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reliv.



24K!

focus+



this is **your** shot
Healthy energy for body, mind & spirit



on 24K™

What a phenomenal product we have! Knocked my Curves workout out of the park this morning... and I haven't been there for over 6 weeks due to a back injury. No jitters/palpitations... just lots of energy to do the best ever workout in 3 years.

Patricia Dunkelberger Epperson,
via Facebook

I've put 24K to the test on some of those occasions where I stretched past what a normal healthy person can do without fatigue, and what I am finding is serious mental clarity and stamina, a sharpness when exhaustion would normally dull the senses. It didn't help my team win the Superbowl, so I'm working on setting an appointment with the Steeler coaches ASAP. Our teams need Reliv!

Marcia Speicher, via Facebook

I can't wait for the Disney cruise! I will be enjoying other happy, healthy Reliv friends on the cruise and we will all have our 24K shots!

Susan Brusa, via Twitter

With 24K I have so much energy and the mental clarity is amazing! Everything looks so much clearer, like in High Definition!

Mardi Tipton Burleson, via Facebook

Finally an energy drink that doesn't give me the shakes! I drink it before going out the door for my dairy farm chores in the morning, and come in refreshed like the moment I walked out the door three hours before!

Ginny Koopmeiners, via Facebook

The best thing about National Conference has to be all the great people I've gotten to meet... and the 24K to stay alert enough to do it!

John Schwendinger, via Twitter

24K is the best. I drove all night to Atlanta, had a busy weekend and drove back on Sunday. Usually I am lagging and dragging. Tried 24K — no lag, drag or sag! I have a calm focus and energy to spare. No caffeine, so no spike and crash. No sugar buzz — just focus, energy and calm. WOW!

Kathleen Sutton, via Business Builders Blog and Facebook

do you want to be first?

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

facebook.com/reliv
twitter.com/reliv
Business Builders Blog



My first taste of the 24K product is on its way. I'm marketing in a college town so I am excited to see how it can help the students and faculty in my area with energy and alertness for exams, studying, etc.

Katie Morrell via Business Builders Blog

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Re-Energize Your Reliv Experience

Since you are reading this magazine, you have already taken a vital first step — you have discovered Reliv. And what a time to find us!

Our revolutionary new product 24K™ is already making waves throughout the industry. As a healthy solution in the booming energy drink market, 24K promises huge growth in the months and years ahead. And we've added a new look, new tools, new promotions and a renewed commitment to our core values to lead our charge forward.

Whether you're an active business builder, a retail customer or someone learning about Reliv for the first time, I encourage you to take the next step in your Reliv journey. Follow us on Facebook and Twitter, add 24K to your next order, advance a Distributor level. No matter how you do it, building on your Reliv experience will improve your life today and pay even bigger dividends tomorrow — I guarantee it.

The new look of *Lifestyle* magazine should give you an idea of how we are re-energizing our efforts as a company. And with a hot new product, a refreshed brand image and a reinvigorated Distributor force, there is no limit to where we go from here.

Come along for the ride!



ryan montgomery
Executive Vice President
of Worldwide Sales

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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24K
IS
THE
BEST

Breakthrough Product Offers a
Healthy Energy Alternative —
and Much More



Reliv's newest product was introduced to an energized crowd at National Conference in Atlanta on February 3, with thousands more tuning in to the live webcast online. It was Reliv's biggest launch event ever — and for good reason. 24K™ brings a healthy new alternative to the red-hot energy drink market.

As Reliv's first ever ready-to-drink product, 24K is an energy shot unlike any other. Rather than masking symptoms of fatigue with stimulants such as caffeine, 24K nourishes your body with 24 active ingredients, providing the fuel for healthy, real energy without the crash.



Break the Fatigue Cycle

Our daily activities zap our energy and can leave us feeling worn out, unfocused and stressed. 24K offers a healthy new solution by addressing the underlying problem — the fatigue cycle.

Physical fatigue and mental fog go hand-in-hand, and stress is a leading contributor to both. These three factors continue in a vicious cycle, leaving you feeling exhausted and unable to get the most out of your day. To be truly effective, a formula must address all three of them.

24K is the first product of its kind to target the entire fatigue cycle. 24K gives your body the fuel it needs for energy, focus and stress relief. No other product delivers such a comprehensive formula or such a synergistic blend. All 24 ingredients work together and strengthen one another for results that are immediate, lasting and beneficial to overall health.

A Nutritional Powerhouse

24K contains 24 powerful — and healthy — ingredients backed by clinical research to tap into your body's natural vitality and promote peak performance. These include:

Omega-3 Fatty Acids: instrumental in the function of brain cell membranes and proven to help improve learning and memory

Resveratrol: improves blood flow to the brain, enhancing brain performance and focus

B Vitamins: essential for the body's energy production and optimal brain function

Beta Alanine: reduces fatigue, improves strength and endurance

Coenzyme Q10: brain-enhancing nutrient and central to cellular energy production

Valerian Root: provides "alert relaxation," or energy without the jitters; shown to reduce stress in those experiencing anxiety

Gama Aminobutyric Acid (GABA): serves as a neurotransmitter that reduces anxiety; controls the brain's theta waves and increases endorphins

For a complete list of ingredient benefits and additional product information, visit: reliv.com/24K

A superior product in a booming energy drink market makes 24K a vehicle to reach whole new groups — and a new generation — of people. For years with Reliv nutrition, we've had what everyone needed, but sometimes our friends didn't realize how much they needed it. With 24K we have what they want and need. That's a huge difference.

Bronze Ambassadors Jeremiah and Hanna Pence of Enid, OK

Healthy Energy for Body, Mind & Spirit

by Dr. Carl Hasings, Reliv Vice Chairman & Chief Scientific Officer

Everyone knows what it feels like to be tired. But more and more Americans aren't just tired, they're exhausted — both mentally and physically. Our schedules continue to get busier as we strive to balance work, school, family and everything else we do. We need added energy more than ever before.

