

24K takes off 6

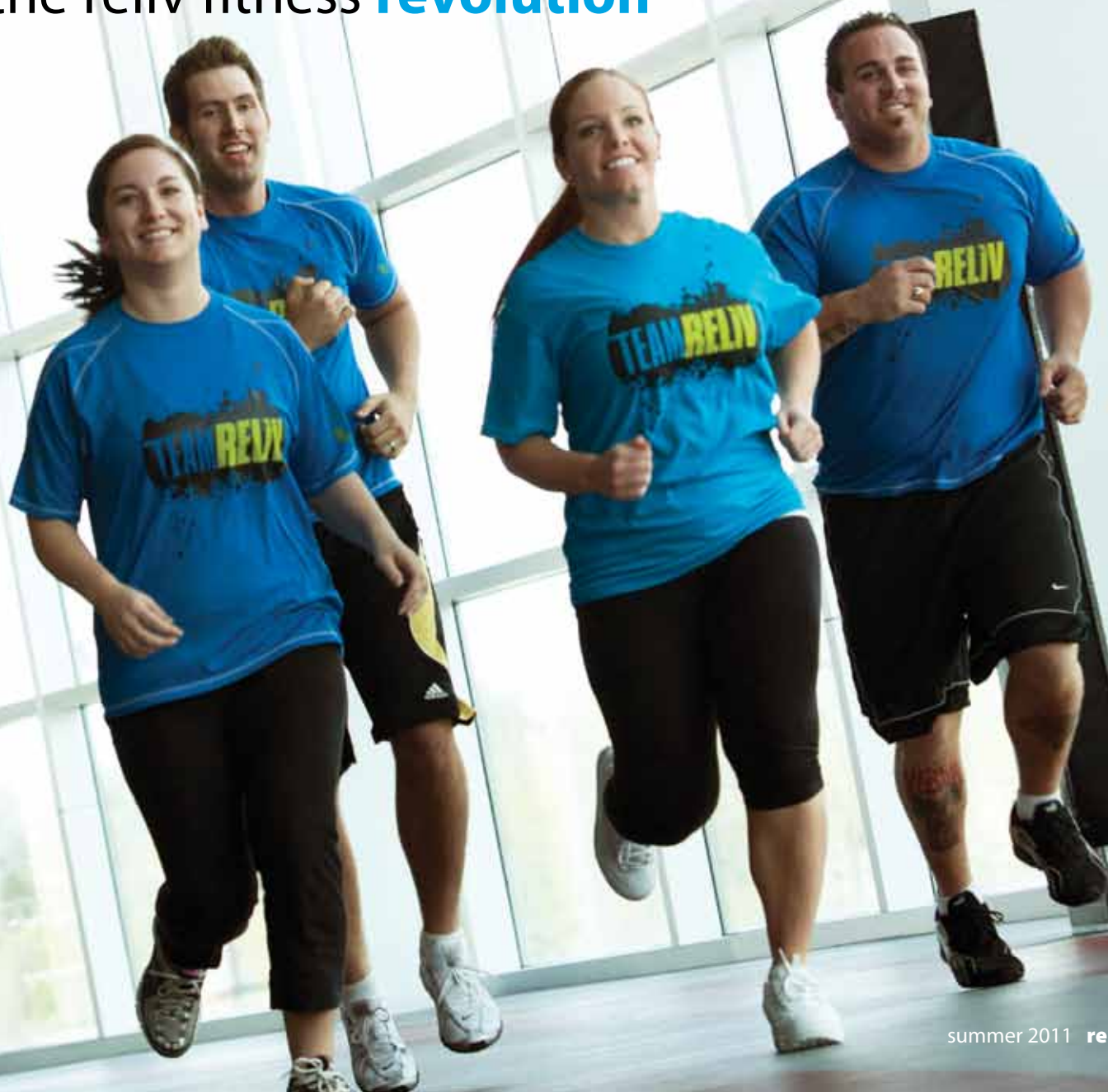
reliv athletes 12

join the revolution! 14

# lifestyle



the reliv fitness **revolution**



# I am the reliv revolution.



Innergize!® gives me the hydration and electrolytes I need to perform my best. I drank Innergize! during my half Ironman and it kept me steady throughout all 70.3 miles of swimming, biking and running!

