen.

"I think I'll be able to take on more races this year because Reliv will cut my recovery time, my joints will be healthier and my muscles will be stronger. I want to tell everyone I see about Reliv!"

"I am here to inspire other women," Jackie says, "I know we're moms and I know we're all getting older, but we're not done yet. I'm proof that all women can be athletes. I want to live every day of my life and not sit around on the couch watching other people live theirs on TV."

Follow along with Jackie's endeavors, and look for her to start sporting Reliv race gear on the podium this year at www.facebook.com/JackieRustOCR.

The Epigenetic Superfood

LunaRich X™ is the most pure, concentrated form of bio-active lunasin ever produced — many times the potency of any other source. In 2013 Reliv acquired exclusive rights to the patented lunasin technology behind LunaRich X.

Lunasin is a naturally occurring soy peptide and the first nutritional compound shown to promote optimal health at the epigenetic level. 80+ peer-reviewed and published studies from 30+ research institutions demonstrate lunasin's many benefits, including:

- **Cholesterol management**
- **Inflammation reduction**
- **Antioxidant benefits**
- **Improved immunity**
- **Overall cellular health**
- **And the list keeps growing...**

Benefits Booster

In addition to its own benefits, the lunasin in LunaRich X increases the benefits of other bioactive nutrients (like those found in Reliv nutritional formulas) in two ways:

Synergism: Lunasin works with other nutrients, each with its own effect on genes and physiological pathways. When you optimize these pathways with different bioactive nutrients, you optimize your health as well.

Increased potency: Certain nutrients are activators of important genes involved in maintaining health. Once these genes are activated, lunasin has the ability to increase their expression by making them more readily recognized by the cell.

LunaRich X further distinguishes Reliv in the competitive nutritional supplements market. **Reliv is the Nutritional Epigenetics Company.**

Xplosive Growth.



Xcellerating Business by Jane Pinkley of West Salem, OH

As a massage therapist, I believe in health solutions. So when I learned about epigenetics and LunaRich, it just made sense. My entire family experienced such great results with LunaRich X, I incorporated it into my practice. And now I can't keep my mouth shut about it!

I always viewed network marketing as the ideal business model, but you need the right product and compensation plan to make it work. Reliv has both. The company is extremely generous — I earned a Rookie

Bonus in each of my first three months in the business!

I talk to everyone about Reliv and LunaRich X, including busy people like me. The way I see it, busy people are used to being busy, and that's who I want working with me. Everyone is on my list and I work Reliv into almost every conversation.

People want good health and a bright financial future. It's a blessing to be able to provide both with Reliv.





Exciting Possibilities.

When you tour Reliv HQ this summer at International Conference, you'll get to see our latest home improvement: a state-of-the-art LunaRich X encapsulation line!

LunaRich X debuted in January 2013. Since then, 12+ million LunaRich X capsules have shipped around the world. The new line will help meet increasing demand and further elevate Reliv's renowned quality control.

Reliv can now manufacture 48,000+ capsules per hour to support the growing businesses of Distributors around the world. The new line will also keep costs low and pave the way for future encapsulated product offerings.



Xtraordinary Results

I had some blood work done and discovered that my triglycerides were unusually high. The doctors told me that it was probably genetic (my grandmother had the same issue), and I tweaked a few things with my diet to try to help. I knew that Reliv could make a difference. I just added in the LunaRich X capsules when they came out in January 2013. I took between 3-5 capsules per day and my triglycerides were back within the normal range by the next test!

Sherry Schuler of Frankfort, IN

I am excited and amazed with the results I am getting with Reliv. I have spent my entire adult life searching and trying different supplements. For the first time in a long time I am getting a good night's sleep and my energy levels have increased. Even my skin looks better! My regimen includes LunaRich X and FibRestore®, and I plan on trying more products.

Connie Clark of Hesperia, CA

After nine years of back issues that made it hard to walk, I decided to try a "little bit" of Reliv products. It wasn't until I attended a Reliv meeting and heard from other fellows getting great results with similar problems that I started taking enough Reliv Now® and LunaRich X to make a difference. Now I'm moving better than I have in years. Friends who haven't seen me in a while tell me I look 10 years younger! It has been life-changing.

Ed Soper of American Fork, UT

New 60-Count Bottle!

To better fit the Reliv Super Pack business strategy (see page 20) and to meet consumer demand, Reliv this month introduced LunaRich X in a 60-count bottle. Order yours at reliv.com/lunarichx.

YOU

THE POWER OF



7 IN 10 AMERICAN FAMILIES ARE IN DEBT



According to the U.S. Census Bureau, **7 in 10 American families are in debt** and carry a balance from month to month. That's more than two-thirds of our country living paycheck to paycheck.



1. DEBT

Our grandparents knew we shouldn't spend more than we make — so why have so many of us taken to doing just the opposite? Odds are, you're thinking of yourself or a loved one right now and wishing things could be better. Are you ready to do something about it?

The New Year is still young, so it's the perfect time to take stock and declare 2015 a year of honesty, action and change. This can be the year you turn everything around and take charge of your financial future. Let's look at three key areas of your personal finances and see how Reliv fits in.



> **Average credit card debt: \$15,611**



> **Average student loan debt: \$32,264**



> **Average mortgage debt: \$155,192**

According to the U.S. Federal Reserve, the average credit card debt of an American family was \$15,611 as of December 2014. It might seem unpleasant, but sit down with your family and take an honest inventory of your consumer debt. Make a list of every debt you owe on credit cards, medical bills, student loans, vehicles, etc. While you're getting your finances in order, make a pledge not to take on any more debt. Store credit cards with their one-time 10% discount can be tempting, but nobody ever got rich accumulating points, airline miles or discounts.

