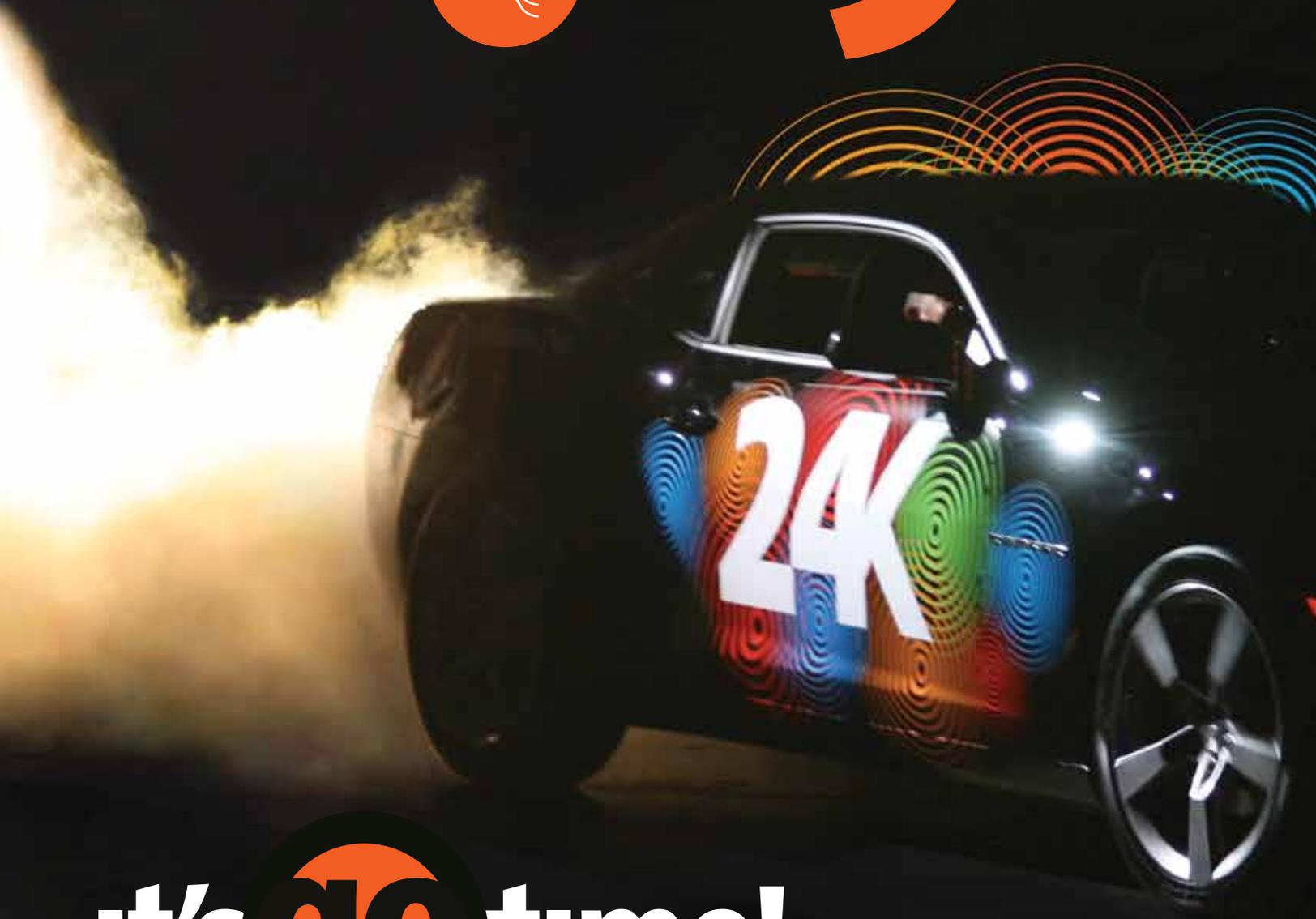


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# lifestyle



it's **go** time!

Reliv launches 24K VIP program

# I am the reliv revolution.

24K™ clears my mind, gives me a lot of energy and makes me feel great all day long. I talk to everyone I meet about 24K every chance I get. If you want more energy, more clarity and more focus, take 24K.

**Marilú Puebla**  
Round Lake, IL



Join the  
**revolution!**

**reliv.com**

Love 24K, love the new 24K VIP Program. It IS GO TIME!!!

**Mindy Jones**  
via Facebook

I have tried just about every health product out there. And after many years of defecting I returned to Reliv. Nothing compares. It's the best and I love being right about that. LOL

**Barbara Grace**  
via Facebook

@Reliv keeps getting more awesome! #relivgotime #24K is for everyone :)

**Marco Riolo**  
via Twitter

Feeling awesome today! So excited to achieve new goals with @Reliv!!!

**Melanie Thornbury**  
via Twitter

Getting to help people get energy back and being able to make them feel better too. It feels great! Reliv is my life and it's only getting better!

**Crystal Provencher**  
via Twitter



After a 12 hr day @ work, I am excited for my workout tonight & after some Reliv 24K I will have the energy boost I need to rock my workout!

**Taj Mecham**  
via Twitter

do you want  
to be **first?**

Share your comments on these social networks and you could be featured in the next *Lifestyle*:  
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## It's Go Time!

Happy New Year! I hope you are as excited as we are to launch into 2012 after a landmark year for Reliv International. In 2011, Reliv:

- **Renewed the Reliv brand.** We articulated our core values, updated our logo, redesigned our product labels and better defined what Reliv stands for.
- **Built on our commitment to scientific innovation.** We formed a historic new partnership with the Missouri Plant Science Center, a collaboration that is taking Reliv's cutting-edge nutrition to a whole new level.
- **Changed lives.** Most importantly, Reliv Distributors changed thousands of lives for the better by sharing Reliv's products and business opportunity. On behalf of all the people you helped this year, "Thank you!"

But if I had to pick one moment that defined 2011, it would be 8 PM, February 3, when we launched healthy energy shot 24K™. 24K is a new kind of product that brings with it a new kind of opportunity. The 24K VIP Program explodes that opportunity!

VIP is poised to trigger massive growth in 2012 and beyond. Here's why: Reliv boasts one of the best retention rates in the industry. Once people find us, they love us.

VIP helps them find us. This innovative program opens new doors and provides opportunities to share Reliv like never before. With VIP, it's easier than ever to be a part of Reliv.

We're ready to charge ahead in 2012 — and we want you to lead the way. Are you ready? **It's go time!**



**Ryan Montgomery**  
Executive Vice President  
of Worldwide Sales

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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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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.

# reliv on the road

Reliv executives traveled around the country and throughout the world this fall to tell the Reliv story. What they found was the Reliv story told back to them — through inspiring accounts of better health, changed lives and renewed hope.



## East & Far East

Executive Vice President of Worldwide Sales  
Ryan Montgomery

### Flying High

Business is booming in the Philippines, and it was easy to see why at their National Conference. Many new people are transforming their lives through Reliv, like new Ambassadors **Susan and Jun Ba-ad**.

Susan is a school teacher and Jun works as a hospital nutritionist. Jun takes home less than a dollar a day after paying off loans. They try to buy and sell anything and everything, from corn to peanut butter to bracelets, to make ends meet. They joined other MLM companies but never made any money.

In just nine months with Reliv they have equaled their combined salary over two years. Their trip to Manila for conference was the first time they ever flew in a plane. And now they are excited to build a new life together.

### Taking Charge

On a trip to Pennsylvania, I had the pleasure to travel with new Ambassadors **Terry and Sally Cover**. They run a successful log export company and weren't looking for another business. But when they and those around them started getting health results with Reliv, they had to share it.