**Robin Allsopp**  
Basking Ridge, NJ

join the **reVolution!**

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



quality  
trust **Reliv's**  
integrity **Core**  
changing lives **Values**  
giving back



The quality leadership Bob and Sandy Montgomery have given us for the past 23 years has added to our Core Values. Quality means integrity and loyalty to excellence. Quality is going beyond average and being committed to creating the highest value. Quality is an expectation that you will never abandon your Core Values. That's what Reliv means to us.

**Mike & Shirley Michelozzi**  
Kalamazoo, MI

### What do they mean to you?

To me, trust means that I can go about my business without having any concerns about the company I represent, both to customers looking for healthy answers and those who want to work with an excellent company. Trust means we don't have to slow down for a moment.

**Marcia Speicher**  
Stahlstown, PA

I can trust a company who puts value on families. I know my business thrives and grows every single day, but I don't have to sit home and see that everything is entered correctly. I know Reliv has my back!

**Mardi Tipton Burleson**  
Sierra Vista, AZ

Reliv holds itself to the highest standards — nothing substandard here. It reveals the depth of this company's integrity and for that there are hardly words.

**Zanetta Crutchfield Roam**  
Paris, TX

Making a positive difference in someone's life is the most rewarding thing a person can do. Reliv is our catalyst to do that for many, whether it be with their health or their financial picture — and so much more. Thank you, Reliv, for giving us all the opportunity to join hands and reach out so far beyond what we ever thought possible.

**Gwen Goodsell**  
Locust Grove, VA

When my husband became unemployed one and a half years ago, things started to get really bad financially. The Reliv Kalogris Foundation supplied us with product for three months so my health would not take a tailspin as everything else was. THANK YOU! There just are not enough words.

**Chris Ciccone**  
Blaine, MN

do you want  
to be **first?**

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

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



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## Make Your Move With Reliv

Reliv is on the move! With healthy energy shot 24K™ leading the way, big things are happening. Our new logo and brand image have people looking at Reliv in a whole new way. New means of communicating through Facebook, Twitter and YouTube have people talking about Reliv like never before. And on conference calls, at weekly meetings and in everyday conversations, Reliv excitement is impossible to miss.

Reliv Distributors and customers are on the move too. The launch of our Team Reliv initiative has inspired people to add more exercise to their daily lives. They are discovering that physical activity and Reliv nutrition make the ideal combination for optimal health and fitness. This issue of *Lifestyle* contains many of their stories, from Olympic athletes to people just starting out. I encourage you to read their stories and be inspired to make fitness a bigger priority in your life.

All of this “movement” is part of a bigger movement — the Reliv Revolution. Since 1988, Reliv has helped countless people enjoy better health and a better lifestyle. At the Reliv Revolution! International Conference in August, we’ll be celebrating all that we’ve accomplished in the past 23 years. More importantly, we’ll be plotting a course for an even brighter future ahead. We invite you to help lead the way.

See you in St. Louis!



**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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Wahoo! I took my 24K healthy energy shot today before I went swimming and added an extra 50 yards to my swim workout! It truly helps with mental clarity, energy and focus. I love it — no caffeine and no crash!

**Gaylynn Mauss**  
**W. Valley City, UT**

I have an erratic work schedule. Sometimes I only get four hours of sleep in two days. I love my Reliv basic nutrition shakes, and they have helped me maintain my energy for about eight years now. But the addition of 24K to my routine has taken my energy and stamina to a whole new level! And the taste — I love the taste so much. I can't decide whether to add it to my basic nutrition shake or drink it straight! I love, love, love 24K!

**Rebecca Humes**  
**University City, MO**

I'm a new stay-at-home mom and 24K has been my lifesaver! 24K has allowed me to manage all the normal challenges that come with a newborn baby. Plus, I have enough energy to get the housework done too! Energy + Focus! I love 24K!


**Tamicka Quandt-Mahoney**  
**Sarasota, FL**

## **24K Wins** **'People's Choice' Award!**

Reliv's healthy energy shot 24K was named the People's Choice for Favorite New Consumer Product at the 2011 American Business Awards ("The Stevies") in New York. 24K beat out several popular and innovative products from across the country in an online vote to earn the award. To learn more about the award and about 24K, visit [reliv.com/24K](http://reliv.com/24K).



