

25

**Enjoy the ride!**

Reliv kicks off 25<sup>th</sup> year with  
bold vision for your future

# lifestyle

fall 2012 [reliv.com](http://reliv.com)





Three people. One need. Twenty-four ingredients.

# my shot: the 24K experience



RELIV INTERNATIONAL PRESENTS A RELIV 25 PRODUCTION A VIDEO INSPIRED BY HEALTHY ENERGY  
SHOT 24K ALEX SAWKA MISTY JENSEN GEOFF & JACOB MEYERKORD AND DR. CARL  
HASTINGS IN 'MY SHOT: THE 24K EXPERIENCE' PRODUCED FOR RELIV DISTRIBUTORS  
DESIGNED FOR SHARING WITH EVERYONE

**NOW PLAYING**

[reliv.com/24K](http://reliv.com/24K) [youtube.com/relivinternational](http://youtube.com/relivinternational)

## Tweets



**Lisa Lyon** @ Franklin, MI

Another patent! ProVantage got a patent! And it now has LunaRich! #Reliv



**Mara Hagopian** @ Minneapolis, MN

Absolutely love this @Reliv combo! ProVantage & Innergize!

do you want  
to be **first?**



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## ProVantage® Earns Patent, Adds LunaRich®

My favorite product! It helps me so much with my muscle aches and cramps! So glad it's a patented formula now! Reliv is flying, and there are no brakes on this ride!

**Melanie Thornbury via Facebook**

Ahhhhhhh!!!!!! I am SO excited about ProVantage! Not only the eighth Reliv patent, but also now with LunaRich. Doesn't get much better than that! I LOVE ProVantage!!!!

**Lauren Laird via Reliv Blog**

Before starting my workout, I take ProVantage, Reliv Now and Innergize. Three of the mornings I work out with heavy weight and walk as part of my routine. The other two mornings I do various exercises to complement my workout for the week. I am more physically fit now at 69 that I have ever been in past decades!

**Nick Demetre via Facebook**

Today I swam, biked and ran my way through my first Sprint Triathlon, thanks to five months of training and my twice daily shakes — with ProVantage! I didn't win but I finished stronger than expected and am looking forward to my next one! Thanks Reliv!!!

**Mark Kowalski via Facebook**

Love the ProVantage for workout recovery! I am running again. I have not run since high school!

**Lisa Wise via Facebook**

ProVantage is my source of protein and performance nutrition in a can! It's why I'm seeing new muscle tone and mass as I work out this year!

**Temp Nin Time via Facebook**

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**on the cover:** Reliv Distributors float down the Spray River during the 2012 Leadership Celebration in Banff, Canada.

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# 10



# 25+ Reasons to Get Excited

Reliv officially opened its doors in October 1988, which means we've just started our 25th year. Welcome to Reliv 25! More than an anniversary, Reliv 25 is a call to action and a vision for what lies ahead... over the next quarter century, next year, next month and today — right now!

Don't wait to start living your dream. Use Reliv 25 as motivation to start building it. Grab a hold of everything happening in Reliv in these final months of 2012:

- Reliv executives and Distributor leaders presenting at Special Events across the country (check our events listing online)
- A huge promotional announcement coming November 1
- Exciting LunaRich® research news and announcements on the way

Then get ready for a 2013 that's going to trigger a Reliv explosion! What we'll be rolling out in the first couple months of the year will give you opportunities to reach new people like never before. Reliv is taking innovation to an all-time high — that's saying something!

So prepare yourself now to take full advantage. Make the move to Master Affiliate. Earn that year-end promotion. Build your organization and move up the Distributor ranks.

This issue of *Lifestyle* is filled with people taking action and making things happen. If they can do it, why can't you? What you do now will pay big dividends in the months and years ahead. You CAN do it — and we're here to support you every step of the way.



**Ryan Montgomery**  
President



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

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

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

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# an event worth sharing

## Highlights ▼

### Nathan Uhrich, Anaheim, CA

I went onstage to be rewarded for helping change people's lives! All I did was sign up four Distributors and grow my business. I'm really looking forward to quitting my job and working Reliv full-time so I can focus on my future family and spend more time doing what I want to do!



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### Beverley Schwendinger, Garden Grove, CA

We were all so pumped up from the workshops and general sessions that we just gathered on the floor to talk. We discussed our goals and future plans with Reliv. Several people in our group decided they were going to reach Ambassador by the Reliv 25 International Conference in Orlando. We're going to beat Europe!



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### Jonathan Aguayo, West Covina, CA

This moment at the Saturday Night Party at Busch Stadium made a big impact in my life — it was right then that I decided to become a Master Affiliate. I was so excited that I ran to [Senior Vice President of North American Sales] **Steve Hastings** and told him the good news, which excited him too. I'm ready to take my future to the top and spend more time doing what I want to do!



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### Delia Chamberlain, Diamond Bar, CA

Conference is the best time to reconnect with Reliv friends. Since many of us live in different cities, states and countries, we don't always see each other face-to-face outside of conference. Many of us aren't in the same organization, but we have so much fun helping each other. Fellow Distributor **Louise Kohl** has been one of my biggest inspirations. I love her enthusiasm for Reliv — and for life!



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Distributors from California provide a timeline of the International Conference experience

Highlights ▼

**Matt Redman, Anaheim, CA**

I came to conference less than two months after being introduced to Reliv and about a month after starting on the products. I was excited to meet the people from all over the country with whom I had spent the first few weeks on lots of three-way phone calls. I saw how big the Reliv family is and how ready and willing everyone is to help one another. I look forward to reunions in Austin and Orlando!



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**Lauren Laird, Garden Grove, CA**

We all arrived in St. Louis and checked into our hotel room. On the way to lunch we decided to take a picture in front of the Arch. I had this “ah ha” moment where I realized: our organization is growing! Our group had tripled from last year. And to think, Reliv brought these people into my life. I’m blessed!



Like · Comment · Share

**Robert Laird, Garden Grove, CA**

As I walked through Reliv HQ, I realized how much of a partnership exists between Reliv Corporate and Reliv Distributors. We can’t do our incredible work without each other. During our tour, we took a moment to leave notes of appreciation and take a funny photo at one employee’s workstation!



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**John Schwendinger, Garden Grove, CA**

What hit me at my first International Conference a year ago was that this company is run by people who truly love what they do. When we first met [Reliv Headquarters Employee] **Mike Leslie** on the factory floor, I saw how well Reliv treats everyone who makes it run. Some other companies can’t be bothered to do the same.



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Experience conference for yourself in 2013 at our Reliv 25 events in Austin and Orlando! Learn more on page 31.

