

lifestyle

reliv.



summer 2012 reliv.com



**your path to a
healthy, happy life**

new lunarich products **10**

developing your own online brand **18**

reliv chefs **24**

SoySentials® helps me perform my best in every facet of life all month long. You can bet there will always be a can in our house. Never get between a woman and her SoySentials!

Niki Haas

Archer, rancher, wife, mother

On target



A Reliv Haiku

We asked fans to write a haiku on the Reliv Blog. After reviewing the submissions, the grand prize went to **Lesley Arnold** from Nottingham, NH! Subscribe to the Reliv Blog at reliv.com/blog.

Nature is stirring
Sunshine and 24K
The sleep is over

do you want to be first?

Share your comments on these social networks and you could be featured in the next *Lifestyle*:
reliv.com/blog
facebook.com/reliv
facebook.com/teamreliv
facebook.com/relivkalogrisfoundation
twitter.com/reliv

This spring, Reliv followed up the launch of the enhanced Reliv Now® formula with three more products containing LunaRich™ healthy soy powder. The announcements were made via Reliv's social media channels, and the buzz spread quickly!

SoySentials®

"I am thrilled that Reliv has a product that benefits women in all stages of life!"

Gail O'Hanlon Wolfe via Reliv Blog

"I have just started on SoySentials, and I've already seen a change. I can't wait to see what adding LunaRich can do for me and the other ladies in my life!"

Rhonda Martin via Reliv Blog

"What a great idea! I can't wait to tell all my girlfriends!"

Esther Clegg via Facebook

Reliv Now® for Kids

"Reliv is always on the cutting edge and we get the benefits. My grandson drinks Reliv Now for Kids every day and now it just got better. What a blessing to know he can enjoy a lifetime of quality health thanks to Reliv. With two new grandchildren on the way, LunaRich couldn't have come at a better time. Thanks, Dr. Carl and the Reliv team."

Cathy O'Loughlin via Reliv Blog

"Reliv is definitely paving success and on the way to a healthy start with LunaRich goodness in their products."

Temp Nin Time via Reliv Facebook

GlucAffect®

"My life changed when I lost nearly 200 pounds by eating right, exercising and taking GlucAffect. Now that LunaRich has been added, I'm more excited than ever about my favorite Reliv product!"

Ricky Browning via YouTube



Scan to see how Ricky lost nearly 200 pounds with the help of GlucAffect.

tableofcontents

on the cover: Alex Sawka of Elliot, ME —
Reliv Distributor, ultra runner, father of two
and 24K™ fan.

06	Summer Reliv Style
08	LunaRich™ on the Road
10	Soy Much Better
12	Oh, the Places You'll Go!
14	What Do You Want to Be?
18	Develop Your Virtual Brand
20	Time of Their Lives
22	Next Level
23	@ Reliv HQ
24	Because of Reliv
26	Kalogris Foundation by the Numbers
28	My Story
30	@reliv.com



On our recent Disney cruise — a fantastic experience with 100+ Reliv friends — I heard a quote from Walt himself: “You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.”

How perfect is that to describe Reliv? We offer life-changing products, an industry-leading compensation plan and the tools and strategies to market them. **But it is you, our Distributors, who make the Reliv vision come to life** for thousands of people around the world.

You create the magic, the **culture** that people want to belong to. **And culture trumps business methods any day.** It’s what separates a great company from a good company. Who doesn’t want to be associated with something exciting, meaningful and optimistic? The environment you create will determine how far you go. Today people are assaulted by negativity — in the news, at work, everywhere you turn. With Reliv you can offer the antidote.

This issue of *Lifestyle* provides a good reflection of the Reliv culture — everyday people leading extraordinary lives by helping others do the same. When you think about it, the “job” of a Reliv Distributor boils down to this: **support, encourage and empower all those around you... and have fun doing it!**

I encourage you to help us grow and refine our special culture. Let’s tell everyone about the dynamic, welcoming, positive community we’re building together. People need Reliv today as much as they ever have. Reach out to them and you can make a lot of dreams a reality, starting with your own.

P.S. The best place to experience Reliv’s unique culture is International Conference — you have to see it to believe it! Make plans now to attend and bring a group of friends with you. Start living your dream today!



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.

contributors

editor-in-chief

Mark Murphy

managing editor

Annie Haarmann

contributing writer

Erin Willmann

graphic designer

Lesli Schmitt

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

©2012 Reliv International, Inc.

MAY
22

Dream Vacation

"This year we got to take our dream vacation. Seventeen of us, including kids and grandkids, on an Alaskan cruise! There is no way we could have done it without the time freedom and income Reliv provides."

Debbi Grenz, Albany, OR



JUN
09

NYC 10K TR

"My two daughters and I are running in a women's 10K in New York City! Hard to believe that when I started on Reliv, I couldn't even walk without discomfort. Now at age 61, I'm preparing for my longest race ever. I feel great!"

Louise Kohl, Poulsbo, WA



summer reliv

JUN
18

Business & Pleasure

"We head to Sebago Lake in Maine in June and stay through August. My dad built five log cabins on a private island, one for me and for each of my siblings. We've enjoyed watching our kids grow up together there every summer. Since I'm not tied down to a 9-to-5, I can work my business there too. I once made a Reliv business call to Singapore from a canoe!"

Sue Brusa, Atkinson, NH



JUN
29

Dad Hits a Home Run

"I coach my eight-year-old son Kolby's baseball team, and this is the weekend of the State Tournament. I love spending time with Kolby and working with these young men — usually 2-3 practices a week and doubleheaders on the weekends. I used to work 60 hours a week at my corporate job. Reliv lets me spend my time how I choose."

Don Blaser, Columbus, NE



JUN
23

Playing Again

"I'm playing trombone with the Casco Bay Concert Band at the Windham Summerfest. I had been studying music at college until I became very sick over Christmas break and learned I had diabetes. GlucAffect® helped get my blood sugar levels under control, and I'm back to playing basketball, volleyball and music. I'm also building a Reliv business to save some money and go back to school."

Justin Spear, Wicasset, ME



JUN
25

Olympic Hopeful

"I recently set YMCA Nationals records in the 50 and 100 meter freestyle. It's the largest short course swim meet in the country. Next stop: Olympic Trials starting June 25! When I'm training, I take Reliv to fuel my workouts. I only have an outside chance of making the Olympic team, but at 18 I'm much younger than most elite swimmers. If not this year, look for me in 2016!"

Josh Fleagle, St. Marys, OH



style

AUG
15

Off to College

"It looked like I was going to have to go back to work to help my husband pay for college for our five boys. Fortunately we found Reliv, and the extra income allowed me to stay at home. Today I enjoy close relationships with my boys I simply wouldn't have had otherwise. Our oldest son graduated in May. One down, four to go!"

Judy Gribbin, Pittsburgh, PA



AUG
09

Reliv International Conference

"Our first conference opened up a whole new world for us. More than a training, conference reconnects us to the Reliv world, re-energizes our focus and reminds us without a doubt why we do this business. There is never a question of whether we are going to conference. The only question is: How many new people are we bringing?"