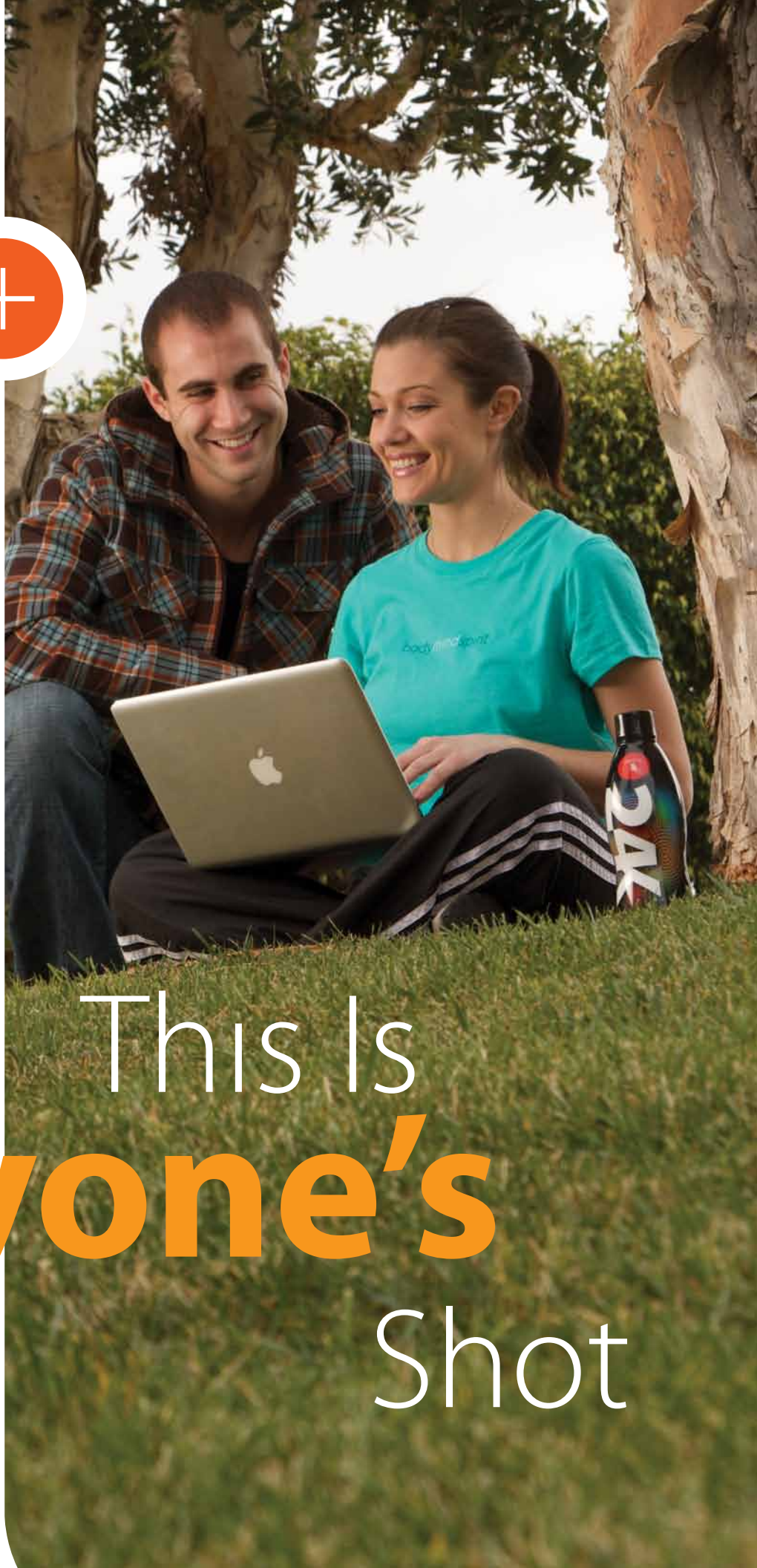
It's no surprise then that the energy drink market is booming. Unfortunately, most people turn to energy products containing stimulants that can do more harm than good. Loaded with caffeine, these products provide an artificial lift leading to an inevitable crash. That's not to mention the potential for an accelerated heart rate, anxiety, trouble sleeping and even withdrawal. In fact, the levels of caffeine in some popular energy drinks have many regulatory authorities concerned in several countries worldwide, prompting more strict regulations and warning labelling.

At Reliv, we felt compelled to provide a healthy alternative. Meet 24K, our first ready-to-drink product and a healthy way to deliver real energy through real nutrition. Rather than relying on stimulants, 24K contains 24 health-promoting ingredients proven to address all three factors in the fatigue cycle: physical fatigue, mental fog and stress.

No other product on the market delivers the nutritional punch of 24K. Just compare labels and see for yourself. If you're looking for a healthy source of energy for body, mind and spirit, this is your shot!



With increasingly busy lives, it seems we are all looking for an edge just to keep up. Unfortunately, many of us turn to energy products containing stimulants that can do more harm than good. That's why Reliv developed 24K™, a healthy way to deliver real energy through real nutrition.



This Is Everyone's Shot

Work, school, family...

24K is Reliv's first ready-to-drink product and is available in a multi-serving 28-ounce bottle and in two-ounce double-shots for when you're on the go. So you are covered wherever and whenever you need to perform at your best:

- **Morning.** Kick start your day with a shot of 24K.
- **Afternoon.** Avoid that mid-day slump after lunch.
- **Exercise.** Boost athletic performance and energy levels.
- **Study.** Improve concentration with the ideal "study buddy."
- **Travel.** Keep focused and alert on the road.
- **Weekends.** Tackle that to-do list with energy to spare.

Do the Math

Compare 24K's label with the leading energy shot — the one you see every time you check out at the store — and you'll see there really is no comparison. And when it comes to price, you'll discover that with 24K you get a whole lot more for your money.

- 24 active ingredients
- 5 calories per serving
- 0 caffeine
- 0 sugar
- 0 crash



Learn more about 24K and order yours today at reliv.com/24K.



"As a runner, I love the feeling I get from 24K! It reminds me of when the endorphins kick in on a run and you just feel good. I get a steady, sustained energy — not a caffeine kick. I also feel more clear-headed. Right now, I'm training for the Pittsburgh Half Marathon, so I drink 24K before each run. I'm going to get a 24K shirt to wear during the race!"

Amy Thomas, Export, PA

"Studying for exams can mean a lot of late nights. I usually end up feeling pretty crummy from lack of sleep. I had tried other energy drinks, and they always gave me a jolt, but left me feeling drained after 30 minutes or so. 24K was different. I felt really good and didn't feel shaky or get a crash afterward. I earned all As and Bs on my exams this year! Now I take a shot of 24K whenever I work a late shift at the dorms. I love it!"

Lauren Vance, Clayton, CA

"Since getting our order of 24K last week, I have been taking it twice a day and have seen dramatic improvement in my racquetball game. Racquetball is a fast sport and the biggest difference I have seen is improved focus and mental clarity. I have to decide quickly what shots I am going to make. My opponent even said today that he had seen my game improve. I don't feel too guilty because I have already told him about 24K!"