Once you stop accruing debt, open an honest dialogue about your spending habits and ability to pay off your debt. Lay no blame; just take a look at your list of debts from top to bottom. If it has been a while since you saw the total, you might have an emotional reaction — which is exactly what you'll need to bring about change!

Your Reliv Distributorship can fuel that change. As your business grows, increased income will give you a larger shovel to fill in your debt hole. The most powerful tool you have to reduce debt is income, and unlike traditional jobs, you decide how much you make with Reliv.

ACHIEVE FINANCIAL FREEDOM IN 2015 WITH RELIV



2. BUDGETING

Now that you've got a list of what you owe, take a look at your income. If your regular paychecks are consistent, write your monthly income at the top of a sheet of paper. If your income is irregular, write down the average minimum amount. Make a list of your bills and debts, as well as any other spending categories (there are many budgeting forms online).

Subtract your outgoing expenses from your monthly income, assigning each dollar you make a category. This will put a stop to mindless spending siphoning off your money. You can even take out cash every month and use envelopes for your spending categories. When the envelope is empty, you're out of money for that category. Consider a "rainy day" fund to cover any unexpected emergencies.



Want to increase your income? **Reliv Distributors can earn cash bonuses that provide a powerful boost to a regular income.** Even brand new Master Affiliates can earn an extra \$1,000 in each of their first three months through the Rookie Bonus. And bigger bonuses are available to veteran Distributors for top volumes and rank advancements. Plus, Reliv incentive trips allow you to see the world and experience the good life — all within your means.

3. SAVINGS & RETIREMENT

37%

OF MIDDLE-INCOME AMERICANS THINK THEY'LL WORK UNTIL THEY DIE

Now that you've got an honest look at your debts, have a plan for paying them off and know how to live on a monthly budget, it's time to plan for retirement. A recent Wells Fargo survey found that 37% of middle-income Americans believe they will never be able to retire. Take action now to ensure that doesn't include you.

There are many retirement calculators online to tell you how much you'll need, and how that translates into monthly savings. Learn your number and make it a priority to reach your savings goal every month.

With Reliv, your retirement income can include more than interest on your savings. Building a Reliv distribution network gives you a long-term income-producing asset. Every time someone in your network drinks a shake, you get paid. So the work you do now can literally pay you for life — and you can even pass it on to your children. That's called residual income, and it's what makes Reliv such a powerful income opportunity, for today and throughout your financial future.



"We were on the verge of bankruptcy and didn't think we had any hope. Reliv gave us the opportunity to change our financial future. We continue every month to find people who want what we have."

