

# lifestyle



## soy much better

The Science of LunaRich



simpler.  
faster.  
better.

my24kVIP.com





”I am just so excited to get home and share the hope of Reliv. LunaRich is going to change so many lives! Thank you, Dr. Carl!”

**Lauren Laird via Reliv Blog**

## **national conference edition**

“This company has been like a 4th of July fireworks show that has warped into a never-ending grand finale! Thank you Reliv for changing our lives! We are all in!”

**Doug Thalman via Facebook**

“Thank you for one of the best conferences ever! Words can’t say how special this time at the conference was! Thank you, Reliv Corporate! You did an amazing job! You all rock!”

**Mary Light via Facebook**

“Thank you #Reliv for a business conference that feels like a vacation! Coming home tonight, and back to work @reliv tomorrow.”

**John Schwendinger via Twitter**

“Loving this conference. So grateful to learn from successful people who have changed thousands of lives! #Reliv”

**Melanie Thornbury via Twitter**

“This conference has been amazing! So much heart and passion has been felt, and it isn’t over yet! WOW... what more could possibly be added?”

**Cindy Barnett via Reliv Blog**

“I am so excited. I’m learning how to use social media to build my business. Wow! This is the greatest company ever; they give me all the tools I need to succeed! They also give us the greatest products. Can you believe what Lunarich can do?”

**Vicky Owens via Facebook**

“This is my first conference and I am having such a wonderful time. There are so many amazing people here! I feel like I’m in Hollywood because when I saw Dr. Carl and Robert and Sandy Montgomery, I felt like I was seeing movie stars!”

**Beverley Owens Schwendinger via Facebook**

There’s nothing like a Reliv conference. See for yourself August 9-11 in St. Louis.

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

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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At our National Conference in Reno in February, the quote from stage that generated the most applause came from Ryan Schmidt, CEO of Soy Labs and our LunaRich™ partner: **“The key to bringing back the economy isn’t creating more jobs — it’s creating more entrepreneurs.”**

I’m not surprised. **Reliv Distributors understand the value of owning their own businesses.** They realize that the jobs shed over the past few years aren’t coming back, and the jobs now being created require skill sets most people don’t possess. Companies either don’t have the capital or are unwilling to invest in new hires to make up the skills gap. So millions of jobs remain unfilled despite millions more people looking for work.

There is an answer: direct selling. Direct selling offers real income opportunities at a low start-up cost. Training happens on the job — you learn as your business grows. Success comes down to getting out and talking to people. As Reliv Senior Vice President of Distributor Success Don Gibbons likes to say, **“You’ve been training to be a Reliv Distributor your whole life.”** If you have the drive and determination to succeed, you will.

And right now, I don’t know of a better direct selling opportunity than Reliv. We’re a relatively unknown commodity, so the market is wide open. We manufacture the world’s best nutritional supplements, so the products and success stories behind them speak for themselves. We have a proven business model with a successful track record more than two decades long. **And we recently launched LunaRich, a nutrition science breakthrough available nowhere else.**

If you’ve been waiting to get serious about your Reliv business — **it’s go time!**



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

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# reliv *on the road*

Reliv executives are traveling around the country this spring to tell the Reliv story. What they are finding is the Reliv story told back to them — through inspiring accounts of better health, changed lives and renewed hope.

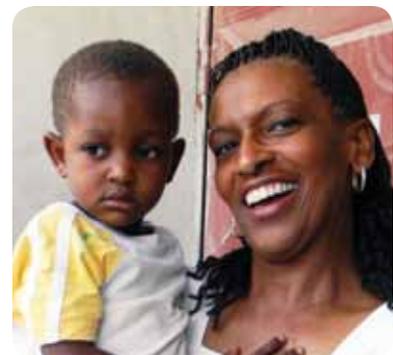


## Show-Me State

Senior Vice President of North American Sales Steve Hastings

### Extraordinary People

I met **Iva Presberry** at a Reliv meeting in Jefferson City, MO. Iva is a special person. She does missionary work in Haiti, a cause near and dear to us at Reliv. She is also building a part-time Reliv business that allows her to stay healthy and do what she loves — helping others. We have such extraordinary people in Reliv. Every time I get a chance to meet someone like Iva, I'm humbled but proud to know that, together, we are changing lives.



### Getting a Head Start

I was on a flight home from our National Conference in Reno with Reliv Ambassador **Rick Cobb**. He was fired-up and eager to spread the excitement with the Reliv gang back home in Columbia, MO. I asked how I could help and got an invite to join the next meeting. Perfect! My daughter, Laura, is a sophomore at the University of Missouri in Columbia.

I spent the day with my daughter and her friends, college kids with big dreams. I got a double dose of hope-filled energy that night when **Joe Cobb**, Rick's son, and his three friends sat in the front row at the Reliv meeting. Seeing young folks looking to take control of their lives and build residual income at such an early age is inspiring. What a life they can create for themselves by starting now. This is your shot, Joe!





## Cross Country

Executive Vice President of Worldwide Sales Ryan Montgomery

### Positively Proactive

I traveled to Minneapolis in January for a standing-room-only special event. Distributors here are unified around a common goal: building big business together. New Reliv Master Directors **Chris and Karin Ederer** are among those leading the charge. For them it's all about getting people to think proactively and make positive change happen.

Chris is a middle school math and science teacher and Karin is a judge for USA gymnastics. Thanks to Reliv, their kids won't be leaving college saddled with massive debt. They also can enjoy their time together as a family and take vacations when they please. Here's hoping they take that next step to Ambassador and can enjoy a vacation on us — our 2012 Leadership Celebration trip to Banff, Canada!



### Changing the Landscape

Phoenix is fired up! And no one's more excited than Presidential Bronze Ambassador **Teresa Long**. Teresa is an herbalist with 30+ years in nutrition. Last year a friend told her to look into lunasin, the nutritional "magic" in soy. She was blown away by what she found — study after study showing lunasin's benefits.

Then in August Reliv teamed up with the Missouri Plant Science Center and the discoverer of lunasin, **Dr. Fred Galvez** (see interview on page 10). Next came the announcement of a new Reliv product with elevated lunasin levels. The results she's getting with that product, Reliv Now® with LunaRich™, far exceed the benefits she'd been seeing before. She told me that what Reliv has embarked on with the MPSC is going to change the landscape of the nutrition industry... and I think she's right.