Dan Miller, Houston, TX



A Golden Opportunity

by Presidential Four-Time Platinum Ambassadors
Joe and Carol Felger

24K is the perfect door-opener to the entire Reliv opportunity. And in the words of Henry Ford, "Employers don't pay wages; products pay wages."

We've been comparing Reliv's launch of 24K with Ford's launch of the Mustang back in 1964. When the Mustang came out, there was no such thing as a "pony car." Sure there were sports cars, but this was a new, unique approach. Similarly, there are a lot of energy drinks on the market, so this is a product people can immediately recognize and relate to. But none of them hold a candle to 24K! It's so much more than an energy drink.

The Mustang had new Ford dealerships popping up everywhere. And 24K has Reliv distribution networks expanding across the country. With the cutting-edge product line we already have in place, we can blow the roof off of this opportunity in the months and years ahead!

the story of

24K



other design concepts considered

September-October 2010: What's in a name?

by Senior Vice President of North American Sales Steve Hastings

Google: Energy drinks = 8,350,000 results. That just begins to give you an idea of the challenge in naming 24K. Hundreds of names on brainstorming lists over weeks produced few that weren't already in use.

We were ready to settle on something that, frankly, just didn't work: "Forza!" (Just picture that name on our cool black bottle.) So we gave it one more shot, one more day. This was a game-changing formula and we needed a name to match.

We all have our best 'thinking times.' Mine is a bit odd. When things at Reliv are really rolling, I wake up about 4 am and my mind starts racing... I started thinking about the color of the product. This stuff is pure gold. Boom! There it was. Pure gold turned to 24K and I sat straight up. Premium quality. Value. Purity. Gold color. It's perfect! But would this one be taken too?

I walked into my dad's (Dr. Carl's) office that morning and, with a weird feeling of destiny, asked him how many active ingredients were in the product? "24," he said. "Why?"

I walked into the team meeting and wrote a big 24K on the white board. Eyes lit up, excitement built. But is it available? By then I just knew it had to be. Reliv is a great company. This is a great product. Sometimes good things happen just because they should. A quick web search, a call to legal and the celebration began. 24K was here!

Fall 2008: Conception

Following the launch of GlucAffect® in November 2008, **Dr. Carl Hastings** and the Reliv Product Development team set to work on a new product. Scientists have made several new discoveries about nutrition's role in brain function. The team targets brain health for the next Reliv product.

Winter-Spring 2009: Research & Discovery

Reliv scientists identify the most cutting-edge ingredients in promoting healthy brain function. They determine that the elements of the fatigue cycle — brain fog, physical fatigue and stress — are so fundamentally connected that the most effective product will address all three.

Summer-Fall 2009: Initial Formulation

The painstaking process of researching a long list of potential ingredients, contacting suppliers and testing individual components takes place. Many ingredients on the list fail to meet Reliv standards. Eventually a potential formula begins to take shape — first on paper, then in the lab.

December 2009: A Reliv First

Seeing a big opportunity in the already established and booming energy drink market, Executive Vice President of Worldwide Sales **Ryan Montgomery** champions the idea of jumping fully into it. To better compete, part of that strategy means making the formula a ready-to-drink liquid as an alternative to Reliv's established powdered nutrition approach.

Spring-Summer 2010: Re-Formulation

Reliv scientists go to work creating a liquid form of the formula with an eye toward potency, solubility, color, flavor and other considerations. The product team also analyzes the manufacturing process and the costs of production.

August 12-14, 2010: Taste Test

The team produces a ready-to-drink formulation with a nearly final nutritional blend. Initial flavor concepts are created in time for International Conference in St. Louis. The conference features a taste test of two such concepts — the feedback for both flavors is less than positive.

August-September 2010: Product Perfection

Reliv scientists return to the lab yet again to test new flavors and perfect the nutritional components. The final formula is agreed upon.

October-November 2010: Label Design

The Design Department is tasked with making a cutting-edge design for what is clearly a cutting-edge product. After identifying key messages, target markets and design goals, multiple concepts take shape. After concept presentations and discussions among the Marketing and Sales team, a bold new design is selected.

November 2010-February 2011: Marketing Campaign

Marketing Department launches an unprecedented, multi-faceted campaign, creating a comprehensive strategy for pre-launch, launch and post-launch. Materials and resources include web tools, email messages, social media, videos, ads, posters, print pieces, 24K merchandise and more.

February 3, 2011: Launch Event

Over 2,000 Distributors brave severe winter weather to be on hand at National Conference in Atlanta, and tens of thousands more view the launch event live via webcast. The product takes off immediately and does not slow down.

believe
excitement
energy
new **my**
conference
diary
fun
amazing
rewarding
positive
special

by Bronze Ambassador Diane Helmold

january 2011

The new year began with a bang! We were all finalizing our hotel rooms and travel arrangements and promoting the National Conference — daily. Our phones were ringing off the hook. There weren't enough hours in the day to tell everyone about the upcoming product launch event!

days leading up to atlanta

*Oh no, 22 inches of snow to hit the Midwest coming this week!
Are we going to miss the launch event?*

It began Sunday afternoon, January 30th, with the local forecast. News hit and within an hour it was all anyone could talk about. I thought, "It's only Sunday. By Thursday our plane will take off and everything will be ok." I was staying positive.

When the Chicago Public Schools closed Tuesday, I started to get concerned — it was the first time in 12 years that the CPS had closed due to weather. Then by mid-afternoon, it hit. I have lived in Chicago my entire life, and have never seen snow come down so heavily or so quickly. We kept shoveling into the night, and the snow kept coming. It looked doubtful that I would be flying out at all.

thurs 2.3.11

Morning: I met members of our group at Midway Airport with tickets in hand hoping to take off as expected at 11 am. At 10 we were told the flight had been canceled; the next flight was at 1:30 pm. We waited. My heart couldn't take another change of plans.

Afternoon: I tried to look on the bright side — the sky was sunny and there was no sign of snow. If there is one thing I learned from doing this business, it's that you have to be flexible! At 1:00 pm they announced our boarding. By 1:30 we were in the air — I could hardly believe it!

7 pm: So many of our team made it to conference opening night just in time. I believe we had 40 people there in all. The anticipation was building. With the excitement all around us it was difficult to sit still. What would this new product be? Could my guess be right? What were other Ambassadors thinking? So many questions. So many thoughts running through my head. I can't stand it any longer. I must know!

8 pm: And the product is... 24K™!