# A Revolutionary



**Reliv's healthy energy shot 24K™ launched just months ago and already is making waves across the country. Never before has a Reliv product been met with such intense excitement — and for good reason.**

**24K is the first energy shot ever to address all three factors of the fatigue cycle by providing energy, focus and stress relief. More importantly, 24K is a caffeine-free, sugar-free energy shot that's actually good for you! With 24 health-promoting ingredients, no other product of its kind comes close to matching 24K's nutritional punch.**

**Once you try 24K, you will never look at energy shots the same way again.**

# Healthy Energy Shot

We've been exercising with high intensity interval training. These are one minute drills of aerobics, jumping and running at 110% followed by a one-minute recovery time. We take our 24K about 10 minutes before a workout and we just don't get tired! The muscle recovery is fantastic when we complement it with ProVantage® and Innergize!®

**Marty and Jacqueline Young  
Peshastin, WA**

When my daughter had complications from a tonsillectomy, we didn't get a good night's sleep for 14 days. My husband and I took many double-shots of 24K during that time. It's the only way we were able to care for our daughter the way she needed, not to mention going to work without feeling like zombies. Our house will never be without a bottle of 24K in the fridge.

**Jo Zurwell  
Manchester, NH**

I feel SO good. In the past, I would work out every other day or three times a week. With 24K, I have worked out every day now for two entire months! I believe it is the 24K that has been my new edge! Thank you, 24K!

**Diane Helmold  
Chicago, IL**

**"24K helped me earn an iPad!"**

24K has had a tremendous impact on my Reliv business. I've used 24K as a stand-alone product to talk to prospects. Because of 24K, I have new customers and new Distributors in the making. It is a perfect product to address so many different lifestyles. 24K is also perfect for a younger generation, as they learn how dangerous so many of the energy drinks on the market are for them. I feel that 24K definitely contributed to helping me earn my new Reliv iPad! It's just the beginning!

**Sue Lippens Brusa  
Atkinson, NH**



For most of us, the formula is simple: proper nutrition + regular exercise = good health. With Reliv, you can multiply your personal health equation with nutritional formulas geared specifically to maximize exercise results. Reliv's performance products provide the nutrition you need before, during and after you workout.

# make reliv your fitness partner

by Dr. Carl W. Hastings, Reliv Vice  
Chairman and Chief Scientific Officer

ProVantage® supplies a balance of nutrients formulated to improve performance, endurance, recovery and repair. It's packed with 13 grams of muscle-building soy protein, and a host of advanced ingredients, like Tonalin®, MCTs, Creatine, CoQ10 and amino acids.

The patented formula in Innergize!® features ingredients like ChromeMate® and OptiZinc®, the most readily absorbed forms of chromium and zinc available. Plus, Innergize! contains vitamins, minerals, amino acids and carbohydrates to provide added energy, promote oxygen absorption and boost the immune system.

And Reliv's breakthrough energy shot 24K™ offers a healthy new way to boost your energy level so you get the most out of every workout. Plus, 24K provides mental focus and stress relief to help you stay on task and allow your body to take control.

Support your body with the building blocks it needs to keep you performing at your peak. You'll find it easier to get fit — and stay fit — when you feel good from the start.

## Powerful Performance Nutrition

Reliv supports every part of your active lifestyle through nutritional products, online support, health tips and the Team Reliv Fitness Club. ProVantage, Innergize! and new 24K are perfect complements to your fitness regimen. They'll maximize the results from your efforts while keeping you hydrated and energizing you through every rep.

Take a look at how a few key nutrients found in these products partner with physical activity for real results.





### Soy protein

Increases muscle mass and function, reduces fatigue, burns excess body fat for increased energy and promotes maximum fitness levels.

### Creatine

Helps extend peak athletic performance for longer periods of exercise and reduces muscle recovery time. Studies show combining creatine and strength training increases lean muscle mass and helps adults over age 50 better retain strength and muscle mass that they lose as they age.

### Tonalin® (CLA — conjugated linoleic acid)

Helps reduce body fat and increase muscle tone by helping the body extract more energy from less food. A study showed those taking a combination of creatine and CLA while strength training had greater gains in muscle endurance, an increase in fat-free mass and a decrease in body fat percentage.