Terry, Sally and their group are packing Reliv meetings full of new people. They're also using the phone to connect new people to Reliv leaders across the country. Nothing fancy — just setting goals and using proven approaches to Reliv success to achieve them. It was refreshing to see such a positive, take-charge attitude. Congrats, Terry and Sally, and everyone in the PA organization, for setting the pace.



*Managing Director of Reliv Philippines, Jolly Gomez, Ambassador Rollie Dumalag, Susan and Jun Ba-ad, Ryan Montgomery*

In just nine months with Reliv Susan and Jun Ba-ad have equaled their combined salary over two years.



## In the Heartland

Senior Vice President of North American Sales  
Steve Hastings

### Business Professionals

When someone goes to a Reliv event in Wichita, they can't help but see Reliv as a real business opportunity. Events are held in a new multipurpose business center complete with meeting rooms, business support equipment and staff. And the Reliv Wichita group runs very professional, yet fun meetings to match.

Reliv success is all about treating your business like a business. **Mark and Joan Suffield** of Wichita understand that. They rented their own space in the facility, giving them an office for their business and a professional environment for sharing Reliv with new people. They gave me the tour and shared their excitement about all of the activity they have going on. Way to go, Mark and Joan. Hope to see you in Banff!

### The Family That Works Together...

At a great event in Oklahoma City, I had the opportunity to present a Reliv iPad to the two beautiful daughters of **Jeremiah and Hanna Pence**. Mom and Dad may have earned the iPad, but the girls got to keep it.

It turns out Hanna already uses the first one they earned, but the girls loved it so much they wanted their own. Hanna had the girls build a goal board and explained that Mom would be spending some more time on the phone and at meetings, but if they all worked together, they could earn an iPad as a family. The rest is history.



*Hanna Pence with daughters Claire & Katie*

Reliv success is all about treating your business like a business.

## Out West

Senior Vice President of Distributor Success  
Don Gibbons



### Career Opportunities

A young man at the Reliv Phoenix meeting, **Ammon Opie**, shared that he was just back from his mission trip. Instead of being stuck trying to get a job in a frustrating job market, he's able to go right to work sharing Reliv and building a business.

In Portland, Oregon, **Nicola Ash** needed to earn \$500 a month to be able to stay home and take care of her new baby. With Reliv, she has been able to do that for years. Now that her daughter is in school, Nicola is putting even more time into her Reliv business to increase her earnings.

In Eugene, **Becky Hanson** earned around \$4,000 in her first month as a Reliv Master Affiliate; doing \$16,000 in volume AND earning a Reliv iPad. She never earned that kind of money working full-time for 20 years at a disposal company.

### A Better Life

In San Francisco, a construction worker who was frustrated trying to find work came to a Reliv event and found hope. He became a Distributor on the spot and shared his goals of reaching Master Affiliate in his first month, and then working towards earning a spot on Reliv's Disney cruise in December. He said simply, "It's been a long time since I was able to see a bright future."

People who attend a Reliv event have a chance to see a whole new reality — a better life that they can achieve. There are so many people who are willing to work hard. All they need is a chance — and that's what they find in Reliv.



*Nicola Ash with husband Nick & daughter Amelia*

There are so many people who are willing to work hard. All they need is a chance — and that's what they find in Reliv.

## From Franchise to Freedom

by Jennifer Weaver of Bloomfield, MI

I found Reliv when I was looking for something to boost my six-year-old son's immune system. Loic, now 13, has enjoyed years of good health. I can't remember the last time he had a sick visit at the doctor. In addition, my energy levels soared, my husband's high cholesterol fell into the normal range and my daughter grew up in perfect health.

At the time, I owned an aerobics studio franchise after leaving the corporate world. The idea was to have more time with my family. The added work, responsibilities and stress actually had the opposite effect. I also had to pay overhead and give 20% of my earnings to the parent company.

### Backyard Business

I hadn't planned to start a Reliv business; it just grew as I talked to more people. The same month I sold my franchise, I received a Reliv check for almost \$8,000. I loved that I didn't have to worry about inventory, accounting and all the headaches associated with owning my studio — Reliv took care of it. **My Reliv Revolution gave me control of my life.**

One day I shared Reliv with my backyard neighbor. She has since built a thriving organization in Europe. That's right — with Reliv you can literally build an international business from your backdoor!



## Daring to Dream

by Earl & Marcia Jantz of Oklahoma City, OK

It all started with a ride from the airport. Earl picked up Reliv Double Platinum Ambassador **Henry Leissing**, who was entering law school at age 62. Earl asked how and why he wanted to study law. Henry shared that something called Reliv had allowed him to start dreaming again.

Henry explained that Reliv helped people improve their health and finances. We needed both. When we learned that the products and business were guaranteed, we jumped in at the highest profit level.

### Light & Life

We've seen remarkable results on the products — Marcia with hormone levels and recovery from surgery and Earl with back issues, energy and allergies. We made \$15,000 our first year working part-time; last year it grew to \$65,000. Currently we are making \$6,000 a month and earned a trip to Los Cabos! In the past year and a half we moved from an apartment to our own house and bought a second car.

**Our Reliv Revolution lets us help other people while we pursue our own dreams.** We want to establish Light & Life Ranches, places for people who don't have the opportunities the rest of us have. Reliv offers us an unlimited opportunity and people we are privileged to share it with.



# revolution

## The Sky's the Limit

by Susan Evans of Manchester, UK

Three years ago, I was in a desperate place: a single mom of six, physically and financially sick. I lived in temporary housing and had stopped thinking anything good could ever happen to me.

With Reliv I saw hope for the first time in many years. The window of opportunity had opened, and I knew the only way it was going to close is if I didn't jump through it. I knew this was going to change my life.

## Charting New Territory

I began my business in Luton, a small town outside London. After two successful years, my daughter (who joined me as a partner) and I took our business north. No one had heard of Reliv in Manchester, so we got cracking. We made phone calls, advertised and found a venue where we could hold our meetings. Things took off from there.

**My Reliv Revolution has given me a sense of purpose.** I am proud to be a part of something bigger than I, something that changes people's lives in such a positive way. Reliv brings people together and lifts them up. Instead of worthless, I feel valued. The limits I had put on my vision for the future are long gone. Now the sky's the limit!



## Make your 2012 resolution a Reliv Revolution!

### What are your goals in 2012?

- Health:** Improve your health through optimal nutrition, exercise and weight loss.
- Lifestyle:** Move toward financial independence and more time for family, friends and doing what you love to do.
- Personal Growth:** Discover your full potential and take control of your life.
- Helping Others:** Make a difference in the lives of all those you touch.
- Adventure:** See the world, follow your dreams and live the life you have imagined.
- All of the above:** Make it happen with Reliv.

Owning your own Reliv business comes with many rewards beyond time and financial freedom.

# more

# than a business...



Christian & Alexandra House

**Finding Love.** “Reliv has meant a rewarding career on my own terms. I never imagined it would also mean finding the love of my life,” Christian says. “As soon as I met Alexandra at a Reliv conference, I thought, ‘Wow! I want to get to know her better!’”

**A Reliv Proposal.** “I was on a family vacation in Northern Ontario enjoying a sunset by the lake and heard a rustling behind me,” Alexandra explains. “When I turned around, he was standing there all dressed up. I was completely surprised!”

**The Future.** “The best part about working with my wife is setting goals, dreaming and building together. We want to build up enough residual income that we can do missionary work in impoverished countries someday,” Christian says.

**Baby Makes Three.** “I couldn’t be happier about what Reliv will mean for our first baby, due in January,” Alexandra says. “Working from home means I won’t have to report back to a boss or follow someone else’s schedule. And our children will grow up with the best nutrition possible!”



