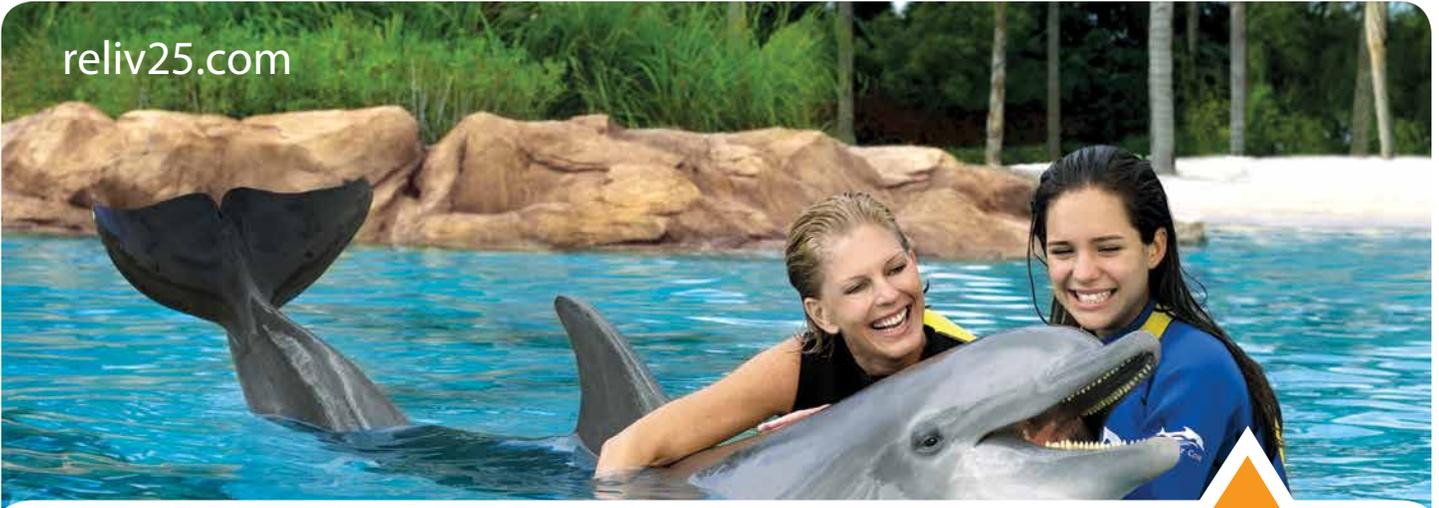


you are Reliv 25

lifestyle



18 1 19 4 22 7 11 9 13 15 10 20 14 3 5 6 8 12 2 24 23 21 25 17 16



25 reasons to attend conference

- 1 Special Disney World discounts for Reliv Distributors!
- 2 Take in powerful presentations from Reliv's top executives.
- 3 Get a relaxing massage at Serenity Spa by Westgate.
- 4 See specialized workshops from Reliv's most successful Distributors.
- 5 Visit Cinderella's Castle at Disney's Magic Kingdom.
- 6 Visualize the "big picture" of Reliv.
- 7 Laugh at the SAK Comedy Lab downtown.
- 8 Learn the science behind Reliv's incredible products.
- 9 Stroll along Disney's Boardwalk.
- 10 Witness big announcements regarding new promotions, new programs and new business tools.
- 11 See the famous March of the Peabody Ducks at the Peabody Orlando. *(Special rates for Relivers!)*
- 12 Swim in a natural spring at Kelly Park, Rock Springs.
- 13 Experience major excitement.
- 14 Gain a new perspective.
- 15 Splash with the sea lions at SeaWorld.
- 16 Meet new friends.
- 17 Take a bite out of the Orlando scene at Gatorland.
- 18 Shop for your hot new gear at the Reliv Company Store.
- 19 Go on a shopping spree at The Mall at Millenia.
- 20 Fly like Harry Potter at Universal Orlando.
- 21 Network with Distributors from around the world.
- 22 Try Café Tu Tu Tango for an artsy meal.
- 23 Learn something new to help build your business.
- 24 Get motivated by business success stories.
- 25 **Have a whole lot of fun!**

@DonnaPH37: My favorite Reliv shake is Classic, Orange Innergize! and FibRestore. What's yours?

@Ash_Blinzinger: Post workout recovery #reliv #lunarich #health

I love it when my son asks me for his Kids Now shake every morning. He loves the chocolate flavor. Thank you Reliv for making a healthy product my kids love.

Amanda Eich via Facebook

LunaRich is a great addition to the awesome line of Reliv products. It has given us the health we need to help others!

Joe Miller via Reliv blog

@rgrrabbit1: Just shared my #reliv story on a national call! I love sharing it because it gives me a confidence boost every time!

The world needs LunaRich and it needs it NOW!

Janet Reed via Reliv blog

@bestlunasin: Have you seen one of the 70 newspapers around the country that are sharing the news about lunasin/LunaRich? Powerful!

My husband and I have been taking Reliv nutrition for 7 months now and I can say I would not want to go without them.

Ann Shifferd via Facebook

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

facebook.com/teamreliv

facebook.com/relivkalogrisfoundation

twitter.com/reliv

pinterest.com/reliv

@mdsIngr: Went to the conference a 3. Now I'm a 6! #reliv #whatsyourpoint?

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It's All About People

When Reliv President **Ryan Montgomery** asked me to write the opening message for this issue of *Lifestyle* — the space usually reserved for him — I had the same thought you're probably having right now: **"This is the best looking issue of *Lifestyle* I've ever seen!"**

When he then told me that this special Reliv 25 issue was going to celebrate Reliv's first quarter century, I agreed that it was only fitting that a Distributor write this message. You see, Reliv has been putting Distributors first since the very beginning.

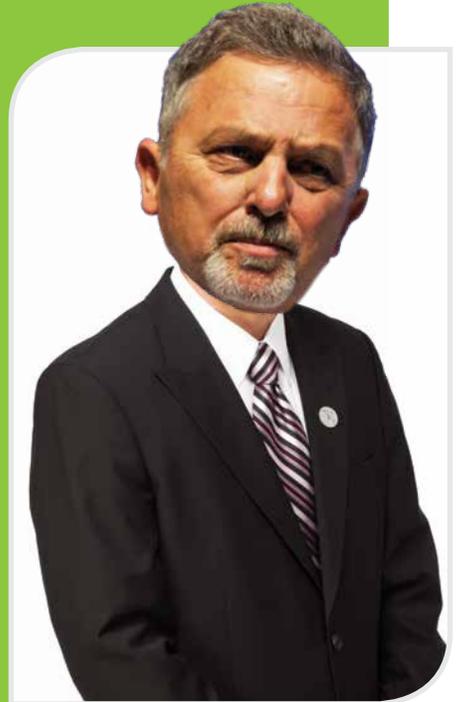
Reliv has a lot to brag about as a company: eight product patents issued, 16 countries of operation, 50,000+ Distributors, millions of cans of product sold... and now 25 years in business! But Reliv has never been about the accolades; **Reliv is about people.**

I was working as a reporter, putting in long hours and struggling to make ends meet when Reliv found me. I wanted to better provide for my family and not miss seeing our children grow up. Reliv has given me that and so much more: worldwide travel, life-long friends, financial security, a dream lifestyle and a rewarding purpose in life.

I'm not alone. **The following pages contain 25 other Reliv success stories** — we even numbered them to help you keep track. These are just 25 examples of the thousands of lives Reliv has changed and continues to change every day... and we're always looking for more.

Read the stories, get inspired and make Reliv success happen for you. **Reliv is going places in 2013, and you can help lead the way.**

P.S. I can't wait for the entire Reliv world to visit my hometown of Orlando for the Reliv 25 International Conference on July 18-20. Trust me, we know how to throw a party down here. See you there!