### Chromium

Plays a vital role in energy production, muscle development, fat and cholesterol metabolism and regulation of blood sugar levels. Helps your body process carbohydrates more efficiently, reducing muscle breakdown and minimizing painful after-effects of strenuous exercise.

### L-Carnitine & L-Glutamine

These biocatalysts help burn more fat during exercise, provide more energy and promote lean muscle development.

### Coenzyme Q10

Promotes energy production and boosts athletic performance so you can power through your workout.

### Resveratrol

Helps muscles use oxygen more efficiently to enhance performance. Also may increase exercise endurance.

### Omega 3 Fatty Acids

Aid in energy production. Also may help with oxygen delivery to active muscles to delay fatigue during exercise.

## fitness facts

- Regular exercise starts to improve fitness levels after 2-3 weeks, with measurable improvement after 4-6 weeks.
- Most people feel better mentally after only doing a little exercise.
- Medical experts say inactivity can be as dangerous to health as smoking.
- For aerobic conditioning, your exercise should be "FIT":

**Frequency** – at least 3 times per week

**Intensity** – working within your target heart range

**Time** – at least 20 minutes without stopping

- Exercise not only improves your body but also improves mental clarity.
- Exercise releases stress. It also helps elevate your mood and reduces the risk of depression.
- To lose weight and keep it off, you should exercise a total of at least 60 minutes a day. But 30 minutes a day is all you need to gain the health benefits of exercise.
- Sneaking in two or three chunks of 15 or 20 minutes of activity is just as effective as doing it all at once.
- Exercise makes the heart pump more efficiently so everything you do is easier.
- Regular exercise can boost the immune system to better fight off colds and flu.
- Exercising consistently lowers the chances of getting cancer, heart disease, type 2 diabetes and other chronic diseases.



# reliv workout **WAR**



## **Courtney Colombo**

Reliv Kalogris Foundation Marketing Coordinator

**Recent results:** Completed my second marathon, training for my third.

**Weekly workout:** Running five miles a day, plus a long run on the weekend. Kickboxing twice a week, CrossFit 1-2 times a week.

**Reliv routine:** 24K™ before workouts, ProVantage® after

**Top tip:** Stay motivated by finding something you love! Then you never dread it and you are sure to make time for it. Exercising is a priority in my life.

**Lesson learned:** Exercising can be fun, especially when you set goals. I signed up for my first half marathon in 2009 and have been hooked ever since. It is such a feeling of accountability and accomplishment.

**Main motivation:** I love the way I feel after a workout, physically and mentally. Working out is my therapy session!

**Fit future:** I would love to be able to participate in a triathlon, though my swimming skills are weak. So I plan to take swimming lessons and go from there. I also hope to keep inspiring and motivating others to pursue their fitness goals!



## **Jason Arntz**

Grand Rapids, MI / 3-Star Director

**Recent results:** Added 40 pounds of muscle (so far). Completed first tennis season since high school and loved every second of it.

**Weekly workout:** Lift weights 4-5 mornings. Play tennis 2-5 times. Biking around town.

**Reliv routine:** Reliv Classic® and Innergize!® every day, plus ProVantage and Innergize! for workouts, before and after.

**Top tips:** Just do it! You can easily think yourself out of working out. Sometimes it's best to just get out and move! A workout partner to keep you accountable helps too.

**Lesson learned:** I've learned to maintain this outlook when competing in tennis: "Just keep swinging!" Even if you're making mistakes, never back off or back down. You've got to keep playing your game.

**Main motivation:** The strength to start and keep going comes from within. For me, it comes first from Above and second from a competitive drive to be the best I can be.

**Fit future:** Get to the 5.0 USTA level in tennis and add 10 more pounds of muscle mass.

# RIORS

## TEAM RELIV WANTS YOU!

Join the Reliv Fitness Revolution; join Team Reliv.  
[facebook.com/teamreliv](https://facebook.com/teamreliv)

Find out how two Reliv employees and two Reliv Distributors are pursuing their lofty fitness goals with the help of Reliv nutrition.



**Joseph Wojcik**  
VP – International

**Recent results:** Ironman Mexico – December 2010 (10 hours, 42 minutes), Boston Marathon April 2011 (3 hours, 23 minutes)

**Weekly workout:** Running, swimming and biking, along with yoga and strength training. Before an Ironman, I often exceed 20 hours per week for two months. Before a marathon, I run 45-50 miles per week.