See a full Conference recap “The Bigger Picture of a Bigger Reliv” by Robert Laird at [reliv.com/blog](http://reliv.com/blog) or scan this QR code to check it out.



# it's <sup>still</sup> go



I move every two to three years as an Air Force wife, so it's harder to create close connections. I host 'shopping expos' with other Reliv Distributors and small business owners, reach out through social media and take advantage of opportune moments. My first Master Affiliate came through a chance meeting at a real estate office. I had to give up a lucrative executive position due to our military life, but Reliv gives me both the flexibility I need and the opportunity to earn big.

## **Lisa Wise**

**Director**  
**Prattville, AL**

My plan is to work my darndest for the next three years and see where it takes me, reaching a new Distributor level every 90 days. You can do just about anything for three years, right? A professional networking organization helped me triple my business. 24K™ is opening doors and branding my business in the community. And scheduling my time is helping me get things done. I'm just getting started! I look forward to seeing the world and supporting causes I believe in.

## **Tally Decato**

**Director**  
**South Paris, ME**



Reliv is all about the stories — that's what drives our business. We talk to people constantly, let them hear Reliv success stories any way we can and the excitement spreads from there. We use it all — conference calls, in-home meetings, special events and conferences. We brought 10 people with us to International Conference and now they're off and running. We just got back from a Reliv trip to Banff and can't wait to go to Costa Rica and Hawaii next year!

## **Terry & Sally Cover**

**Ambassadors**  
**Bedford, PA**

I started re-focusing on my business right before International Conference. It's amazing what a little focus can do! We're taking action every day and making things happen. My goal is to reach Ambassador and earn that trip to Costa Rica! From there, I'm shooting for a six-figure income and eventually my dream to build a school for girls from families in need. Reliv has given so much to me, and I want to give some of that back.

## **Becky Bauman**

**Senior Director**  
**Drayton, Ontario, Canada**





# time!

**How do you succeed in Reliv? You take action!** And Distributors across the country are heeding the call to action from the “It’s Go Time” International Conference. They’re using the Reliv Success System, Reliv tools, new technologies, networking groups and good old-fashioned talking to people. No matter how they’re doing it, one thing is clear: **action brings results.**



We are wearing out our upline! We’re reaching out to people across the country and connecting them right away on the phone with our upline leaders, then using the whole Reliv System to get them started. It takes just 20 seconds of courage to turn moments into opportunities. When we think about the lifestyle we’re building and the time we’ll be able to spend with our kids, that courage is easy to come by.

**James & Christine Ewing**  
Directors  
Chicago, IL

My wife, **Lucinda**, and I have a simple plan: talk to at least two new people every day about Reliv. As a truck driver, I share Reliv wherever and whenever I can. The other day I gave a compensation plan presentation on a McDonald’s napkin! In trucking, when the wheels aren’t turning, I’m not earning. But Reliv is a business that works right along with me. I’m going to catch my mentor, Hall of Famer **Tom Pinnock**, and become Reliv’s next Four-Time Platinum Ambassador!



**Josh Yoder**  
Director  
Hicksville, OH



I’m getting Reliv’s message out any way I can — making phone calls, connecting people to webinars, using the new opportunity presentation... I even wrapped my car with Reliv! I’m naturally shy, but knowing what Reliv can do for people makes it easy. I worked at a collections agency for 20 years; it’s much more rewarding to give people something instead of taking it. My goal: Presidential Director by Orlando!

**Becky Hanson**  
Director  
Veneta, OR

I’m making Reliv visible in the community — networking luncheons with other small business owners and Team Reliv-sponsored running events. I’m also re-approaching people on my list with all the exciting things happening in Reliv right now. Being a stay-at-home mom means everything to me, and I love helping others live their dreams too.



**Nicola Ash**  
Key Director  
Milwaukie, OR

# 25



## catch the vision

By Ryan Montgomery / President, Reliv International

### Founded on Principle

Reliv started with a product, a breakthrough nutritional supplement. Founders **Robert and Sandy Montgomery** wanted to share that product with the world — and do it the right way.

So they surrounded themselves with quality people dedicated to the same high standards. They created a company that measures success not just financially, but by the trust and respect earned along the way.

At Reliv, it's not about "whatever works" but what will stand the test of time. The result is a company built to last — and now looking to the future.

### Your Time Is Now

That's where you come in. The key to prosperity isn't more jobs; it's more entrepreneurs.

You can join other Reliv business owners sharing better health and a better lifestyle with the world.

The hard part's been done; a rock-solid foundation is already in place. We're going to take Reliv to the next level — **and you can lead the way.**

### On the Cutting Edge

Reliv is a wellness company — that's what we do. Our mission is to Nourish Our World. Whether your goal is fitness, prevention or just feeling better, we have what you need. Reliv offers the most complete and effective nutritional supplements available today.

**Our approach: Never. Stop. Innovating.** This year, Reliv earned two more product patents, won a Best New Product Award and introduced LunaRich®, an exclusive breakthrough ingredient.

But what really matters is that people like you are getting results. That's why we'll continue to develop cutting-edge solutions to meet your needs.



# What is Reliv 25?

a lot of things really:

- **An anniversary:** Reliv turns 25 in 2013.
- **An event:** The Reliv 25 International Conference takes place in Orlando on July 18-20.
- **An initiative:** Reliv is embracing new ways to advance our company, product line and business opportunity.

But most of all Reliv 25 is a vision for a limitless future — for the company, for our mission and, above all, for you.

## Distributors First

Reliv is also an exceptional business opportunity. Here, Distributors come first. **We know that when you help enough people get what they want, you get what you want.** That's why our retention rate ranks among the best in the direct sales industry.

Reliv's culture is welcoming, supportive and, above all, fun. And the right culture is what makes a good company great.

Great companies also look ahead. Reliv is embracing technology and innovative ways of speeding up your business. We are creating tools to help you connect with more people. We are streamlining processes to make it easier than ever for new people to get started. Above all, we are doing everything possible to accelerate your success.

## Your Company, Your Future

Your Reliv success comes from your desire to improve your life in a meaningful way. Better health and financial security are just the start. Reliv provides time freedom, strengthens families and inspires personal growth. The best part of building a Reliv business is who you become in the process... and the relationships you build along the way.

With Reliv you can:

- be your own boss
- enjoy financial freedom and a secure retirement
- see the world
- define your own priorities
- live the life you have imagined

**And you can start today!** You've already taken the most important step — you found Reliv. From here how far you go is limited only by how big you can dream.