Kathy Penney & Christena Penney

**My Reliv Home.** “My mother came to live with us in Massachusetts, but the house was small. So I slept on the couch for years,” Kathy explains. “Reliv was the answer to my financial struggles and a better life for my mother. I earned enough money to build our dream home in Myrtle Beach. I call it my ‘Reliv home.’”

**Working From Home.** “It means everything to me to have my mother living here with us. Working from home means I’m here for her if she needs anything. And it wouldn’t be possible without Reliv!” Kathy says.

**A Wonderful Life.** “It’s really lovely down here — especially since there’s no snow to shovel! I’m very lucky to have a daughter like Kathy and to live in such a beautiful home,” Christena says. “With Reliv nutrition, I feel and look as healthy as I did 30 years ago. I never imagined I’d be over 100 and living such a wonderful life!”

**More Than a Job.** “I was always reporting to someone else during my 38-year career in the US Navy. I report to myself now — and this business is such a joy! I view Reliv not as a job, but as an opportunity.”

**Sharing My Values.** “Integrity, ethics and trust were pivotal during my Naval career. In Reliv, I found a company that shares my core values.”

**Higher Expectations.** “My expectations are high, and not all companies are as ethical as Reliv. I’m honored to have the backing of a company in good standing with the Direct Selling Association, the Council for Responsible Nutrition and the Better Business Bureau.”

**Shared Interests.** “I shared Reliv with Sherri when she was battling knee problems. We soon realized we had many common interests,” Mindy says. “We’re both very adventurous, enjoy traveling and have strong spirituality. Sherri quickly became one of my best friends.”

**Lifelong Friends.** Sherri adds, “Mindy and I are proof that Reliv is more than just a business transaction — and these friendships can last a lifetime!”

**Business Partners.** “We’re here to support each other along the way. That’s not the case in most jobs. It’s easier to get through challenges when your business partners are also your friends,” Mindy explains.

**Building Together.** “I used to spend days at a time with colleagues, but I never developed as many deep friendships as in Reliv. Any business can be lonely if you don’t have someone to share ideas, dreams and goals with,” Sherri says. “And everyone wants to be part of something fun!”

**Changing Lives.** “I started Man4Man Ministries to offer hope and rehabilitation to men coming out of prison. Drug dealers and gang members have walked through our door ready to give up that lifestyle. I’m proud to be a part of changing their lives.”

**Parallel Missions.** “Both Reliv and Man4Man are about building relationships in order to help others. We work with our customers to improve their health through Reliv. We work with the men in Man4Man to help them turn their lives around.”

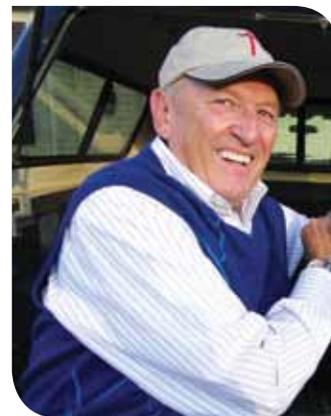
**Reliv Freedom.** “My Reliv income means I can donate my time to the Man4Man program. And the time flexibility means I can carve my own schedule in order to manage both of my passions in harmony.”



Capt. Steven Lucks



Sherri Selman & Mindy Jones



Bob Blume

---

To discover what the Reliv business could mean to you, speak with the person who gave you this magazine or visit [reliv.com/opportunity](http://reliv.com/opportunity).

# it's go time!

## 24K VIP Program

The 24K™ VIP program is designed to help Distributors gain momentum in their businesses through customer referrals and discounts. Distributors simply create their own VIP Code and share it with others, along with the address [my24kvp.com](http://my24kvp.com).

Customers use the VIP Code to order 24K at a 10% discount — making it an even bigger bargain when stacked against those unhealthy energy shots at the gas station. What's more, VIPs can create and share their own codes. When they refer three VIP customers, they become Gold VIPs and double their discount to 20%!

Visit your Distributor portal >> [My Business](#) >> [VIP](#) to learn more and get started!



“I’ve been with Reliv long enough to know when something is a game-changer – and the Reliv 24K VIP Program definitely is.

It’s go time!”

David Leeds / Grant, FL

## Lauren Laird

“Making Dreams Come True”

**That’s Entertainment:** I’m a cast member at Disneyland, so there is never a typical day. Often I work late nights into early mornings. There are always guests to greet, hugs to give, kids to play with — and I can’t afford to be tired or unfocused. 24K gives me the extra edge to focus and concentrate with the energy I need to perform!

**Giving Back:** Families often visit through the Make-A-Wish organization. I have the privilege of working with amazing people while making dreams come true. How fantastic is that?

**Sharing 24K:** I love the taste and how easy the double-shot bottles are to bring to work. Far too many people rely on caffeinated energy drinks at Disneyland. Those that I have shared with absolutely love 24K and the focus and energy it provides.

## Chris Winchell

“My Career Has Taken Off”

**Calm Focus:** In a NASCAR pit crew, hand-eye coordination will make or break you. I have to hit all five lug nuts in 1.2 seconds. I can’t lose my calm in a high-stress race. 24K is ideal for me because it doesn’t cause jitters.

**A Healthy Alternative:** My team is sponsored by a high-caffeine, high-sugar energy beverage. There are coolers filled with free energy drinks from the sponsors, but I always bring my own 24K. A few fellow pit crew members have switched to 24K after seeing me drink it before races.

**Moving Up:** Before I started drinking 24K, I was working in lower level races. Since I added 24K, I have advanced to the cup level and my career has taken off!

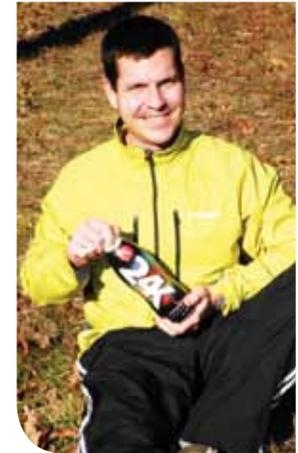
## Alex Sawka

“24K Keeps Me Running”

**This is My Shot:** I won a 6-pack of double-shots in a drawing at a Team Reliv sponsored 5K. I quickly recognized the mass appeal for a product like 24K and became a Reliv Distributor. There are a lot of health products out there, but not many healthy energy shots.

**My 24K VIP Code:** My approach will be handing out sample double-shots along with my VIP Code. Once people try 24K, they see how much better the ingredients are and want to know more. The VIP discount is an added bonus!

**What’s Next:** I drink 24K before every run. I’m about to start training for a marathon, and I’m going to chronicle my experience on a blog. It will be a great way for me to expose more people to 24K and my VIP Code.



## Phil Wolf

“24K Brings You Back!”

**Word is Out:** Once my customers feel the 24K difference, they never want to be without it! A friend called frantically asking me to send more 24K as soon as possible. She had run out and she needed the energy to keep up with her grandkids!

**Trick My Truck:** I put 24K on my truck to get Reliv in front of as many people as possible. People approach me asking about 24K when I’m out in public. Even the guy who came to repair my driveway became a customer! I’m looking forward to the 24K VIP program introducing me to new Distributors.

**A New Attitude:** I’m a totally new person with 24K. Whenever I’m getting stressed, I take a shot and it brings me right back. It’s an attitude restorer!





# science & health TODAY

## What's in Your Energy Shot?

### Artificial Buzz.

### Real Withdrawal.

Most energy beverages and shots rely on caffeine and sugar to create an artificial buzz. The problem is that these stimulants inevitably leave you feeling more exhausted than ever. We've all experienced that afternoon "crash" once the morning coffee has worn off. Caffeinated energy beverages work the same way.