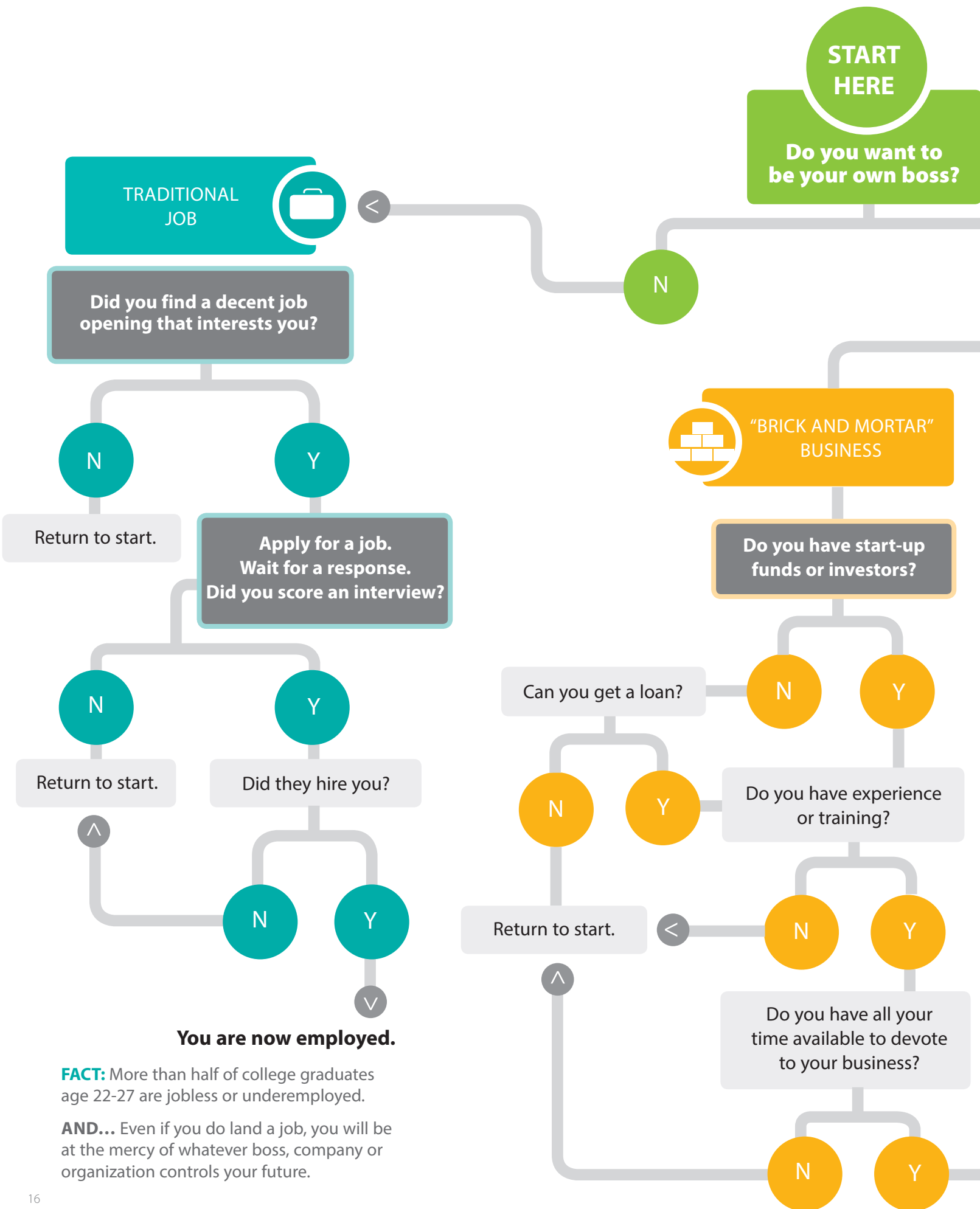
Joyce Holthaus of Mundelein, IL

"I was looking for free time and big money. I was working 60 hours per week and needed a change. I knew nothing about home-based businesses, but I was willing to work and I was very teachable. Within my first year I was earning a six-figure income."

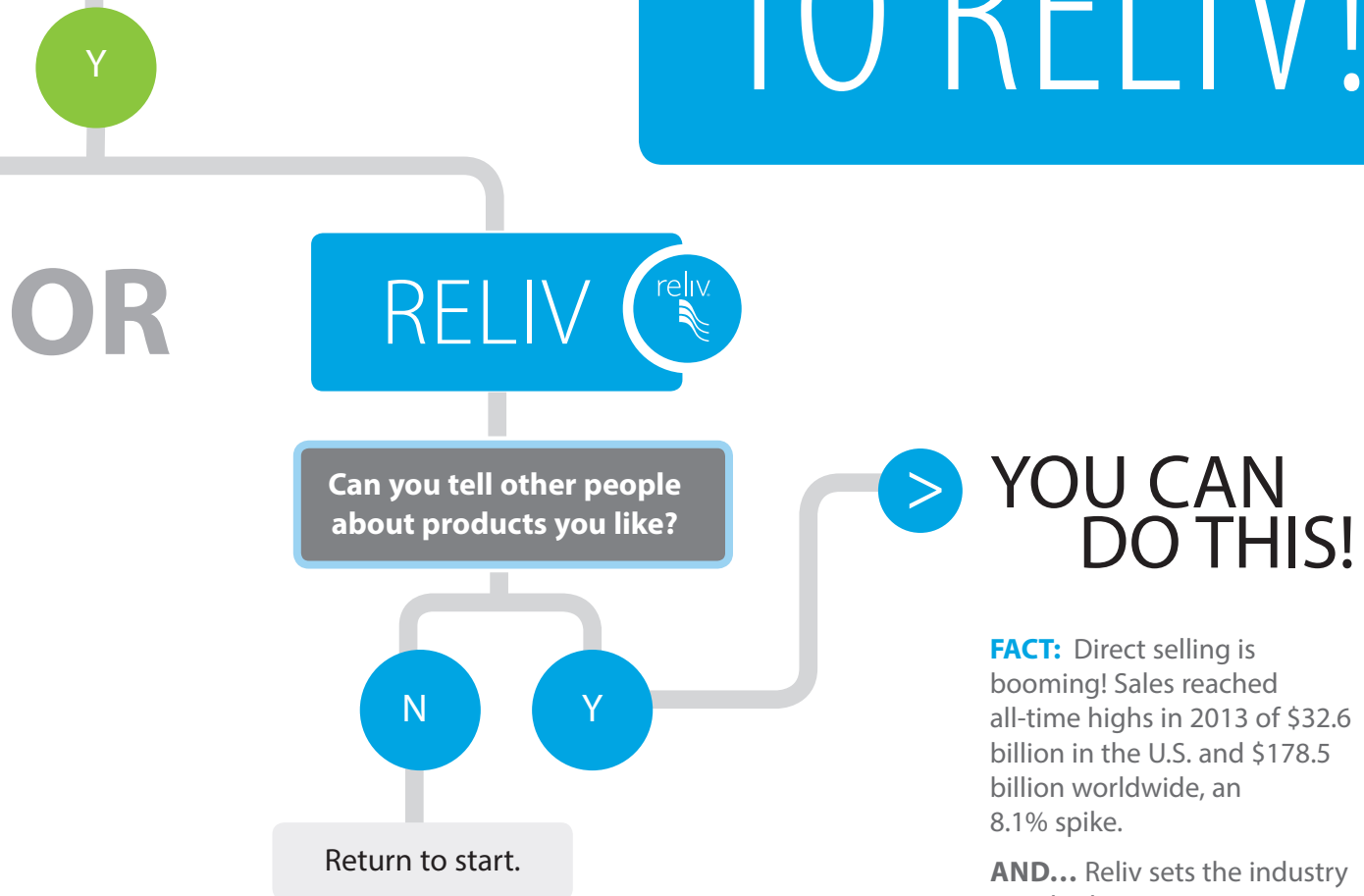
Mindy Jones of Alpharetta, GA

"I had just graduated with a degree in economics and felt lucky to get a job right away. But I was working 12 hours a day and my paycheck never increased. I decided to take control of my finances with Reliv. I'm in my 20s and own my own business!"

Cayla Collins of Goffstown, NH



SAY YES TO RELIV!



FACT: High startup costs (it takes \$1-2 million to open a McDonald's franchise) mean it takes years for even the most successful brick-and-mortar businesses to turn a profit.