Our first 25 years were just the start of what we'll achieve in the years ahead. Reliv is *your* company, and we stand ready and committed to doing everything possible to help you succeed. **Together, we're going to change lives for the better — starting with yours.**

## Catch the Vision on Video

You can share the Reliv 25 Vision online through a cool new video featuring Ryan Montgomery! Just visit [reliv.com/reliv25vision](http://reliv.com/reliv25vision) and use the share icons on the video player to spread the word via email or any social media platform.



## Win a Reliv 25 T-Shirt!

All year long, we will be accepting submissions on the Reliv Blog for your chance to win a cool new t-shirt: "Healthy and I know it" on the front, Reliv 25 on the back. October's contest is to submit your favorite motivational quote. Future drawings/contests will include:

- Tell us your "why"
- Caption contest
- "What is Reliv?" in 25 words or less

Subscribe to the Reliv Blog to stay informed of your next chance to win: [reliv.com/blog](http://reliv.com/blog)





# patented *PERFORMA*



Two of the loudest ovations of Reliv International Conference came on opening night:

*ProVantage has added LunaRich soy powder!*

*ProVantage is now the eighth Reliv product awarded a US patent!*

And the celebration was on...

## Major Advancement

ProVantage® marks a major advancement in the science of sports nutrition. It meets the needs of physically active people to improve performance, endurance, recovery and repair.

"Whether you're working out in the gym or your backyard, you need the right nutrition to perform your best," notes **Dr. Carl Hastings**, ProVantage's creator. "ProVantage delivers that nutrition, and the patent confirms the uniqueness of a formula designed to deliver real results."

## Soy Powerful

Studies show the effectiveness of soy in promoting optimal fitness. ProVantage contains 13 grams of healthy soy protein per serving for increased muscle mass and function. With the addition of LunaRich®, the soy in ProVantage is more beneficial than ever.

The elevated lunasin levels in LunaRich protect against oxidative stress and inflammation caused by high-impact exercise. Over time, this oxidation can cause cell damage throughout the body. Lunasin works to protect cells by reducing the negative effects of oxidative stress and by regulating the body's inflammatory response.

# NCE

## Protein Plus

ProVantage is much more than your average protein powder — it's the only high-performance formula to unite such a potent combination of antioxidants and supercharged amino acids.

**Medium Chain Triglycerides (MCTs):** reduce body fat and increase muscle mass, improve muscle repair and quickness and provide more energy than carbohydrates.

**Tonalin® (conjugated linoleic acid-CLA):** reduces fat and increases muscle tone by helping the body extract more energy from food.

**Creatine:** sustains peak performance for longer periods of exercise and reduces muscle recovery time.

**CoQ10 & Grape Seed Extract:** promote energy production, combat free radicals and support the immune system.

**L-Carnitine, L-Glutamine & Ornithine Alpha Ketoglutarate (OKG):** combine to optimize muscle function, reduce fatigue, enhance energy production, shorten recovery time and convert fat to energy.



## Winning With ProVantage

I'm 53 and still as active as ever. I do cardio, weights and play baseball and basketball — often with guys half my age. My wife, **Nina Jean**, became a triathlete at the age of 48 and exercises daily to keep in shape for her new passion. We both turn to ProVantage to get us through our workouts and help us recover afterward. It's part of every shake we take.

ProVantage is also a big part of our Reliv business. We've set up booths at wrestling tournaments, swim meets and the local bike shop to market Reliv products, specifically ProVantage, Innergize!® and 24K™. Our approach can be found on our business cards: "What gets you to the finish line?" Athletes of all sorts have had great results on the products and come back for more. And now that we can tell them ProVantage has LunaRich and is patented, they're even more eager to try it.

**Bill Guilford, Alpharetta, GA**



## Undefeated

I wouldn't be a college athlete without ProVantage. I play volleyball for Benedictine University, and we put in up to seven hours a day between practicing, weights and conditioning. ProVantage fuels my workouts and helps me bounce right back the next day. I've also been able to recover from injury in record time. It must be helping at game time too — we're undefeated so far this year!

**Kara Zuro, Crestwood, IL**



## Post-Grad Performance

We recently finished our collegiate athletic careers at BYU — I played basketball and **Dani**, now my husband, was on the swim team. My high metabolism burns energy quickly during exercise, so my nutritionist recommended using ProVantage right after workouts to replenish and recover. It made a huge difference. Dani added muscle mass with ProVantage and found he recovered from weight workouts more quickly than his teammates. We both continue to use ProVantage to fuel our active lives today.

**Stephanie Bates, Provo, UT**



## Ready to Ride

I'm 72 and a retired New York state trooper. Thanks to Reliv nutrition, I'm able to stay active and ride with a local cycling club. ProVantage fuels my rides and helps me recover quickly, especially when I push myself. I recently had a nasty spill when I bumped tires with the rider in front of me. ProVantage and other Reliv products helped me bounce back right away. People couldn't believe it when they saw me three days later ready to ride!

**David Clarke, Parrish, FL**

# Beyond the Genome: How lunasin works to promote

The sequencing of the human genome was hailed by scientists at that time to be the harbinger of medical miracles. Yet 12 years later, deciphering our DNA has brought us no closer to understanding, much less finding effective preventive approaches for, major chronic diseases. The good news: groundbreaking research is uncovering a higher level of complexity beyond genetic variation. Even better news: proper nutrition can produce positive changes at this higher level.

We sat down with **Dr. Alfredo Galvez**, the scientist behind Reliv's LunaRich® soy powder, to discuss how the lunasin soy peptide works at the epigenetic level to promote optimal health.

## **Q: What is the epigenome and what role does it play in cell function?**

To better explain the epigenome, you must first understand what the genome is. The genome is the DNA that makes up a living thing — the blueprint of life. Each cell in our body contains the same DNA, or genome. Epigenome literally means “beyond the genome” and represents another layer of complexity. The role of the epigenome is to essentially tell the genome what to do by dictating which genes to turn on or off inside the cell. We have more than 300 cell types — skin cells, liver cells, brain cells, etc. — that

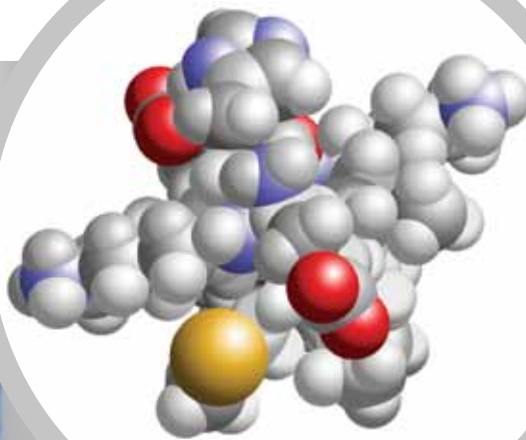
look and function differently even though they have the same DNA. What differs among these cells is their epigenome.