In addition, caffeine can cause withdrawal symptoms. Clinical studies indicate these symptoms include headache, fatigue, depressed mood, difficulty concentrating, irritability and brain fog.

Experts also say the use of guarana — aka "herbal caffeine" — is particularly dangerous. Many consumers don't realize guarana itself contains extremely high levels of caffeine. A *Consumer Reports* review of 12 popular energy drinks found that caffeine levels — some topping 200 milligrams or more — are often omitted from the label.

### Serious Side Effects

Caffeinated energy drinks caused a spike in heart rate and blood pressure in a study presented by the American Heart Association. The effects of the caffeine occurred in healthy individuals in a relaxed, seated position. Even more worrisome for researchers is the effect of caffeinated energy beverages on patients with heart or blood pressure problems.

Athletes who use caffeinated energy beverages as performance enhancers create their own set of risks. In the *Mayo Clinic Proceedings*, researchers noted that both athletes and non-athletes are consuming energy beverages at an alarming rate. The study cited several recent cases of caffeine-associated death and seizures linked to caffeinated energy drinks.

Caffeine also acts as a diuretic, and high doses of sugar can impair absorption of fluids. The risky combination can cause severe dehydration.

**24K™ from Reliv offers a healthy alternative.** No caffeine, no sugar and 24 health-promoting ingredients make 24K the smart choice for real, sustained energy.

These statements have not been evaluated by the Food and Drug Administration. Reliv products are not intended to diagnose, treat, cure or prevent any disease.



## What's on Your Label?

Deciphering the labels on popular energy beverages can be a challenge, especially when so many manufacturers are cryptic or even misleading about what ingredients are actually in the bottle. No other product has the synergistic combination of active ingredients found in 24K — and they're all listed right on the label.

**B Vitamins.** Often the only healthy ingredient found in popular energy beverages and shots; lack of B Vitamins can lead to fatigue, mental fog and weakness.

**CarnoSyn® Beta Alanine.** Reduces fatigue, improves strength and endurance.

**CoQ10.** Well regarded for its brain-enhancing properties; new study of ultra-runners published by the *European Journal of Nutrition* indicates it also may reduce muscle damage during intensive exercise.

**Gama Aminobutyric Acid (GABA).** Neurotransmitter that controls the brain's theta waves; increases endorphins and reduces anxiety.

**Omega-3 Fatty Acid.** Improves communication between the brain cells by making cell membranes more fluid; also shown to aid in energy production.

**Resveratrol.** Improves blood flow in the brain for improved cognitive function; helps muscles use oxygen more efficiently to enhance performance.

### Sources:

To download *Science & Health Today* and view a list of sources, visit: [reliv.com/blog](http://reliv.com/blog) >> *Science & Health*.

**Winner of the 2011  
American Business Award  
for Best New Product!**

PEOPLE'S  
CHOICE  
STEVIE AWARDS  
FOR FAVORITE  
NEW PRODUCTS

**2011 WINNER**

## 24K: A Healthy Energy Shot

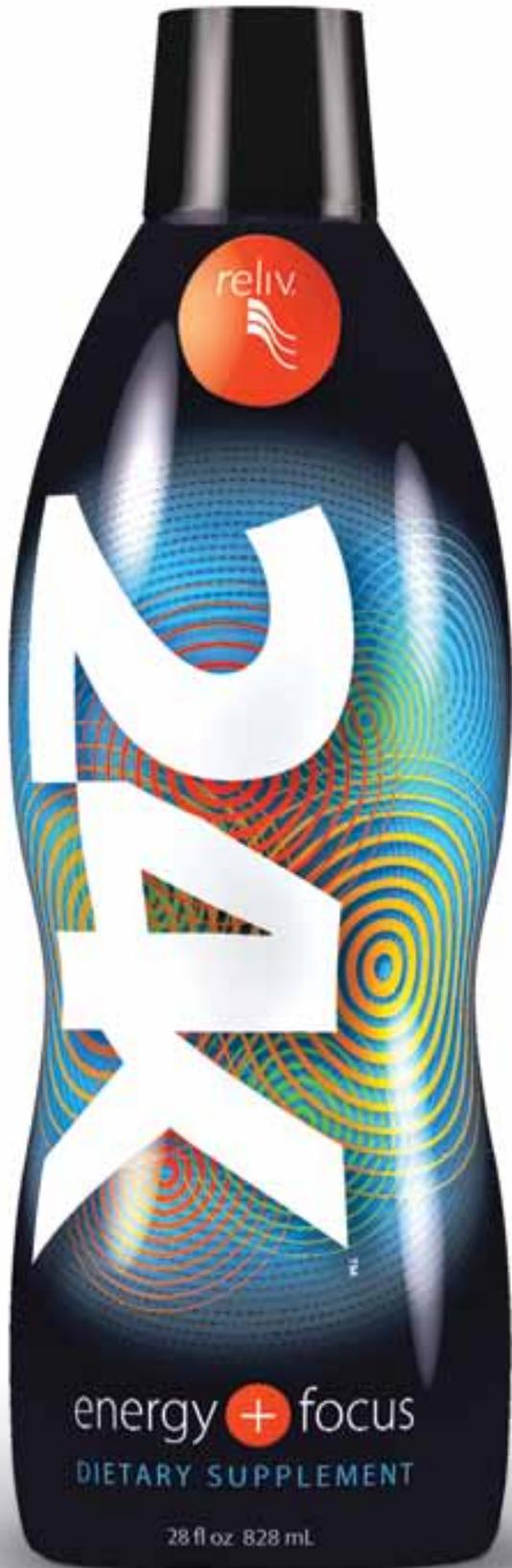
People today want that extra boost. And they are consuming dangerous, highly caffeinated beverages and shots despite the side effects in order to get it. What they need is a healthy, effective alternative — and Reliv has it.

Healthy energy shot 24K is the only product of its kind to provide energy, mental clarity and stress relief. 24K relies on 24 powerful active ingredients that nourish the body instead of creating an artificial buzz. No caffeine or sugar means the body doesn't suffer from jitters. It also means no crash later — and no caffeine withdrawal symptoms.

So, the next time you see someone reaching for one of those gas station energy drinks, hand him the **2011 Product of the Year**, healthy energy shot 24K. It's go time!

**Dr. Carl W. Hastings**  
Reliv Vice Chairman &  
Chief Scientific Officer





**FUEL FOR  
SHOULD  
FROM A C**



this is **y**  
**Healthy energy for body,**



# R YOUR BODY N'T COME GAS STATION.

our shot!

mind and spirit

# super soy!



## MPSC partnership produces breakthrough exclusive to Reliv

Reliv International and Soy Labs LLC recently announced the creation of LunaRich™, an exclusive soy powder developed at the Missouri Plant Science Center (MPSC). Reliv is adding LunaRich to one of its products and will unveil which one at the Reliv National Conference in Reno on February 16-18.

“This is a significant step forward for Reliv and for nutrition science,” Reliv Chief Scientific Officer **Dr. Carl Hastings** says. “As scientists learn more about the mechanisms that make soy a nutritional superfood, Reliv is proud to lead the way in making the fruits of these discoveries available to all.”

## What is LunaRich?

LunaRich is a whole soy powder cultivated from Reliv-dedicated soybeans. Soy Labs and the MPSC research partners identified soybean varieties for use in LunaRich with the highest possible levels of lunasin, a peptide found naturally in soy. “Lunasin is the nutritional ‘magic’ behind many of soy’s remarkable health benefits,” Dr. Carl notes.