## Biggest Little City in the World

US Hispanic Sales Director Javier Ramírez

### Making Their Own Luck

According to Seneca, "Luck is what happens when preparation meets opportunity." I guess that's why Presidential Silver Ambassadors **Rita and Jaime Montenegro** are so darn lucky. They filled a bus with 50 excited Distributors (preparation) and drove to National Conference in Reno (opportunity). They finished fifth in the nation that month and earned a \$2,250 bonus. How lucky!

### Along for the Ride

**Yesenia Zermeno** (pictured right) was one of the people on that bus. Knowing no one and trusting only the recommendation of a friend, she jumped on board. The excitement of conference and the personal connections she made inspired her. She decided to move up to Reliv's highest profit level. Now she and her husband, **Moises**, are building a new future together.



**Zak and Kara Grosfield** Belgrade, MT

Before we were married, Kara's mom and sister sat me down to make sure I knew that Kara's health problems might one day require me to serve as her full-time caretaker. Thankfully we discovered Reliv nutrition soon after our wedding.  
~ Zak



We hiked to the top of Sacajawea Peak on our four-year anniversary. I never would have been able to do it before Reliv. Now we pursue adventure anytime we want to thanks to our good health and the freedom of our Reliv business.  
~ Kara



One month we earned \$12,000 in all forms of Reliv income. We quit our jobs and never looked back. Today we are the youngest snowbirds we know, splitting the year between Montana and Arizona. Life is great!



When it comes to Reliv suc

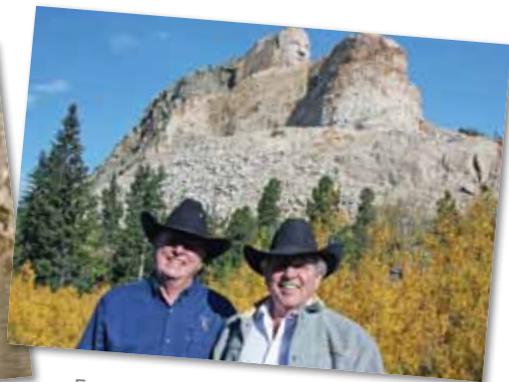
**Harlan Humphrey** Piedmont, SD



I owned a lodge in a remote area of Alaska. Really, the lodge owned me. I'd put in 16-18 hours every day and still watched my debt mount. I felt isolated and alone. I thought I was locked into that lodge forever.



I sold my lodge and found Reliv 14 years ago. My Reliv business was all I had, so I got busy. Four years in I was making \$100,000 a year and had the freedom to pursue my passions, like fly fishing and photography.



For 30 years I had no real contact with my brother. Reliv brought us back together, and now I talk to him almost every day. He's just one of the countless people I've met and helped through Reliv. I'm not alone anymore.

# e ife

ccess, seeing is believing.

**Lori Doerneman** Goddard, KS



We had six kids and weren't looking to adopt. Then we met an inspiring Reliv couple who had found new meaning in life through adoption. The next day we received a call — totally unrelated — from a friend working to find a home for a little girl.



Malaysia suffered from fetal alcohol syndrome and malnutrition. Reliv shakes to the rescue! She would also have rages, kicking and screaming to test us and make sure we wouldn't abandon her. We just loved her back until we became her "forever family."



Every night when I put our kids to bed, I ask them what they are thankful for. My other kids usually respond with little things that happened that day. Malaysia's response never changes: "My family."

**Les & Joyce Ferguson** Beavercreek, OH



We met at a Reliv event and were engaged at a Reliv conference the following year. Joyce went full-time with the business about a year into our marriage. I joined her two years later, going from changing spreadsheets to changing people's lives. ~ Les



Les had two daughters and I had three when we got married, ages 3-14. Reliv allowed us to work from home and raise our daughters together. It's the greatest gift parents can get, and we're as close as a family can be. ~ Joyce



We've built a solid six-figure income for 15 years and enjoy an incredible lifestyle. Reliv has sent us on 67 trips around the world — India, Ireland, Germany... and we wake up every day with the freedom to determine our own priorities.

# The Science of LunaRich

LunaRich™, Reliv's breakthrough soy powder, exploded onto the nutrition scene in February and continues to generate excitement across the country. Consumers are seeing real results in their health, and Distributors are seeing real growth in their businesses. We sat down with **Dr. Alfredo Galvez**, the scientist behind LunaRich, to learn what makes this Reliv-exclusive ingredient such a nutritional powerhouse.

## Q: How are seeds selected for use in LunaRich?

The LunaRich germ plasm soybean screening is conducted at the National Center for Soybean Biotechnology (NCSB), located in the Bond Life Sciences Center on the University of Missouri campus. Dr. Henry Nguyen and his staff have created a database of the traits of thousands of varieties of soybeans. Only those seed varieties that have the highest concentration of lunasin, the naturally occurring peptide behind many of soy's remarkable health benefits, are selected for use in LunaRich.

These specific varieties are continually being enhanced through natural plant breeding, so each successive seed harvest yields even higher lunasin levels. That means that all soybeans used in LunaRich are non-GMO, of the absolute highest quality and only getting better!

## Q: How does LunaRich compare to other approaches to cholesterol management?

Cholesterol management starts with proper diet and exercise. And LunaRich can play a significant role in that, by delivering elevated amounts of bioactive lunasin through Reliv shakes.

Lunasin works at an earlier stage in the cholesterol production process than prescription statins. Lunasin reduces — without entirely stopping — the expression of the HMG-CoA Reductase gene, whereas statin drugs work by blocking the HMG-CoA Reductase enzyme after it has been produced. Statin drugs can oftentimes be too efficient and block too much of the HMG-CoA enzyme. As a result, serious side effects can occur

because some cholesterol is required by the body for certain necessary cellular functions, such as maintaining cell membrane integrity and hormone production.

Some people do require statins to maintain good health, however, and it is important to consult your physician before starting or altering any cholesterol management program.

## Q: How is LunaRich able to deliver 5-10 times as much lunasin as ordinary soy powders?

There are a number of factors that contribute to the bioavailable lunasin content of LunaRich. As previously mentioned, we begin with the germ plasm screening to select only those varieties of soybeans that naturally contain the highest lunasin content. The manufacturing technology used to produce LunaRich is also critical. This proprietary process does not use any harsh chemicals that could destroy or wash away the peptide. Many soy powders are manufactured through a chemical extraction method; however, LunaRich is manufactured using only mechanical extraction to separate the various soy components.