## **Q: How can nutrition promote optimal functioning of the epigenome?**

The epigenome changes as we age and interact with our environment. However, unlike unwanted changes in the genome, which we call mutations and are permanent, those changes to the epigenome can be reversed so as to promote optimal functioning of the cell. Research is now revealing that good eating and lifestyle habits, along with supplementation with natural bioactive agents such as those found in Reliv products, have the ability to promote those changes in the epigenome that can lead to healthier cells.

## **Q: How does the soy peptide lunasin affect the epigenome?**

I discovered lunasin by accident 16 years ago. One of the important observations that I made through many hours of looking through the microscope was that lunasin can attach itself to the epigenome and, as a result, can increase expression of important genes needed for normal functioning of the cell and protect the cells from environmental damage once it occurs. That's how lunasin has both maintenance





# the optimal cell health

and preventive roles in the cell. It maintains optimal functioning of the epigenome and prevents unwanted changes that can eventually lead to chronic diseases.

## Q: What benefits of lunasin is research uncovering?

From my initial experiments I was able to identify lunasin's mechanism of action and how it modulates the epigenome. Understanding this, I then discovered lunasin can reduce the production of bad cholesterol in the liver and can explain the cholesterol-lowering effects of soy protein. The University of Illinois later found that lunasin has anti-inflammatory effects, UC-Berkley uncovered its antioxidant benefits and Purdue University recently proved that lunasin enhances innate immunity. We anticipate discovering additional health benefits of lunasin in the months and years to come.

## Q: How does the elevated lunasin content in LunaRich soy powder help promote the effectiveness of other ingredients in Reliv products?

Lunasin enhances other bioactive agents in two ways:

- **Synergism:** It works synergistically with those agents. Each of these bioactive agents has its own specific effect on genes and physiological pathways. We know that chronic diseases are caused by multiple pathways and interaction of those pathways. So if we disrupt several of these pathways by using different bioactive nutrients, we can potentially produce a more effective way of preventing chronic diseases.

- **Increased potency/efficacy:** We've also shown in our research that lunasin can increase the potency or efficacy of other bioactive agents. For example, some bioactive agents are activators on some important genes involved in maintaining health. Once these genes are activated, lunasin has the ability to further increase their expression by making them more readily recognized by the cell.

## Q: What new developments can we expect to learn about lunasin and LunaRich in the coming months?

Lunasin research continues at top institutions across the country. And we are very excited with some of the latest results of research at the Missouri Plant Science Center with Reliv Now® with LunaRich. I can't reveal the details of the results just yet, but I can say they are very, very promising and that you'll be able to see them in the next few months. We're working hard to come up with new nutritional solutions for Reliv, especially new combinations of Reliv products and lunasin/LunaRich. So stay tuned for some exciting news coming soon!

*Dr. Alfredo Galvez is a renowned research scientist at the Center of Excellence in Nutritional Genomics at UC Davis and lead scientific advisor at the Missouri Plant Science Center. Dr. Galvez first discovered lunasin in 1996 during research at UC Berkley to improve the nutritional profile of soy protein.*

## LunaRich Delivers Results

As a vehicle safety inspector, I have to crawl under trucks and buses all day. Joint problems were making my job nearly unbearable. I started on Reliv Now with LunaRich and felt better almost right away! My wife, **Sheila**, lost 32 pounds and feels great too!

– **Mark Willingham, Reno, NV**

I donated a kidney, so my doctor keeps a close eye on my cholesterol. LunaRich has helped lower my bad cholesterol, increase my good cholesterol and cut my triglycerides nearly in half! People who were never interested in Reliv before now suddenly want to know more.

– **Juanita Jachetta, Warden, WA**

# welcome to the real world.

## hard facts

About 1.5 million, or 53.6%, of bachelor's degree-holders under the age of 25 last year were jobless or underemployed.

Since 2000, the real (inflation-adjusted) wages of young high school graduates declined 11.1%, and the real wages of young college graduates declined 5.4%.

For the next 10 to 15 years, the Class of 2012 will likely earn less than they would have if they had graduated when job opportunities were plentiful.

*Source: Economic Policy Institute*





## simple truth

You can launch your own Reliv business and start making money — today, right now.

Your Reliv business pays you what you're worth based on your own hard work.

There is no limit to how much you can earn with Reliv, and the work you do now can pay you the rest of your life.

*Source: Thousands of Reliv Distributors worldwide*



# 7 Habits for Highly Successful



Think about something positive you do during the course of any given day that would be considered habitual. Jogging every morning before work? Checking in on a loved one with a phone call? You have established some good habits throughout your life that enrich you in some way. Building a successful business requires good habits. How many on the following list are part of your business protocol?

1  
2  
3

**Set goals.** This tip includes both short-term and long-term goals for your business. What can you do each day to achieve your short-term goal? What can be done each month to reach your long-term goal?

**Define success.** Success is measured differently by everyone, so take some time to reflect upon what is important enough that represents success to you. Your definition of success may change throughout your time as an entrepreneur, but having a concrete idea of what it actually is will keep you motivated and on task.

**Prioritize.** It can be tempting to try completing everything that needs to be done all at once. However, this is unrealistic. Owning a business requires stamina, and without pacing yourself, burnout is bound to happen. Prioritize your tasks and reassess your list regularly.

# Successful Business Owners

by the Direct Selling Education Foundation

**4 Organize.** Disorganization can literally cost you money. If you need to bring order into your office, do so immediately. If you are already sufficiently organized, establish habits that will encourage you to stay that way. Small business ownership is a sort of juggling act, one in which chaos and clutter have no place.

**5 Personalize.** One huge advantage small businesses have over corporate giants is customer relationships. Assess the relationships you have with your customers and the service you provide them. How can they be improved? What can you offer that goes above and beyond? Word of mouth is a powerful thing, and being a poster-child for exceptional customer service will benefit your business in a multitude of ways.

**6 Identify the bad habits.** The creation of good habits must replace the bad ones. Figure out what is ineffective for your business, and come up with a way to replace those things with good habits. Do you procrastinate when following up with customers? Replace this bad habit by dedicating a set window of time every day or week to exclusively contact your customers that need a follow-up. Before you know it, it will be second nature for you to stay on top of customer service.

**7 Change one thing at a time.** It takes time to make behavior habitual. Choose one element on which to focus, and perfect that first before moving on to the next. This will facilitate consistency and long-term maintenance of those good habits.