Jim & Eileen Tesch, Algonac, MI



JUL
14

Reliving the Dream

"For us, July means taking our houseboat and the whole family — kids and grandkids — to Lake Powell. It's two weeks of swimming, jet skiing, sightseeing, hiking and doing a whole lot of nothing. That's how our boat got its name: *Noah Genda*. Thanks for a dream lifestyle, Reliv!"

Jim & Sandy Schaben, Columbus, NE



JUL
02

Happy Camper

"This will be the first time that at least one of our three boys, all of whom have learning disabilities, will not be in summer school. Our youngest, Tim, started on Reliv in January and has more than doubled his test scores this year! And his self-confidence has soared. Instead of going to summer school, he's headed to scout camp!"

Debbie O'Neill, Evergreen Park, IL



JUL
04

Let Fitness Ring!

"I used to be confined to the house most of the summer with allergies. Reliv gave me my health back and inspired me to get in shape. I'm running my first 5K on the Fourth of July!"

Kecia Holder, Enid, OK



Real People, Really Powerful

By Senior Vice President of Distributor Success Don Gibbons

I walked into the room more than an hour early. Things were already hopping! Distributors setting up, music playing, guests showing up early to get the best seats. The atmosphere was electric!

My wife, Tiz, was with me — we had been in Phoenix all week celebrating our son's graduation from Arizona State University. We both talked with people right up to the start of the meeting. Everyone was so excited!

I met a man who had just gotten involved with Reliv two months prior. He started feeling great the same week he first tried Reliv Now® with LunaRich™, so he told people about it. A dozen of his family members and friends were now at the event wanting to learn more.

The presentation from our guest speakers was fantastic! The highlight for me was **Dr. Fred Galvez**, the discoverer of lunasin, pouring his heart out. His life's work in research labs has resulted in something everyone can now benefit from: LunaRich from Reliv.

Real people, real results, real easy. Powerful!



"LunaRich brought a tremendous boost to my business. And being able to put people in front of the scientists behind it only added to the excitement and momentum we're building."

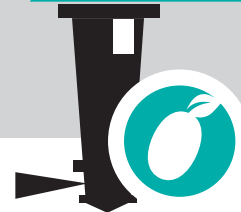
Misty Jensen, Buckeye, AZ



5.5.12 Phoenix. AZ

LunaRich

5.12.12 Boston. MA



"Customers and Distributors I hadn't seen in years came out for this event. It gave them a jumpstart to reconnect with Reliv. Really exciting!"

Gena Winchell, Atkinson, NH



Perfect Partners

By Ryan Schmidt, CEO of Soy Labs, LLC

Hitting the road with Reliv has been inspiring. Reliv Distributors are some of the most passionate people I have ever met — and a roomful of them is like a party, family reunion and opening night all rolled into one!

I'm so impressed with Distributors' knowledge of nutrition science. In Boston, I had a great chat with **Chris Toriello**, **Mark Gauger** and a guest they brought to the event about the value of non-GMO soybean cultivation. It's exciting to know that the people bringing LunaRich to the world understand why it is such a superior approach to optimal nutrition.

But what is most rewarding is hearing the remarkable results people are experiencing with LunaRich. That's what it's really all about. The science behind LunaRich is real, and the health benefits people are seeing is the best possible proof.

I've been working on bringing lunasin technology to market for years. Reliv Distributors are the perfect business partners to get the job done. I can't wait to see where we go from here!

Party Time!

By Senior Vice President of North American Sales Steve Hastings

Distributors in Northern California know how to throw a party! Everyone pitched in to make the event a success:

- **Dennis and Lyn Holligan** oversaw room décor that included banners, information tables, product displays and ongoing video content.
- **Jolie Biles** and **Becky Haddix** blended up Reliv Now with LunaRich shakes.
- **Amparo Morales** set the example by introducing new people to corporate and Distributor leaders, like Hall of Famers **Richard and Linda Vance**.
- U.S. Hispanic leaders arranged for translation in Spanish.
- Most importantly, Distributors packed the room full of guests — they even had to bring out extra chairs!

The room pulsed with energy. You could feel there was something really cool about this 'Reliv'. New people drinking Reliv shakes. New people starting a Reliv business. New business builders getting serious. In Northern California, It's Go Time!



"This event reminded me why I love doing this business. We get paid to change people's lives!"

Cecilia Nuñez, San Jose, CA



5.19.12 Walnut Creek. CA

8.9.12 St. Louis. MO



the Road

"Conference is a time to reconnect, recharge and rededicate ourselves to our shared goals. I can't wait to welcome you to St. Louis and our corporate headquarters. See you in August!"

Chairman, President and CEO Robert L. Montgomery



LunaRich Event of the Year!

August 9 – 11, 2012

If you weren't able to make any of the LunaRich events in May, it's not too late to join in the excitement. Reliv International Conference is the LunaRich event of the year!

- Launch of the next LunaRich product!
- Special guest speakers:
 - Dr. Carl Hastings**, Reliv Chief Scientific Officer
 - Dr. Alfredo Galvez**, renowned research scientist
 - Ryan Schmidt**, CEO of Soy Labs, LLC
- LunaRich health and business success stories
- Big LunaRich news!

Don't miss your chance to be on the forefront of this breakthrough in nutrition science.

Register today: relivinternationalconference.com

soy much better and better and better

● Reliv introduced our exclusive LunaRich™ soy powder to the world in February with the launch of Reliv Now® with LunaRich, an enhanced essential nutrition formula. Since then, stories of remarkable health results poured in from across the country, Reliv Now became our top-selling brand and we've added LunaRich to three more cutting-edge products.



second
line of
defense

Compare Reliv Now® for Kids to the most popular children's multivitamin pills. Notice anything different? Reliv Now for Kids delivers nutrients in a liquid shake for more complete absorption, and advanced ingredients work together to boost energy, growth and mental performance.

Studies show soy promotes healthy childhood development and decreases the risk of chronic diseases later in life. LunaRich takes it a step further, with five to ten times the bioactive lunasin of ordinary soy powders. Lunasin provides a second line of defense when the body's initial defenses fall short:

Nourishes. Delivers the nutritional fuel to promote optimal expression of genes required for normal cell function.

Protects. Reduces inflammation and cell damage caused by free radicals and other environmental hazards. Protects in two ways:

- **Prevention.** Activates the expression of genes that help reduce cell damage and prevents the expression of genes that can cause cell damage.
- **Maintenance.** Helps remove damaged cells from the body that may cause chronic health problems.

'Amazing Product'

"Our son, Nathan, started taking Reliv Now for Kids when he was six. He has special needs and at the time could only say three words. Within a year, his vocabulary and speech improved dramatically. His progress – both physically and cognitively – just took off from there. This is an amazing product and just got better with LunaRich."