~~Ryan Montgomery~~

TOM PINNOCK

RELIV HALL OF FAMES

Reliv is going
places in 2013,
and you can help
lead the way.

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

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

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

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25

YEARS OF RELIV



1988

Reliv International founded

Reliv Classic® (also patented in 1988) and Reliv Now® introduced



1993

FibRestore® introduced (patented in 1996)

Stock began trading on the Emerging Company Marketplace of the American Stock Exchange

Opened in Mexico

1994
Ranked No 3 out of "Top 100 International Companies" by *International Business* magazine



1991

Innergize!® introduced (patented in 1994)

Opened in Australia



1992

Named No. 1 "Hot Opportunity" in network marketing in *Success* magazine

Opened Reliv New Zealand and Reliv Canada

"We set out to build a model company — starting with a one-of-a-kind product, building a compensation plan that rewarded hard work, and finding the right people to bring it all together. After 25 great years, I think it's safe to say we succeeded."

Founder, Chairman and CEO
Robert L. Montgomery

"I was laid off from my job at a multinational company about 15 years ago and have been with Reliv ever since. Connecting with people around the world has always been my passion. With Reliv I was able to continue this and build an international business from the comfort of my home! It's truly a dream come true."

Daan & Jeanette Vanderwal
Dundas, Ontario

1



Unbeatable

It seems like Reliv has always been part of my life — I helped raise money to start this company. I was 25 then and I'm 53 now. It's exciting to see something get going and grow as big as Reliv has. Very rarely do you see a company last this long; I've seen thousands of others come and go.

We have longevity because we've got the same people running the company who started it 25 years ago. This is the place to be if you're looking for a stable business that's going to be around for the long haul. With Reliv, you can work hard and build a residual income so that you don't have to work as hard later in life.

Reliv has allowed me to spend time with my family. My kids have never seen me leave the house to go to work. My line of Distributors is something that I can pass on to my children and secure their futures as well. I'm able to take time to coach our kids and be very active in their education. I even met my wife on a Reliv cruise — you can't beat that!

Tom Moody, Western Springs, IL

Explosive Growth in Europe!

Number of Distributors:
2011: +77.4% vs. 2010
2012: +79.7% vs. 2011

Net sales:
2011: +80.4% vs. 2010
2012: +72.7% vs. 2011

40+ straight months of year-over-year sales growth!



1996

Moved trading to the NASDAQ national market system

Arthafect® (patented in 2001) and Celebrate® (patented in 1997) introduced

1997

Broke ground on a \$4 million headquarters expansion

ProVantage® introduced (patented in 2012)

Became corporate sponsor of the new Functional Foods Program at the University of Illinois, the first such program at a U.S. university

1995
Opened in United Kingdom

First Reliv website launched

Established Reliv Kalogris Foundation



1998

SoySentials® introduced

Honored in Rome for philanthropic efforts worldwide



2000

ReversAge® (patented in 2002) and Reliv Now® for Kids introduced

Opened in the Philippines

"Reliv's approach to nutrition has always centered on innovation — from Reliv Classic to LunaRich X. And we have no plans to slow down. We're on the cutting edge more than ever after 25 years. As nutrition science continues to discover new possibilities for human health, Reliv will be here to bring them to you."

Chief Scientific Officer
Dr. Carl Hastings

"I had huge goals when I started with Reliv — earnings, travel and everything that comes with success. But I never dreamed I'd be able to take my mom to meet the Pope! It just proves that when you do the right thing for the right reasons with the right people, extraordinary things will happen."

Shawn Bergeron
Alpharetta, GA

Nutrition You Can Trust

Reliv sources ingredients from only the most reputable suppliers, and products undergo purity, quality and potency testing at each stage in the manufacturing process.

1. Examine Certificate of Analysis for all ingredients upon arrival.
2. Confirm outside testing with thorough microbiological analysis.
3. Check and recheck quantities during formulation to ensure absolute accuracy.
4. Pull random cans during production for quality checks.
5. Complete microbiological and ingredient delivery testing after production.
6. Confirm accuracy of label information.
7. Ship product only when all tests are passed.

2002
Opened in Ireland



2003

Robert L. Montgomery recognized by Ernst & Young as Missouri Entrepreneur of the Year

Opened in Malaysia

2004

Completed \$1 million upgrade to manufacturing plant and laboratories

Debuted on *BusinessWeek* magazine's List of Top 100 "Hot Growth" Companies at #13 (also named to list in 2005, 2006 and 2007)

Opened in Singapore



2005

CardioSentials® introduced

Ranked No. 11 on *Fortune* magazine's "Fastest Growing Small Companies" list (added to list again in 2006)

Opened in Germany

Reliv Kalogris Foundation donates \$600,000 in cash and product to Asia tsunami relief

2006

Ranked No. 14 on *Forbes* magazine's "200 Best Small Companies" list (after also placing on the list in 2005)

Opened in Austria and the Netherlands

Thriving Through Adversity

We were at International Conference in St. Louis in 2006 when I got a call from my son saying that the house was on fire. It was his 16th birthday so I thought he was just razzing me for not calling him yet. But he was serious!

When you lose a house, it's not just the structure you lose, but also the memories. When Reliv corporate found out, [Senior Vice President of North American Sales] **Steve Hastings** called to ask if there was anything the company could do. [Reliv Founders] **Bob and Sandy Montgomery** even called us from England where they were attending the European Conference. I knew this was a great company, but I had no idea until this happened. It astounded me that the president of a multi-million dollar company would call me.

Reliv sent enough products to keep our family and business going until we could get back on our feet. Because Reliv had a system in place, I was still able to continue to help others build their businesses. Our monthly check continued to grow through everything! Our organization even stepped in to make sure that our new Distributors didn't get lost in the shuffle. Any other business would have fallen apart. Because of the Reliv products, compensation plan and people, my family is thriving.

Valerie Opie, Mesa, AZ



2

25

YEARS OF RELIV



2008

GlucAffect® introduced (patented in 2012)



2010

Reliv launches Facebook, Twitter and YouTube pages

Reliv Kalogris Foundation sends \$450,000 shipment for Haiti earthquake relief

Opened in Indonesia



The American Business Awards (the Stevies) named 24K™ the 2011 "People's Choice for Favorite New Product."



2011

24K™ introduced

Reliv partners with the Missouri Plant Science Center



2013

LunaRich X™ introduced

Opened in France

Reliv 25 International Conference in Orlando on July 18-20



2007

Simplicity® introduced

Awarded Distributors more than \$1.2 million in bonus checks through Mega Bonus promotion

First Annual Reliv Kalogris Foundation Walk for the Mission



2012

LunaRich® soy powder introduced

From 2007-2012 the annual RKF Walk/Rally for the Mission has raised \$374,571 and funded seven building projects:

Haiti

- 2008 - Liberale Nutrition Center
- 2009 - Bois de Lance Nutrition Center
- 2009 - Emmaus School Rehab Project
- 2011 - RKF Children's Home in Haiti

Philippines

- 2008 - RKF House in Cavite
- 2009 - Mindoro Nutrition Center
- 2013 - Welfareville Nutrition Center

"We needed to find the best way to bring lunasin technology to market. Reliv offered an established company with a proven business model and, of course, **Dr. Carl Hastings**. The Reliv Distributors I've met since leave me no doubt that we've found the right partners."