**Dr. Alfredo Galvez**, the MPSC’s lead scientific advisor, first discovered lunasin during research at UC Berkley to improve the nutritional profile of soy protein. More than 40 peer-reviewed and published studies have documented lunasin’s health benefits. Research by 21 research institutions supported by 27 public and private funding sources has resulted in nine patents.

## ‘Very, very excited’

“A growing body of research shows that the lunasin peptide is one of the most important bioactive components of soy,” Dr. Galvez explains. “Among other benefits, lunasin demonstrates superior support for cardiovascular health and exhibits significant anti-inflammatory properties. In creating LunaRich for Reliv, we have maximized lunasin levels in soy.”

“Reliv has always used the best possible soy available,” Dr. Carl notes. “But LunaRich takes it to a new level. It contains unprecedented levels of bioactive lunasin in every serving — over five times that of typical soy. And we’ve been able to direct the entire production process — from seed to can. We are very, very excited about what this means for Reliv and everyone who uses our products.”

## How LunaRich Works

According to the American Heart Association, over 80 million U.S. adults suffer from some form of heart disease, and high cholesterol is a leading cause. Sometimes a healthy diet and exercise are not enough to maintain healthy cholesterol levels.

The scientific community acknowledges the heart health benefits of soy, a claim validated in 1999 by the Food and Drug Administration. Studies show that lunasin, a naturally occurring peptide found in soy, is largely responsible for soy’s cholesterol-lowering properties. LunaRich from Reliv contains five to ten times the amount of bioactive lunasin found in standard soy powders.

## Dual Action

Cholesterol comes from two sources: dietary intake and our body’s own production in the liver. Over 80% of cholesterol comes from the liver, so the most effective way to lower LDL (bad) cholesterol is to control the liver’s internal production. LunaRich does so in two ways:

- 1 Selectively disrupts a step in the production of an enzyme key to cholesterol synthesis in the liver.
- 2 Increases the number of receptors available in liver cells to clear LDL cholesterol from the bloodstream.

**Learn More:** For more information on the cholesterol-lowering properties of LunaRich, visit [reliv.com/lunarich](http://reliv.com/lunarich).

## LunaRich's Superior Bioavailability

Bioavailability, how effectively a nutrient is absorbed by the body, has always been a key component in Reliv's approach to nutrition. That's why our products come in the form of easily absorbed shakes. With LunaRich, we are taking the bioavailability of lunasin, a key peptide in soy, to a whole new level.

A

The amount of lunasin in soybeans varies significantly based on seed, soil and environment. We refine specially selected soybeans grown exclusively for Reliv with highly concentrated levels of lunasin.

B

The lunasin molecule is encased by protease inhibitors, which serve as chaperone molecules to maintain the integrity of the lunasin during digestion.

E

The bonds with the chaperone molecules are completely broken, releasing bioavailable lunasin for absorption into the body. More lunasin molecules absorbed at this stage mean greater health benefits for you.

C

LunaRich's refinement process retains a more uniform and integrated "shell" of protective chaperone molecules to better protect the lunasin's structure after consumption.

D

The lunasin molecule retains its integrity as breakdown of the chaperone molecules continues into the small intestine.

luna  
rich™



## Which product will it be?

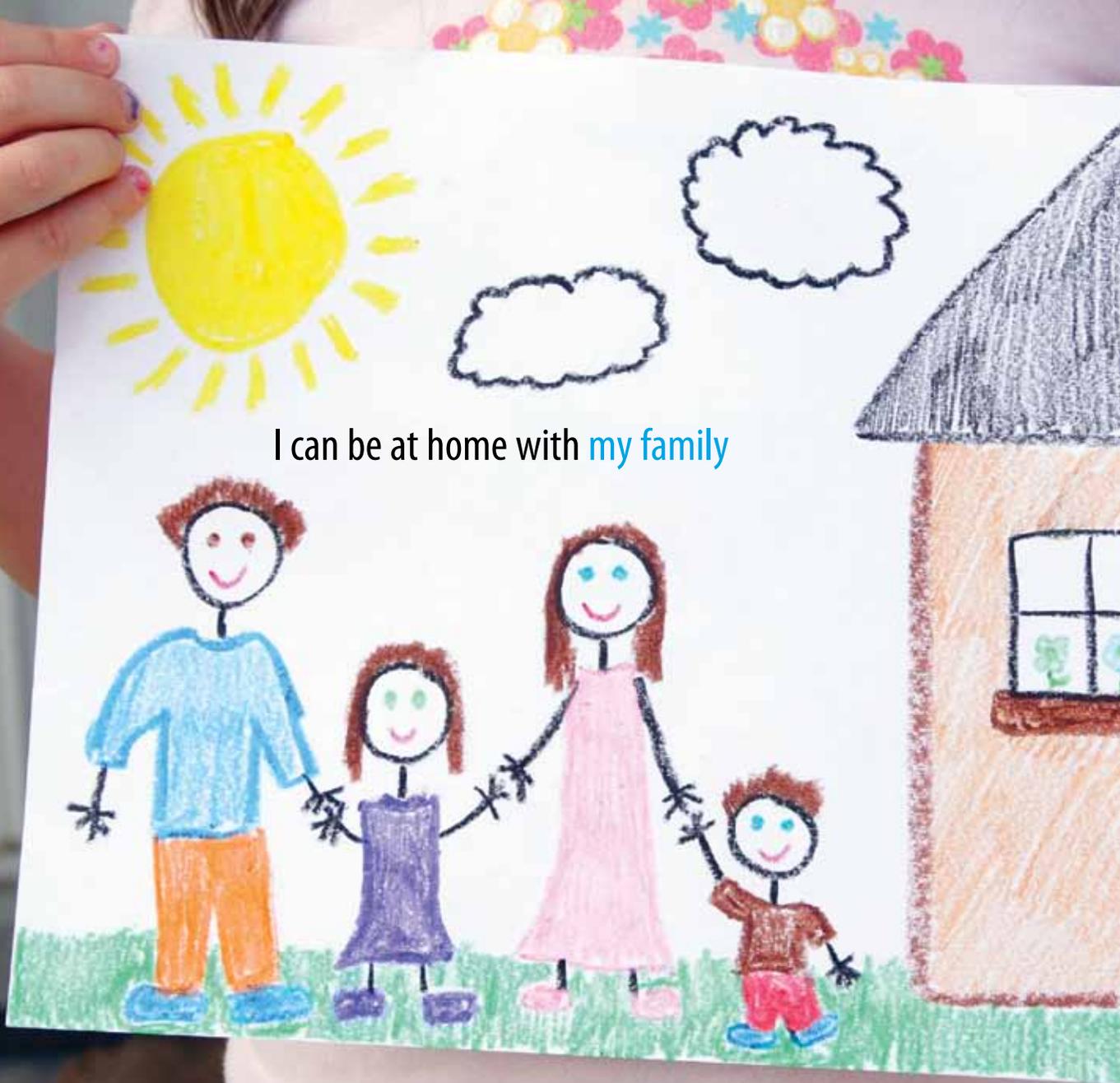
This just in...

**Reliv has added LunaRich to one of its products!**

Find out which one at a very special presentation at National Conference in Reno on February 16-18. The presentation will feature special guests and include on-site sales of the product. Be among the first in the world to reap the health benefits of LunaRich!

Register today: [relivnationalconference.com](http://relivnationalconference.com)

because of reliv



I can be at home with my family



**Tim & Abby Hogan**  
Defiance, OH

**Life at home:** 2 children, ages 3 and 4, one on the way in April. Tim is a diesel mechanic heading to medical school. Abby is a former research lab technician and now a stay-at-home mom as of August.