AND... You're responsible for managing all aspects of the business — ordering, hiring, advertising, logistics, inventory, etc. — often with no professional guidance or support.

FACT: Direct selling is booming! Sales reached all-time highs in 2013 of \$32.6 billion in the U.S. and \$178.5 billion worldwide, an 8.1% spike.

AND... Reliv sets the industry standard. You get a proven business model, cutting-edge products, customer service support, professional marketing tools and a global distribution network — all for a minimal investment and with a money-back guarantee.



You have started a business.

LET'S GO

Don Gibbons, who originally joined the Reliv corporate team in 1991, returned to a full-time role in September as Senior Vice President of US Sales. We sat down with Don to discuss why right now is such a great time to build a Reliv business and what Distributors can expect to see in 2015.

HOW DOES IT FEEL TO BE “BACK IN THE SADDLE” WITH RELIV, HEADING UP US SALES?

Exciting! In a word, that's how it feels. It's been YEARS since I have been this excited every morning when I wake up. Talking to people about building a Reliv business gets me fired up!

I see so many people caught up in the daily challenge of getting and keeping a job, then living paycheck to paycheck. College graduates, saddled with debt, are frustrated with the lack of good-paying opportunities. People nearing retirement are realizing that they are not financially prepared for life WITHOUT a paycheck. These realities are hitting people right between the eyes every day. And every day people wake up and ask themselves: **“What can I do about it?”**

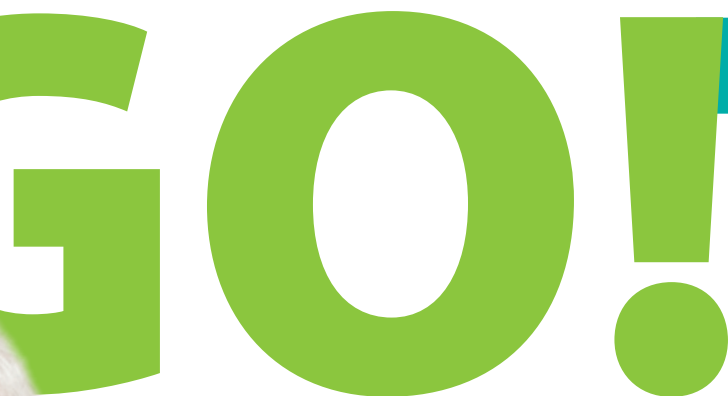
WHAT CAN PEOPLE DO ABOUT IMPROVING THEIR FINANCIAL REALITY?

I am passionate about what Reliv has to offer them; the truth is **YOU CAN do something about it.** I saw this happen in my own life. My first career was working in government. I worked as an Executive Correspondent for the governor of Illinois. As soon as administrations change, you are back on the street. OK – start over.

Then, I somehow was selected from over 400 applicants to become an electrician with the IBEW. At the time, it was a four-year apprenticeship, and then a career as a journeyman wireman. I thought I'd won the lottery! The people were great. The training was in-depth. And the work was fantastic... until it ran out! When the economy goes south, you find yourself unemployed, frustrated and broke. You want to work, but it is out of your control.

This happened to me in 1981, when my wife, Tiz, and I had two young children. I couldn't help wondering, **“Isn't there a better way?”** Then we were introduced to the network marketing Industry. I learned that I could work hard and earn money, and no one could lay me off, eliminate my position or keep me from moving forward — **it was life-changing.**





GO!



TAKE CONTROL OF YOUR FUTURE IN 2015

YOU WERE DISTRIBUTORS WITH ANOTHER COMPANY?

We built a great business from home over the next few years. But then the company we were with got into some complications over government regulations, it got some bad publicity, and we weren't strong enough to sustain ourselves. It was devastating. I had to pick up my electrician tools again and face the job market.

That is where my passion comes from. **With solid companies doing it right like Reliv, network marketing is an incredible industry — perfect for the challenges people face today.** I know there are literally millions of people just like I was: willing to work, willing to learn, just going crazy looking for an opportunity to do something — and never feeling in control. Our business gives a person a chance to learn, a chance to grow and to gain personal control over their future.

AND YOU THINK PEOPLE CAN TAKE CONTROL OF THEIR FUTURE WITH RELIV RIGHT NOW?

No question. Reliv has always been a great opportunity — but as we get moving into 2015, you are going to see our business in a much more prominent position.

What does that mean? When you are in business, any business, there are skills you can learn that will help you succeed. This applies regardless of your career path. In fact, it applies to every facet of your life. As you move forward there are always opportunities for improvement.

Reliv is making a new commitment to training skills that will help people grow their businesses. You'll see it in our events, in our communications, in our business tools and in our return to Master Affiliate Training Schools (MATS).

We already have some of the most passionate, caring people in the industry. As we simply enhance our understanding of "how" you build using the Reliv compensation plan, how you move up from one Director level to another and how to teach people this part of building an organization — **we will see people moving forward at a much faster pace.**

WHAT WOULD YOU SAY TO SOMEONE WANTING TO TAKE ADVANTAGE OF EVERYTHING HAPPENING AT RELIV?

If you're not yet a Distributor, get registered and get moving. If you are a Distributor, get with your upline and put together your plan to get to the Master Affiliate level. That qualifies you to attend MATS. If you are already a Master Affiliate, work with your Distributors to help them join you.

Identify what's next and then identify who's next. And remember: every time you invest the effort to tell just one more person about this Reliv business, you can affect the lives of literally hundreds of people in a positive way. And in 2015 it can happen faster than ever!



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

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

The Super Pack comes with built-in answers to all of these questions.