## Q: How does LunaRich make lunasin molecules more bioavailable?

Once we identified that a protective shell of protease inhibitors was necessary to deliver the bioavailable lunasin content, we refined the manufacturing process to assure the integrity of the protease inhibitors is maintained throughout. At the Missouri Plant Science Center, we have total control over the manufacturing



process and therefore can be certain that the lunasin in LunaRich comes in a form that can be readily absorbed by the body.

**Q: In addition to cholesterol management, what other lunasin health benefits is research uncovering?**

With lunasin research being conducted at more than 25 institutions around the world, the body of research is continuously expanding! Some of the other applications include anti-aging, weight loss, inflammation and skin health. I believe we're just getting started on discovering what this remarkable peptide can do. The potential benefits for human health are extraordinary, and it inspires my work every day.

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

"People are seeing remarkable results with LunaRich. My phone rings all day with people wanting to learn more. And the clinical science behind it makes sharing LunaRich a simple matter of restating the facts. This is a game-changer!"

— Dr. John Hayes, Waddell, AZ

"With LunaRich my energy levels have absolutely soared. I'm at the top of my game mentally and I feel fantastic! I know it sounds strange, but I'm just happier and in a more joyful demeanor. Reliv Distributors need to grab hold of this opportunity right now. It's a rocket ready to take off!"

— Mary Light, Huntingburg, IN

## From Seed to Can



Through its partnership with the Missouri Plant Science Center (MPSC), Reliv can direct the entire production process — from seed to can — to deliver nutritional supplements of unparalleled quality, purity and potency.



# The Best Value in Nu

Our scientific approach to nutrition offers much more than you can find in any ordinary vitamin pill. Bioavailability. Synergism. Optimal levels of vitamins and minerals. And now LunaRich™ soy powder — available only from Reliv! Reliv products are the best value for your health and offer benefits you won't find anywhere else. We challenge anyone to find a better daily nutritional supplement on any store shelf.



VS



One A Day  
multivitamin pills



liquid shakes providing optimal absorption of the nutrients they contain ✓

pills that must be broken down before they can be absorbed by the body



7 grams of healthy soy protein per serving; over 5x more beneficial lunasin than typical soy powder ✓

no protein; no lunasin



optimal levels of key nutrients ✓

only the minimum daily recommended intake for most nutrients

*The key to Reliv products is balance, synergism and bioavailability. These features set our solutions apart. For 20 years, we had to be "kitchen chemists," mixing and matching our own vitamins. Now Dr. Carl is the chemist. It's just simple and easy. That's the true value of Reliv.*

— Robert and Jean Benna / Manns Choice, PA

12%

dietary fiber  
daily value



3g



3g

**Fiber** — and so much more!

40%

dietary fiber  
daily value



10g

replenishing  
vitamins &  
herbs

revitalizing  
antioxidants  
& enzymes

# nutrition

Reliv's unparalleled line of products is superior to anything else available — making Reliv the best value in nutrition today.

Reliv Now for Kids earns an **A+**

omega-3s



omega-3s  
+ grape seed extract  
+ phosphatidylcholine  
+ phosphatidylserine

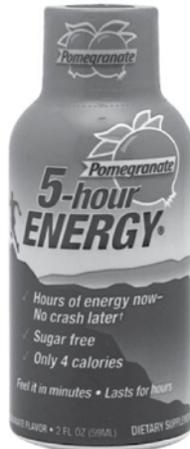


2x  
as much of  
**16**  
vitamins &  
minerals

*Other companies just make nutrition complicated. I see people going into GNC and coming out with armfuls of products, and they end up spending the same as they could spend on better quality with Reliv. The scientific formulas Dr. Carl has put together take all the guessing out of optimal nutrition. The technology is in the can. All you have to do is make a shake!*

Terry and Sally Cover / Bedford, PA

**13** ingredients  
**200-300mg** caffeine  
**artificial energy**



**24** vitamins + antioxidants + amino acids + more  
**0** caffeine  
+ **energy**  
+ **focus**  
+ **stress relief**

*Most people have nothing they can compare to Reliv. It is never about the cost — it's always about the value. We create value by helping people get results. People will always spend their money on what they value: their health.*

Jim and Sandy Schaben / Columbus, NE

To download printable charts detailing these and other comparisons, visit the product pages at [reliv.com](http://reliv.com) and select Us vs. Them.

# the Reliv deal >

Reliv offers an unparalleled line of nutritional products and a proven business opportunity. But don't take our word for it. Check out some of the recent accolades Reliv has received!

## outstanding products >



### Patents

A patent further validates the work Reliv's research and development team puts into creating unique nutritional formulas. GlucAffect®, Innergize!®, Arthraffect®, ReversAge®, FibRestore® and Cellebrate® are currently under U.S. patents. Reliv Classic® was issued a patent in 1988, although it has since expired.

### Council for Responsible Nutrition

The Council for Responsible Nutrition is the leading trade association representing dietary supplement manufacturers and ingredient suppliers. Reliv is not only a member, but also holds a seat on the organization's board.

### Missouri Plant Science Center

Reliv International is the first company to partner with the Missouri Plant Science Center (MPSC) — a shared-use facility where researchers work alongside business and industry experts to bring ingredient innovation from the laboratory to the consumer. The partnership allows Reliv greater access to the latest soy research and has already resulted in a breakthrough new healthy soy powder, LunaRich™.

### American Business Awards (the Stevies)

Reliv has been recognized several times by the American Business Awards. Most recently, the r collection was named a 2010 Finalist for "Product of the Year" and 24K™ was named the 2011 "People's Choice for Favorite New Product."

### US Food and Drug Administration (FDA)

Reliv complies with all US Food and Drug Administration regulations and goes above and beyond minimum standards for manufacturing supplements.

### Australia Therapeutic Goods Administration (TGA)

Reliv is certified by the Australian Government's Therapeutic Goods Administration. The TGA conducts inspection and certification at a pharmaceutical-level standard and is considered one of the strictest regulatory agencies in the world.

## a credible business >

### Better Business Bureau A+ Rating

Reliv is rated A+, the highest rating available. BBB letter grades represent the BBB's opinion of the business in categories including trust, length of operating time and response to consumer complaints.

### Direct Selling Association

Reliv is a member of the Direct Selling Association in six countries. Member companies must adhere to a strict code designed to ensure the highest level of business ethics and service to consumers.