Theresa Lawson, Manhattan, IL





complete
women's
nutrition

The 10 grams of soy found in each scoop of SoySententials® gives you more than just a healthy serving of plant-based protein. Research shows the phytoestrogens found in soy can perform the same functions of estrogen, without the negative side effects. Phytoestrogens can help alleviate menopause symptoms such as hot flashes, night sweats and brain fog, while working synergistically with calcium for healthy bones.

LunaRich soy powder provides added heart-healthy benefits.

Heart disease is the leading cause of death among American women, killing more than a third of them. Heart attacks kill 200,000 women each year — five times more than breast cancer.

Cholesterol management is essential to heart health, and studies show that **lunasin, a naturally occurring soy peptide, is the key to soy's cholesterol-lowering benefits.** LunaRich maximizes lunasin levels in a soy powder and improves cholesterol by:

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

Back in Control

"Hot flashes were a constant part of my day and kept me up through the night. SoySententials helped bring them under control. And I'm very excited about the addition of LunaRich. My cholesterol levels are borderline high, so a proven nutritional approach to help manage them sounds great to me!"

Julie Waterman, North Yarmouth, ME



super
powered
supplement

Unhealthy modern lifestyles have produced skyrocketing rates of metabolic syndrome, a dangerous condition defined as having at least three of five risk factors: high blood pressure, high blood sugar, high triglycerides, abnormal cholesterol levels and excess body weight. A person with metabolic syndrome is twice as likely to develop heart disease and five times more likely to develop diabetes.

The good news: Metabolic syndrome can be prevented, managed and even reversed — and GlucAffect can help.

In an eight-week clinical trial, overweight individuals with elevated blood glucose levels taking GlucAffect lowered their blood sugar values into the healthy range and lost an average of over 16 pounds. View the study: reliv.com/glucareffect.

With the addition of LunaRich and its ability to control cholesterol, patented GlucAffect has solidified its place as the world's premier supplement for combating metabolic syndrome. **No other product comes close to matching the cutting-edge ingredients — from Pycnogenol® to LunaRich — found in every can.**

Feeling Young Again

"I had been battling high blood sugar for 15 years. Just a scoop of GlucAffect with my morning coffee for the last year and a half and my blood sugar values are back in the normal range. I'm 77 years old, but Reliv makes me feel like a young man again!"

Fernando Estrella, Richmond, BC, Canada





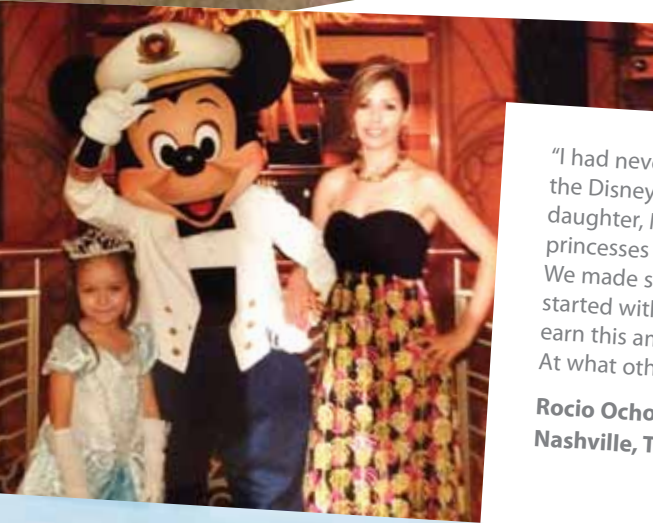
"The ship was enormous, the food was amazing, the entertainment was great, Castaway Cay was unforgettable and the people were even better. But the best part was being able to help a young couple with their son's health. When we told them about Reliv, they became our newest Distributors — right there on the ship!"

Don & Nancy Fansler
Cumberland, MD

oh, the

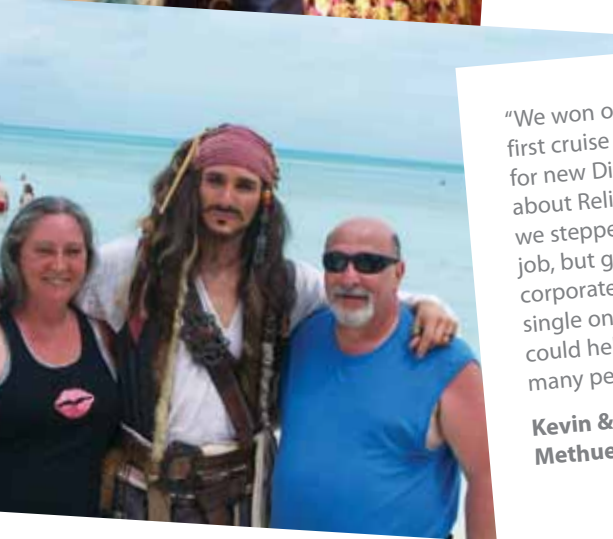


2012 Disney Cruise



"I had never been on a cruise before, and the Disney cruise was like living a dream. My daughter, Melany, loved meeting the Disney princesses and said she felt like a princess herself. We made so many unforgettable memories. I just started with Reliv in October and was able to earn this amazing trip just two months later! At what other job is that even possible?"

Rocio Ochoa
Nashville, TN



"We won our spot on the Disney cruise — our first cruise ever — through a special drawing for new Distributors. If we still had any doubts about Reliv, they were washed away the minute we stepped on board. Disney does a tremendous job, but getting to know Reliv's Distributor and corporate leaders was the top highlight. Every single one of them wanted to know how they could help us succeed. It's awesome to have so many people looking out for us."

Kevin & Lucy Marino
Methuen, MA



The Reliv Conference Experience

Party like a World Champion!

Reliv, home of the world's best Distributors, is throwing a party at Busch Stadium — home of the world champion St. Louis Cardinals — for the Saturday Night Celebration at International Conference! Limited tickets available; order yours while supplies last.

It's Go Time! Reliv International Conference
August 9-11, St. Louis, MO
relivinternationalconference.com



"We reserve a place on our calendar for the Reliv International Conference every year. It's never even a question. Nothing is more valuable to your Reliv business than meeting face-to-face with corporate leaders and fellow Distributors from around the world. It can catapult your business forward by a year or more! That's why we're planning on bringing 20+ people with us this year. Don't hesitate — this is an opportunity you simply cannot miss!"

Terry & Sally Cover
Bedford, PA

places you'll go!



Annual Leadership Celebration



"Banff was a trip of a lifetime! Staying in a castle, the mountains and turquoise blue lakes, white water rafting, a beautiful lake cruise, and of course the food! But what made this trip extra special was being there with close friends. We had been working hard to help them earn this trip, and when they did, we all screamed, 'We're going to Banff!' There's nothing more rewarding than reaching down to lift others up!"

Joe & Pat Pennino
Wilmington, NC

Back to Banff!