Presidential Silver Ambassador
Pam Thielen, Omaha, NE

I rededicated myself to my Reliv business last year and by December I was back to being a 10-Star Director! I use the Super Pack to help me focus my efforts and to stay consistent. The Super Pack simplifies the business and fits perfectly into all aspects of the Reliv System.

Bronze Ambassador
Leslie Hines, Santa Cruz, CA

The Super Pack complements the same proven approach to building a Reliv business that's worked since the beginning. And it provides an immediate, ready-to-go starting point for any new person. I recently added a new MA with a nine Super Pack order, and I plan to add a lot more!

Bronze Ambassador
Jennifer Eaves, London, UT



Simply Super

Distributors everywhere are discovering how to simplify their Reliv businesses and move more product, more quickly with the Reliv Super Pack. And now Reliv has made it easier than ever...

Super 60s are here!

Each Super Pack now comes with four 60-count bottles of LunaRich X™ and four cans of Reliv Now® (or Reliv Classic® — see below). That means the Super Pack is packaged to move even faster. Just pair one bottle with one can for consumers looking to simply try Reliv. Be sure to remind them that if they sign up as Distributors and order the whole Super Pack, they get an instant 25% savings!

Looking to build an organization of business builders? The Super Pack makes the decision to go Master Affiliate (Reliv's top profit level) much easier too — just nine Super Packs and you're already at MA qualifying volume.

Reliv has built Super Packs into the compensation plan section of the new Opportunity Presentation (see page 30), highlighted them in LunaRich® brochures and featured them in additional sales tools (see opposite page). So are you ready to turn your organization into a product-moving machine? It's time to get Super busy!

Classic Super Packs Are Here!

You asked and Reliv has delivered — the Reliv Classic Super Pack has arrived. You get four cans of Reliv Classic, our original nutritional formula, and four 60-count bottles of LunaRich X, our latest nutritional breakthrough. Now the business-boosting power of the Super Pack works for Classic fans too!

The most important part of any Reliv presentation comes at the end. People can't join you if you don't ask. The Super Pack **"Ask for a Decision"** Flyer makes it easy. Download yours at reliv.com/askforadecision.

Your Business Super Starter!



The Reliv Super Pack gives you smart, convenient options to launch your own Reliv business, move loads of product and start earning right away.

- A. 25% profit: 1 Super Pack
- B. 30% profit: 2 Super Packs
- C. Master Affiliate: Find out how!



why go MA? so you can earn:

- Maximum retail profit
- Maximum wholesale profit
- Bonuses and trips
- Overrides and residual income

 **Start your Reliv business today!**

How to Achieve Your Goals



1. Restart your journey

Nothing begins without a plan. You are the architect of your success and you need to design the blueprint. Try writing your thoughts in a journal to help organize them.



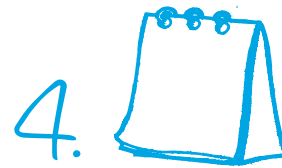
2. Refresh your “why” for 2015

What do you want that is so important to you and your family that you are willing and excited enough to make the investment of your time and energy to pursue it? Do you have a compelling enough answer?



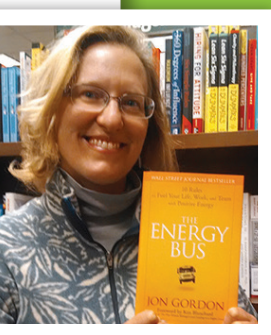
3. Determine your goals

Work your business with purpose. Written goals help you avoid distractions, so write your goals down. Example: I will become a Senior Director by... Make a copy of the Director level page (reliv.com/advancement) and put it in your notebook.



4. Commit

What are you willing to commit to this year to obtain your desired outcome? Set target dates for your goals and share them with your Reliv support system.



Reliv Book Club by Master Affiliate Melanie Lewis of Ashland, MA

Book: *The Energy Bus: 10 Rules to Fuel Your Life, Work and Team with Positive Energy*

Author: Jon Gordon

How did you hear about this book? I went to a conference where Jon Gordon was the headline speaker. Not knowing anything about him, I thought it would be a good idea to read his work to get to know his ideas. I picked up *The Energy Bus* at the library and read it on my flight.

What is the main lesson you learned from this book? I realized how often I led the life of the passengers on the “bus” who felt “down and out.” After hearing Jon’s speech, I understood that it was possible to instead live the way pointed out by the bus driver.

By going with that line of thinking, I would be much better off in every way: my business, my personal life, my friendships — they would all benefit.

One practical piece of advice from this book:

Everything happens for a reason, so you should learn to make the most of it. People who need the most help are often the least open to receiving it. You’re the driver of your own bus, and you’re responsible for fueling it with positive energy, inviting the right people along for the ride and driving with purpose!

This book is an ideal pick for: Anyone looking for quick inspiration. It’s an easy read with bite-sized advice that can be finished in a two-hour sitting. It’s great for everyone from teenagers to adults.

Goals in 2015

By Presidential Double Platinum Ambassador
Debbi Baker of Murrells Inlet, SC



Develop a plan of action

What do you have to do each month, week and day for your goals to become reality? Design your blueprint using a planner! This tool will be your playbook for success:

- **Motivator:** *"If there's nothing in your planner, there will be nothing in your paycheck!"* New business generates income and growth in your network. How many new customers and Distributors are you adding to your business daily? How does that line up with your goals?
- **Accountability tool:** Use your planner to analyze your daily effort. What are you spending your time on, action-oriented or administrative tasks? Measure your progress at the end of each day and week to stay on track. Any worthwhile goal requires sustained effort.
- **Personal assistant:** Put your whole life in your planner. Dentist appointments, soccer games, etc. Your Reliv business shouldn't be separate because it's all part of your life. Seeing your objectives and tasks in one place will help you treat Reliv like a business (because it is!).