### Publicly Traded Company (NASDAQ)

Being publicly traded requires Reliv to remain an open, transparent company. Reliv reports comprehensive financial details to the SEC.

### Communitas

The Communitas Awards recognize exceptional businesses, organizations and individuals that are unselfishly giving of themselves and their resources, and those that are changing how they do business to benefit their communities. These recent awards demonstrate Reliv's commitment to our core value of "giving back":

- Volunteerism: Reliv Week of Caring
- Philanthropy: RKF Feeding Center in Haiti
- Making a Difference: RKF Home for Orphans in Haiti



## award-winning marketing >

Beyond outstanding products and a profitable business opportunity, Reliv also provides marketing support to help Distributors build their businesses. Many Reliv sales tools and packaging designs have won awards from the marketing industry's leading associations in the past year.

### 2011 American Inhouse Design Awards

- Reliv Logo
- 24K™ Label Design
- *Lifestyle* Magazine

### 2012 American Package Design Awards

- CardioSentials®
- FibRestore®
- Arthaffect®
- SoySentials®
- Reliv Now® for Kids



### 2011 International Association of Business Communicators Bronze Quill Awards

Award of Excellence: Reliv Fast Start Guide and Distributor Business Kit

### 2012 Association of Marketing and Communication Professionals MarCom Awards

Platinum Award: Reliv 24K Product Launch  
Gold Award: Refreshing the Reliv Brand



live

now



## soy much better

Reliv Now® is the first product anywhere to contain LunaRich™, a nutritional breakthrough that delivers five to ten times more bioactive lunasin than ordinary soy powders. Scientists have identified lunasin as the key to many of soy's documented health benefits. Reliv Now and LunaRich are available exclusively through Independent Reliv Distributors.

In the



[reliv.com/now](http://reliv.com/now)



# entrepreneurs

The week I quit my job to start my own business, the market crashed. The Dow Jones was down by 700+ points. I was in panic mode, thinking that there would be no opportunities for the self-employed. Turns out, I was wrong.

Ally Lapore, founder of OurMilkMoney.com — a directory of self-employed parents — mentions in her blog about the recession that “smaller businesses, for the first time in decades, have a fighting chance. And in case you haven’t noticed, small business is exploding. They have something big businesses don’t have: a personal touch.”

Cheezhead.com summarizes a study done by ADP:

“According to ADP, over 200,000 small business jobs have been created in the last six months. The study reflects a continuation of this growth by showing that small businesses, defined as companies with less than 50 workers, added 28,000 new jobs during September.”

In his book *Rich Dad Poor Dad*, Robert Kiyosaki mentions that before the Industrial Revolution most people made a living by being entrepreneurs.

Are we seeing a return to the basics?

In the midst of this economic turmoil, it looks like there may be promising opportunities for small businesses. And as more people turn to starting their own businesses as corporations continue to sink, the number of small business owners will steadily increase, providing more support and growth for all the entrepreneurs involved.

Imagine you are a small business owner — wouldn’t you prefer to do business with someone like you rather than with a big corporation?

Entrepreneurship is not something new. Now, it is simply reviving itself, coming back into style.

So to those who are amidst starting your own businesses, just brainstorming a business plan, or looking to take something established to the next level — the stars seem to be aligned in your favor.

Let’s go forward with our plans and not freak out about the economy.

*Vera Borukhov started her own business, Veracity learning, Inc., (veracitylearning.com) in 2009 in the midst of an economic downturn. She believes entrepreneurialism can be the key to taking hold of your own financial future.*

# in the new economy

by Vera Borukhov

The key to bringing back the economy isn't creating more jobs — it's creating more entrepreneurs.

**Ryan Schmidt**, CEO of Soy Labs, discussing LunaRich's business potential at the 2012 Reliv National Conference



shakes

VS

fries



## Reliv International (Direct Selling)

### **Affordable start-up.**

It costs just \$25 to start your own Reliv business. No bricks and mortar location also means low overhead costs.

### **Global opportunities.**

Reliv's business model is designed so you can grow your business beyond your own city, state or country. With Reliv, you can build a worldwide network.

### **Mobile business.**

The beauty of Reliv is that the business can be done anywhere — from your kitchen table to the sideline at your kid's soccer game.

## Franchising

### **Costly investment.**

The start-up costs for franchises vary depending on the type of business, demand and industry. For example, franchises like McDonald's and Dunkin' Donuts could cost over \$1 million, depending on location.

### **Limited territory.**

Franchise agreements protect owners by not placing franchises from the same brand within a predetermined radius. This limits the number of customers a franchise can reach and diminishes potential growth for owners, who cannot expand to other geographic areas.

### **One location.**

In a franchise, you have to wait for customers to come to your physical location in order to do business with them.