*The Direct Selling Education Foundation engages and educates the public about how direct selling empowers individuals, supports communities and strengthens economies worldwide. The DSEF offers a free e-book “Business Owner’s Road Map to Success” with techniques for everything a small business owner needs to master. Visit [dsef.org](http://dsef.org) to learn more.*

## Hall of Fame Habits

We asked members of Reliv’s Hall of Fame to share their best habits!

Do what seems hardest first every day. The rest flows easy after that first step. Do the same thing the next day and the next, until pretty soon it becomes a habit.

**Gayla Renton**

We’ve learned to get into the habit of being better listeners. By listening carefully to people, we can address their specific needs or concerns.

**Raul & Aurora Paredes**

Our number one habit is to connect someone to a success story every day. Our second most important habit is to never stop doing our number one habit!

**Jim & Sandy Schaben**

Commit to follow-up. No matter how well you present Reliv to a new person, he can only see a small part. Connect him to other people to help him see the bigger picture.

**Joe & Carol Felger**

The best way to form a good habit is by doing the basics — consistently exposing new people to Reliv’s business, products and company. Take action every day.

**Jim & Marge Rodgers**

My best habit is to get out and talk to people about Reliv. All.The. Time. And I always lead with the business. Show an interest in people and the door to talk about Reliv naturally opens up.

**Trish Fischer**

I ask myself daily, ‘Is this the best use of my time?’ I got into the habit of treating Reliv as if I were the CEO of an international, multi-million dollar business — and today I am!

**Terry Renton**

Become aware of your bad habits, then replace them with good ones. Being active is not necessarily being productive. I’ve replaced activity with productivity.

**Linda Vance**

Consistency, perseverance and determination are key ingredients in being successful. Do something every day to advance your business.

**Jane Rodgers**

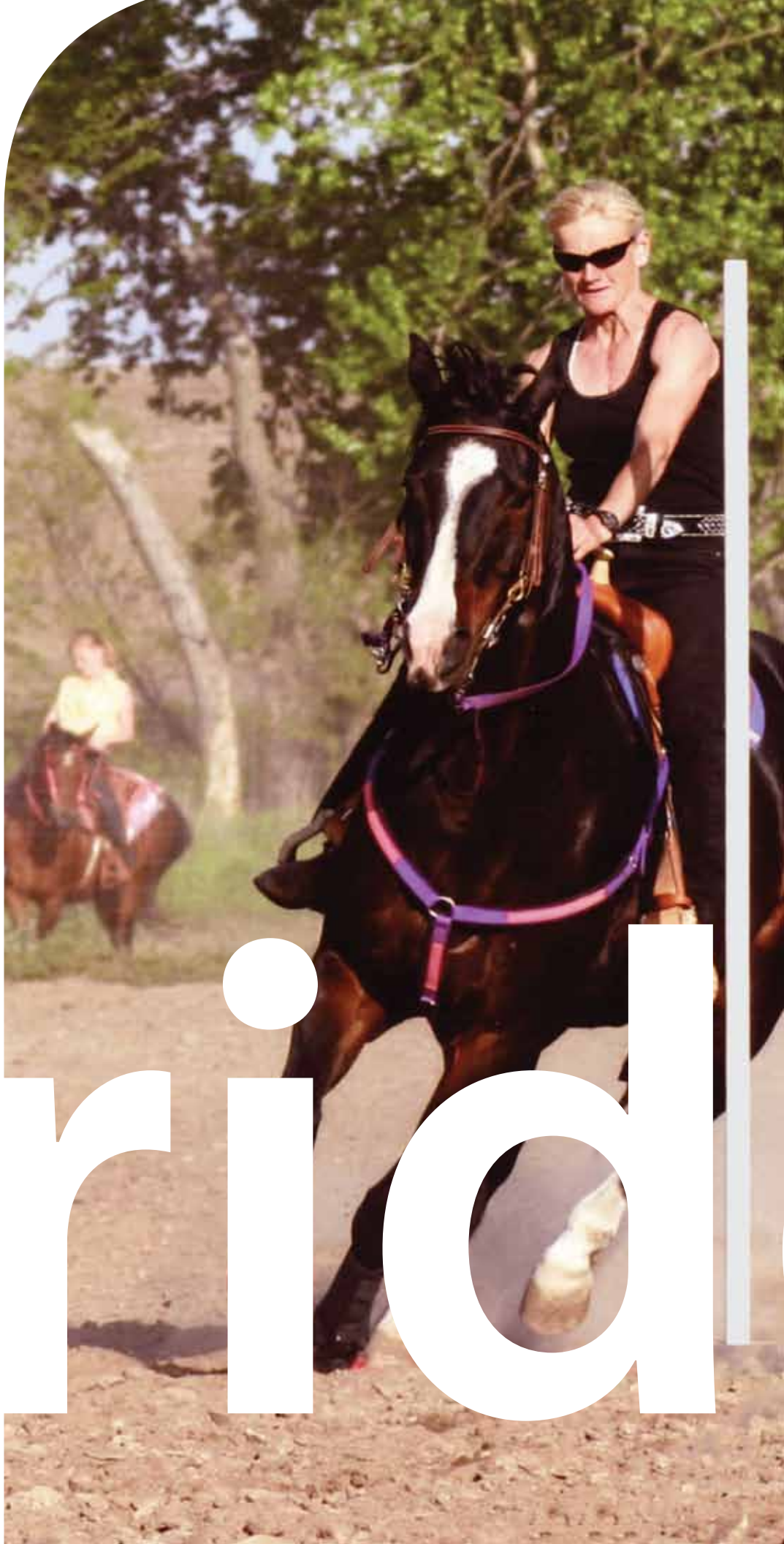
My best business-building habit is to expose someone new to Reliv every day on purpose. I conduct an appointment with at least one new person five days a week.

**Pam Thielen**



Thirteen years ago, personal trainer **Pam Thielen** of Elkhorn, NE, was looking for a nutritional supplement to recommend to her clients. Instead, she found a whole new lifestyle.

ENJOYING  
THE







"I KNEW RELIV SUPPLEMENTS WERE THE ANSWER. THESE PRODUCTS WERE DIFFERENT THAN ANYTHING ELSE I HAD TRIED," PAM EXPLAINS. "I WAS SO EXCITED AFTER MY FIRST MEETING WITH [RELIV HALL OF FAME] **TRISH FISCHER** THAT I JOINED THE BUSINESS RIGHT AWAY."



Two and a half years after being introduced to Reliv, Pam left her personal training business to focus on Reliv full time. "It's a lot easier to get a person to drink a Reliv shake than to make them exercise!"