You can earn your own trip of a lifetime to Banff in 2012. But you have to act fast — the deadline is July 31. Learn how: [Distributor portal >> Promotions >> 2012 Leadership Celebration](#)



World Travel

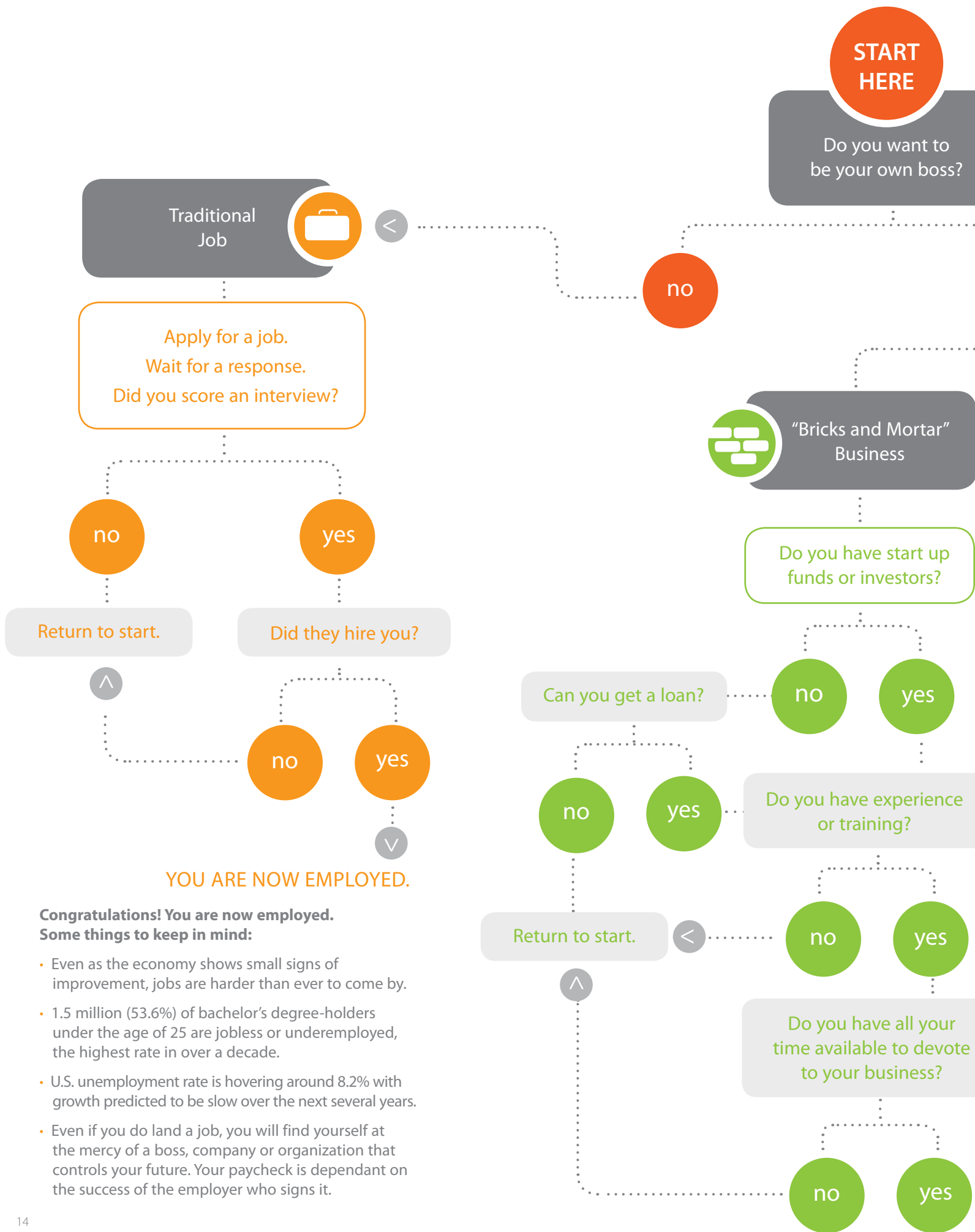
Where in the world?

If you're up for some international adventure, just wait until you hear where we're headed for Reliv's 2013 Leadership Celebration trip! Witness the big announcement live at International Conference this August 9-11 in St. Louis. relivinternationalconference.com

"Reliv gave us a \$5,000 bonus and 10 days in Australia! We fed kangaroos and koalas in a nature preserve, visited a tropical rain forest in the Blue Mountains and climbed to the top of Sydney Harbor Bridge. From our hotel we could just point to restaurants on the opposite side of the harbor and take a water taxi over for dinner. We charted a boat and anchored it right in front of the world-famous Sydney Opera House. Unforgettable! We set a goal when we were married to one day travel to Australia — Reliv made it happen just a few years later!"

Jerry & Anne Lafayette
Bartlett, IL





Congratulations! You are now employed.
Some things to keep in mind:

- Even as the economy shows small signs of improvement, jobs are harder than ever to come by.
- 1.5 million (53.6%) of bachelor's degree-holders under the age of 25 are jobless or underemployed, the highest rate in over a decade.
- U.S. unemployment rate is hovering around 8.2% with growth predicted to be slow over the next several years.
- Even if you do land a job, you will find yourself at the mercy of a boss, company or organization that controls your future. Your paycheck is dependant on the success of the employer who signs it.

WHAT DO YOU WANT TO BE?

yes

OR

Reliv



Can you tell other people
about products you like?

no

yes

Return to start.

> YOU
CAN DO
THIS!

**Congratulations! You have everything
you need to start a Reliv business:**

- Most direct sales companies offer very low start-up costs. Reliv is no exception. You can start a Reliv business for as little as \$25.
- Reliv gives you the freedom of owning your own business, without the stress of overhead cost, delivery logistics or inventory storage.
- Instead of paying high advertising costs to promote your product, you get paid to market products via word of mouth.
- You have a network of other Distributors to learn from, meaning you're in business for yourself, not by yourself.
- You can be your own boss. You can answer to yourself. You can live the lifestyle you want.
- Your opportunity to earn an income is limitless.

**Congratulations! You have started a business.
Some things to keep in mind:**

- The headaches of starting a business add up with advertising fees, hiring employees, managing logistics and storage for inventory.
- Overhead costs alone may mean no chance for turning a profit in the first year.
- As a business owner, you're responsible for knowing how to manage all aspects of the business.
- You may not have guidance or support from other experienced business owners.

SOUND EXCITING?

Talk to the person who shared this magazine with you or visit reliv.com/opportunity.

> YOU HAVE STARTED A BUSINESS.

my summer vacation

with Reliv
Now® for Kids



8:00 am: breakfast!

Mom made my Reliv Now for Kids shake just the way I like it. She says my shake keeps me healthy. I think the chocolate flavor is yummy!



Scan with your smartphone to hear what other children have to say about Reliv Now for Kids.



10:00 am: swimming!

With my Reliv Now for Kids shake I can swim all morning. And with my snorkel I can breathe underwater!



2:00 pm: play outside!