# inside geeks corner



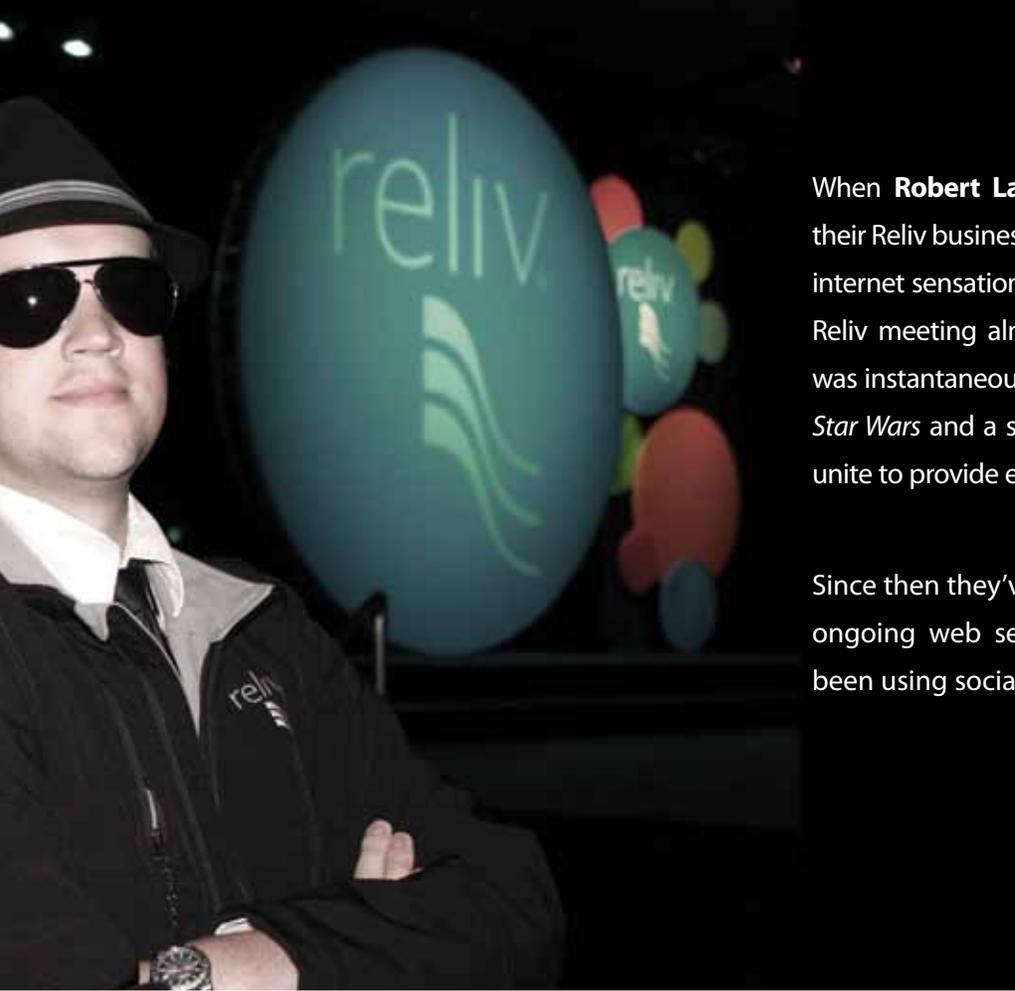
## Our Shot

Robert explains: “When 24K™ was introduced at conference in Atlanta last February, [Vice President of North American Sales] **Steve Hastings** kept saying, ‘This is our shot.’ That’s a really rhythmic phrase, and it inspired us to turn it into something more.” The pair wrote and choreographed a music video about 24K. “It’s opening doors and making the product more visible,” Robert adds. “Within 15 minutes of posting the video, we already had someone asking, ‘How do we get this stuff?’”

By February, their “This Is Our Shot” video had gone viral. When it reached Reliv headquarters, Robert and John were asked to perform live at Reliv National Conference.

“It was amazing to perform in front of so many Reliv friends! What a thrill!” Robert says. The crowd went wild, and the duo received two standing ovations.





When **Robert Laird** and **John Schwendinger** first started their Reliv businesses, they never thought they would become internet sensations. It all started when they met at John's first Reliv meeting almost two years ago. "Our geek connection was instantaneous," Robert says. "After bonding over a love of *Star Wars* and a similar sense of humor, we knew we had to unite to provide entertainment to geeks everywhere."

Since then they've produced over 73 videos as part of their ongoing web series, *Geeks Corner*, and together they've been using social media to expand their Reliv businesses.

## Social Media Advice from the Geeks

### Nice to Tweet you

But the Primordial Penguins are more than just a one-hit wonder. Behind the scenes, Robert and John have been leveraging social media to expand their network and grow their business.

"We've discovered it's often easier for us to contact someone via Facebook or Twitter than it is with the phone," John says.

By borrowing credibility from their already popular website, a family-friendly site for Disney Annual Passholders, the two are using social networking to bring Reliv to the Disney community.

"We use social media to get the discussion going with people. Reliv is all about connecting with people," John says. "So we use Twitter, Facebook, YouTube, Google+, you name it, as tools to be visible and build relationships. Then once a relationship is built, we can start learning about people more and seeing how we can help them."

Robert explains: "A bulk of the Distributors that we've signed up in the last 3-4 months have come from Twitter. Every once in a while a group of us will have meet-ups in the park where a bunch of Disney fans get together. I'm constantly meeting people at Disneyland and networking there. It's nice to be able to offer a healthy alternative in 24K."

For Distributors who might be venturing out into new territory, John advises, "Remember, social media really isn't anything new, it's just a new tool. It's about the convenience of meeting people where they are."

The best way to get started? "Just start Googling!" John recommends. "Chances are you're not the only one with a question. The web is an oasis of articles and tutorials. Just be sure to cross-check your sources."

"Using social media is just like telling others about Reliv," Robert concludes. "When you find something that interests you, share it!"

- **Form relationships.** Connect with people in person and find out if they are on Facebook or Twitter. Then follow or add them right away!
- **Be authentic.** The digital world can feel cold and impersonal. Make sure your profile reflects who you are in real life.
- **Keep it simple.** Whatever you want to say, make sure that it's short, sweet and to the point.
- **Don't try too hard.** You never want to appear to be desperate for friends or followers. Just engage your network in a conversation.
- **Build credibility.** Content is key. Remember to always share useful content from reputable websites (such as the Reliv Blog) that will add value to your friends and followers.

### New on Reliv U

Check out the revamped social media page and learn how to get started: [relivuniversity.com](http://relivuniversity.com) >> **social media**

**Ron & Karen Turner**  
Orem, UT

"On the flight to Hawaii I was listening to some music and thinking. A feeling of gratitude for the many ways Reliv has blessed my family overcame me. Tears welled up in my eyes. I felt like the luckiest person in the world. I could never have imagined this kind of life before. Thank you, Reliv!" ~ Karen

**Jim & Quila Buhler**  
Oregon City, OR

"I'll never forget one evening on my first All-Star trip to Hawaii. It was a beautiful night — clear sky, full moon, ocean breeze. We stood out on our hotel balcony listening to the whales and watching their silhouettes as they played in the ocean right in front of us. It was like being in a movie. I was so thankful at that moment for the incredible lifestyle I enjoy thanks to Reliv. Breathtaking!" ~ Quila

# living in the **moment**

Every year, the top five Distributorships in Reliv's All-Star Challenge earn a luxury trip to Hawaii and a special role partnering with Reliv's corporate leadership. We asked our 2012 All-Stars to share one defining "All-Star Moment."

RELIV PRESIDENTIAL DIRECTOR

**all stars** 

**David & Eileen Leeds**  
Grant, FL

"When we first earned a spot on the All-Star Team, we had the opportunity to sit down to dinner with Dr. Carl Hastings and other top Reliv execs. They spent over three hours with us sharing their passion for their work and their goals for the company — cutting-edge research, product innovation, international expansion. It was inspiring. Knowing where Reliv is headed motivates us every day."