Be consistent

Take action every day. Doing something for a day or two isn't hard; stringing those days, weeks and months together to create momentum is the challenge. That's why every day matters, especially the hard ones.



Use your support system

Upline, meetings, trainings, Master Affiliate Training School (MATS), conferences — it's all about putting one foot in front of the other. Use each event as a momentum builder. They are an opportunity, not an obligation!



Direct your thinking

Do you believe you can accomplish your goal? Don't let procrastination, fear or excuses become a stumbling block. Reinforce your mind each day with positive thinking. Success is not an accident; it is a choice.



Get started today

This year you can make meaningful changes in your life — you just have to have the courage to get started. Let's turn our dreams into reality in 2015!

ready to build? Get. People. To. MATS

EARN YOUR PLACE

While March MATS are open to all current Master Affiliates, you'll have to earn your way into the June events. Here's how:

- [A] **Become a Master Affiliate for the first time in March, April or May.**
Already an MA? Then you can...
- [B] **Add a new frontline MA in March, April or May, or...**
- [C] **Achieve a monthly volume of at least 3,000 PGPV in March, April or May, or...**
- [D] **Sponsor 3 new Distributors between March 1 - May 31.**

ACHIEVE YOUR GOALS

MATS is an important training event to learn the business skills you need to succeed with Reliv. But that's only half of it. MATS also offer a way to achieve your short-term, mid-term and long-term goals through achievable, 90-day targets. The more people you have qualified for MATS, the more momentum you have coming out of the event and the more your efforts multiply.

After every MATS, two numbers are important: how many people you brought and how many people you'll have next time. The more MAs you have in your downline, the more overrides you will earn — it's that simple. Build from MATS to MATS and you'll see your earnings grow every 90 days.

Ready to go? Let the M

START THE MATNESS!

March MATness is in full swing with Reliv bringing Master Affiliate Training Schools (MATS) this month to 11 cities across North America — the top performing areas from November-December.

MATS are a proven, powerful way to build big business. Events feature a Friday night Reliv opportunity meeting open to all and a Saturday morning training for Master Affiliates only. It's the perfect one-two punch to share all the excitement and possibility of the Reliv opportunity and then provide a plan to make it happen.

Terry Cover

*Ambassador
Bedford, PA*

"We're very rural, so we have a monthly meeting and a monthly training. We do a special event every few months and keep in touch by phone. We get between 75 and 100 people each week tuning in for our Tuesday night story call. If you can connect people once as a group on a call, they'll keep their excitement up."

Mindy Jones

*Presidential Platinum Ambassador
Alpharetta, GA*

"We do in-home presentations once or twice monthly and they work very well here. We also hold meetings in hotels three times each month. About 25% of the people who come are hearing about Reliv for the first time and almost everyone ends up getting on the products and joining the business. We work as a team; if there's a presentation in my home, everyone in the city is invited!"

Diane Helmold

*Bronze Ambassador
Chicago, IL*

"Last summer we organized a bus that drove nine hours to International Conference in Kansas City. Everyone went to the front of the bus and shared their goals, and they're starting to achieve them! We get together monthly for a wine and cheese event that is open to the public, and we host two live Saturday trainings per month. We work together and support each other. We've got a group email to share encouragement and what we find working each week."

Linda Vance

*Presidential Double Platinum Ambassador
Clayton, CA*

"In California we're growing because we are very goal-oriented and we work hard. We have maintained a Tuesday meeting and Saturday training system through the years and we work with all lines to sustain this system and support one another."

Les & Joyce Ferguson

*Presidential Gold Ambassadors
Beavercreek, OH*

"We've had an active group in the Dayton area for more than 23 years. We hold regular meetings at hotels on Tuesday evenings, Saturday mornings and special trainings quarterly. Leadership in the area knows that gathering on a regular basis and sharing our excitement about this opportunity with others is a very effective way to build our business."

ATness begin!

HOT TIPS FROM RELIV'S HOT SPOTS



Love Conquers All

By HR Coordinator **Matt Bell**

What do I remember most from Haiti? Love. I'll never forget the love exuded by the kids at the orphanages from the first day we met until the final morning we said our goodbyes.

When we first stepped out of the truck into a gated compound containing an orphanage and school, we were swarmed by smiling, happy kids who just wanted to be hugged and loved. It was overwhelming. All my life I have never experienced this many people vying for my attention. All they wanted was to hold my hand or be picked up and held. They all have million dollar smiles and seem to love the life they have.

It's very humbling coming from a country where we have everything and still find things to complain about. And those things we complain about have no real meaning when put into the perspective of people born into extreme poverty. Yet these poor people still smile, laugh and love the life they've been given.

The Reliv Kalogris Foundation has done an unbelievable job helping these kids have a roof over their head, a school in which to learn and Reliv nutrition to keep them healthy. This experience was incredibly rewarding, and I am grateful to have been given the opportunity to see the important work of the RKF firsthand.



Healthy IN HAITI



New Year, New Perspective

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

It is difficult to find a word that describes my trip to Haiti. Look up the word “awe” and you will come close to understanding the range of emotions I felt — both good and bad. Malnutrition, disease, poor living conditions and hopelessness prevail throughout the country. Seeing it on TV is troubling. Seeing it in person is devastating.