**Because of Reliv...** "I was able to come home to raise our kids this year, and my relationships with our children are already so much closer. I studied to be a chiropractor because I wanted to help people with their health. Reliv allows me to do that while I watch our kids grow. And Tim can pursue his dream of becoming a doctor. We are so grateful for Reliv!"



## Greg & Rhonda Uebelhor

Ferdinand, IN

**Life at home:** 8 children, ages 10-27, two on their own, one in college. Greg now home after working as a truck driver — works when he chooses, helps friends and family in need. Rhonda runs Reliv business around home-schooling schedule.

**Because of Reliv...** “We’ve been able to live life and raise our children on our own terms. Most people don’t get the time to build the kind of close relationships we have with our kids and that our kids have with one another. And the Reliv income we’ve earned allowed us to take family vacations and save for college. With Reliv, work fits around life.”



## Dr. Clayton & Stephanie Diltz

Visalia, CA

**Life at home:** 5 children, ages 2 months - 8 years. Clayton — minister and university professor. Stephanie — financial advisor. Working Reliv business and home-schooling children together.

**Because of Reliv...** “We get to do life together. We’re both witnessing all of our kids’ firsts and watching them grow before our eyes. Our kids have no understanding of their parents going off to work 40-60 hours a week. And we’ve also grown closer as a married couple, feeding off each other’s strengths in building our business and raising our kids. Thanks to Reliv, life is a lot more rewarding — and a lot more fun!”

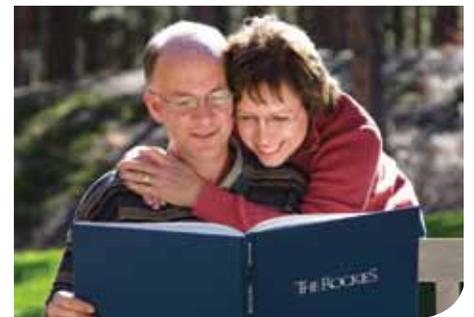


## Douglas & Jenifer Latawicz

Wyoming, MN

**Life at home:** 13 children, ages 2-24, eight adopted and one on the way from Haiti, two on their own, two in college. Douglas is a roofing salesman. Jenifer is a home-schooling mom and Reliv Distributor. Both pursue charity work outside the home.

**Because of Reliv...** “We can support our big family and continue to add to it. We have been given much in life and it is a joy to be able to share that with our kids. Reliv gives us the time and financial freedom to care for each of them in every way — even take vacations and save for college. Once you let Reliv into your heart and home, it’s there forever!”



## Doug & Trish Fischer

Colorado Springs, CO

**Life at home:** 8 children, ages 13-27. Doug is a former businessman, Trish a former nurse. Reliv Hall of Famers earning a significant six-figure annual income.

**Because of Reliv...** “We’ve enjoyed wonderful years together and are as close as a family can be. Fifteen years ago, Doug was on the road four days every week. We went to a Reliv conference, and Doug quit his job when we got home. Four years later, my Reliv income had doubled Doug’s former salary. Now my daughter has her own Reliv business and her husband just took a voluntary buy-out from his job to help her run it. That’s the beauty of the Reliv lifestyle — it’s there for anyone willing to grab it!”

# weight loss



# hero



At 434 pounds, **Ricky Browning** was dangerously overweight. He struggled through the day with joint pain, breathing trouble and exhaustion due to his weight and low blood sugar. A year after beginning his weight loss journey, Ricky is now inspiring others with an astounding 185-pound weight loss.



*I've lost 185 pounds so far. My goal is to lose 15 more.  
I've come this far; there's no question I will do it.*

"I can't believe how big I was," says Ricky, a Receiving Clerk at Reliv International Headquarters. "The only place I could weigh myself was here at Reliv on the truck scale."

Despite working at a nutrition company, Ricky didn't make his health a priority. "I saw how beneficial Reliv was for others, but I didn't stay consistent with the shakes myself."

### A Wake Up Call

Ricky's wake up call finally came in December 2010 when a childhood friend said, "I really hope you lose the weight because I'd hate to lose you in the next 10 years." That day, Ricky resolved to change his life.

"I showed GlucAffect® to my doctor and he told me I should start on it right away. After a few weeks of two scoops a day, my low blood sugar started balancing out. Then I started losing weight and my blood pressure went down."

Ricky's infant son, **Colt**, is his biggest motivator. Ricky explains, "My dad was only 44 when he died. My life expectancy was only 8-10 more years, which would put my son at the same age I was when my dad died. Losing the weight meant being around for my family. Now I look in my loved ones' eyes and I don't imagine the pain of a life without me."

### Joining the Team

Even though Ricky loved sports, he avoided athletic activity in the past. "I recently bought a basketball hoop and now I play every chance I get!" Ricky says.

Team Reliv has been an integral part of Ricky's weight loss journey. After losing some weight, Ricky was able to exercise with his wife, **Cyndi**. They're planning to run in the Go! St. Louis 5K in April.

Ricky calls his son "little hero," but Cyndi asserts it's actually the other way around: "Every little boy needs his daddy to be a hero — and now I know Ricky will be here for Colt. He's the best father!"

"I've always felt in my heart that I was meant to help other people, but I didn't know how. But now, I think telling my story is a way to do that," Ricky says. He has moved at least one person already. "Ricky is such an inspiration," Cyndi says. "He makes me want to be a better person every day."

According to Ricky, Reliv is like a second family. "Without Reliv products and my colleagues' moral support, I would have died from my health problems," Ricky concludes. "Instead, I've become a better husband and father — and I'm going to be here for a long time."

## Ricky's Diet Tips

- **Purge the junk.** Ricky and Cyndi went through their entire kitchen, throwing away foods filled with oil and sugar. Now their refrigerator is filled with natural foods like fruits and veggies instead.
- **Eat with your hands.** Ricky doesn't use a food scale or measuring cups. Instead, he uses his fist to judge portion sizes.
- **Veg out.** Ricky eats more vegetables than ever before. Dinner typically consists of a very large helping of vegetables, small portion of lean meat and one serving of fruit.
- **Swap sweets.** Ricky loves Relivables® All-Natural Sweetener for a sweet taste without the calories of sugar.

# RKF

## Opens Clinic for Children and Pregnant



The Reliv Kalogris Foundation has made a profound difference in the lives of malnourished children throughout the world. This mission continues with the RKF's newest project: a health clinic in Cavite, Philippines.

Founder of Jesus King of Kings Ministry and RKF Site Coordinator **Sr. Beth Perez** oversees operations at the RKF Home. Since the home opened in 2008, she has been responsible for nourishing and educating the children who cannot otherwise attend school or receive proper nutrition.

# Mothers



## An Opportunity to Grow

“When property became available directly across from us, I approached the Foundation about setting up a medical clinic,” Sr. Beth explains. “This medical clinic will enable us to reach out to children suffering from medical conditions, as well as pregnant women at risk of giving birth to unhealthy babies.”

According to Sr. Beth, poor and malnourished children often require medical intervention, treatment and care. Most of these sick children need a separate place where they can receive therapeutic help in the very early stages. The clinic’s goal is to provide the resources needed to keep children healthy.

“Illnesses like bronchitis, pneumonia, asthma, diarrhea and tuberculosis are primarily caused by environmental problems such as unclean water supplies and poor nutrition,” Sr. Beth explains. “The clinic’s medical resources go hand in hand with nutritional support from Reliv Now® for Kids.”

## Community of Caring

Doctors and nurses volunteer their services on Saturday mornings. When Sr. Beth encounters a child who needs emergency treatment during the week, the child can visit the doctor’s practice free of charge for a diagnosis and return to the clinic for treatment.