**Mark & Ann Metts**  
Temecula, CA

"When you see lives changed before your eyes because you took the time to share Reliv, it changes your life too. I'll never forget the image of new Master Affiliate Charlie Thorn, with tears in his eyes, telling his wife's story: 'Reliv has given Lynn her life back and given me my wife back.'" ~ Mark

**Cindy Nutter-Landon**  
Avoca, NE

"A couple years ago, I bought a new car by writing a check for the full amount, right there on the spot. The car was nice, but what it symbolized meant so much more. Before Reliv I was buried in debt and looking at the possibility of losing our home. As a single mom, I thought I had no way out. Now I'm debt-free, financially secure and able to take my kids on trips around the world."



**Terry & Sally Cover**  
new ambassadors

Bedford, PA

"It's so rewarding to know you're helping people get their life back. These products have changed our lives so much that we can't not go out and tell people how to get the same experience!"



**Cheryl Stewart**  
new ambassador

Minneapolis, MN

"Most people are looking for answers either in their finances or their health. I show them Reliv."



**Robert & Jean Benna**  
new ambassadors  
entering as bronze

Manns Choice, PA

"Reliv is a real company that really cares about people. You're not just a number. They're willing to help you in any way they can, and we really appreciate that."



**Trish & Doug Fischer**  
gold ambassadors

Colorado Springs, CO

"Thanks to Reliv, we've enjoyed wonderful years together and are as close as a family can be. And by passing on the gift of Reliv to others, we can help countless people gain the same freedom in their own lives!"



**Jim & Sandy Schaben**  
double platinum ambassadors

Columbus, NE

"What Reliv offers is a career with a purpose. You can make a difference in others' lives by focusing on their needs and helping them achieve their dreams. The more people you help, the more successful you become."

**Ura & Betty Gingerich**  
new ambassadors

Livingston, WI

"We've had amazing results since we tried Reliv. We feel better than we did as teenagers! This business has given us the opportunity to reach out and give hope to others. It's a dream come true! Reaching this level means we've brought many lives to better health."

**Albert & Barbara Shrock**  
silver ambassadors

Oak Hill, OH

"Reliv has been a blessing to our health and finances. It has been an even greater blessing to help others get their lives back, and we look forward to helping more people in the future. With Reliv, we make new friends and help others every day!"



because of

I can serve my community.

### Mark Kowalski

Chicago, IL

Engine 5

**Life as a firefighter:** In addition to fighting fires, Mark's busy lifestyle includes rehabbing houses, property management, triathlon training, a Reliv business and — most importantly — being a father and husband.

**Because of Reliv...** "I'm living a much better life than I was a year ago. Most of our calls are in high-rises. I have to walk a block, then carry my 175-pound gear up several flights of stairs. My bad back, shoulders and knees have been in way better shape since I started Reliv nutrition!"



reliv



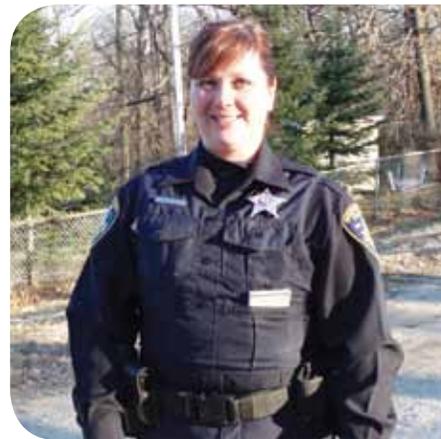
## Spc. Jasun Thompson

El Paso, TX

US Army Cavalry, 1st Armored Div. Stationed at Ft. Bliss, TX

**Life in the army:** Jasun has served 4½ years as a cavalry scout in the mixed combat brigade. He has been deployed to Iraq twice and was in one of the last units to leave the country.

**Because of Reliv...** "I have the energy to keep going after work, and have a life outside of the Army. Innergize!® has kept my muscles hydrated through the day in the Iraq and Texas heat. 24K™ is the only thing that helps me power through my fatigue. I will never be without my Reliv products!"



## Det. Kelly Given

McHenry, IL

Village of Henry Lake Police Department

**Life as a police officer:** Kelly goes from day shifts to afternoons to midnights, often back-to-back. Reliv products have helped Kelly to manage her stress and energy levels better with an inconsistent schedule.

**Because of Reliv...** "My life has done a complete 180! I don't know how I functioned as a police officer before these products gave me the added energy. It also seems like when I need that little extra income, I get a bonus with Reliv. That's been huge for me when I needed it."



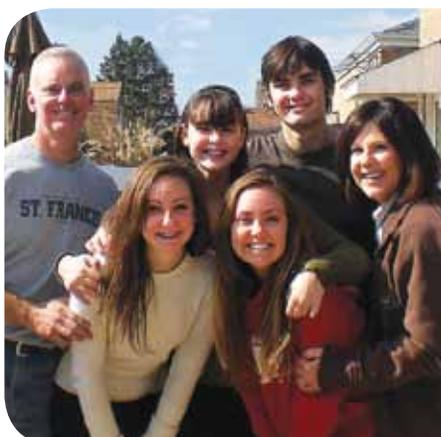
## Kevin Hinds

Bath, Maine

Bath Fire Department

**Life as a firefighter:** Kevin works three 14-hour shifts per week as a firefighter. On busy days, he could answer six calls before noon. The long, strenuous days are no problem thanks to the alertness and mental clarity he gets from 24K.

**Because of Reliv...** "I have the time freedom to pursue all of my passions, from serving as a firefighter to being a professional kayak instructor and outdoors guide. With Reliv I can do all the things I love to do — and do them better than ever!"



## Kevin Helmold

Chicago, IL

Engine 54

**Life as a firefighter:** Kevin often runs on very little sleep after working 24-hour shifts. With Reliv nutrition for the past 18 years, he doesn't feel the stress or illness that often comes with sleep deprivation.

**Because of Reliv...** "I've been home to watch my kids grow up. Because of the Reliv income of my wife, **Diane**, I was able to quit my second job and spend firefighting days off with my family instead."



## Reliv Kalogris Foundation Makes

The faces of children from around the world helped by the Reliv Kalogris Foundation have inspired thousands of US Reliv Distributors to donate to the cause. But the RKF isn't just helping people overseas — it's also helping those in need right here in America.