### Freedom and Fun

The income from her Reliv business helps Pam enjoy her favorite pastime — horseback riding. "Horses are an expensive hobby. With my Reliv income, I was able to build our own indoor riding arena," Pam says.

"I make a great income with Reliv, but the free time I have is worth more to me than any other benefit."

The time freedom has enabled Pam to focus on her family. "My husband, **Dean**, and I enjoy hunting, fishing and playing sports. We've been very involved in our children's lives as they grew up, volunteering at school and watching their athletic events."

Pam's daughter, **Cass**, shares her mother's fondness for horses. "My daughter and I have shown horses together since she was young. With the freedom of my business, we've been able to go to horse shows whenever we wanted."

### Surprise Announcement

Pam left early from the 2012 Reliv International Conference in St. Louis to take Cass to Iowa State for the start of her freshman year. Unbeknownst to Pam, Reliv had planned a special onstage announcement: Pam was the newest member of the Reliv Hall of Fame!

"I always knew I'd set new goals to take my Reliv business even further once my kids were off at college," Pam says. "I just never imagined how quickly I'd start reaching them!"

"I was at the airport when I received a phone call from [Senior Vice President of North American Sales] **Steve Hastings**, who was onstage at the conference. People in the airport must have been looking at me funny because I was in such shock and had to sit down!"

### Focus on the Future

"Being in the Reliv Hall of Fame is a fantastic honor, but it doesn't change my approach. I'm still a Reliv Distributor. If anything, this actually spurs me on to work harder," Pam says.

"Now that I'm an empty nester, I'm focusing all of my energy into my Reliv business. My plan is to double my business in the next few years — and have a lot of fun doing it!"



*European Distributors perform onstage at the 2012 Rally for the Mission.*

### **Jonathan & Marjorie Gehman** **Ambassadors**

Myerstown, PA

We became Distributors because we believed in the products and what they can do for you. We were both surprised at first about how quickly our business grew! You're not just exchanging time for dollars; you are actually making a difference in people's lives every day. We want everyone to have what we have found in Reliv!

### **Susan Evans** **Silver Ambassador**

United Kingdom

I became a Silver Ambassador in June; I had written in my diary a year earlier that this was my aim by August. It really shows the importance of writing down your goals. I qualified to go to on the trip to Banff, Canada, and it completely changed my perspective. I spent hours talking to other Ambassadors, and it's given me the strength and desire to push for Platinum.

Reliv continues to grow in Europe, where these business builders are making their mark in a big way.

### **Kamila Abdalla** **Bronze Ambassador**

United Kingdom

I'm really proud to advance an Ambassador level. I'm amazed I reached this level so quickly! The advancement has opened my eyes to the potential in Reliv. In the future I plan to advance not only to Silver Ambassador, but also Presidential Director!

### **Britta & Andreas Bullmann** **Bronze Ambassadors**

Germany

We were proud to advance to Bronze Ambassador. We now have a big business and we're happy. It's been so important to keep our feet on the ground as our business has grown, to keep talking to people and not to go 'Hollywood.' We want to help people achieve the same goals and demonstrate that if we can do it — anyone can.

### **Farhia Jimale** **Ambassador**

United Kingdom

I am very happy to become a Reliv Ambassador. It has all happened very quickly for me, but I have worked extremely hard to earn this privilege. I've worked closely with my sponsor to achieve my success and hope to help someone I sponsor become an Ambassador too! I'm excited to see how far I can go with Reliv!

### **Collette & Bernard Dhellemmes** **Ambassadors**

France

Becoming an Ambassador at first seemed like a distant goal, the summit of the mountain. We were both surprised and grateful that this came sooner than we thought. The view is beautiful from the top of the mountain, and we see other peaks to climb. Our aim is to allow other Distributors to join us and do as well as we have — hopefully even better.

## 2013 Reliv Leadership Celebration

Cabo Velas, Guanacaste

October 10-13



Need an incentive to build your Reliv business this year? Let Reliv whisk you away to a tropical paradise for the experience of a lifetime!

- 4 days/3 nights at the all-inclusive Westin Golf Resort and Spa on Playa Conchal beach
- 15 restaurants and bars to appeal to any palate — all included at no extra charge
- an abundance of activities — try a new adventure each day
- spacious, luxurious suite fit for royalty with beautiful ocean and garden views



### to qualify

Advance to Ambassador or advance an Ambassador level between August 1, 2012 - July 31, 2013. All those who qualify as new Ambassadors during the qualification period will receive an extra day in Costa Rica for exclusive leadership training! Learn more:

***reliv.com >> login >> Promotions >> 2013 Leadership Celebration***





# because of reliv

I'm making the world a healthier place



Dr. Ivy Fisher Weiner

Pediatrician at Kaiser Permanente and Associate Clinical Professor at the University of California in San Francisco Hillsborough, CA

Reliv nutrition helped me lose 100 pounds, balance my blood sugar and eliminate headaches. Good nutrition is vital to preventive health care. The lunasin soy peptide found in LunaRich®, for example, can help build immunity and reduce inflammation that causes chronic diseases.

**Because of Reliv...** I have a residual income that is willable to my children. With my Reliv income, I plan to continue volunteer pediatric work in Africa.



Dr. Vince Lee

Dentist  
Morris, IL

Through dentistry I have helped many people change their lives by creating beautiful smiles and promoting optimum oral health. With Reliv I am able to treat the whole person and see dramatic changes in total health. This has been so rewarding and life-changing for me.

**Because of Reliv...** I have a second career I will be able to do long after I retire from dentistry.



Dr. Helen Mirau

OB/GYN  
Kettering, OH

In Korea, they use a lot of herbal remedies, but in the U.S. people don't always know as much about herbs, so we have to be careful. When I heard about Reliv, I researched every ingredient on the labels to make sure they were safe. I was impressed. It's very difficult to get so much nutrition in one product.

**Because of Reliv...** My whole family has seen tremendous health improvements. Even my husband and son are feeling better than ever!



Dr. Rod Porter

Optometrist  
Colorado Springs, CO

I take an annual missionary trip to bring 2,000 pairs of glasses and provide eye exams for people in countries like South Africa, Bolivia and Guatemala. The Reliv Kalogris Foundation donates Reliv Now® for Kids so we can also bring nutritional support to the children. I would not be able to take these trips without the time freedom and income I have with my Reliv business.

**Because of Reliv...** I can pursue my passion of bringing hope to those in underdeveloped countries.



Joan Land

Registered Nurse  
Beaumont, TX

Our country is overweight and undernourished. Many problems are directly caused by poor nutrition, and I wish more of my patients would make healthier lifestyle choices. I know from personal experience what optimal nutrition can do. In 1992, my health was declining and I was miserable. Reliv nutrition helped me turn my life around!