I jumped from my seat and shouted, "I guessed right!" I had followed the pre-launch clues from Reliv, and the one that kept sticking with me was "a Reliv first." From this clue and the early users of the product describing clarity of mind and increased energy, I guessed it would be a bottled energy drink. I wanted

to hear about this “wonder” drink from Dr. Carl himself. How would we market it? Could we build a business on this product? Oh, the questions... and the excitement!

9 pm: Everyone met at the Company Store. We all networked and purchased the new product and brochures — along with new Reliv gear featuring the new Reliv logo! It may have been a huge conference hall, but it felt more like being at a party in a friend’s living room.

10:30 pm: Our group met at the Sports Lounge in the Renaissance Hotel for a burger. More networking to be done — and the excitement still alive as ever! It was an evening full of very positive, very pumped-up people. We knew we were a part of something special.

fri 2.4.11

9 am: We started the day learning about the science of 24K from its creator himself, **Dr. Carl Hastings**. I don’t remember him ever getting more standing ovations than he did this weekend. More great workshops and presentations only made the buzz of the event louder.

12:30 pm: We all met for a fun lunch at Jason’s Deli. More networking, more excitement, more dreaming big!

2:00 pm: A great afternoon of conference content followed, highlighted by the Reliv Kalogris Foundation presentation by **Scott Montgomery**. It is so rewarding to belong to a worldwide community that is making such a big difference in the lives of so many.

4:30pm: Our upline Ambassador **Shawn Bergeron** reserved seats at a tapas restaurant. It was a lot of fun. We joined other area Ambassadors and leaders and did more networking. The night was still young when we got back to the hotel, so our entire group met in an open area and shared ideas of how we were going to market 24K. We already had our own personal health stories from using the product for one day — amazing! In all the excitement, I think we didn’t get back to our rooms until 1 am.

sat 2.5.11

9 am: The morning session featured inspiring talks from **Bob and Ryan Montgomery**. I can’t say enough about the leadership of this company. Then we got to learn straight from the hottest Distributors in Reliv right now, the PD All-Star Team.

1:30pm: We all piled into cabs and went to the Sheraton Hotel. Our group sat in on a post-conference goal-setting session with Reliv Hall of Famer **Doris Leissing**. Wow! We now have a plan. We all broke up into our own teams to work on our plans. I made it clear to everyone that when we got back home reality would hit. We need to stick to our plans even when the going gets tough. Don’t let the momentum die!

It was a weekend I’ll never forget. Dr. Carl, thank you for 24K. The future is ours! See everyone at the top!





Team Reliv... so far

- 55 running/walking events
- 700+ Reliv participants and volunteers
- 25,000+ people learning about Reliv

To submit a running event for sponsorship, visit the Team Reliv page on the Distributor portal.

Join the team!

Join the Fitness Club

Exercise tracking + weight loss tracking + peer support + monthly prizes = a great way to get in shape! Sign up today on the Distributor portal.

Where in the world is Team Reliv?

We want to see your Team Reliv pride! Send us photos wearing Team Reliv gear from around the world — or at events in your hometown. Share your photos on Facebook and we'll draw winners later this year for even more Team Reliv gear!

facebook.com/teamreliv

performance.



this is **your** shot
Healthy energy for body, mind & spirit

Have you dreamed of a lifestyle that allows you the freedom to see the world and live life on your own terms? With Reliv, that lifestyle can be yours.

Say 'Aloha!' to the Reliv Lifestyle



In February, Reliv's 2011 Presidential All-Star Team joined new Presidential Directors on an all-expenses paid vacation to the Sheraton Maui Resort & Spa in Hawaii. They enjoyed rest, relaxation, luxurious accommodations and an adventure they'll never forget! But as much as these Distributor leaders savor traveling to exotic destinations with Reliv, for them the Reliv lifestyle means so much more.

Peter & Norma Carlozzi

"My Reliv business has enabled me to pay for extras for my kids. Being able to provide more for my children has been really important to me," Norma says. "It has provided time, money, freedom and a sense of purpose. I can accomplish anything I set out to do. Because they have observed my experience with Reliv, my husband has such an elevated confidence and my kids have a very entrepreneurial spirit. They will never work a job where they are trading time for dollars. They're going after their dreams because they have seen me go after mine. We are building a heritage for them, and I can pass my Reliv business on to them."

Raul & Aurora Paredes

"So much has been made possible in our lives because of Reliv! We have been working with missionary programs in the Philippines for more than 30 years. Because of Reliv, we've been able to provide more educational and scholarship programs in the Philippines," Aurora says.

"Reliv has allowed me to become not only a providing father, but also a real dad. I've been able to spend critical moments with my kids when they needed me most. I used to miss spending time with them. My corporate job required me to be away from my family. Now wherever we go on vacation, I am there from the beginning until the end!" Raul says.

Jim & Quila Buhler

"What a blessing it is to be able to provide for our children the things that neither of us had. Reliv allowed us to break the cycle and lift our children up! We were able to pay for our daughters' weddings in two different states! Reliv means not stressing about debt. You can take a breath and know that you are in control of your future. It means waking up every day and commuting a few steps to your office. It means 20 years later, we still love what we do. When you find your passion — and Reliv is our passion — you will never work another day in your life!"

Rosemary Bell

"I have an amazing lifestyle, and freedom to do what I want. I don't have to ask permission if I can go on a trip. In fact, with Reliv, I travel on luxurious trips that I never could before. In Maui, while enjoying a luxurious dinner, Norma Carlozzi and I realized this must be what heaven is like! I've enjoyed 37 Reliv trips in five years. But the PD All-Star Team is the biggest honor. I had a rough year personally, but I focused on Reliv and it paid off. Reliv is so professional and classy when it comes to rewarding us for our work. Reliv is for people who want to enjoy life. Reliv is for people who want to dream!"

David & Eileen Leeds

"It is hard to explain how fantastic it feels to help someone with their well-being. It makes you feel alive to give back to others! And not only do we get to help others, but we also get to live the life we've always dreamed of. Our Reliv trip to London was the trip of a lifetime! We experienced cathedrals, castles and sites of major historical events on that trip, all because Reliv made it possible. Most importantly, this business has given us the freedom to spend time with our family. Traveling is a wonderful perk of course, but the time spent with our six grandchildren is truly priceless!"

I can accomplish anything I set out to do.

Reliv has allowed me to become not only a providing father, but also a real dad.

When you find your passion — and Reliv is our passion — you will never work another day in your life!

I have an amazing lifestyle, and freedom to do what I want.

Not only do we get to help others, but we also get to live the life we've always dreamed of.