## Putting light back in their eyes

**Buckheart Ranch in Escondido, CA**, is a faith-based program dedicated to helping troubled youth turn their lives around by teaching integrity, stewardship, commitment and the importance of family.

Senior Director **Kurt Behrendt** from Bozeman, MT, introduced Buckheart Ranch Ministries Founder **Chuck Dilts** to Reliv products when Chuck faced a serious health issue. After receiving fantastic results, both Kurt and Chuck knew the boys at the Ranch could benefit as well.

“Reliv has helped with the boys’ concentration, overall general health, put a light back in their eyes — and given them stamina! These boys can focus better now that they have optimal nutrition,” teacher **Kellie Good** says.

The boys agree. During a recent visit by the RKF, they were anxious to share the positive health results they’ve experienced through daily Reliv shakes. *Visit the videos page at [relivkalogrisfoundation.org](http://relivkalogrisfoundation.org) to hear their story.*

“I didn’t know the Reliv Kalogris Foundation would help a small organization like us, but we were thrilled for the support,” Chuck says. “The Foundation relieved us of the financial strain of paying for the products for all the boys here.”

In February, Chuck attended Reliv National Conference in Reno to personally thank Reliv Distributors for providing products to the Ranch. He also encouraged others to apply for help if they knew of a worthy organization that could benefit from RKF support.

## Getting their feet back on the ground

**Sisters of Maternity in Lansing, MI**, is a faith-based residential program for pregnant women facing life-controlling problems.

“Our program is designed to help women who come in from drug and alcohol abuse to get their feet back on the ground. We’re thrilled to have Reliv products to help keep these women healthy as they recover,” says **Pastor Joy Barrows**, director of the Sisters of Maternity.

The mothers are grateful for increased energy, focused concentration and improved sleep they receive from Reliv products. They’re also learning the importance of good nutrition for themselves and their babies. *Visit the videos page at [relivkalogrisfoundation.org](http://relivkalogrisfoundation.org) to hear their story.*

## Help Us Help Others

Want to help? Visit us online at [relivkalogrisfoundation.org](http://relivkalogrisfoundation.org) to make a donation. But the best way to advance the work of the RKF is to tell more people about Reliv. As your Reliv business grows, so does our base of Distributor donors!

## How RKF Can Help

### Feeding Programs

We invite Reliv Distributors to submit applications for assistance in the US or in any of the countries currently served by the RKF. The RKF offers assistance to organizations so they can incorporate Reliv nutritional supplements into their programs.

### Individual Assistance

If you or someone you know needs temporary nutritional assistance due to hardship, the Foundation may be able to help. Visit [relivkalogrisfoundation.org](http://relivkalogrisfoundation.org) to apply.

# a Big Impact in Its Own Backyard



## Are You Ready to Rally?

The First Annual RKF Rally for the Mission at last year’s International Conference was a huge success — and a whole lot of fun. So this year it’s back by popular demand!

Whether you are a born stage performer or want to cheer on fellow Distributors from around the world, the 2012 Rally is sure to be a great time. Join us for all the fun, meet new friends and support a great cause. All proceeds will benefit RKF feeding programs. **Register your team today at [relivinternationalconference.com](http://relivinternationalconference.com)!**

**Name:** Diane Romero

**Hometown:** Roseville, CA

**Gigs:** Hospice caretaker, Reliv part-time

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

**Unwilling to Surrender:** "Prior to Reliv, I had two gel injections in my left knee that would only work for a couple of months. My doctor told me to swallow my pride and get a cane."

**Glimmer of Hope:** "I felt like I was too young and active to be having that kind of pain. I wasn't ready to throw in the towel, so I started adding Arthaffect to my shakes."

**Back on the Bike:** "Before taking Reliv products, even daily tasks were strenuous. But within two months on Arthaffect, I was able to get back on my bike and ride again. Now my husband and I have our own Reliv business and are looking forward to a happy, healthy, and financially secure future."

**Name:** Mary Klassen

**Hometown:** Harrow, Ontario, Canada

**Gigs:** Reliv, manufacturing

**Reliv Regimen:** Reliv Classic, Herbal Harmony® (FibRestore), ProVantage®, Optain!® (Innergize!)

**Economic Uncertainty:** "I had a full-time job in a warehouse, but work started to slow down. Everyone was getting laid off, but all I could find were minimum wage jobs. I decided to become a Reliv Distributor."

**My Rock:** "I've gone back to work since then, but there's no guarantee there. November was the first time I wasn't afraid of being laid off again. Even with Christmas coming, I knew I would be fine because I had Reliv to fall back on."

**Trip of a Lifetime:** "My son, Justin, and I cannot believe that we are going on the Disney cruise in April! I can't describe how it feels to share such a trip with my son. Everyone deserves that feeling."

**Name:** Bill and Nina Jean Guilford

**Hometown:** Alpharetta, GA

**Gigs:** Bill – consultant, Reliv part-time; Nina Jean – retired nurse, Reliv full-time

**Reliv Regimen:** "We love it all! If Dr. Carl makes it, we take it!"

**Hitting the Ground Running:** "We're very athletic. Nina Jean is a triathlete and together we've been training for a 10K and a century ride. At 54, I play basketball and baseball with guys half my age," Bill says.

**Common Connection:** "Reliv nutrition has improved the overall health of many people, and that includes athletic performance. Sports are our biggest passion point with people. We set up our table at athletic events and hand out samples of Innergize! and 24K™."

**Smooth Sailing:** "Because of Reliv, we have the financial freedom and flexibility to spend more time with family and pursue our favorite hobby: sailing."

**Name:** Dave Zuro

**Hometown:** Crestwood, IL

**Gigs:** basketball referee, Reliv part-time

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

**Backed Down:** "I suffered with back pain for over 30 years. Even after surgery, I was dealing with the pain of arthritis, degenerative disc disease and some scoliosis."

**Taking a Time Out:** "I'm a basketball referee, which means long hours standing on the court. After a game, I would always have to come home and deal with the pain. I had an opportunity to ref some important games, but with no relief in sight, I was considering retirement. That's when I was introduced to Arthaffect and other Reliv products."

**Back in the Game:** "After three months, I was back on my feet doing what I love. Before Reliv, 30-50 games a year was a lot for me to referee. In the past 5 years, I've officiated over 700 games!"