**Because of Reliv...** I got my life back! I'm pursuing my Master's in nursing. I would not be the positive, ambitious person I am today if not for Reliv.



# Dear Papa Noel

The Reliv Kalogris Foundation is traveling to Haiti with Papa Noel (Santa Claus) to spread joy this holiday season — and we're bringing Reliv Distributors **Tony Pezzullo & Joni Schwartz** with us! Tony and Joni won the trip through a special letter-writing contest among International Conference attendees. Participants submitted letters explaining why they wanted to go on the trip, the RKF selected our favorites and we randomly picked a winner from among that group. These pages contain excerpts from some of those letters.

**Thank you to everyone who sent in a letter. Thank you for your outpouring of support for the RKF. And thank you for all you do to help Nourish Our World!**

We know this life is not meant to be lived selfishly — and it's so easy to get caught up in our own day-to-day challenges. Our family has been through some difficult circumstances the past three years and it has directed our focus to our own problems. Having the opportunity to go to Haiti would get our eyes back on those who are truly in need, solidifying our desire to live a more selfless life. This opportunity will change our lives, our direction, our purpose and our character... while bringing to the surface who we already are and are meant to be, as individuals in a world of people seeking HOPE.

Matt and Dayna Jennings  
Moses Lake, WA

Reliv products have totally changed our family. Where there used to be an overwhelming feeling of despair and frustration, we now have hope and an unquestionable feeling of gratitude. We would love to go to Haiti for the opportunity to give back. To be a part of the solution for others who are so desperately in need of what we have.

Vohn & Tami Martineau  
Gilbert, AZ





My mom had a heart for the less privileged. She lived her life selflessly, always giving to others in need even when she didn't have much to give. When she became a Reliv Distributor, her only goal was to help others... My mom is now cheering me on from Heaven. Because of her belief and mine in what Reliv is doing to change lives, it would be an honor to make this trip in memory of her giving spirit, her encouragement and her belief that one person can truly make a difference in the world.

Judy Gribbin  
Gibsonia, PA



When I first heard about Reliv, my family and I were homeless, living in a tipi in the Arizona desert. After attending my first conference in 1999, I promised that I would do all I could to get my family in a better situation and help others... The past four years have been difficult. Conference this year was very healing and reminded me of my original promise to help others. When I saw the good work the RKF is doing in Haiti, I knew I could once again be a strong person and work to better people's lives.

Rhonda Smith  
Mayer, AZ

Our nephew and his wife are currently raising money to adopt two boys (brothers) from Haiti. Their journey to finding these boys has been a long, painful one. They were close to finalizing the adoption of a boy in Haiti who died just weeks before they were going to bring him home. The grief that followed was difficult, but they didn't give up. That's when they met that boy's cousin, who resides in the same orphanage. They found out he has an older brother and decided to pursue adopting both... A visit to Haiti would mean so much to us to see where these boys are from and possibly even visit their orphanage and see them.

Steve & Joyce Holthaus  
Mundelein, IL

Dear Papa Noel,  
We don't want to go to the Kalogris Feeding Station in Haiti. That is why we have to go. Sure, we'd rather forget about, repress, even deny poverty. It's all the more reason for us to come face to face with it.

To acknowledge it firsthand.  
To let it sink in so that it never again is forgotten.  
To know that there is an answer to the problem.  
To witness our collective contributions at work.  
To fully experience what it means to be part of the solution.  
To engage in the hope.  
To see a frown turn into a smile.

To take that understanding back home with us so that we may shout about it to all the others who need to know.  
No, we don't want to go to Haiti. We have to go.

Sincerely,  
Tony Pezzullo & Joni Schwartz  
West Bloomfield, MI



**Name:** Lenny Hensas, Jr.

**Hometown:** Foxborough, MA

**Gigs:** X-ray tech for New England Patriots, Reliv part-time

**Reliv Regimen:** Reliv Now®, Innergize!®, FibRestore®, Arthraffect®

**Priceless Prevention:** With Reliv, I feel stronger and healthier in my 60s than I did in my 40s. I prefer to prevent my body from breaking rather than having to fix it when it breaks. Just makes more sense to me.

**Business Venture:** My personal growth through Reliv has given me the confidence to do a Reliv presentation in front of a large group of people, which would not have been possible before. My wife and I plan on being with Reliv into our retirement.

**Lifelong Friends:** There is an amazing feeling of camaraderie throughout the Reliv family. It is just so reassuring to know that we have friends worldwide because of this amazing powder called Reliv! The friendships that we have developed are truly priceless.

**Name:** Christiana Greene

**Hometown:** Los Angeles, CA

**Gig:** Secretary, Reliv part-time

**Reliv Regimen:** Reliv Now, FibRestore, Innergize!, ProVantage®, Simplicity®

**Waking up with Reliv:** I wake up at 7 a.m., lace up my sneakers, take my Reliv shake, and then I'm off!

**Motivation:** When I hit a slump and don't feel like going to the gym, I feel more motivated if I bring a friend.

**Sweatworking:** People in the gym are always looking for the newest supplements. It's a great opportunity for me to talk to them about Reliv. Plus, when I introduce people to Reliv and build my own business, I know that what I'm doing will also help grow the Reliv Kalogris Foundation!

**Name:** Spencer St. Mars

**Hometown:** Athol, ID

**Gig:** Student

**Reliv Regimen:** Reliv Now, Arthraffect, Innergize!, ProVantage, 24K™

**Run Down:** As a long-distance runner, I've been running all my life, but I suddenly started getting serious pains in both feet.

**Off Track:** I went to the doctor and found out that I had injuries in both feet caused by a tarsal coalition (genetic mishap). I ran with inserts, but that wasn't enough. I needed surgery.

**Racing to Recover:** My recovery time lasted from June to late October. I took Reliv's Arthraffect, and at five months my recovery time was shorter than my doctor predicted.

**Back in the Running:** I was running a three-mile, varsity race by the beginning of October. I ran in the last three races of the season, and I qualified for State! I am still running and feel great thanks to Reliv products.

**Name:** Chandra Grisson

**Hometown:** Lake Elsinore, CA

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

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

**School and Success:** I was an elementary school teacher before I had children. Now, I am a stay-at-home mom, but I still want to bring in some income. Reliv helps me do that. My Reliv income has enabled me to pay for school tuition for my son.

**Healthy Lifestyle:** Reliv has improved my health and that of my family. I believe that everybody who uses Reliv consistently will experience better health.