I picked some juicy strawberries from the garden. Mom blended them with Vanilla Reliv Now for Kids for an afternoon smoothie!



6:00 pm: bubbles!

It was another great day with Reliv. I wish summer would never end. Love you, mom!



reliv.com/nowforkids

A computer monitor with a dark screen displaying the title of the article. The title is written in a large, white, sans-serif font for the first part and a blue, sans-serif font for the second part. The author's name is in a smaller white font at the bottom right of the screen. The monitor has a silver base and a dark bezel.

Develop Your Virtual Brand for Real-Life Business

by Nick Gilham

Why do you log on to Facebook? It might be to find out what is going on with family and friends. You may want to play Farmville or post pictures of your last vacation. Being marketed to is nowhere on that list. All day we're bombarded with marketing messages on TV, on radio and even on the highway. Social media is our respite, where we can virtually relax with friends.

Does that mean people aren't succeeding in selling on Facebook and Twitter? No, it just means that it takes a tailored approach. Yelling at the top of your lungs for someone to buy your product simply doesn't work — in real life or online.

So, how do you promote your brand on Facebook, Twitter, LinkedIn and other social media sites? It is easier than you might think. Follow these simple steps to take your online marketing efforts to the next level.

Develop Relationships

Consumers do business with people they know, like and trust. What reasons have you given them to like you? Start by being a human being and sharing your non-business side. Talk about your children, your favorite sports team or the weather. People will naturally be drawn to you if you share common interests and life experiences.

Balance is Key

Follow the 80/20 rule: 80% of your online content should be about some topic other than selling. The other 20% of the time, talk about your business and what you can offer. What advice can you provide for free that your customers (or prospective customers) will find valuable? News articles, videos or infographics related to your industry or products make great posts. What other valuable information can you share?

Pull Back the Curtain

Give your social media friends and fans the inside scoop. Do you have a new product to offer? Post a picture of it or link to an announcement. Are you going to a conference or special event? Share your experiences live via your smartphone or laptop. Use the designated hashtag to tweet particularly powerful quotes from onstage. Better yet, post a video of you as the host. People love getting an exclusive peek inside your business.

It's Not All About You

Do you know other small business owners that need help promoting their products and services? Highlight their business on your Facebook page. This creates goodwill and makes them more likely to talk about you in return.

Remember, social media is not about constantly yelling, "BUY NOW!" Consumers are smart and tune those messages out. Take the time to get to know your customers and provide additional value and you will be on your way to becoming a social media marketing pro.

Nick Gilham is the founder of A Branded You (abrandedyou.com), a social media and personal branding consulting firm. He has more than 10 years of experience in information technology and digital marketing. Nick trains businesses and individuals how to utilize social media to get the word out about their brand online.



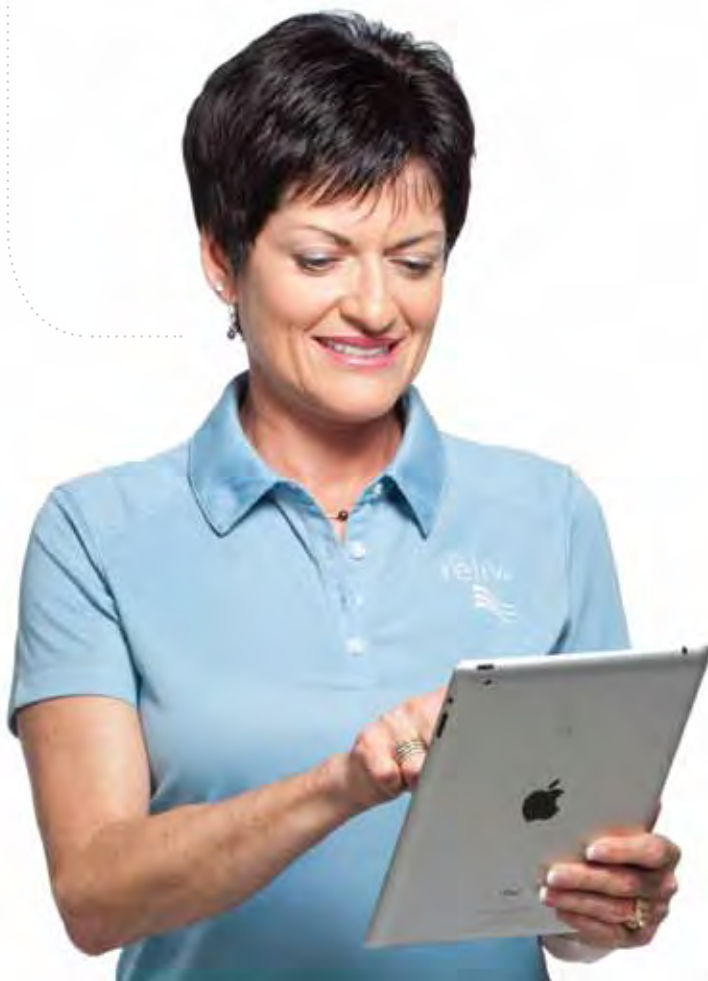
A Closer Look: Building Your Personal Brand on LinkedIn

LinkedIn is the perfect place to network with other professionals and develop connections. A well-maintained LinkedIn profile adds credibility and helps establish you as a legitimate business person. Here are the top three tips to make the most out of LinkedIn.

Say Cheese. Photo shoots aren't just for actors and models. Hire someone to take a professional photo of you — money well spent. At minimum, have a friend take a photo of you in business attire, or apparel that represents your brand.

Sum It Up. How do you introduce yourself to someone you just met? Type this description and post it as your summary on your LinkedIn profile.

Don't Worry, Be Appy. LinkedIn has apps just like Facebook or your smartphone. Use applications such as box.net to post your brochure or sales tools.





time of their lives

After 15 years in business, John and Jacque Hayes still measure Reliv success one changed life at a time.

John Hayes of Waddell, AZ, has a different idea of a good time than most guys. “I would rather do a Reliv appointment than tee up a golf ball,” he says.

For John and his wife, **Jacque**, Reliv is more than a business; it is a passion. They have achieved massive success and become Reliv millionaires, but it is their desire to help others follow their lead that drives them today.

“We’ll never forget the state of our lives before we found Reliv,” Jacque explains, “and we feel obligated to share what we’ve found with people now facing the same challenges.”

Overworked and Undernourished

Fifteen years ago, John ran a chiropractic practice that saw 60-70 patients a day. His workday stretched from 7 a.m. through 7 p.m. “I did well financially and my family was comfortable, but I was never around,” he says. “I made a good living, but had no life.”

Jacque meanwhile faced a variety of health problems. “I had anxiety attacks and other problems that had me bouncing in and out of doctors’ offices,” she explains. “Life was going downhill fast — and I had five kids to raise!”

A Reluctant ‘Yes’

A patient of John’s who had experienced life-changing results with Reliv asked John eight times to attend a Reliv meeting. The answer was always no. The ninth time John caved in.