Experience Your Own Hawaiian Adventure

You can earn a Reliv trip to Hawaii in the 2011 "Presidential Passport" promotion! To learn more, visit your Distributor portal or ask the person who introduced you to Reliv. Set a goal, get to work and say "Aloha!" to a brand new life!



because of reliv

I can follow my dreams as a musician

Don Campbell

Singer, guitarist, songwriter
Nashville, TN

Life in Music: Recorded 10 CDs with three more in production. Opened for acts such as Carrie Underwood, Willie Nelson, Randy Travis and Three Dog Night. Career highlights include winning National Country Showdown at the Grand Ole Opry and \$50,000 first prize and playing Gillette Stadium with Toby Keith, Keith Urban and Gretchen Wilson.

Because of Reliv... “I can pursue my dreams as a musician at full speed. With close to 200 live shows every year, Reliv gives me the health and energy that road food can’t. And with 24K™ I have a whole new way to stay energized and focused.”

Bean Svenson

Fiddle player
Hermosa, SD

Life in Music: Professional musician since age 10. Regular on local TV. Toured world with USO. Backup player for Nashville recording artists. Plays tourist venues in South Dakota with wife Sally and sons ages 14 and 17.

Because of Reliv... “I can still play music professionally. Before I found Reliv 13 years ago, I was having trouble holding my fiddle bow. Not long after I started on the products, I was able to play 116 days of shows in a row! And our Reliv business has allowed us to remain musicians and stay at home with our boys for a full, rewarding life together.”



Don Campbell
performs "Reliv My Friends"
at National Conference.
Listen to the song under
the conference tab on the
Business Builders Blog
and learn more at
doncampbellmusic.com.

what can you play?

One of our Random Question Wednesdays on Facebook asked people to share their musical ability — or lack thereof. Some of our favorite responses:

Mardi Tipton Burleson My hubby is the true musician. He opened for Alabama for one of their concerts! I am so proud of him! He rocks in our Reliv business too!

Jennifer DesMarais Air guitar with the kids...hahaha...and one song on the piano I learned in fifth grade.

Beth Carter I play piano and attempted to learn the violin while in college... it was a sad thing — even the dog hid when she saw me take the instrument out of its case:-)

Join the fun: facebook.com/reliv

Danny Britt

Singer, guitarist, songwriter
Austin, TX

Life in Music: Played first gig for money at age 12. Toured for two years with Texas music legend Jerry Jeff Walker. Recorded three CDs and recently released a new single with more to come in 2011. Performs as a solo act and with a few different bands, including corporate events.

Because of Reliv... "I can record my own music on my own record label. I had given up music for several years to become a golf pro. Reliv gave me the financial freedom to get back to music and start Red Dawg Records. And if I can't sing, I can't work. Reliv keeps me healthy to stay on top of my game." Learn more at reddawgmusic.com.

Hogan Family

Family of musicians
Defiance, Ohio

Life in Music: Family of nine — Dr. Tim and Elizabeth Hogan and their seven children (ages 10-25) — includes eight pianists, seven vocalists, four guitarists, four harpists, four violinists, two mandolin players, one flutist and one composer. Older kids operate chamber music business playing weddings and special events. Three children also teach music lessons.

Because of Reliv... "We can make music part of our everyday life as a family. The Reliv products provide the health, stamina and focus needed to develop musically. And the business provides the extra income for instruments, lessons and other expenses. Reliv has also given us a tenth musician, our new son-in-law, Bronze Ambassador **Christian House!**"

Norma & Peter Carlozzi

Pianist (Norma) and guitarist (Peter)
San Mateo, CA

Life in Music: Norma — University-level piano instructor for 30 years and master teacher for other instructors. Peter — performs locally, provides lessons, works as sound engineer and puts together concert series for top musicians. Peter also hit the charts in the early 80s with his band Solaris.

Because of Reliv... "We can pursue music on our own terms. Our Reliv business has given us the time and financial freedom to make music a passion we follow rather than a job we have to do — and there is a huge difference."

Beginning in 2010, Reliv Distributors, executives, employees and other constituents set out to define the Reliv brand. The goal was to better articulate what Reliv is all about and to create a set of principles to guide the company and our Distributors in moving forward. Through a process that lasted several months, we developed a set of Brand Standards.



The Reliv Brand:

A Higher Set of Standards

Core Values

As defined in the Brand Standards, Reliv is guided by the primary principle of “Distributors First” in everything we do. The corporate office exists to serve Distributors and support them in their sponsoring and sales efforts. Distributors embrace the same philosophy in support of their downline.

In addition, we are guided by five core values:

quality

We hold ourselves to the highest standards of quality. Our ingredients come from the most reputable suppliers and undergo rigorous testing when they first enter our plant, and again at each step in the manufacturing process. And because we own our manufacturing facility, we are able to ensure purity and potency in every product — guaranteed.

trust

We work hard to earn and maintain the trust of our Distributors, customers, employees and partners. We trust our products with our own families so you can too, and we ensure that accurate commission checks are delivered on time every month — no exceptions. We make detailed information about our products and business opportunity available to all to ensure clarity and understanding. We value transparency in everything we do.

integrity

We adhere to moral and ethical principles in all aspects of our business. People depend on our products to maintain their health and our business to maintain their livelihood. We take that responsibility very seriously.

changing lives

We believe everyone can benefit from our products and business opportunity. We want to change lives for the better.

giving back

As Dr. Theodore Kalogris often said: “Be ashamed to die until you have scored a victory for mankind.” It’s our mission to Nourish Our World, and part of this involves the charitable efforts of the Reliv Kalogris Foundation. We are proud to partner with our Independent Reliv Distributors to bring health and hope to thousands of people in need worldwide.



Notice anything different?

In developing the Brand Standards, we realized that the Reliv logo could be updated to better reflect what Reliv is all about.

- **No accent.** Provides a more modern look and promotes consistency. (How many of you put the accent on Reliv every time you typed it?) Also improves Reliv's visibility in search engines like Google.
- **Font is clear and simple.** More modern and better reflects the Reliv brand personality and voice.
- **The three flags are more prominent.** Stronger representation of our mission to Nourish Our World in body, mind and spirit.
- **The circle.** Represents the world and allows us to deliver our mission to Nourish Our World through the logo.

New apparel and other Reliv gear featuring the new logo is now available in the Company Store. You'll also be seeing the change gradually over the coming months in Reliv promotional items, sales tools and more.

Brand Personality

If Reliv was a person, how would you describe him or her?