“When a child is diagnosed, the doctor prescribes the needed medication and also provides Reliv Now for Kids,” Sr. Beth says. “So these children not only receive medical help, they are also enrolled in the Reliv feeding program. The nutrition boosts the immune system, allowing for quicker recovery.”

The program can help prevent hospitalization or death from preventable illnesses by providing the children with early, proper medical assistance. Poor pregnant mothers will also be cared for, Sr. Beth adds. “By providing proper nutrition and care for the mother, we help ensure the children are born healthy and well-nourished.”

## Thank You

*Dear Reliv Distributors:*

*Thank you for supporting this lifesaving program. The construction of this clinic for the poor children of our city provides a beautiful place to “cuddle” during the time of their sickness and allows them to look towards a healthy and renewed life ahead. Your continued support of the Reliv Kalogris Foundation makes this possible. You are a BIG part of what we are doing. On behalf of these children and mothers, we send you our love and thanks.*

**Sr. Elizabeth L. Perez**

Jesus King of Kings Ministries  
RKF Home, Cavite City, Philippines

## How you can help...

### Host a Network to Nourish Event

Distributors throughout the United States are busy holding events in their area to benefit the Reliv Kalogris Foundation. As several have already found out, promoting the Foundation also promotes Reliv — and promoting Reliv helps you build your business! Contact the Foundation today to learn more about hosting a Network to Nourish event.

### Make a Donation

Visit [relivkalogrisfoundation.org](http://relivkalogrisfoundation.org), call us, mail in your donation or add it to your next order. You may make a one-time donation, a recurring donation or PVQ donation.



2010  
2011

by Ray Silverstein

2012

## new year new goals

If you're like most people, you've probably made a New Year's resolution or set goals for your business in 2012.

Goal-setting is a wonderful thing. It's an opportunity to think things through and recommit yourself to what you love. But there's a vast chasm between setting goals and achieving them. Somewhere between January and December, most goals fall by the wayside.

Setting goals is easy. It's fun. Realizing them is hard. It's work. But there are strategies you can employ that will help. They're not big and glamorous, like goals often are. They're dig-in, roll-up-your-sleeves...well, labor. But if you want to reach your goals — not just dream about them — labor is required.

### **Define your goals in measurable terms.**

Studies show that when business owners set measurable goals, they're more likely to attain them. So, instead of saying, "I want to increase my business," say, "I want to increase my business by 8% in six months."

**Create a detailed action plan.** You don't drive somewhere new without a map or GPS.

The same goes for achieving goals: you need a specific, turn-by-turn, action plan. Sure, you're all fired up and raring to go right now. But your efforts will be wasted if what you're doing isn't smart or meaningful. Say, "I want to increase my business by 8% in six months... and here's how I'll do it."

**Break it down into small steps.** How do you eat an elephant? One bite at a time. Set measurable, achievable mini-goals for yourself. It's like losing weight. You don't lose 20 lbs. overnight. You lose weight one lb., one meal, one calorie at a time.

**Set a timeline for yourself.** Attach a deadline to each of your mini-goals. This will force you to stay on track and give you a tool for measuring your progress.

**Put it in writing.** Studies show that there is a unique power that comes from writing down your ideas. Capturing ideas in writing forces you to think in concrete terms and often leads to more inspiration. Besides, your action plan is your road map; you're going to need to see it in order to follow it.

**Keep your plan in view.** Out of sight, out of mind. Keep your plan accessible. Review it often and update it compulsively. Make weekly appointments with yourself to ensure you stay on track.

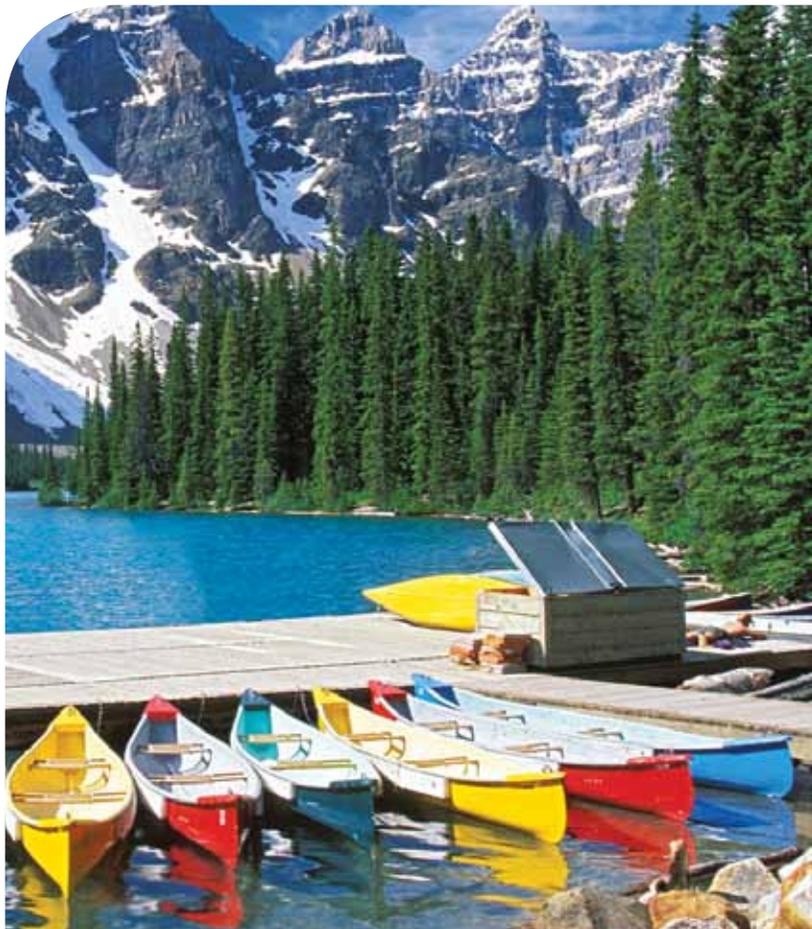
**Share your goals.** When you tell people about your plans, it forces you to be accountable. According to a study, people who wrote down their goals, shared them with others and then provided regular updates were 33% more successful in actually achieving their goals.

**Make it first on your to-do list.** Do one small, tiny thing related to your goal every day. Want to make sure it gets done? Make it the very first item on your daily to-do list. That way, you can't procrastinate.

Many people set the same goals every year, because they never realize them. If you are one of those people, try looking at your business with fresh eyes. Remember, behind every realized goal is a step-by-step action plan. The hardest step is the first one. But that's no reason not to get moving.



*Ray Silverstein is a recognized small business expert and president of PRO (propres.com), a nationwide network of small business peer groups. Ray is also the author of "The Best Secrets of Great Small Businesses" (bestsmallbizsecrets.com)*



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**Name:** Peter Burkel

**Hometown:** Hobart, Wisconsin

**Gigs:** Reliv, dairy farmer

**Activities:** biking, weightlifting, snowmobiling, rollerblading and gardening

**Reliv Regimen:** Reliv Now®, FibRestore®, GlucAffect®, Arthraffect®, ProVantage®, 24K™

**Life Reinvigorated:** "I had trouble sleeping, allergies and other health issues. Since adding Reliv's optimal nutrition, I have experienced amazing health benefits and energy to spare."

**Discovering the Reliv Difference:**

"I knew supplements could help me, so I visited the supplement store and tried to be my own chemist. I never got the results I wanted. Reliv makes it easy — I just add the scoop to my shake and reap the benefits."