“It was eye-opening. People from all walks of life had such remarkable stories, and I could see they were telling the truth,” John recalls. “One guy got up and said he was making big-time money with Reliv. I thought, ‘If he can do it, why can’t I?’”

In his first week John made \$1,700, and the number grew as weeks went by. More importantly, Jacque’s health improved. “I didn’t think Reliv would

work, but I was feeling great and back in control of my life,” she says.

Game Changer

“Even with my health results, I’ll be honest, I was reluctant to work the business,” Jacque admits. “Network marketing was a foreign idea. But that all changed for me at our first Reliv conference.”

“We thought we’d check out conference that first night and then skip out and tour Chicago the rest of the weekend,” John says. “But what we saw inspired us. These were people who cared about people, from [Chairman, President and CEO] **Bob Montgomery** on down. We knew we could be proud to tie ourselves to this company. We knew we could change the world!”

Better Way to Live

John and Jacque got to work and their business took off. They earned bonuses and trips, moved up the Distributor ranks and started to enjoy life again. Two and a half years of part-time work later, they were earning \$20,000 a month with Reliv. John left his lucrative chiropractic practice and never looked back.

“My time was my own again. I could be the husband, father and friend I always wanted to be. And I was helping so many other people discover a better way to live,” John says. “I didn’t realize just how trapped I was before. Reliv gave me my wife back, my life back and a whole new purpose.”

“We have the lifestyle of our dreams,” Jacque adds. “We’ve raised our kids together, been on over 100 Reliv trips all over the world and met thousands of wonderful people. And we’re just getting started!”

John concludes: “As long as there are people who don’t know about Reliv, we have a job to do — and we’re having a great time doing it!”

Misty Jensen, John and Jacque’s daughter, is following in her parents’ footsteps as a Reliv Distributor. And LunaRich™ has her business jumping! Misty finished with the top volume in the nation in March, which helped her earn over \$8,000 that month.

- “I came out of the Reno conference in February ready to tell the world about LunaRich. Then people started seeing results, which made it spread like wildfire.”
- “A mom like me, with whom I had tried to share Reliv for years, saw the science behind LunaRich and finally agreed to try the products. Now she’s got her life back and is building her own Reliv business!”
- “Reliv has given our family good health and extra income, which really saved us when my husband was laid off for a time. It’s so rewarding to pass this blessing on to others.”



Getting paid — again and again

by John Hayes

I thought I had the world by the tail as a chiropractor. But every bit of work I did never paid me more than once.

Reliv works differently. Since our products are consumable, people order them month after month. That means every new customer or Distributor adds another regular source of income. So the work you do today can literally pay you the rest of your life!

We once took a three-week vacation in Hawaii. That same month, we earned our first check over \$40,000. Where else can you see your income increase without lifting a finger? It’s a businessman’s dream!



Larry & Sandy Short
Ambassadors

Pratt, KS

Reliv allows us to improve our own health and finances and to help our kids, our community and even people we don't know! It's a big rush for us when people see health results or start achieving success. We're looking for people who have the heart to do the business, and we're more excited than ever to see where we end up!



Chris & Karen Ederer
Ambassadors

St. Paul, MN

This isn't a business where you can be totally self-serving. [Chairman, President and CEO] Robert Montgomery has always stressed the importance of putting others first and working 'smart.' Thankfully, we've had some wonderful role models to learn from. We're excited about the road ahead with Reliv. Reliv has been a gift, and we'd like to pay it forward!

Très Bien! Reliv Takes Off in France

Distributors
continue to break
sales records all
across Europe —
and France
is leading
the charge.



Anne Favrot
Presidential Bronze Ambassador

Meudon, France

At first, I only wanted to earn enough money to pay for my own products, but then my business just took off very quickly! My future goal is to finance my children's education, and this advancement will help make it happen. Achieving this level proves that the Reliv Success System really works!



Myriam Bouvattier
Presidential Bronze Ambassador

Ville D'Avray, France

I am very happy and proud to reach this level. If I can do it, anyone can. I have a very good team of friends and friends of friends, and I look forward to becoming an even better Ambassador in the future. I really look forward to traveling the world to show people how to achieve good health and reach their dreams!



Caroline Labourier
Presidential Bronze Ambassador

Ville D'Avray, France

Reliv has given my family so much — the ability to provide for my children, fantastic travel opportunities and getting closer to replacing my husband's income. I have total control of my schedule and a steady income because of this business. Reliv has given purpose to my life — I'm doing something worthwhile!



Giving Back

The Week of Caring is Reliv's annual volunteering event. Reliv headquarters provides opportunities for employees to volunteer during the workday at community organizations across the St. Louis metro area. Whether it's providing hope to the homeless, taking care of rescued dogs or assisting needy children, Reliv employees do what it takes to help those who need it most. This year, the Reliv Week of Caring earned its second Communitas Award for community service.

Giving back is one of Reliv's core values, and we take corporate social responsibility very seriously. Many people are aware of the Reliv Kalogris Foundation, but what they might not know is that Reliv is actively involved in local initiatives throughout the St. Louis area. It helps our community, and it's a very rewarding experience for us at Reliv.

– Vice President of Operations **Debra Hellweg**



Want to see Reliv's Week of Caring in action? Watch the video!
youtube.com/relivinternational

Going Green

Reliv's mission to Nourish Our World extends beyond nutrition. We're committed to taking care of the Earth too. At Reliv headquarters, our employee-driven LivGreen initiative works to make Reliv a "greener" place to work. Employees work to reduce their environmental impact by consuming less electricity, using eco-friendly cleaning supplies and recycling unwanted electronics.

During LivGreen Week, we held an upcycling contest on the Reliv Blog. Upcycling means finding new uses for old or unwanted items. Special education teacher **Sallie Miller** from Mt. Clemens, MI, was the winner with her "Reliv Elephants."

I've been using my Reliv cans whenever I have enough for my students to use. We've made pigs, Frankensteins, Jack-o-lanterns and totem poles.

– Sallie Miller



For more ideas on how to reuse your empty Reliv cans, visit our "Reduce, Reuse, Reliv" board on Pinterest! pinterest.com/reliv





because of reliv

I can nourish our world.

Reliv Now® for Kids Granola Bars

Ingredients:

- 1/4 c. Butter
- 1/4 c. Honey
- 1/3 c. Light Brown Sugar Packed
- 2 c. Quick Cook Oats
- 1 c. Rice Cereal
- 1 or 2 Scoops Reliv Now for Kids Vanilla
- Chocolate Chips (or nuts, raisins, etc.)

Directions:

Mix together oats, rice cereal and Reliv Now for Kids.

Melt butter, honey and brown sugar. Bring to a simmer and reduce heat. Cook for 2 minutes. Mix with dry ingredients.

Pour mixture into a lightly greased small pan.

Press together until 3/4" thick. Sprinkle with chocolate chips and let cool at room temperature until set.