- Genuine and trusted
- Fun
- Flexible
- Inclusive
- Empowering
- Cutting-edge
- Healthy

Brand Voice

If Reliv was a person, how would he or she speak?

- Credible
- Clear and simple
- Optimistic
- Motivating and encouraging
- Welcoming and relatable
- Fun

Learn more about the Reliv brand and download a copy of our Brand Standards under "The Company" on reliv.com.

4 Easy Personal Branding Tips for Entrepreneurs

by Marcel Sim

Companies spend millions of dollars on corporate branding. Why is corporate branding so important that it attracts businesses, big and small, to invest so much time and money on it? Effective corporate branding can boost the bottom line of your company significantly; it has the ability to equip a new product or service with instant credibility and value in the market.

You don't need to be a rocket scientist to know that corporate branding is an essential tool to project a strong brand and identity for any company.

More Than a Logo

Whenever we talk about branding, we almost always think of logos and slogans. See the curved wing on your running shoes and you'll recognize in an instant the famous Nike Swoosh. What comes to your mind next? Just Do It. But did you know that branding should also take place at a personal level? Beyond your company's logo or slogan, you as a business owner should also be recognizable through personal branding.

Your Personal Brand

Personal branding is less about slogans and sounds, and more about your individual core values, qualities, personality and vision. In today's business world, it's important for business owners to learn to promote and market their personal brand. To gain an advantage over the competition, you need to stand out in a crowd. The fact of the matter is, your customers aren't just buying a product or service. They are buying into your brand as an individual personality — you!



4 Steps to Help Develop Your Personal Brand:

1. Develop your own personal marketing plan

Include your personal mission statement: What are you here for? What do you hope to achieve in your lifetime? Identify your core values. Specify your short-term and long-term goals, and plan your timeline to achieve your goals. Include detailed strategies and action steps, and don't forget to review your personal marketing plan quarterly.

2. Build up your credibility

No matter where you are in your business or career, aim to be the best you can be and to offer the best you can give. Make use of every opportunity to learn and hone your skills. Never stop learning! Become the expert to whom people in your professional field go for help and advice. Give a lecture, contribute advice and articles to a professional publication or blog, or go join a local community group or professional organization.

3. Develop and present your "elevator speech"

An elevator speech is a short, succinct description of what you do, how you do it differently from the others and the benefits you're able to provide. Incorporate your personal core values and your own brand personality into the speech. Your elevator speech should be unique to you, something no one else would be able to apply to their personal brand. Develop yours today and be ready to present it to prospects whenever opportunities arise.

Personal branding is less about slogans and sounds, and more about your individual core values, qualities, personality and vision.

4. Make a contribution

Find a cause you are passionate about and is related to your particular field. Give back to society through your expertise. Volunteer to do free work for a local charity. Give your expertise, advice or monetary donations to a charitable cause. By contributing what you know, you're reinforcing your personal brand and establishing your credibility.

Your personal brand, if managed and developed properly, can become your greatest business asset. Decide today to build up your personal brand, and it will go a long way in your entrepreneurial career.

Marcel Sim is an expert writer in the areas of entrepreneurship, e-commerce and internet marketing. His website, GetEntrepreneurial.com, helps entrepreneurs with small business advice, business tips and entrepreneur resources.

YOU

Are the Reliv Brand

As a business builder, it's important that you are not only a product of the product but that you 'be the brand' as well. Wear Reliv gear to meetings, on trips, to school, to the gym... **everywhere!** You'll be amazed at how many conversations it starts — and how many opportune moments it creates.

We've developed a whole new line of merchandise around our new logo and new Brand Standards. If you haven't shopped the Company Store in a while, take a look. We think you'll like what you see.



RKF Returns Hope to Haiti



Within hours of hearing the news of the Haiti earthquake, Reliv Kalogris Foundation staffers were receiving calls from Distributors checking on the well-being of **Dr. Manno** and our feeding programs in that devastated country. Although most of our programs and staff were spared, hundreds of thousands were not so lucky.

All it took was for us to provide an avenue for our Distributors to help — and help you did! The RKF received an unprecedented number of donations for our Haiti relief fund.

Initial funds were distributed to RKF partner organizations in Haiti in order to meet the immediate needs of the people following the disaster, such as providing fresh drinking water. Additional funds were maintained in a special account to be used for a more permanent source of hope. After a thorough analysis of potential projects, we believe we have found the perfect match.

Breaking Ground on a Better Future

Immediately following National Conference this February, RKF Haiti Area Coordinator **Kathy Brawley** and I flew to Cap Haitien for a groundbreaking ceremony to mark the turning point in the lives of 80 orphans. These 80 children, whose lives were forever altered by the earthquake, came north in search of a future. The compassion and generosity of our Distributors enabled the RKF to provide funds for a new building that will contain a dormitory, bathrooms, dining hall and study area, all located within yards of the school in which they will soon be enrolled.

The enthusiasm and gratitude of the community was clearly written on the faces of all those who attended the ceremony. The project engineer, the mayor, the chief of police and the monsignor who first approached us for help delivered heartfelt prayers, songs and speeches.

by Reliv Kalogris Foundation Director
Reggie Ament



Each speaker reminded the community of the ongoing support the Foundation has given to the Haitian people and expressed their gratitude for our long-term commitment. This project will not only offer these orphaned children a promising future, but also provide a nutrition program for some of the most severely malnourished children in the surrounding neighborhood.

As the Director of the Foundation, I have been involved in the process of identifying potential building projects that will support and enhance our nutrition programs. I came away from this groundbreaking event with one thought: This is big, very big... for the orphaned children, for their community and for Reliv International!

2010 Highlights

- The Foundation received record donations from Distributors totaling \$1.2 million in 2010. Donations provided daily nutrition to 42,000 people in 10 countries.
- In the Philippines, the RKF opened an all-new feeding center thanks to the generosity of our Distributors.
- At the 2010 Walk for the Mission, over 2,000 participants raised over \$40,000.
- Following the earthquake in Haiti, the RKF's Haiti relief efforts allowed \$450,000 of Reliv products to be shipped directly to the devastated country. Additionally, we broke ground on a building project in Northern Haiti that will house close to 80 orphaned children who lost their parents in the quake. The scheduled completion and building dedication should take place in mid-2011.
- With nationwide registration complete, the RKF announced that it may now receive outside donations from family, friends, customers and businesses. Those interested in hosting a Network to Nourish event can find details and applications on the RKF website.



Get Ready to Rally!



Get to St. Louis for International Conference and be sure to bring your enthusiasm! This year, Reliv will be hosting our very own block party — the first ever Rally for the Mission to benefit the Reliv Kalogris Foundation.