I want to focus on the positive awe I experienced thanks to your support of the Reliv Kalogris Foundation. I visited a remote orphanage where children, once nothing but bones and hair tinged red by malnutrition, lacking the cognitive ability to learn and troubled in so many ways, are now healthy, happy and thriving because of one Reliv shake each day.

We brought Christmas gifts (and Papa Noel!) to the beautiful kids at the Children's Home, an extraordinary testament to what is possible through our efforts. These children are thriving. They are learning. They have HOPE! Their appreciation for your generosity, again, left me in awe.

Throughout the trip I struggled with the thought of the millions who don't have this hope. And it hasn't gone away. But I have realized — I have CHOSEN — to understand that we are making a difference for many and we have the ability to do so for so many more. Not just in Haiti but all around the world.

How? By building a bigger foundation. By building a bigger Reliv. By changing ordinary lives through an extraordinary means. I am in awe of what we have and can do!

CARE TO JOIN US

Distributors **Betty and Ken Andrews** earned a spot on our Papa Noel trip by finishing first in last year's Be the Change Challenge. Want to join us on the trip next year? The Challenge continues in 2015! Learn more and how you can make a difference through the RKF: reliv.com/bethechange

Christmas Joy for Papa Noel

By Oracle Business Intelligence Programmer **Kirk Haffer**

When we arrived at the school on Friday afternoon (more than two hours past students' normal time to go home), the kids were still sitting at their desks being very patient, which amazed me. I drove a school bus for a very short time, and the kids I drove could not sit still for 10 minutes!

We walked into one of the classrooms and they all stood up to greet us. While we passed out candy, they sat patiently and waited without grabbing or trying to take candy from someone else.

At the children's home, they ran to us wanting to be picked up, hugged and held close. They craved attention from adults, and I felt like a grandpa to 50+ kids! They loved playing catch and seeing their image when I took a picture of them because they aren't used to seeing their own reflections.

Then I had the chance to play the Big Man himself — Papa Noel! Once they saw me coming, they screamed in delight and ran to hug me. I handed out the presents that Reliv employees had donated and packaged for them, and their eyes grew wide with amazement looking at all the gifts. It was wonderful to see them understand that someone cares for them.

I'm so grateful I was able to spend some time with these sweet, deserving children and am very proud to work for a company with a foundation making a difference in people's lives every day.



Name: Debbie Sias

Home: Hall City, Minnesota

Gigs: Reliv

Reliv Regimen: Reliv Now®, Innergize!®, FibRestore®, LunaRich X™

Going Gets Tough: We lost 98% of our income because of my husband's heart attack and a business fire. We were in serious financial trouble and moved into a small hunting cabin. When we heard about the Reliv business opportunity, we knew we had to move on it.

Leap of Faith: To make our Master Affiliate order, we sold some extra furniture because we trusted that we would make our money back. Not only did we do that right away, we're also making an income again. It was the smartest thing we ever did.

Moving On Up: We recently won a \$500 Key Director Bonus and are using the money to visit our children in California and celebrate our 40th wedding anniversary as a family.

Name: Jean Walters

Home: St. Louis, Missouri

Gigs: Reliv, counseling

Reliv Regimen: Reliv Now, LunaRich X, Innergize!, Simplicity®

Healing Thoughts: Through my counseling practice and teaching classes on empowerment, I know a lot of people. I met my sponsor at a networking event, heard about Reliv and knew it was for me.

Strong Start: I signed up as a Master Affiliate and knew I had a hold of something special. People started asking me what I was doing and how it was working. I simply shared the message of wellness and financial security that Reliv offers. Before I knew it, I was winning Rookie Bonuses and watching my network grow.

Super Deal: Every new regimen takes time, so I tell people they might need to be on a Reliv product regimen for a few months to see the full benefit. The Super Pack helps get them there, and it perfectly suits my personal rhythm with this business.

Name: Marco Romeiro

Home: Tyngsborough, Massachusetts

Gigs: Reliv, pastor

Reliv Regimen: Reliv Now, LunaRich X, Arthafect®, Simplicity, Cellebrate®

Sweet Relief: My wife battled back issues and we had spent a lot of money trying to help her. A friend told us about Reliv and she found relief with Arthafect and Reliv Now. We immediately saw the value of this business.

Share the Story: I'm a full-time pastor, which gives me the chance to speak with many people who need to hear the Reliv message. We started telling other people our story and our business started growing. We earned the top Rookie Bonus of \$1,000 in September and another bonus in October!

Super Success: The Reliv Super Pack is a tremendous business tool. We told one person about the Super Pack and he bought 10 of them on the spot! We even buy Super Packs to send as gifts from our church to missionaries in the field, blessing them with optimal nutrition and good health.

Name: Janice Beaird

Home: Rapid City, South Dakota

Gigs: Western tack store (part-time), hospital volunteer, Reliv

Reliv Regimen: Reliv Classic®, Reliv Now, FibRestore, CardioSentials®, ReversAge® and LunaRich X

Tired of Being Tired: Before Reliv, I was very tired and stressed. I had multiple health issues including my lungs, joints and vision. I was tired of always feeling run down and started looking for a healthy solution.

Making Progress: I started on Reliv nine years ago, and within two weeks I had renewed energy and less stress. Things got better from there. In the following months my joints felt better and my lung function improved. My vision even started improving!

Not Looking Back: My doctors have been amazed at the turnaround in my health.



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: Susan Pratt

Home: Baytown, Texas

Gigs: Reliv

Reliv Regimen: Reliv Now, LunaRich X, Arthaaffect, Innergize!, SoySentials®

Sniffle Season: I have always had horrible seasonal allergies and sinus infections. I used to dread April and October because I knew I'd be miserable.