**Cutting the Caffeine:** "One of the biggest changes in my life has been my energy level. I used to drink six or seven cups of coffee just to get through the day. With Reliv I have the energy to work my business and do the things I love!"

**Name:** Jason Downing

**Hometown:** Wiscasset, Maine

**Gigs:** firefighter, paramedic, Reliv

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

**Energy to Spare:** "Working as a firefighter requires 12 - 24 hour shifts. With Reliv, I have more energy when my shift ends — energy I can devote to my family."

**Healthy Prevention:** "I have a family history of health problems, so I made the decision to change the cycle. I started working out and giving my body the nutrition it needs. I can now see myself aging into the triple digits. Before Reliv, I hadn't thought that far ahead."

**Time for Family:** "My Reliv business gives me more time to spend with my family. I can go to my son's football games and coach my daughter's soccer team. My wife and I went on a vacation this year for the first time since our honeymoon. I'm enjoying life more than ever!"

**Name:** Josephine Doroja

**Hometown:** Exeter, New Hampshire

**Gigs:** Reliv, Zumba® instructor

**Reliv Regimen:** Reliv Classic®, Innergize!, FibRestore

**Dancing to Health:** "I teach Zumba, dance fitness that blends Latin and international rhythms. It's a workout that feels like a party! Zumba and optimal nutrition from Reliv are bringing out the best in me."

**The Gift of Fitness:** "I didn't like the hours at my previous job, so for my birthday, I signed up for Zumba instructor training. Now I get to help people smile and forget their problems — if only for an hour — and that makes me happy."

**Keeping Up:** "With Reliv I can teach 20 Zumba classes a week, keep up with my family and have energy to spare!"

**Bright Future:** "I am being proactive in my health, mentally and physically — it's keeping me young!"

**Name:** Gary Yohe

**Hometown:** Shippensburg, PA

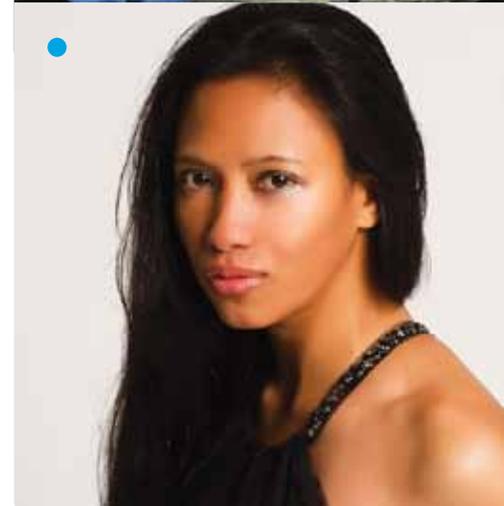
**Gig:** Reliv, Subway franchiser

**Reliv Regimen:** Reliv Classic, Reliv Now, ProVantage, Innergize!, Arthraffect, FibRestore, Simplicity®, 24K

**A New Way of Thinking:** "I was skeptical about Reliv. I see TV ads for pharmaceuticals all the time. But prevention through optimal nutrition is a much healthier way to live."

**Seeing the Difference:** "With Reliv I have more focus and energy to fuel my 22-year passion of martial arts. I have noticed a considerable difference in my performance — stretching further and kicking higher."

**A Healthy Investment:** "Failing to provide my body with optimal nutrition was costing me more than I could imagine. I wore multiple braces, was in constant pain and had no energy. Thanks to Reliv, I have been able to eliminate those costs and it has been liberating emotionally, physically and financially."





**Name:** Zanetta Roam

**Hometown:** Paris, TX

**Gigs:** Reliv, Israel Goodwill Ambassador, stay-at-home mom

**Reliv Regimen:** Reliv Classic, Relivables® r collection, ProVantage, Innergize!, Arthaffect, FibRestore, SoySentials®, 24K

**New Normal:** "I thought I was perfectly healthy before, but after only a few weeks, I could feel a difference in my body and energy level with Reliv."

**Travel Companion:** "I packed my Reliv shakes in baggies for my trip to the Middle East to participate in the Israel Goodwill Academy."

**Enjoying the Experience:** "Between the hours of lectures and meetings with dignitaries, I had little time for sleep. 24K gave me the energy to stay alert and enjoy every minute."

**Hope for the Future:** "Reliv is hope — that my husband and I can be financially successful, that optimal nutrition will help us live better lives. Reliv is the vehicle to accomplish those goals!"

**Name:** Melanie Thornbury

**Hometown:** Plaistow, NH

**Gig:** Reliv, emergency dispatcher

**Reliv Regimen:** Reliv Classic, ProVantage, 24K

**Hooked for Life:** "I was very skeptical of Reliv at first. It was six months before I gave it a shot. When I realized I was missing out on so many opportunities, I decided Reliv was for me and I haven't turned back."

**Fighting the Stress:** "I currently have a high-stress emergency dispatcher position and work Reliv part-time. My goal is to transition into Reliv full-time."

**Reliv Lifestyle:** "With Reliv, I have the freedom to travel and schedule work around my life, not the other way around. Reliv will allow me to live my life as my own."

**Future Goals:** "I am training to run my first 5K. I've made a commitment to myself that wouldn't be possible without the optimal nutrition and energy I get from Reliv!"

**Name:** Tyler Poser

**Hometown:** Denton, MT

**Gigs:** 8th grader, basketball player, runner

**Reliv Regimen:** Reliv Now for Kids, Innergize!, 24K

**Growing Again:** "I was five when I was diagnosed with acute lymphoblastic leukemia. I received three years of chemotherapy and was required to have monthly check-ups. Reliv provided me the nutrition to regain my energy and strength after my treatments."

**Normal Kid:** "Reliv helps me stay active with basketball and track. I love playing sports and competing with other kids."

**Healthy Energy Shot:** "Sometimes when I don't get a good night's rest, I take a 24K shot to stay alert in my favorite class, English."

**Hope for the Future:** "Reliv has given Tyler the energy to be a normal kid. I have hope for Tyler's future and know he can now be who he wants to be!" says Tyler's mom, Carmen Poser.

**Name:** Rachel Young

**Hometown:** Peshastin, WA

**Gigs:** Reliv, caretaker, missionary

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

**Around the World:** "I volunteered in the HIV+ Children's Lambano Sanctuary in South Africa. My daily Reliv shakes gave me the energy to give my best service to those kids every day. It was the most amazing experience — making a difference is a great feeling!"

**New Challenge:** "I decided to run my first 15K race while in Africa. Such a long race was intimidating, but I set a goal for myself and I accomplished it! My shakes of ProVantage, Innergize! and 24K helped my body recover faster than I ever expected."

**Always With Me:** "I'm planning more mission work in Africa and will never leave home without my Reliv. I always know my body is getting the nutrition it needs."

## What's New on the Reliv Healthy Living Blog

Find the latest nutrition news at [reliv.com/blog](http://reliv.com/blog).

Some articles we've added recently:

- What's in Your Energy Shot? 24K™ Offers Healthy Alternative to Caffeine
- Sweet Dreams: 5 Tips to Sleep Like a Baby
- Healthy Blood Sugar: A Balancing Act
- How to Refuel After a Workout

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[my24kvip.com](http://my24kvip.com)

Our VIP Code entry page now features a head-to-head comparison of 24K and 5-Hour Energy. Send new people here so they can see for themselves why 24K is the clear choice. Don't forget to give them your VIP Code!

## new year, new you!

Keep your New Year's fitness resolution on track by joining the Team Reliv Fitness Club! Track your exercise, weight and BMI. Qualify for monthly Team Reliv gear giveaways! Visit your Distributor portal or [facebook.com/teamreliv](http://facebook.com/teamreliv) to learn more.



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Rex, GA



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