Our goal is to have 100% of conference attendees join the Rally in downtown St. Louis. Make plans now with your Foundation City to show the world what the RKF means to you... and be ready to strut your stuff to music and dancing in front of your fellow Distributors!

Groups will have the opportunity to appear on stage for all to see, including the judges. For the first time, each member of the "Most Spirited Group" will walk away with their very own Rally for the Mission trophy. Second and third place groups will also receive special recognition, along with bragging rights for 2011.

So don't miss this fun-filled opportunity to support the Foundation and the Reliv Mission. All it takes is a \$20 tax-deductible donation to join in the fun — and receive a commemorative gift!

Register today: relivinternationalconference.com

Time to Write Your Own Success Story

by Senior Vice President of Distributor Success
Don Gibbons



I don't care how this issue of *Lifestyle* ended up in your hands. You either are a Reliv Distributor, you know a Distributor, or you found this where a Distributor left it. I just want you to take a few minutes, have an open mind and simply use some basic common sense.

People use energy drinks — they are everywhere.

You will want to use 24K™ — our new energy drink.

People will see you drink it.

People will want to know where they can get some.

Isn't it time for you to get serious about the Reliv business?

In the fall of 1988, a guy I knew from college came to my house to show me a new opportunity. He had a tall can of product — and it didn't even have a label on it. It was from a brand new company named Reliv. We went into the kitchen with my dog trailing close behind. When he took the lid off the can, the stuff smelled so bad the dog left the kitchen!

We're standing at the sink. He takes a spoon, puts some in a glass and runs water into it. A huge glob floats to the top. Then he stirs it like a madman, and still about half of it is swirling around undissolved. He hands it to me and says, "Here, try it."

I threw him out of the house!

24K – Time to Wake Up!

Reliv has come a long way from there. You can't find more effective nutritional products anywhere in the world today. No one even argues about that. Now we have a product in 24K that makes Reliv extremely visible. Energy drinks are booming and 24K works better and does a lot more than anything else out there. Plus, it tastes great and even has a very cool, eye-catching label.

We have already made a huge difference in the lives of so many people. You can read about a small sampling of them in this magazine. I know how it is — when you read the success stories it's like reading about lottery winners. Sure, that kind of success is great for them, but could it really happen for me?

24K Accelerates Everything!

With 24K, you don't have to do anything except take the cap off the bottle! That's it — there's nothing else to learn. People you know are already using products for energy. You just have to open your eyes — energy drinks are everywhere! Just try checking out at the store these days without seeing a huge display of them.

Reliv has the first product to provide energy, focus and stress relief in one shot. And 24K delivers all of those benefits with none of the bad stuff — no caffeine, no sugar and only five calories per serving. No jittery feeling, no crash and burn; just pure energy!

You are going to tell other people about it.

You won't have any choice. You'll be out somewhere, in the world, and you'll think "I'm ready for an energy boost. I think I'll take a shot of my 24K." Someone is going to see you do it, someone who has no idea about 24K. Here's how it's going to go:

"What's that?"

"It's called 24K and it gives you a great energy boost."

"Really. I've never seen it before. Where do you get it?"

You won't be able to avoid adding more Reliv business. It's going to happen. What if you really get serious about Reliv?

What are YOU going to do?

Look, I'm not going to tell you what to do. You can get with your Reliv sponsor and your upline leaders, or you can simply get back with the person who gave you this magazine to find out what to do. I'm just talking about making the decision this time — the decision to DO something more than what you are doing now.

How much more? Well, that's up to you. What I promise you is this: You do more now, today, with Reliv and your return will be bigger and faster than at any time in our history. This is going to really pick up speed, and the time for action is now!

Let's go!

One secret of success in life is for a man to be ready
for his opportunity when it comes.

— Benjamin Disraeli

Name: Chris Bernard

Hometown: Minneapolis, MN

Current gig: Full-time student at Liberty University in Virginia, International Business Major

Activities: Hiking, mountain biking, camping, running marathons. "Going to college near the Blue Ridge Mountains is perfect because I love being active outdoors."

More Focus: "My mom sent me some 24K™. I drank a shot before doing my business law homework and felt more focused and clear-headed."

24K in training: "At a recent race, my friends asked what I was on — I finished the race faster than last year. I owe it all to 24K. I love it!"

If stranded on an island with one Reliv product: "Lemon Innergize!® I love how it hydrates me and I prefer it to any other sports drink."

The future: "I love where Reliv is headed. After college, I might even become a Distributor!"

Name: Allan & Kathy Courtright

Hometown: Waxhaw, NC

Current gigs: Reliv, overseas missionaries, Director of Operations for Charlotte Eagles pro soccer team (Allan)

Kids: Kim, Katrina, Josh, Joe

Family fitness: "Our family always loved sports. But as our kids grew we spent more time watching and less time participating."

Getting fit: "We each lost 20+ pounds with Slimplicity® and felt so much better!"

Joining the team: "When Team Reliv launched, we thought it would help us continue to get in shape."

Online support: "We started slowly, but with encouragement from our family and Team Relivers online we ran more each time!"

Answering a challenge: "Our daughter challenged us to run a 5K. We've been running ever since. In a recent Team Reliv-sponsored race, Kathy and our daughter Katrina both won their age groups!"

Name: Don Prather & Holly Stern

Hometown: Portland, OR

Current gigs: Don – retired, Holly – violinist, Reliv

Favorite products: "We have seen quick results with ProVantage® for muscle health and we love what Arthraffect® does for our joints."

Activities: hiking, biking, gardening, writing

Love at first hike: "When we set up a hike as our first date, I thought, 'I've gotta find out more about this woman!' We've been hiking together ever since," Don says.

Reaching their peak: "In 2006, we did the same hike from our first date — this time with the help of Innergize!® and ProVantage. At 19 years older, we still shaved 45 minutes off of the original two-hour ascent!"

Music to her hands: "Reliv has helped me keep my hands in great shape. As a musician, I love using Reliv as a preventative," Holly says.