Domenic Rossi

Master Affiliate
Morris, IL

Life as a Chef: Twelve-hour days bent over in a kitchen meant severe back pain. After adding Arthafect® and other Reliv products, I felt great! I was so pleased with my results that I became a Reliv Distributor. I nourish people in a different way now!

Favorite Recipe: Grilled sea bass with salsa verde, accompanied by a Mediterranean salad.

Because of Reliv... I'm free to enjoy more family time and live my life the way I was meant to!



Karen Windham

Executive Sales Assistant, Reliv HQ
Defiance, MO

Life as a Chef: I studied French cuisine at Le Cordon Bleu in Paris and I love to cook for friends and family. I often use Relivables® All-Natural Sweetener when baking crisps and cobblers — it browns nicely and sweetens as well as sugar.

Favorite Recipe: Vol au vent (puff pastry) with chicken and mushrooms.

Because of Reliv... I get to meet our wonderful Reliv Distributors from all over the country!



Norma Carlozzi

Ambassador
San Mateo, CA

Life as a Chef: I use as many fruits and vegetables as possible in the meals I prepare. If you take Reliv products and then eat poorly, you're not going to maximize your results. You create optimal health when you eat fresh food and take Reliv nutrition products.

Favorite Recipe: California nicoise salad with garlic dressing.

Because of Reliv... I have the perfect health to keep up with my teenagers — and the lifestyle freedom to do what I want, when I want!



Katrina van Oudheusden

Senior Affiliate
Clermont, FL

Life as a Chef: Reliv helps me stay on my toes and maintain my high energy as a chef at Disney World. Healthy energy shot 24K™ has kept me focused and healthy. My employees have even commented that I seem more relaxed and yell less in the kitchen — something I didn't think was possible!

Favorite Recipe: Reliv granola bars. (Featured on pg. 24)

Because of Reliv... My guests always get the best from me!



Scan with your smartphone to view and download the recipes from each chef featured here.

92%

of RKF donations that go directly toward feeding programs (well above the 75% criteria established by the American Institute of Philanthropy for its "Top Rated" list)

2

Communitas Awards presented to RKF for excellence in philanthropy

177,98

reliv

42,000 +

children fed daily

60

ORPHANS IN HAITI WITH A NEW HOME THANKS TO RKF

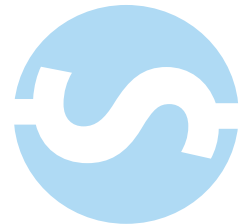


Network



\$30,361,746

value of products distributed by RKF since 1995



funds raised by N2N in 2011

\$16,541

4 CANS TO BE DISTRIBUTED TO
RKF FEEDING PROGRAMS IN 2012

kalogrisfoundation.org

Reliv is Rallying to Nourish Our World

It's back! The Second Annual Rally for the Mission to benefit the Reliv Kalogris Foundation will take place at International Conference in St. Louis.

Don't forget to register your team to participate onstage! Dance, sing and show your support for the Foundation. We'll have another showdown for the most spirited Reliv Foundation Cities. Visit relivinternationalconference.com to learn more and register.

Network to Nourish

Allan and Kathy Courtright from Waxhaw, NC, held a Nourish Our World 5K to benefit the Reliv Kalogris Foundation. People of all ages and athletic abilities came out to run and walk for the cause. The event featured a booth where people could inquire more about Reliv and the Kalogris Foundation. Want to host your own Network to Nourish event? Visit relivkalogrisfoundation.com to learn more and get started.

RKF Earns Communitas Award

The Reliv Kalogris Foundation has received a 2012 Communitas Award honoring the work the Foundation has done in Haiti.

A 2010 catastrophic earthquake devastated Haiti, but 60 children who were orphaned by the disaster found a home, thanks to the RKF. The orphanage provides education and job training for older children and supplies nutritional supplements on a daily basis.

"The extraordinary generosity of Reliv Distributors and employees makes it possible for the Foundation to help malnourished children in Haiti and around the world," said **R. Scott Montgomery**, Reliv Kalogris Foundation chairman.



15

to Nourish Events in 2011

Name: Matt Prindle

Hometown: Teton Valley, ID

Gigs: Graphic designer, Reliv part-time

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

All Work, No Play: My family owns a ski and bike shop. Even though our home is attached to the shop, it seemed like I never got to see my dad because he was always working.

Hitting the Slopes: As soon as our family discovered Reliv, I noticed that my dad had so much more free time to spend with our family. We could go skiing all the time.

Taking Reliv to New Heights: My friends and I decided to revive skate competitions that had died off when we were in middle school. The event was a huge success! Everyone was interested in the Reliv booth we had set up.

Future with Reliv: I can't wait to pursue my Reliv business more aggressively once I graduate from college!

Name: Joe Collins

Hometown: Lake Preston, SD

Gigs: Locating tech, Reliv part-time

Reliv Regimen: Reliv Now, FibRestore®, Innergize!, Slimplicity®

Hopeful: I was having problems with restless leg syndrome, heart burn and my blood pressure. I've never been a fan of prescription medications, and I've always believed that our bodies, if given the right fuel, will heal themselves.

Fuel for Health: From 2009-2011, I was in bad shape. I was in and out of hospitals and operating rooms. So I turned to Reliv.

A Nutritional Boost: I believe that when I increased my nutrition levels, my body was able to heal. I wouldn't be here if it wasn't for Reliv, I'm certain.

Time for Hobbies: With less time spent worrying about my health, there's more time for what I enjoy – fishing, hunting and archery.

Name: Scott Hanson

Hometown: Veneta, OR

Gigs: Commercial waste removal, Reliv

Reliv Regimen: Reliv Classic®, Innergize!, Arthraffect®, 24K

Putting Reliv to the Test: Working in commercial waste removal means hauling large containers around all day. Two months after starting on Arthraffect, I injured my shoulder at work and was told I would need surgery.

Speedy Recovery: The doctor explained that the recovery time could take up to eight months, but after only eight weeks, I was able to lift both arms over my head.

Feeling Stronger: When I was released to go back to work just two months after surgery, I realized how beneficial optimal nutrition can be. I feel like I have more muscle now than I did in my twenties!

Sharing the Joy: My wife and I wish we could just give the products away, but working the business is the next best thing.

Name: Don Swegman

Hometown: Alexandria, IN

Reliv Regimen: GlucAffect®, Innergize!, Reliv Classic, ReversAge®, FibRestore, Arthraffect, 24K

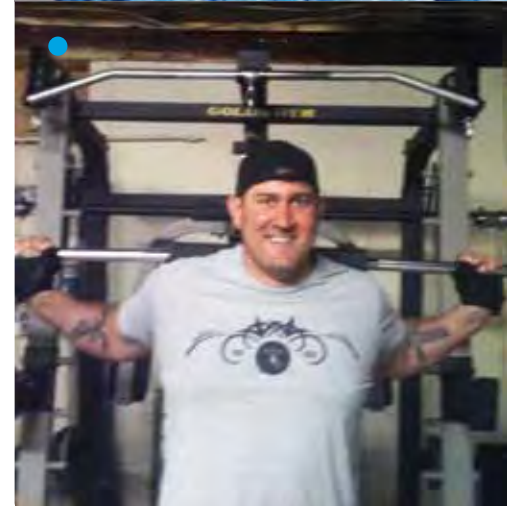
Gig: Reliv, military veteran

An Opportunity: I've been in several multi-level marketing businesses over the years, but I never really made any money. With Reliv's compensation plan, I saw an opportunity to turn this into a profitable business.