**Name:** Dan Phillips  
**Hometown:** Granger, IN  
**Gigs:** Certified Public Accountant  
**Reliv Regimen:** Reliv Classic, Innergize!, 24K

**Working 'Round the Clock:** "Tax season is a pressure cooker. I serve over 1,500 clients, and have to perform at the top of my game. When it was all over, I used to just feel lethargic for the rest of the year."

**Strength with Reliv:** "Before finding Reliv, all I wanted to do was lie down. As an owner of an accounting firm, that wasn't an option. This year, I've been taking two shakes a day to give me the boost I need to work 15-hour days all week long."

**Energy to Spare:** "In December, I joined an adult basketball league. I tried to play before, but my lack of energy made it difficult. Thanks to Reliv, instead of lounging around on the couch, I'm running around on the court!"

**Name:** Betty Buccine  
**Hometown:** Milford, PA  
**Gig:** Reliv  
**Reliv Regimen:** Reliv Now, Innergize!, FibRestore, ProVantage, Arthaffect, ReversAge, 24K

**A Struggle:** "Seven years ago I had a life-changing car accident. Throughout the revolving door of doctors' offices, I continued to get weaker. Severe pain, depression and the inability to lift my arms meant I could barely get dressed. I decided to take action."

**Reclaiming Health:** "After starting on Arthaffect five months ago, I'm a different person. Where I once had no hope, I'm now very hopeful!"

**Small Victories:** "Today I am extremely grateful for the little things I used to take for granted, like being able to lift milk out of the refrigerator without pain."

**New Opportunity:** "Now that I have my life back, I've decided to become a Reliv Master Affiliate. I'm looking forward to the wonderful health benefits and the exciting business opportunity!"

**Name:** Andrea Boland  
**Hometown:** Sanford, ME  
**Gigs:** Maine House of Representatives, Reliv part-time  
**Reliv Regimen:** Reliv Classic, GlucAffect®, Innergize!, FibRestore, Arthaffect, ProVantage, SoySentials®, 24K

**Health Hero:** "I was awarded the 2011 Health Freedom Hero Award. The National Health Federation has been honoring individuals yearly with this award since 2000. It is an honor because I have worked hard to promote wellness through optimal nutrition and supplementation."

**Parallel Passions:** "Life as a Representative and a Distributor gets hectic. Both of my careers involve building relationships with people and a lot of follow-up."

**A Vote for Reliv:** "When we're in session, I'm not able to do as much with my Reliv business. However, I celebrate the fact that I retain my Reliv business even when I have a slower month. I never lose sight of Reliv, and I always tell people there's a better way to live!"

**Name:** Milo Miller II  
**Hometown:** Columbus, OH  
**Gig:** Reliv  
**Reliv Regimen:** Slimplicity®, Ccelebrate®, 24K, ProVantage

**Wake-Up Call:** "I've been with Reliv for six years as a Distributor, but it wasn't until January 2011 that I began taking advantage of the products again. After stepping on the scale at 300 lbs, I knew I needed to make drastic changes."

**Seeing Results:** "I changed my mindset, my diet, started working out, and ordered Slimplicity. By the end of March, I was down to 230 lbs."

**Long-Term Health:** "In one year, I've lost 120 pounds, met my goal, and I'm focused on staying fit for the long run. Now I spend my time trying to help others achieve optimal health."

**Better Dad:** "My weight used to keep me from playing outside with my kids. Now I'm out there doing flips with them on the trampoline!"

## LunaRich: Soy Much Better!

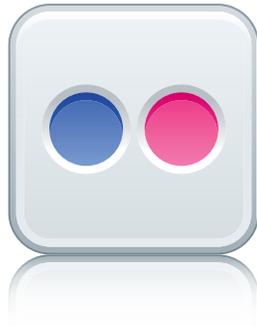
Watch and share LunaRich™ videos on Reliv's YouTube channel, [youtube.com/relivinternational](http://youtube.com/relivinternational):

- Introducing LunaRich from Reliv
- Control Your Cholesterol With LunaRich
- How LunaRich Works
- LunaRich: From Seed to Can

Subscribe to our YouTube channel to receive an email notification every time we add a new video!

Download printable PDFs about LunaRich at [reliv.com/lunarich](http://reliv.com/lunarich):

- Bioavailability of Lunasin in LunaRich
- LunaRich's Cholesterol Lowering Abilities



Connect with Reliv on Flickr!  
[flickr.com/reliv](http://flickr.com/reliv)

- View photos from 2012 Reliv National Conference in Reno
- Download Reliv product images, ads and infographics to share with others



## what's new on the reliv blog

- Truth Behind 7 Cholesterol Myths
- 3 Reasons to Fall in Love with Soy Again
- 4 Surprising Reasons to Lose Weight
- Why Love Can Be Good for Your Health

## us vs them



Ever wondered how Reliv products stack up against popular off-the-shelf brands? Check out the following pages for product comparison charts:

- [reliv.com/now](http://reliv.com/now)
- [reliv.com/classic](http://reliv.com/classic)
- [reliv.com/nowforkids](http://reliv.com/nowforkids)
- [reliv.com/fibrestore](http://reliv.com/fibrestore)
- [reliv.com/soysentials](http://reliv.com/soysentials)

*Just select the Us vs. Them tab on the bottom of the page. Stay tuned for more comparisons on the way!*

24

energy + focus

to stay on top



[reliv.com/24k](http://reliv.com/24k)



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The dates are saved, the countdown has started, the excitement is building...



8.9, 10, 11.12

# it's got time!

reliv international conference

inspiring stories powerful presentations big announcements specialized training international networking  
**saturday night celebration at busch stadium** 2nd annual rally for the mission reliv  
headquarters tour major excitement new friends a whole lot of fun inspiring stories powerful presentations  
big announcements specialized training international networking saturday night celebration at busch stadium  
2nd annual rally for the mission reliv headquarters tour major excitement new friends a whole lot of fun  
inspiring stories powerful presentations big announcements specialized training international networking  
saturday night celebration at busch stadium **2nd annual rally for the mission** reliv headquarters tour  
major excitement new friends a whole lot of fun inspiring stories powerful presentations big announcements  
specialized training international networking saturday night celebration at busch stadium 2nd annual rally for  
the mission reliv headquarters tour major excitement new friends **a whole lot of fun!**

register today! > [relivinternationalconference.com](http://relivinternationalconference.com)  
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