Sweet Relief: Since starting Reliv five years ago I noticed that my allergies are no longer a problem and I can now enjoy the spring and autumn. Additionally, my cholesterol is lower and Reliv has helped improve joint function in my knee and ankle. I wasn't looking for all these results, but I welcome the side benefits!

Even More: As if that weren't enough, Reliv helped me heal faster than my doctors expected after I crushed my ankle in a car accident. It's reassuring to know that Reliv nutrition is giving my body the fuel it needs to thrive — probably even more than I realize.



Name: Maria Helmold

Home: Chicago, Illinois

Gigs: Senior at Bellarmine University

Reliv Regmen: Reliv Now, Innergize!, 24K®, LunaRich X

Healthy Start: I've been taking Reliv products all my life because it's important to my family. I didn't miss a single day of high school, and now that I'm in college, I'm on the dean's list and making excellent grades.

Night Shift: I work night shifts as a nurse's aid and pull all-nighters studying. Reliv gives me the energy I need to go from studying to class to exams to clinicals. It keeps my mind focused and alert. Even though I work in hospitals three times per week, I still don't get sick.

Sharing & Caring: My friends can't imagine how I'm so peppy after pulling a 12-hour night shift and then going to class. I share my Reliv products with a friend, and when we study all night together, 24K is always close by. When I graduate, I'll be working night shifts full-time, and Reliv will remain my energy solution.



Name: Daniel Duncan

Hometown: St. Louis, MO

Gigs: Reliv Assistant
Multimedia Producer

Reliv Regimen: Reliv Now, Simplicity, ProVantage®, LunaRich X

Healthy Start: I'm a healthy guy in my late 20s and have always been interested in fitness and nutrition. My goal is to maintain my good health and focus on prevention, so Reliv is perfect for me.

Work It Out: I run every day and lift weights because I know about my family history of heart attacks and stroke. I eat well and exercise, but I know that isn't enough. My body needs optimal nutrition, and that's where Reliv comes in.

Perfect Fit: I started to incorporate Reliv Now and ProVantage into my breakfast smoothie, and I noticed that my endurance and reps started increasing. When I hit the gym after work, even after a long day producing Reliv videos, I've got the focus I need to commit to my workout. Reliv's soy protein keeps me going!

what's
your
story?

We want to hear it!

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

Lifestyle magazine, we'll

send you a Reliv t-shirt!

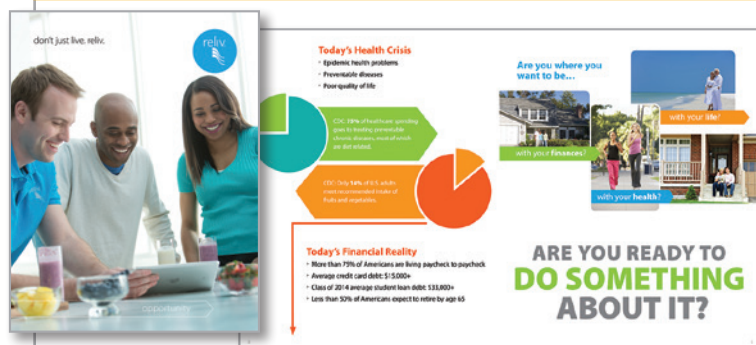
Submit your story today:

sharemystory@relivinc.com

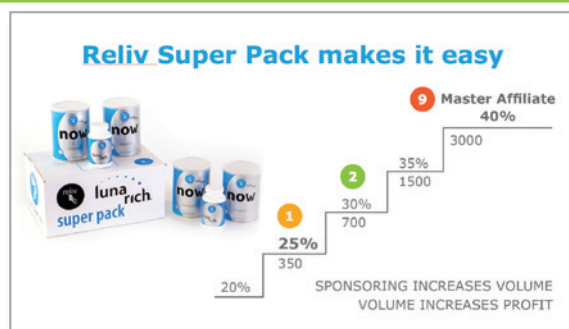
As with any independent business, success as a Reliv Distributor requires a significant amount of hard work and dedication. The individuals featured in this material offer a glimpse into the lifestyle and economic benefits they are enjoying through the Reliv opportunity as a result of their own skills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

New Opportunity Presentation Suite Is Here!

opportunity book



opportunity slides



presentation video



Reliv has a compelling story to tell, cutting-edge products to share and a remarkable opportunity to offer. Our new Opportunity Presentation gets right to the heart of it all. Working with top Distributors we have designed this presentation to produce one common response from everyone who sees it:

"Tell me more!"

A companion Opportunity Book is also now available along with a presentation video featuring Senior Vice President of US Sales **Don Gibbons**.

Ready to tell people about Reliv? Download the slides, view the video, order the book and share it all!

reliv.com/presentationmedia

SET YOUR SITES ON PARADISE!

Qualify through July 31
reliv.com/leadership-celebration

punta
Cana



DOMINICAN REPUBLIC
2015 RELIV
LEADERSHIP
CELEBRATION



Reliv International, Inc.
PO Box 405
Chesterfield, MO
63006-0405
800 RELIV US (735.4887)
reliv.com

FSC LOGO
horizontal white

connect with us!



23001504

welcome home!

We're throwing a party at Reliv HQ and you're invited — don't forget to bring friends!

Reliv International Conference

August 6-8, 2015

St. Louis, Missouri

Three days of business-building excitement capped off by a Saturday Night Celebration at the home of Reliv. Ready to achieve Reliv success?
This is the weekend you've been waiting for!

Register today: relivinternationalconference.com