President and CEO of Soy Labs, LLC
Ryan Schmidt

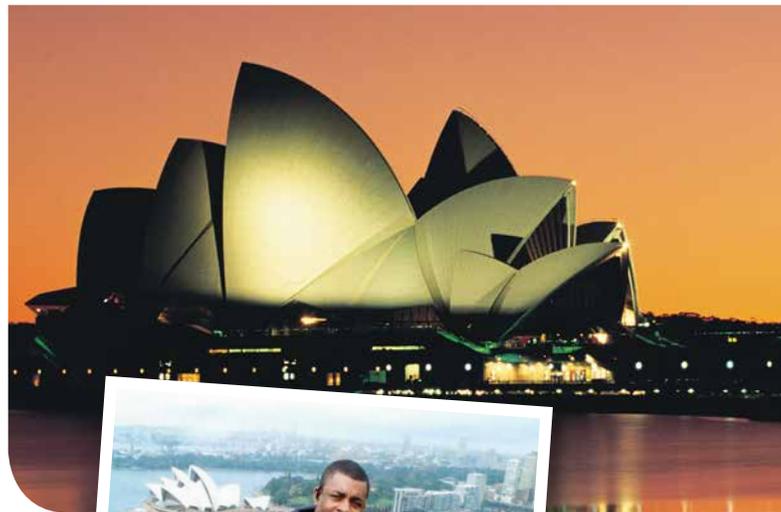
Over the last 25 years, Reliv has sent Distributors on hundreds of trips to destinations around the globe — from the natural paradise of Hawaii to the “Eternal City” of Rome. It’s all part of the Reliv lifestyle. Owning a Reliv business means not only asking “How much do I want to earn?” but also “Where do I want to go?”

my favorite

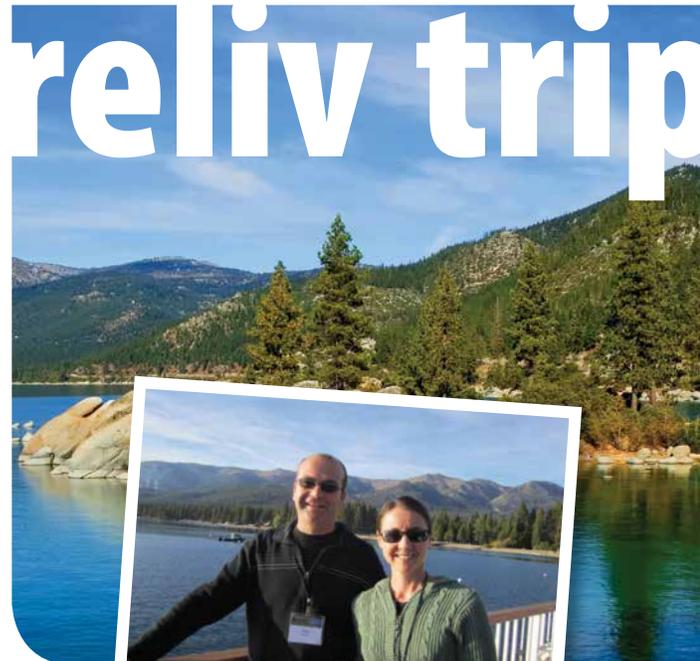
Maui, Hawaii

Before Reliv, we didn’t have the means to go anywhere — it was difficult even to visit family because of the gas money. Reliv has changed all that. Our first All Star trip to Maui was fabulous. Our room had an amazing ocean view. I went for a walk on the beach at midnight and could see the whales migrating out in the ocean under a starry sky with a full moon. I had been with Reliv for 18 years at the time and it hit me where I was. It was like being in a movie; the moment was so perfect. I realized just how blessed our lives are because of Reliv. We’ve gotten to see the world!

Quila Buhler (with husband Jim)
Oregon City, OR



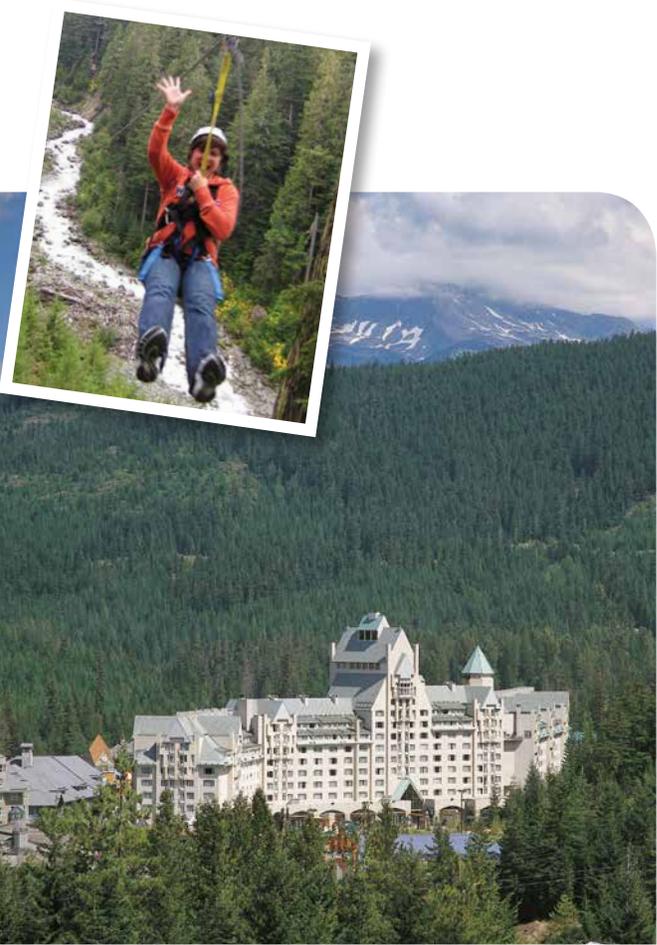
Sydney, Australia
“Dream come true!”
Anne & Jerry Lafayette / Bartlett, IL



Lake Tahoe, NV
“Amazing!”
Gary & Laura Lynn Martin / St. Clements, ON, Canada

Whistler, Canada
"Awesome!"

Lori Hobbes / Cranberry Township, PA



Munich, Germany

We earned a Reliv trip to Germany by advancing someone in our downline. We were blown away by how magical Munich was. Our beautiful 5-star hotel was near the city center and featured magnificent food served on crystal and silver. We felt like royalty! We got to meet some Reliv leaders in Germany and offer them advice. There were Distributors from Mexico on the trip as well, so it was wonderfully multicultural. We urge everyone to have the trip contests in their plan for the year. We're on our way to Hawaii with Reliv this weekend!

Linda & Richard Vance
Clayton, CA



Los Cabos, Mexico
"¡Inolvidable!"
Pedro & Teresa Colima / Des Moines, IA



Disney Caribbean Cruise
"Reliv does it right!"
Marc & Christina Avallone / Gibsonsia, PA

Reliv's LunaRich leads the way
in the emerging field of
nutritional epigenetics

nutrition

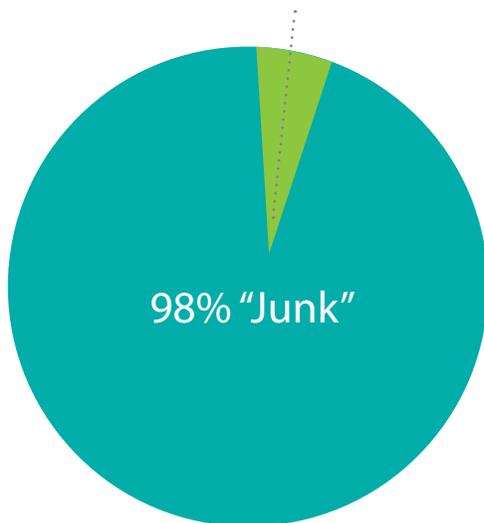
for the 21st Century

Until very recently, the prevailing theory in the scientific community held that the DNA in our genes themselves is solely responsible for gene expression as it applies to health and disease formation. In other words, good health is the result of healthy genes and bad health stems from damaged genes. And while the makeup of the DNA in our genes certainly plays a critical role, it is not the only mechanism at work.