Name: Nancy Pingsterhaus

Hometown: Troy, IL

Current gigs: Part-time teacher/ Reliv Distributor

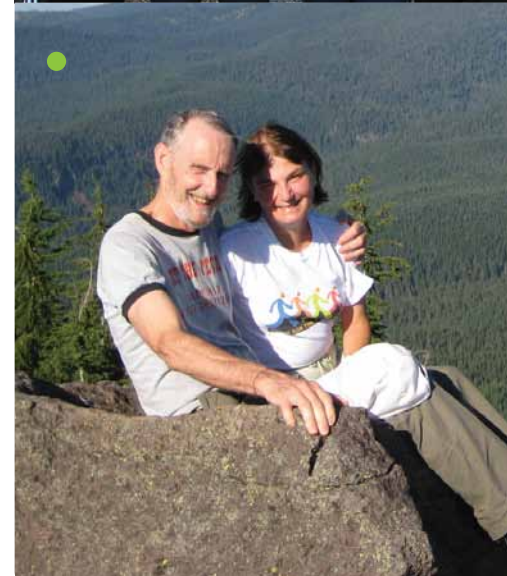
Family: Mike (husband); Children: Michael, Kyle, Christopher and Lauren

As a new Master Affiliate, Nancy was entered into a drawing to win a Reliv Disney Dream Cruise — and won!

Healthy family: "My biggest passion is my family. I originally became a Distributor to get a discount on products for my children."

Taking a chance: "When I told my husband about the cruise drawing, he laughed and suggested a lottery ticket too. My chances of winning were better with Reliv, but I still didn't believe I'd actually win!"

Disney dreaming: "Toy Story is our favorite Disney movie. My son's first phrase was 'To infinity and beyond!' With Reliv, I'm getting there!"





Name: Jeremiah & Hanna Pence

Hometown: Enid, OK

Current gig: Reliv, Farming, Volunteer fire-fighter (Jeremiah)

Pets: cows, chickens, horses, cats, dogs

Love through Reliv: "Jeremiah was in my upline and we became friends through Reliv," Hanna says. "Finding my wife was the best thing about Reliv. This business attracts quality people!" Jeremiah adds.

Completing the family: "Family is most important. We always wanted to adopt. Because of Reliv we've been able to adopt and have time to invest in their lives," Jeremiah says. "When we first met the girls they didn't have parents, a home or pets. Today, they love their home and family, and they'll make sure you meet their dogs or hear about the latest calf to be born," Hanna adds.

A Reliv Lifestyle: "Thanks to Reliv, our life is focused on people, purpose and things that money can't buy," Jeremiah says.



Name: Carlee Turner

Hometown: Orem, UT

Current gig: Full-time student, Part-time running store associate, Reliv

College: Utah Valley University, Elementary Education Major

My Passion: "Running. I'm not a casual runner. Since using Innergize!®, ProVantage® and Arthraffect® to train for my marathon, I can train even harder, enjoy better muscle recovery and avoid injuries."

My 24K™: "I take a shot before each run and one to keep me focused during lectures."

Activities: Running, backpacking, wakeboarding, anything outdoors. "I love trying new things. I took a self-defense class and volunteered with women in crisis. When I took an ice skating class, 24K kept me from getting tired or dizzy!"

Sharing the Energy: "My friend was always falling asleep during class. I shared 24K and she was amazed. She takes a shot whenever she's about to nod off!"



Name: Rosanne Henrickson, Noah Sacksteder

Hometown: Minneapolis, MN (Roseanne) Phoenix, AZ (Noah)

Current gigs: Reliv, Advertising sales (Noah)

New product opportunity: "I knew 24K was something I could market to my peers: busy professionals and young families. So I decided to join my mom in Reliv," Noah says.

Following mom's footsteps: "I want the best for my son, so I'm excited about his future. Noah can have the same freedom I've had in Reliv!" Rosanne says.

Getting social: "Social media is changing how people view network marketing. I'm pleased to see Reliv engaged on platforms like Facebook and Twitter," Noah says.

Cruisin': "This year I'm going on the Reliv Disney Cruise with my husband, but I look forward to the day when Noah earns a Reliv trip and we all go together!" Rosanne says.



Name: John and Melissa Schaefer

Hometown: Evansville, IN

Current gigs: Reliv, Former homebuilder

Reliv Difference: "I was leery of Reliv. I'd tried network marketing but hadn't made much," John says. "But Reliv was different."

Subtle approach: "I ask people what they do for a living. When they ask me in return, I tell them I work from home and change the subject. They always ask for details," John explains.

Persistence pays: "Be persistent. People won't usually respond to one call. Our business comes from follow-up," Melissa says.

New business model: "When I was a homebuilder, customers didn't thank me for getting them in to debt. With Reliv, I get to help people out of debt!" John says.

Reliv lifestyle: "With residual income, Reliv will be our retirement!"

on the distributor portal

Company Store

Check out the Reliv Company Store for all-new items featuring the updated Reliv logo and cool new 24K stuff.

Fitness Club

Track your exercise, your weight loss and qualify to win Team Reliv prizes every month.

Leadership Celebration in Los Cabos

Join top Distributors from around the world for the trip you've been dreaming of! Reliv wants to whisk you away to beautiful San Jose del Cabo, Mexico. Details under the "Promotions" tab.



getsocial!

**Visit us on these social
networks and stay connected:**

- facebook.com/reliv
- facebook.com/teamreliv
- facebook.com/relivkalogrisfoundation
- twitter.com/reliv
- youtube.com/relivinternational
- Business Builders Blog
(for Distributors only)

Join us for Random Question Wednesday on Facebook for your chance to win free Reliv gear!

Reliv U

(relivuniversity.com)

Couldn't make it to Atlanta for National Conference? Experience the next best thing by viewing all conference workshops online.

**More than 600 media
outlets have already spread
the news about 24K.**

Visit reliv.com/24K for the latest about Reliv's healthy energy shot. While you're there, check out videos, ingredient info and product success stories to help you share 24K with everyone you know.



make every day relivable

Visit relivables.com to learn more about Reliv's product line for everyday living. New this month: **Kari Montgomery's** skincare presentation from National Conference.

life 

this is **your** shot
Healthy energy for body, mind & spirit





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2011 revolution!

international conference **august 18-20, 2011** st. louis, missouri

Join the Reliv Revolution!

Declare your independence from unhealthy living, unrewarding work and an uncertain future. Discover the limitless possibilities in your life and in your business as you explore Reliv on a whole new level at the 2011 International Conference.

We've got a revolutionary new product in 24K™, a renewed passion for what we do and even more excitement on the way this August in St. Louis. Don't hesitate — rise up now to make this the year you achieve your Reliv dreams!

Let's show the world there's a better way.

relivinternationalconference.com



Like Our New Look?

We've re-designed *Lifestyle* to better reflect the Reliv brand and provide the kind of content you asked for. And we're doing the Earth a favor too by using 100% recycled paper. Tell us what you think under "News & Notes" on the Business Builders Blog.