**Reliv routine:** Morning post-workout shake: ProVantage, Reliv Classic, ReversAge®. Afternoon shot of 24K. Night shake of Slimplicity® and CardioSentials®. Innergize! on the bike, and Relivables® chocolate-coated granola bars on the bike or anytime I'm feeling hungry.

**Top tips:** Pick an event to train for and set a goal to finish in a certain time. Join clubs or groups with similar interests.

**Lesson learned:** Rest and recovery are just as important as training.

**Main motivation:** Staying fit enough to keep up with my two young, energetic sons!

**Fit future:** The pinnacle for an endurance triathlete is the Ironman World Championship in Kona, Hawaii. Only the top 1% of triathletes at any sanctioned race get an invite. I would consider it a great accomplishment to earn a spot.



**Robin Allsopp**  
Basking Ridge, NJ / Key Director

**Recent results:** Completed half Ironman triathlon, among other events.

**Weekly workout:** Work out 7 days a week — running, biking, swimming, Precor machine, circuit training and weight lifting.

**Reliv routine:** Before workouts: Innergize! and 24K. During: Innergize! After: Innergize! and ProVantage. Along with regular daily shakes.

**Top tips:** Pick a workout you enjoy and have fun! Realize that working out hard will give you amazing benefits, physically and mentally.

**Lesson learned:** I used to only run and started to have knee pain. In my mid-30s I added weight training, swimming and biking. Cross training added definition in my arms and upper body and helped prevent injury.

**Main motivation:** Feeling good about myself. Exercise keeps my weight steady, relieves stress and promotes long-term health. Being in shape allows me to do all the things I like to do — skiing, mountain hiking, tennis and playing with my kids, for whom I want to set a good, healthy example.

**Fit future:** Keep up triathlons and run my first marathon. Can I do it? Yes, I can — I'm on Reliv!



# because of reliv



I can follow my dreams as an **athlete**

*photo courtesy of Chris Colbourne/St. Albert Gazette*



## **Niki Oudenaarden**

Record-breaking heptathlete/St. Albert, Canada

**Life in Athletics:** Started competing in track and field at age 10. Owner of multiple provincial high school track and field records. Gold medal winner in the heptathlon (100m hurdles, high jump, shot put, 200m, long jump, javelin and 800m) at the Legion Canadian Youth Track and Field Championships. Currently training for the World Youth Championships.

**Because of Reliv...** "I recover faster from the stresses training places on my body. My twice daily shakes of Reliv Now®, ProVantage® and Optain!® (Innergize!® in the US) have also helped improve my strength and overall health. With the heptathlon, I have to train for all seven events every week, plus strength training, core training, speed endurance, sprints and block starts. Reliv helps me stay on track and in pursuit of my dream to one day represent my country in the Olympics."



## Joshua Fleagle

Nationally ranked swimmer at age 17  
St. Mary's, Ohio



**Life in Athletics:** Qualified for 2012 Olympic trials in 50m freestyle and nearly there in 100m. Competes in national Grand Prix events against former Olympians — usually the youngest in the pool by 3+ years. Plans to use 2012 Olympic trials as a springboard for Olympic bid in 2016.

**Because of Reliv...** "I can train full-time — up to 5+ hours a day — without limitation. Before I started on Reliv two years ago, I used to experience shoulder soreness between events. Not anymore. When training, I take three main shakes of ProVantage, Reliv Classic® and Reliv Now for Kids throughout the day, plus Innergize! and Arthafect® in a water bottle during practice. My dream is to represent my country at the Olympics, and Reliv will be with me every step of the way."

## Sara Guevara

World-class Taekwondo athlete  
Canberra, Australia



**Life in Athletics:** Taekwondo student for 8+ years, competing seriously for past three years. Silver medal in 2008 Commonwealth Taekwondo Championships in Canada. 2010 Australian National Champion. Training for the selections competition for the Olympic World Qualifying Tournament. Competing in World Uni Games in Shenzhen, China, in August and in 2011 Australian Nationals two weeks later.

**Because of Reliv...** "I can focus more clearly. My sport can be quite dangerous, and when there is a chance you can get knocked out, you need to be 100% focused. Reliv helps give me that extra edge. Plus, I work full-time as a physiotherapist and train at least eight times per week. Reliv gives me the energy to do it all and still have time for the most important things in life, like family and friends."