There are more than 3 billion DNA sequences in the human genome, but there are only 20,887 protein-coding genes in each cell of the body, equivalent to 2% of the whole genome. The number of genes is similar to that of simple life forms such as a fruit fly or even a microscopic roundworm! So what about the other 98% of the genome, the so-called "junk DNA"? Clearly it has a major role to play in making us who we are.

There are only 20,887 protein-coding genes in the human genome

2% Genes



Human Genome – 3 billion DNA sequences

Switch to Better Health

In September 2012, findings published from a large-scale federal project involving 440 scientists from 32 laboratories around the world provided an answer. It turns out that both junk DNA and the DNA packaging material act as genetic switches, informing the genome which genes to turn on and off. It is a complex system that acts like a dimmer for lights, controlling which genes are used in a cell, when they are used and how much they are used, and determining whether a cell becomes a skin cell, a liver cell, a neuron, etc.

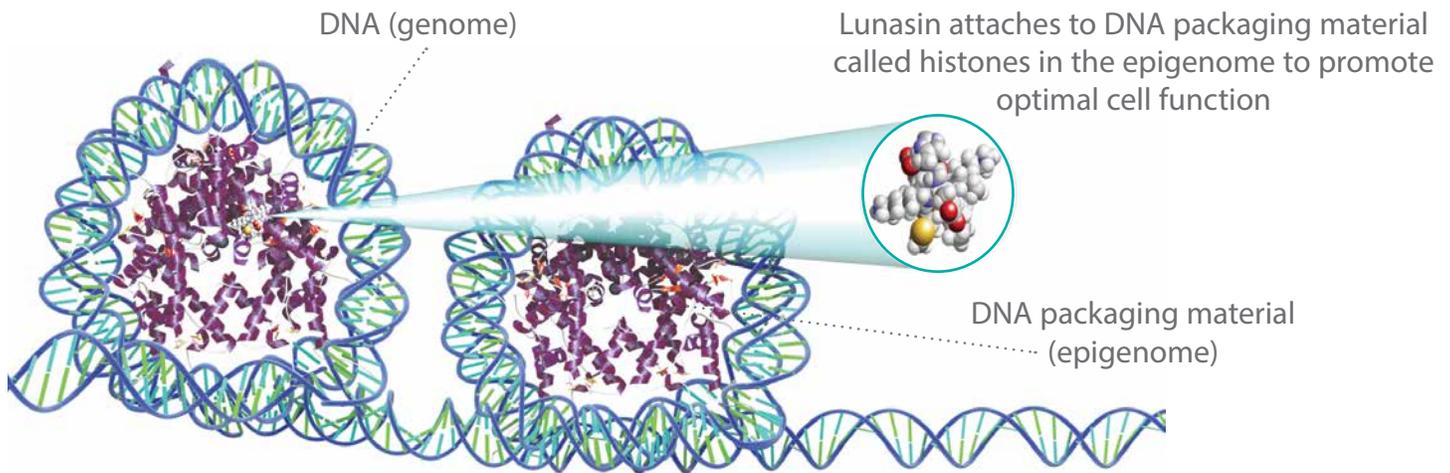
So what does all of this mean? "It means you have more control over your health than you think you do," says **Dr. Alfredo Galvez**, Lead Scientific Advisor at the Missouri Plant Science Center. "Most of the changes affecting your health don't occur in the genes themselves; they happen in the epigenetic switches. And that's great news! While you can't reverse a gene mutation, you can influence epigenetic switches through lifestyle choices."

Your diet is central to it all: quality nutrition provides the fuel for healthy cell function. Lunasin is the first nutritive compound clinically shown to promote optimal gene expression in cells through an epigenetic mechanism of action. And no other products optimize bioactive lunasin like Reliv's LunaRich® line of products.

We are in the middle of
a revolution in nutrition
and we are all witnesses.

Dr. Alfredo Galvez

Lead Scientific Advisor at the Missouri Plant Science Center



How does lunasin work?

Lunasin gets inside the cell and binds to chromatin in the nucleus. Chromatin is DNA (the genome) wrapped around DNA packaging material called histones (the epigenome). Histones are the main protein components of chromatin, acting as spools around which DNA winds. Modifications to specific tags in histone tails are important in gene regulation. Lunasin binds to these histone tails to affect gene expression.

In the epigenome, lunasin performs two functions:

- prevents enzymes in histones from turning on unhealthy gene expression
- activates enzymes in histones that promote healthy gene expression

The result: healthier cells and better health outcomes for you.

Multiple pathways = multiple benefits

Lunasin influences the epigenome in multiple cell types, so its effects go beyond individual pathways or individual genes. Each epigenome in each cell type is different. If lunasin affects the epigenome in a particular cell type one way, it will affect the epigenome in another cell type another way. That's how it can provide multiple health benefits:

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

"I believe epigenetics holds the key to the future of health care," Dr. Galvez says. "Rather than focusing solely on preventing gene mutations via drugs, which target a specific pathway and a specific gene, we need to also explore the multiple pathways and multiple genes that can be influenced through proper nutrition and healthy lifestyle choices.

"And no other company is advancing the nutritional possibilities of the emerging field of epigenetics like Reliv. We are in the middle of a revolution in nutrition and we are all witnesses. The most exciting part is that we're really just getting started!"

5



With the addition of LunaRich® to Reliv products, we immediately started seeing a decrease in the time it took to hear about health results. It's been phenomenal. We used to hear about results after 90 days or so, but now we're often hearing about them after only a month. With LunaRich X™, we're hearing results even sooner. It's accelerating the pace of our business as well. People can't wait to get their hands on what we've got! On my last trip I put 24 bottles in my suitcase and came home with just a few left. I sell bottles from my purse like crazy. When people see how easy LunaRich X is to take and then hear about the results that others are getting, they can't pass it up. I have people call and want to order immediately!

Karen Turner, Orem, UT

the weight IS OVER

Slimplicity adds LunaRich, boosts benefits

The latest LunaRich product is here — just in time for swimsuit season! Reliv's Slimplicity® meal replacement formula has added LunaRich® soy powder to deliver greater health benefits with each shake.

"Simplicity shakes not only help people lose weight, they also provide optimal nutrient levels for better overall health," Chief Scientific Officer **Dr. Carl Hastings** says. "With the addition of LunaRich, we've taken this dual-action approach to a whole new level."

Weight Loss the Healthy Way

Simplicity shakes are satisfying, delicious and loaded with the powerful ingredients you need to boost metabolism and charge through your day. A Slimplicity shake contains the right balance of vitamins, minerals and protein to keep your body running in optimal condition.

That's why people who use Slimplicity feel so much better and can stick to the program. A study in the *Journal of Nutrition* found that quality meal replacement shakes like Slimplicity are an effective approach for losing weight compared with conventional, structured weight-loss diets.

"Dieting should not mean depriving your body of the nutrients it needs to thrive," Dr. Carl notes. "That's why all these fad diets simply come and go — many of them sacrifice good health for the sake of temporary weight loss. Real weight loss requires healthy lifestyle changes, and quality nutrition is where it all starts."

Even Better With LunaRich

The bioactive lunasin in LunaRich soy powder increases Slimplicity's nutritional punch. Lunasin is a naturally occurring peptide largely responsible for many of soy's health benefits. This includes helping with risk factors associated with weight loss, such as heart health, cholesterol management and overall cellular health.

"The weight loss benefits of soy protein are well documented, and Slimplicity delivers a full 10 grams of soy protein per serving," Dr. Carl adds. "Now that we've increased the lunasin content, you're getting the very best of soy with every scoop."