**Bright Future:** My future looks much brighter now that I feel so much better. I am so grateful for Reliv!



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





**Names:** Mike and Sonya Kitchens

**Hometown:** Cleveland, Georgia

**Gigs:** Reliv, Parents, Mike: Chemist, Sonya: Assistant teacher

**Reliv Regimen:** Reliv Now, Innergize! FibRestore, ProVantage, 24K, SoySentials®

**Benefits You Can See:** When I began taking Reliv products last year, I started to liven up, lose weight and feel better. Because of my success, Mike gave Reliv a try. ~Sonya

**Solving Problems:** My weight kept me from performing strenuous activity. I had high blood pressure and weighed 300 lbs. ~Mike

**Weight Loss:** With Reliv, I've lost over 100 lbs in nine months! Sonya has lost 55 lbs, and my two daughters have lost 60 lbs between them. That's over 200 lbs we've shed as a family! ~Mike

**Eyes on the Prize:** Our future is brighter than ever. I'm expecting great things in the future with our health and finances. ~Sonya



**Names:** Kathryn Gibson

**Hometown:** Decatur, Georgia

**Gigs:** Reliv, House cleaner, Home health care professional

**Reliv Regimen:** Reliv Now, Reliv Classic, FibRestore, ReversAge, Innergize!, Celebrate®, ProVantage

**Early Success:** When I saw Reliv's business presentation, I was blown away! And my business grew faster than I could believe! Reliv gave me hope for my health and finances.

**Optimistic:** I love making people smile. My biggest passion is caring for people and giving them hope. With Reliv, you can help yourself while helping others.

**Hope That Works:** People exhaust too much time and money to find out other products don't provide results. Reliv is the solution!

**An Investment:** Not everything in life works. Reliv works because of the people. Reliv is like a big family that'll help you grow and succeed. It's a worthy investment in your future!



**Names:** Robin Shelby

**Hometown:** Cedarville, OH

**Gigs:** Reliv, Multi-skilled tech, Author

**Reliv Regimen:** Reliv Now, FibRestore, ReversAge®, Innergize!

**Overwhelmed:** A heart condition caused episodes of fainting and dizziness every month for years. The medications I used for various ailments had taken control of my life.

**Unexpected Results:** With Reliv, it's like I've checked back into life! I can do things I couldn't do before and that other people take for granted, such as standing in a shopping line.

**Favorite Product:** Reliv Now with LunaRich® has vastly improved my cholesterol and blood pressure.

**Breathing New Life:** Reliv gave me a life that I never knew I could have. I feel great, am more energetic and need less sleep. I'm excited to live every day!



**Names:** Dave and Rhonda Martin

**Hometown:** Myerstown, Pennsylvania

**Gigs:** Reliv, Parents

**Reliv Regimen:** Reliv Classic®, Reliv Now, Innergize!, FibRestore, ProVantage, GlucAffect®, Arthraffect, ReversAge and 24K

**Tough Times:** We started two years ago in a rough spot. Rhonda and I were getting married, it was hard to pay the bills and job opportunities were limited. ~Dave

**Family First:** I've always wanted to be a stay-at-home mom and run a home-based business. As Reliv Distributors, Dave and I have more quality time to spend with each other and our daughter. We're living a more family-oriented life. ~Rhonda

**Helping Hand:** Helping people is our passion. We are blessed with a business that enables us to make a difference daily in the lives of others.

**Growing Together:** We've grown personally and are able to see things from a different perspective now. We're getting outside our comfort zone and dreaming big with Reliv!



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- **Joint Health:** Keep your joints healthy for the long run with these nutrients found in Arthafect®.
- **Power Up Performance:** The soy peptide lunasin — found in patented ProVantage® with LunaRich® — can reduce the inflammation caused by exercise.

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## new videos [youtube.com/relivinternational](http://youtube.com/relivinternational)

- **Reliv 25 Vision:** President **Ryan Montgomery** shares Reliv's vision for a limitless future — for the company, for our mission and, above all, for you.
- **My Shot: The 24K Experience:** Show the world how healthy energy shot 24K™ fits every lifestyle. Watch the video and share it with everyone you know!
- **Healthy and I Know It:** Check out the performances from the 2012 Rally for the Mission and Reliv's new hit song, "I'm Healthy and I Know It."

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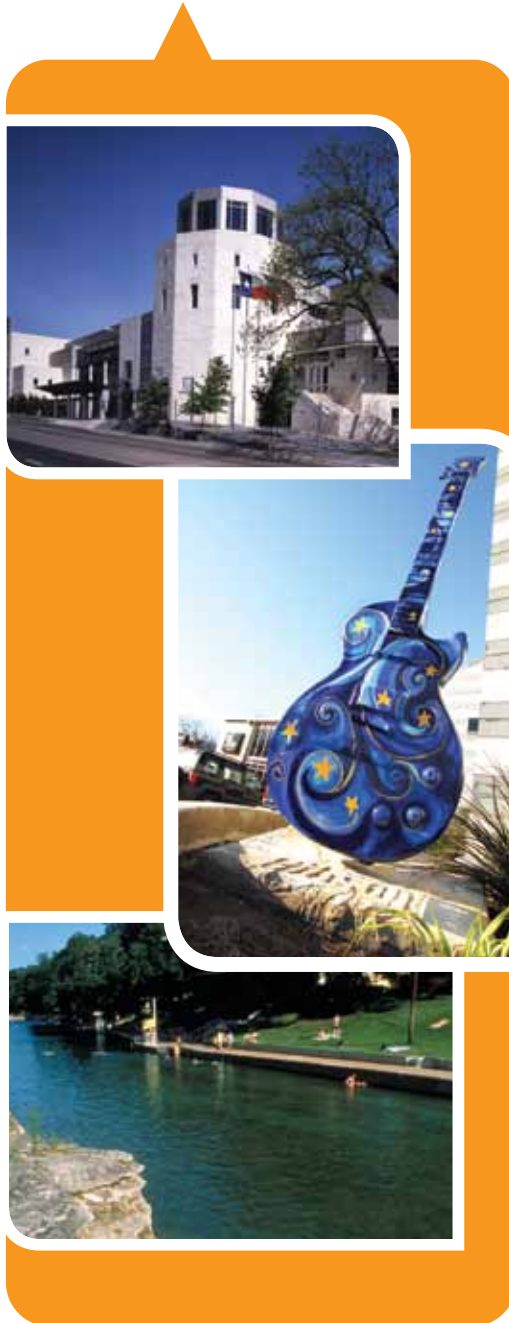
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# opportunity

## **How to succeed with Reliv:**

- You drink Reliv shakes.
- You feel better.
- You tell people about it.
- You can get paid for it!

**Make Reliv 25 your year for Reliv success.**