Next Reliv Generation: I've been visiting the local universities to develop a network of young people in the Reliv business.

Breaking Bad Habits: Some college students are abusing caffeine and stimulant drugs to help them stay up and study. My thought was, "We need to give them an alternative!"

Embracing Reliv: In one week, we sold over 100 bottles of 24K! 24K gives them more energy and mental focus without dangerous drugs. I plan to keep spreading the word about Reliv on campus and everywhere else.





Name: Kimberly Ann Burns

Hometown: Canton, MI

Gigs: Reliv, ministry

Reliv Regimen: Reliv Now, Innergize!, FibRestore, ProVantage, Arthaffect, CardioSentials®, Reliv Now for Kids

Aching for Relief: Before discovering Reliv, I couldn't sit or stand for more than 20 minutes because my muscles would give out. I had to wear braces just to get through the day.

Painting a New Picture: I always loved to paint, but because of my joint pain, it was hard to hold a brush. With Reliv, I am able to paint again and have an annual art showing.

Burst of Energy: I used to have trouble getting around, but now people call me the Energizer Bunny!

Forever Grateful: Because of Reliv, I am healthy. I'm expecting my first child and I have my whole future ahead of me!

Name: Delia Chamberlain

Hometown: Diamond Bar, CA

Gig: Reliv part-time, Disney

Reliv Regimen: FibRestore, Innergize!, 24K

Waiting for Reliv: Reliv found me three years ago. I was complaining on Facebook that I was sick and tired of being sick and tired. A coworker sent me a message, so I decided to try it.

Clarity: The mental fog that I had while trying to study was gone instantly!

Sharing Reliv: Instead of venting to Facebook friends about my poor health, I'm sharing how great I feel thanks to Reliv!

Energized: Now that I'm feeling better, I've been working on becoming more physically fit. I work out five days a week, and I've already lost 20 pounds! 24K is essential. It's amazing what your body can do with the proper energy. I love the products, and I know the Reliv business is going to take me far.

Name: Jere and Jennifer Goodrick

Hometown: Salt Lake City, UT

Gigs: Reliv

Reliv Regimen: Reliv Classic, ProVantage, GlucAffect, Innergize! SoySentials®

More than a Multivitamin: When Jennifer first brought Reliv home, I thought, 'Great, what is this — another product to sit on the shelves and collect dust?' But after seeing the results, not only did we become loyal users of Reliv products, we jumped into the business as well. —Jere

Seeing the Big Picture: We went to a Reliv conference, and it opened our eyes to the big picture. —Jennifer

Choosing Reliv: In the long run, our Reliv business was just a better opportunity. We can do it part-time or full-time and work it around our schedules. About three months ago, we got to talking, and we both decided to walk away from our jobs to pursue our Reliv business full-time!

Name: Bob Myron

Hometown: Durham, Maine

Gigs: Reliv part-time, boat mechanic, guide

Reliv Regimen: Reliv Now, Innergize!, Arthaffect, 24K

Birds of a Feather: The most success I've had in my Reliv business comes from networking with people who have similar lifestyles.

Strategy: I've been targeting athletes and kayakers. I think this is a good way to get the word out about 24K. I want to take it to the next level! I would love to see more athletes have access to a healthy energy shot.

My Time: There's something very appealing about building an income that can continue. No other 9-5 job that I've worked has continued to pay me once I've left. I can work as a boat mechanic and a guide in the summer, and focus on Reliv in the winter and fall.

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.

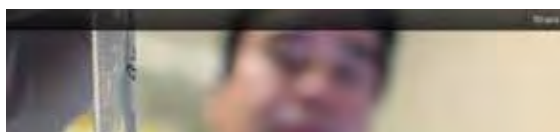


Connect with Reliv on Pinterest!

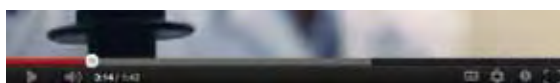
pinterest.com/reliv

Check out boards representing every aspect of the Reliv lifestyle. Repin it!

- Words to Reliv By
- Picture of Health
- Reduce, Reuse, Reliv
- That's Kid Stuff
- ...and more



Share New LunaRich™ Videos Online!



youtube.com/relivinternational

Subscribe to the Reliv YouTube channel to receive email notification each time we add a new video!

- SoySentials® with LunaRich Commercial
- Reliv Now® for Kids with LunaRich Commercial
- Science of LunaRich video with Dr. Alfredo Galvez



< what's this?

Visit relivuniversity.com >> social media to learn about QR codes and download a QR reader to your smartphone.

View and share this issue of *Lifestyle* online: reliv.com/lifestyle



what's new on the blog

reliv.com/blog

Sign up to receive an email update when new articles are added!

- Soy Much Better — and Greener
- Taming the Tummy
- Vitamin C: Nutritional MVP
- Get Sporty with Fitness



reliv.com/thismonth

Find out what's happening at Reliv every month

- Science & Health Today
- Inside Scoop videos from Reliv executives
- Reliv business builder recognition
- News and events

According to the American Heart Association, 47 million Americans have metabolic syndrome — a cluster of symptoms including high blood sugar, obesity and cardiovascular problems.

a triple threat glucaffect against metabolic syndrome

Blood Sugar Management. A patented formula combines the power of cutting-edge ingredients such as Pycnogenol®, cinnamon and banaba leaf extract.

Weight Loss. A clinical study showed GlucAffect® to aid in weight loss — study participants lost an average of 16 pounds over eight weeks.

Cholesterol Improvement. GlucAffect is better than ever with the addition of LunaRich™ soy powder for cholesterol management.



reliv.com/glucareffect

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



PO Box 405
Chesterfield, MO
63006-0405
800 RELIV US (735.4887)
reliv.com

connect with us!



23001207

FSC LOGO
horizontal white

8.9, 10, 11.12



it'sgotime!

reliv international conference

The World Series of Reliv events
is almost here, and you can get
in the game right now!

Leading off

Follow our lead-up to
conference online — Reliv
Blog, Facebook, Twitter —
with a new “inning” each
week. Prizes drawn each
inning for people who sign
up for the big event!

MVP

Build big volume in
June-July and earn a
bonus up to \$10,000!

Batter up

Sponsor new Distributors
in June-July to earn Reliv
prizes and chances to win
a gourmet dinner or your
hotel stay on us!

are you ready
to **go?**

relivinternationalconference.com