Benefits Booster

Simplicity is loaded with advanced ingredients to rev up your metabolism, burn fat and keep you feeling fuller, longer. When nutrients like these activate healthy genes, lunasin can work at the epigenetic level to make those genes more readily recognized by the cell, thus increasing healthy outcomes.

Real Results



Roger Broberg
Orem, UT

"I'm on the road all the time, and fast food had me weighing more than ever. I lost 50 pounds in five months on Slimplicity and still take it because it's fast, convenient and it works. I don't even have to stop my truck to hit a drive thru! I also added GlucAffect® and cut down my portion sizes at dinner. I can now hike without becoming exhausted and my joints don't ache like before. I'm so excited that Slimplicity has LunaRich now! It's even better!"



Dr. Ivy Fisher Weiner
Hillsborough, CA

"Simplicity has helped me keep off 100 pounds for four and a half years! I took it for 10 months my first year and lost 40 pounds. After a GI bypass the second year, I lost another 60 pounds. I felt like a whole new person! Every quarter I go in for my check-up and my numbers are all within normal range. I've been a pediatrician for 35 years, and I'm so excited about my results. This nutrition has saved my life."

Slimplicity Ingredient	Benefits
Advantra Z[®], a patented thermogenic fat burner	supports fat burning with exercise and increases your metabolism without affecting blood pressure or heart rate
Tonalin[®] conjugated linoleic acid (CLA)	speeds fat metabolism and can help you maintain weight loss once you reach your goal
L-Carnitine	burns fat and builds lean muscle to help reshape your body and add more definition
ChromeMate[®], the most readily absorbed form of chromium available	helps your body process carbohydrates more efficiently and boosts energy production, muscle development, fat and cholesterol metabolism, and regulation of blood sugar levels
OptiZinc[®], the most readily absorbed form of zinc available	strengthens your immune system and helps repair muscle damage, which helps you recover faster after you workout

Learn more about how Slimplicity gives you the advantage you've been looking for to win the weight war: reliv.com/slimplicity



8

Jessica Buhler
Oregon City, OR

what's
your
point?



"Growing up, I was always one of the taller girls but was athletic so my weight stayed in control. In college the all-nighters, late-night snack runs and eating out got the best of me. I knew it was time to commit to change and decided to start taking Slimplicity. I was able to drop my extra weight in 18 months thanks to Slimplicity, eating smaller portions and regular exercise. I learned that losing weight was not a quick fix, but a lifestyle change."

Find out how you can incorporate Slimplicity into your own LunaRich points program.

lunarichpoints.com



ge

put on your skinny genes!

LunaRich® soy powder works at the epigenetic level in your cells to affect gene expression and promote optimal health. Simplicity® meal replacement shakes combine LunaRich with an array of advanced ingredients shown to boost metabolism, burn fat and build lean muscle. Now it's even easier to feel great while you lose weight! reliv.com/simplicity

Simplicity is the seventh product in the Reliv LunaRich line. Learn how you can optimize your health with your own LunaRich points plan. lunarichpoints.com

what's
your
point?



Plan for Success: Make Your Own Milestones

A milestone like Reliv 25 is a great time to look back as a company on how far we've come and plan a course for the future. As a Reliv business owner, you don't have to wait for a big anniversary to evaluate your progress — it should be a regular part of your business calendar.

Many Reliv Distributors have found setting 90-day goals works best. As you review how far you've come in those 90 days, it's great to celebrate your successes. But truly successful business owners also use their 90-day reviews to both identify key elements of success so far and make changes that will help build even bigger business moving forward.

The 3:3:3 Approach

Source: Direct Selling Education Foundation

Here's a process you can use for your own 90-day reviews to help you focus your business activities on even greater success:

- 1 Identify three strengths of your business over the past 90 days.** Did you come up with an innovative idea that led to increased business? Did you put an emphasis on reaching new people? Write down the three things you feel were most important to your success. These are areas that you will continue to develop moving forward.
- 2 Identify three areas of your business that you would like to improve moving forward.** Do you need to do a better job following up? Could you get more organized in your paperwork? Should you get out and do more networking? Write down three areas that you will focus on in the coming months, along with specific activities you will do to achieve greater success in these areas.
- 3 Identify three goals that you have for your business in the next 90 days.** These can be things you can measure, such as increasing your sales or sponsoring, or something new you'll create to drive business growth, such as creating a social media marketing strategy. You should also have at least one goal tied directly to Reliv's Road to Presidential Director, i.e. what you need to do to reach the next Director level. Starting with three goals keeps you focused without causing you to become overwhelmed. Write your goals down, and then make a bulleted list of the activities you'll need to do in order to achieve each goal. Set dates to those activities to hold yourself accountable.

By taking some time to plan, you can be sure that your daily activities are focused on growth — and you'll be celebrating your own milestones before you know it.



9



Invest in Your Success

“No matter how many people you have at the Reliv 25 Conference, you’re going to wish you’d brought more,” Reliv Hall of Famer **Mindy Jones** says.

Mindy was a struggling single mom to her young daughter — working long hours at the dress shop she owned at the time — when she attended her first conference 23 years ago.

“My sponsor explained that, since my goal with Reliv was to provide for my family, I simply had to find a way to go,” Mindy recalls. “So I arranged to have my sister watch my daughter and the manager to watch over my store, and I booked a hotel room with four other women so I could afford to go.

“That conference changed the course of my life,” Mindy continues. “It raised my belief — in the company, the products, the opportunity and, most importantly, in myself and my ability to do this business. Over the years, that investment has paid me more than \$3 million!”

Make the Most of Conference

Mindy shares her tips for getting the most out conference while you’re there:

Connect with the leaders and learn their “secrets” to success.

Introduce yourself. Rather than just asking to hear their stories, ask them specifically what they’ve done to build a successful business.

Take pictures to share when you get home. It makes your stories so much more powerful when you can bring them to life with a picture.

Take advantage of every opportunity.

Get there early and stay late. Attend every breakout session and general session, hang out in the Ambassador section, and trade as many business cards as you possibly can. If you’re brand new, grab hold of your sponsors and be their shadow for the weekend.

Set goals while you’re there.

Conference is an ideal opportunity for goal-setting, when people’s excitement and energy levels are at their peak. Take advantage of the free time between events to sit down with your business builders and find out exactly what they want with Reliv and how they want to get there.

Create momentum now.

Put people on conference calls, connect them to stories, build for every Reliv meeting. The more action you take now, the more your business will explode after conference!



ties that bind

Sacrifice and separation are commonplace among military families, but Reliv has helped strengthen the ties that bind three sisters across the miles. **Jodye Cary** met her future husband, **Justin**, at Covenant College in Lookout Mountain, Georgia. They stayed friends after graduation and started dating only two weeks before he traveled to Korea for a year with the US Air Force. "We knew it would be tough, but also that it would be worth it," Jodye says.

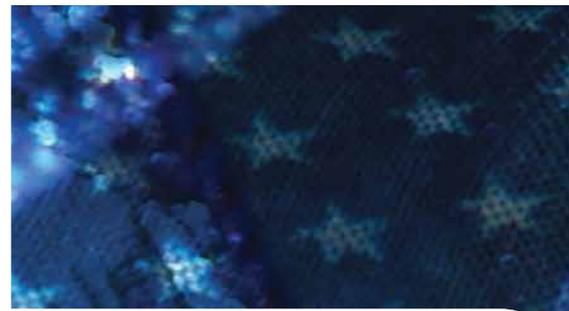
During Justin's deployment, Jodye grew closer to his sister, **Jocelyn**. They took a family vacation to Thailand in March 2012 and everything changed for Jodye. "We were terribly jet lagged when we arrived," Jodye says. "Jocelyn gave me a shot of 24K™ and I felt much better in only 10 minutes! I wasn't jittery at all so I took it for several days to help with the jet lag." Jodye had seen Jocelyn with 24K before but didn't really know what it was. One night over dinner, Jocelyn shared her Reliv story with Jodye.

"She told me about the company and the amazing business opportunity," Jodye recalls. "Jocelyn said it was great for military spouses because you can take your business with you as you move around the country." The business opportunity appealed to Jodye, who knew that she was about to become a military wife and would spend years on the move.

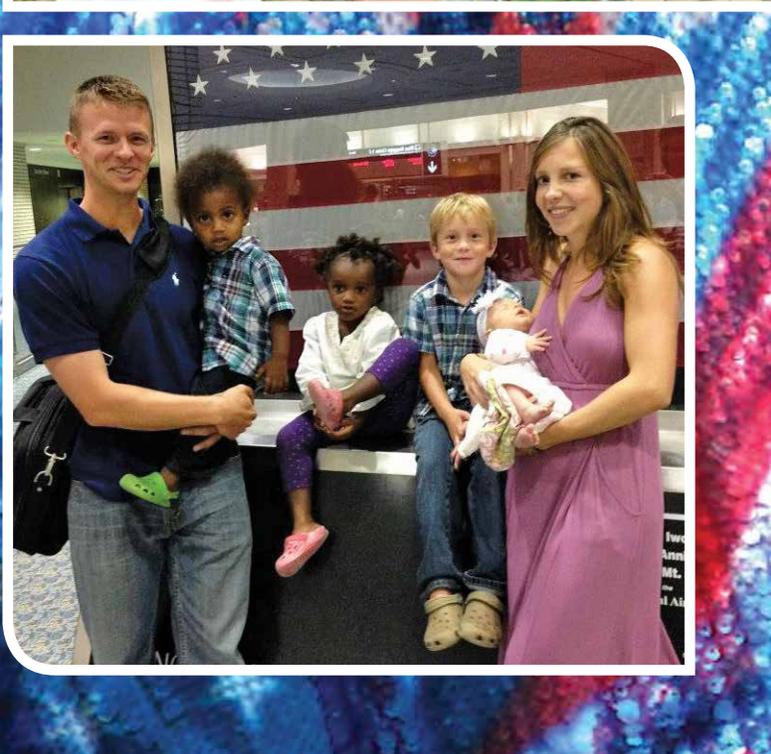
Embracing the Opportunity

Once back from Thailand, Jocelyn encouraged Jodye to become a Distributor, reminding her that friends and family who were interested in optimal health could benefit and get her business started. "I immediately thought of my sister, **Alyssa**," Jodye says. "She had health problems growing up and was always interested in doing anything she could to maintain good health."

Within a few weeks, all three women were on a conference call discussing the potential of running a Reliv business. Jodye signed up and soon after, so did Alyssa. They make a point of chatting frequently from their stations in Florida, Texas and Hawaii, sharing business tips and stories of the results they hear about from their customers.



Reliv Keeps Military Families Close Despite the Miles



Keeping in Touch

"Reliv has been so huge for our families," Jodye says. "I'm so thankful for technology. We catch up and talk so much more because of Reliv and it makes us feel closer than ever. We call or text to talk about our businesses every day and it holds us together as a family when we're living so far apart."

Jocelyn's husband, **Ian**, is in the Army and returned from a long deployment the day after the Austin Conference ended. They're preparing to move from Texas with their three children, but Jocelyn knows that she can take her business with her. "We've always thought that the military is an untapped wealth of people who need to know about Reliv," Jocelyn says. "You can make connections no matter where you live and take them with you as people move from base to base. It's perfect for a military spouse."

Reporting for Duty

Alyssa's husband, **Carl**, is also in the Army and they're preparing for a move from Tampa to California this summer with their four children. "Our husbands all take Reliv and they frequently outperform the other men in their units," she says. Carl has been on a deployment for nearly a year, and Alyssa has found that her Reliv business is a great outlet while he's away. "It has kept him healthier and stronger while deployed," Alyssa says, "He even completed the Dead Sea marathon the day after Reliv's Austin conference and helped to pace the other soldiers. It's a testament to Reliv!"

Jodye reports that Justin recently completed the Great Wall of China Marathon, a brutal feat of endurance that involves stairs. "He told me that everyone else was in bed, totally depleted the day after the marathon," Jodye says, "but not Justin! He was able to walk around and sightsee because of Reliv! It gives him great stamina and energy for physical challenges and helps with soreness after a workout. I'm so glad to have something to send him, and especially thrilled that Reliv ships to APO addresses so we can keep our service people all over the world in good supply!"

"I'm so thankful for the way Reliv allows us to keep our businesses going while our spouses are away," Jodye says. "We're able to contribute to our household income and build a business that will last."

"Costa Rica is on my bucket list, so this is a dream come true! The best part is to have friends on the trip with us! Every penny we earn represents someone else getting better health and finances."

Donna Simkus, MI

"We're so excited because we've had so many firsts with Reliv, and this will be our first trip to the tropics! It's wonderful to see other people being helped. We feel so grateful for this trip!"

Caroline and Traian Florica, Canada

"We are very excited about our trip to Costa Rica! These leadership trips are not necessarily the goal, but the reward for the work done by people who want to build Reliv businesses."

Elizabeth Hogan, OH

We'll have four of our downline Ambassadors on this trip and can't wait to spend time with them in such a beautiful setting. We made a focused plan and worked like crazy. Anyone willing to do the same could earn a trip as well!

Margaret Nafziger, OH

"It's very exciting to get to travel with so many Reliv leaders! We'll be able to really celebrate in such a beautiful place — it has been number one on my destination list for years!"

Mair Hill, IL

"It will be so cold here in Canada when we go to Costa Rica, so we're really going to enjoy the warmer weather! It gets me thinking about my downline and how we can get more people on the next trip!"

Ann Driedger, Canada

"I've not been anywhere exotic and I can't wait to get my passport and see what Costa Rica has to offer! I was always the one holding down the fort while my husband traveled, so I'm happy to finally be able to take him somewhere!"

Marscia Fleagle, OH

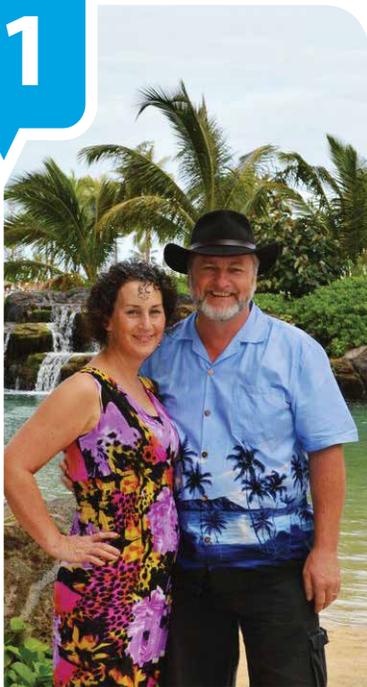


headed to...
costa rica!

want to join them?

Qualify as an Ambassador or advance an Ambassador level by July 31 and Reliv will send you to Costa Rica!

11



Riding the Road to Success

New Presidential Directors **Dan and Fern Utz** of Hicksville, Ohio, have traveled a long road with Reliv. Fern explains: "We had used Reliv products over 20 years ago, but just kind of fell away. I was feeling really run-down and we sorely needed some extra income — I had no idea we would find a solution for both in the same place!

"We started on the products again and felt revitalized and energized," Fern says.

Dream Vacation

With both Dan and Fern working the business, their monthly Reliv income grew to over \$1,000. "Our organization began to grow as we helped our downline grow," Dan says.

After achieving Presidential Director status, Dan and Fern earned a Reliv trip to Hawaii! "We rented a motorcycle and rode the perimeter of the

island," Fern said. "It was gorgeous! My favorite part was having breakfast each morning and getting to talk to the other Reliv Distributors. You really learn a lot from the people on these trips!"

Just Keep Talking

As their business continues to grow, Fern emphasizes the ease of expanding your reach. "It's simple," she said, "we just keep talking to people. Health and finances come up naturally in conversation and everyone wants to know about how to improve both these areas. We can't imagine not having these products in our lives and can't help but share this information with others."

The Utz family can't wait to take more trips together as their income continues to grow. "We'll always be telling people about Reliv."

Vive le France!

Booming French market becomes Reliv's 16th country of operation

On April 1, Reliv announced that it has officially opened in France, which becomes Reliv's sixth country of operation in Europe and 16th overall. "Our business in Europe is booming, and France is a big part of that," President **Ryan Montgomery** says. "Reliv Europe has recorded five straight years of sustained growth and shows no signs of slowing down. Making France our 16th market will provide added opportunities, momentum and increased operational efficiencies."

Explosive Growth

Reliv's net sales in Europe jumped 72.7% from 2011 to 2012 after climbing 80.4% the previous year. The number of Reliv distributors in Europe mirrors that sales growth, increasing 77.4% from 2010 to 2011 and then 79.7% from 2011 to 2012.

"Europe is our hottest market and we are committed to fostering continued expansion in the region," Montgomery says. "We have invested in staffing and infrastructure in Europe, including a new office and warehouse, in anticipation of continued growth."

A Better Life

"Our growth in Europe is a testament to the power of these products and the strength of the Reliv business opportunity," Reliv Europe Managing Director **Eric Vill** adds. "Reliv offers what people today need most: better health and financial freedom. That's why Reliv's business opportunity is exploding in Europe right now. There's an awful lot of doom and gloom all over the news in Europe, but Reliv provides the antidote: hope for a better life and the chance to achieve it."

12



My background is in business development, and my job as an IT middle manager was paying me well but taking me away from my family. Six years ago, my family got great health results with Reliv so I decided to go to my first Reliv meeting. Today, I work the business full time and get to spend a lot of time with my wife and children. We travel more than ever. I have the privilege of helping other people develop strong incomes from home.

I am so excited about what is happening in Europe right now. The growth over the last four years has been incredible, and it's rewarding to have been part of that. The people of Europe are hungry to change their situations. We have seen so many people improve their own health and finances, all while changing the lives of so many others. I've lost count of how many European Ambassadors there are now! My wife and I feel very privileged to be the first Reliv Inner Circle members in Europe and look forward to many more European leaders following our lead.

Jason Gregory, Waltham Abbey, UK



I can pursue my passion

because of reliv

13



Harlan Humphrey

Piedmont, SD

Reliv has allowed me to pursue a passion for **nature photography**. I'd never have been able to do it without the time, freedom and resources that Reliv has given me. The cameras that I use for wild-life photography are very expensive, but I'm able to afford them because of my Reliv business. I always take my camera when I travel to tell people about Reliv. It allows me to capture images all over the place. I even took photos of endangered whooping cranes while at the National Conference in Austin, Texas.

14



Vivienne Smith Lewis

Gresham, OR

I wouldn't have been chosen as **Oregon Mother of the Year** if not for Reliv. It gave me my life back and my kids their mother back. It has made all the difference for us. Through hardships come blessings, and my health has been greatly improved because of Reliv. I'm able to get out of bed and be a part of their lives: take them to basketball games and piano lessons. I'm eternally grateful for these products. My husband was laid off after 19 years at his company. The way the economy was he couldn't get an interview, let alone a job. We took hold of our Reliv business and it has truly saved us.

15



Denise Curry

Scarborough, ME

I took up running 10 years ago to help a friend who needed a running buddy. My son did his first 5K at the age of 8 and completed it in only 24 minutes! He challenged me to step it up, so I gave Reliv's 24K™ and Innergize!® a shot. I take some before my races and then put a few 24K bottles in my pockets. It helps keep me focused on the task at hand and gives me a boost of energy during my race. It pushes me through the moments when I feel like slowing down. I stay focused on my goal! **The Boston Marathon this year will be my 6th full marathon!**

16



Clark Graves

Dacula, GA

As a **firefighter**, I participate in very physical drills that involve tasks like dragging a heavy hose around, jumping and pulling people from buildings. After the drills, we record our blood pressure, pulse rate and other vital statistics. After taking Reliv, my battalion chief noticed that my numbers were the best of my entire group. He thinks that what I'm taking works the best when comparing my results with people taking other products. Reliv has allowed me to fall asleep easier, stay asleep longer and better handle the stress of my job. Reliv helps me be in the best shape possible to serve my community!

17



Dr. Rod & Rosalind Porter

Colorado Springs, CO

Since joining Reliv in 1996, we have been able to help countless people address two of their most important concerns: health and finances. **Another passion of ours is making mission trips to Africa, Central America and South America.** We take about 2,000 pairs of glasses each trip, which are donated through the Lions Club. The vast majority of people we see have never had an eye exam and are so appreciative of our efforts. We are very thankful to the Reliv Kalogris Foundation for their ongoing support and the difference it has made in our mission work.

The generous donations of Reliv Distributors have granted a brighter future to many people around the world. The positive impact made in the lives of Philippino children will inspire for years to come.

h

for a better tomorrow

Welfareville, a Philippine community of 60,000 squatters living on government-owned land subdivided into 42 blocks, is made up of small shanties that normally accommodate 6-10 family members. The overcrowded environment and lack of resources produce poor living conditions and an increased risk of contagious diseases. The children grow up in an atmosphere of little hope.

But right in the heart of block 37, under the direction of **Pastor George and Blessie Padilla**, 160 children in the Reliv Kalogris Foundation's nutrition program are receiving a hot meal two times a week from Pastor George's church and a daily cup of Reliv Now® for Kids from the RKF.

In spite of their living conditions and daily challenges, these children show their gratitude by singing of their joy and sense of hope. Many Reliv Distributors have heard the Himig Pag-asa Children's Choir in the Welfareville video played at the past two conferences (also available online at reliv.com and YouTube). We are excited to announce that Welfareville is the location for our next building project.

Building a Future

Groundbreaking has already taken place for the new building that will provide a safe place for the children to receive their daily shakes. This simple three-story structure will protect the kids from the intense heat in the

dry season and exposure to rain during the wet months. It will also house:

- a daycare center to help prepare the kids for formal school
- community activities and youth events
- mini-clinics held by visiting doctors to provide free medical care
- livelihood training programs for parents
- ...and a place for the choir to practice!

Amid challenges of building in such a confined space, the building is progressing and should be completed by late spring. RKF Chairman **R. Scott Montgomery** and Director **Reggie Ament** will attend the dedication in May and we will be featuring the finished building at the Reliv 25 International Conference in Orlando.

This project was made possible by donations from the 2012 Rally for the Mission. To those who made their tax-deductible contributions, thank you! This annual fundraiser is much more than a morning of entertainment at conference; it is also a means to provide a safe and healthy environment for another group of Reliv Kids. See you at this year's Rally in Orlando!



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18

Love in Action

The Reliv Kalogris Foundation is so close to our hearts. We are literally changing lives in Haiti and around the world. It's love in action. My family has always believed that because we are given much, we are expected to do much for others. The moment we heard about Reliv, we were blessed, and we have an obligation to share these wonderful products with the world.

A teacher at a school we visited in the Philippines told us that before Reliv the children had been too weak and hungry to even sit for their lessons. By the time we saw them, they were singing and dancing! They're so much healthier with proper nutrition, and the assistance we provide will help future generations for years to come.

We live in a global community. What happens in one part of the world really does affect the whole world. We must remember that there are more children out there waiting for us to help them. The impact we can make with just a small amount of money — how much you'd spend on a cup of coffee or even the coins in your pockets — can save the lives of these children and provide them with a brighter future.

I'm so blessed to be part of this company. Words cannot explain the wonderful things that the Reliv Kalogris Foundation is doing. I can't fathom retiring from sharing such a blessing with others, and I hope that the generosity of Reliv Distributors continues to benefit humankind for many years to come.

— Aurora Paredes, Dallas, TX



Name: Anthony Fontana

Hometown: Tustin, CA

Gigs: Reliv, Disney, Actor, Vocal Instructor, Martial Arts Instructor

Reliv Regimen: Reliv Now®, Innergize!®, FibRestore®, ProVantage®, 24K™, Simplicity®

Family Ties: My dad has had serious health issues for years. I knew that Reliv would benefit him. I was so excited about the wonderful results people had been getting with Reliv.

Dreaming the Dream: I dream of becoming an actor and moving to The Big Apple or walking the red carpet. Through Reliv, I can make a difference in the world by changing people's lives while making money just for helping people and setting my own hours.

Growing Fast: I recently sponsored my first Master Affiliate and earned the title of Director. Since the introduction of LunaRich®, I have seen people get excited about all the research that Dr. Galvez has been doing. It is giving people hope; they are seeing results.

Name: Annette Wells

Hometown: Beverly Hills, MI

Gigs: Reliv, Interior Designer

Reliv Regimen: Reliv Now, Innergize!, FibRestore, SoySentials®, Cellebrate®, 24K, ReversAge®, Arthaffect®, ProVantage

Choices: The research and development of Reliv products was of utmost importance to me because of my interest in nutrition. I signed up as a Master Affiliate before I had even tried my first shake.

Making Moves: My Reliv business has been with me through a move to Canada and back to Michigan. I built my business the whole time I was in Canada, earning bonuses and trips.

Momentum: We've been getting the word out about LunaRich and it's very exciting to have such a great product that helps people. People are craving information and I'm so happy to share it with as many people as I can. Next stop: Ambassador!

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: Lauren Betts

Hometown: Shelby Township, MI

Reliv Regimen: Reliv Now, Innergize! 24K, Simplicity, ReversAge and LunaRich X™

Get Going: Three years ago I was training for a half marathon when a friend suggested that I take a Reliv nutritional supplement to help with my running. I took the product for eight months and felt great on the day of the race. It wasn't until mile 10 that I realized the changes that had occurred in my health!

Moving Up: I remembered how I had felt at the same race the year before. My joints hurt, my face was flushed and I wanted to quit with each step. After Reliv, I felt strong! I had energy and no muscle soreness! I placed 3rd out of all the women in the race; the previous year I had been 65th!

Growing Fast: I began sharing Reliv with everyone I know and within six months I was a Key Director! After three years, I'm now a Senior Director and am honored to help others achieve their dreams.

Name: Kathy Gorby

Hometown: St. Marys, OH

Reliv Regimen: Reliv Now, Innergize!, FibRestore, ReversAge, SoySentials

Reaching Out: We had been looking for help for our son's health. We had tried just about everything when a friend suggested Reliv. My son gave it a try and has improved. I've also benefited from Reliv, including help with menopausal symptoms.

Spread the Word: I developed "loose jaw syndrome" because I just can't stop talking about Reliv! I'm especially touched by how the Kalogris Foundation helps feed children around the world. Everyone deserves a happy and healthy childhood.

Take the Plunge: After six months of running my Reliv business, I earned more than \$12,000! If you're on the fence, what do you have to lose? There is a money back guarantee and you have a chance to improve your health as well as the health of others.





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Name: Cayla Collins

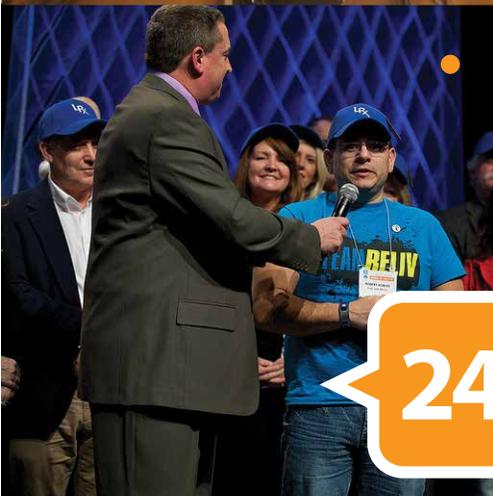
Hometown: Atkinson, NH

Reliv Regimen: Reliv Classic®, FibRestore, Innergize!, GlucAffect®, SoySentials, ProVantage, 24K and LunaRich X

Good Start: My parents had known about Reliv for 20 years and gotten great health results. I took it for prevention the whole time I was growing up and I still do. I've seen the benefits in my own family.

Working It: I graduated college nine months ago and was lucky to get a job immediately. I was working 7 am to 7 pm and my paycheck never went up no matter how hard I worked. I attended Conference in St. Louis and came home ready to take control of my finances.

Fallback: Three weeks after I got home, I was laid off from my job. I had only been there for three months. I decided to get serious about my Reliv business and it has been wonderful for me. Someone recently thanked me for saving his life by introducing him to Reliv! I'm able to make money and support myself while changing lives!



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Name: Bobby Robles

Hometown: Free Soil, MI

Reliv Regimen: Reliv Now, Innergize!, FibRestore and LunaRich X

Weighed Down: I've been a police officer for the past 13 years and never realized what carrying around 50 pounds of extra weight does to your body!

Get Moving: My doctor told me to lose some weight, so I dropped 50 pounds and completed a triathlon. My knees began to hurt so I became less active.

Protect and Serve: My sister shared information about Reliv and I decided to give it a try. Coworkers have noticed that I have more energy and I'm getting my weight under control. Now I am sharing what I've found with others and building my own Reliv business.



25

Name: Beth Mull

Hometown: Allouez, MI

Reliv Regimen: Reliv Now, Innergize!, ProVantage, Arthraffect, SoySentials, FibRestore

Only a Dream: I'm an occupational therapist and runner. An osteoporosis diagnosis at age 40 made me wonder if I'd ever be able to mark running a marathon off my bucket list. It didn't look like an option.

Now a Reality: After being introduced to Reliv, I felt much better and I began training. I just wanted to see how far I could go. I added ProVantage and Arthraffect and made my dream come true!

Reliv Reassurance: I am thankful to be getting healthier every day and started working my Reliv business full time after I lost my job in February. I had such a sense of peace knowing that when my job was gone, I already had an awesome opportunity in my hands! I'll always be grateful for Reliv!

what's
your
story?

We want to hear it! Send us your Reliv health or business success story and, if we feature it in *Lifestyle* magazine, we'll send you a Reliv t-shirt! Submit your story today: mmanley@relivinc.com

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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CONGRATULATIONS!



“Reliv 25 is more than a celebration for our company — it is a tribute to the hard work of Reliv Distributors around the world. Whether you’ve been with us since the beginning or just found us today, you are Reliv 25. We are proud of everything you’ve accomplished and all that you continue to do every day to help Nourish Our World. On behalf of all of us at Reliv HQ, congratulations on a job well done!”

— **Ryan Montgomery, President**





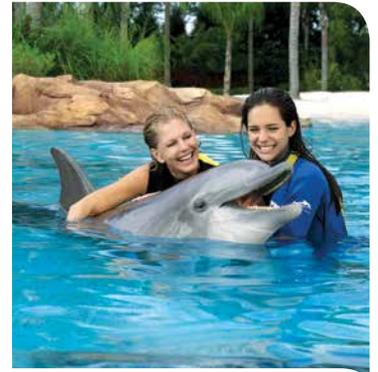
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