## Denzell Dotson

All-conference offensive lineman  
Glendale, AZ



**Life in Athletics:** Two-year starter entering his senior year in high school. 6'2<sup>1/2</sup>", 305 pounds, great footwork and runs 40-yard dash in 5.5 seconds. Named top lineman at junior pro camp. Being recruited by top college programs, such as Missouri, Georgia Tech and Indiana. Will graduate high school early in December to play spring ball in college and get a head start for 2012 NCAA season.

**Because of Reliv...** "I have the energy I need for long workouts and the ability to recover quickly. My daily shakes include Reliv Classic, Innergize!, ProVantage and Arthafect, and I like a shot of 24K™ before workouts. My plan is to work harder than everybody else and beat them out for a spot. Reliv nutrition is helping to make it happen."

## Tamara Oudenaarden

Olympic speed skater  
Calgary, AB, Canada



**Life in Athletics:** Member of 2010 Canadian speed skating team at Vancouver Olympics. Three-time qualifier for World Sprint Championships. Speed skating since age 7. Training full-time for 2014 Olympics in Sochi, Russia — 5-6 hours a day, six days a week. Events: 500m and 1000m.

**Because of Reliv...** "I can pursue my passion for speed skating knowing that I'm giving my body the nutrition it needs to excel. Reliv has been part of my training program for 10 years. It wakes me up, fuels my workouts and helps build up my strength. The best part is I know I'm giving my body all the nutrients it needs in one simple shake. Reliv was with me in Vancouver and it will be with me in Russia in 2014!"

# the road to revolution!

by Chairman, President and CEO Robert L. Montgomery

## re-volt your reliv experience

Looking for ways to get more Reliv in your life? Try these:

- Follow Reliv on Facebook, Twitter and YouTube
- Update your wardrobe with cool new Reliv gear
- Add 24K™ to your next product order
- Try our Relivables® line of everyday products
- Save time and money with Direct Advantage Autoship
- Tell friends about Reliv
- Get more involved with Reliv in your area
- Submit an event for Team Reliv sponsorship
- Work your way to the next Distributor level
- Register today for the 2011 Reliv Revolution!



### A New Plan

Sandy and I were not really looking to start a business when Reliv came into our lives. I had already retired at age 38 after selling my life insurance company. Our plan was to raise Arabian horses on our new farm while we raised our children together.

When two of our parents passed away within a few months of each other, we decided we were going to do all we could to maintain our good health, which meant optimizing our nutritional intake. At a nutrition industry event, we met Dr. Theodore Kalogris.



### Healthy Start

Through a trial-and-error process over many years, Dr. Ted had developed a formula — which would later form the foundation of Reliv Classic® — that was helping him and many people he knew experience remarkable health results. When he described the formula to us and the science behind it, we decided to give it a try.

We began experiencing health results of our own. But it wasn't until I was diagnosed with a benign brain tumor that we really understood how special Dr. Ted's formula was. After I had the tumor removed, I was able to recover in a fraction of the time I was told to expect. The doctors were amazed at how my body bounced back so quickly.

At that point we knew we simply had to share our discovery with the world. So we gathered some of our closest friends, sat down at our kitchen table and began to design a company. The Reliv Revolution was born.

To understand what the Reliv Revolution is all about, it helps to start at the beginning...



### Now More Than Ever

Now 23 years later, Reliv is a global company with more than 60,000 Distributors worldwide. And that's just the beginning. What the Reliv Revolution offers — the ability to enjoy optimal health through optimal nutrition, the opportunity to take control of your financial future and the chance to change lives for the better — resonates more today than it ever has.

Most people have yet to hear about Reliv, and everyone can benefit from our products and business opportunity. Who doesn't want to break free from unhealthy lifestyles and unrewarding work to live life to the fullest? As far as we've come over the years, we're going to go even further in the years ahead.

### A New Revolution

That's why I'm so excited about another revolution taking place within Reliv right now. We have a new breakthrough product in 24K™, a new brand image, new business tools, new ways of communicating and a whole new attitude. The doors to experience Reliv have never been this wide open, and the numbers of new Reliv Distributors and customers are on the rise. People want to hear our message!

Having already discovered Reliv, you are in the right position at the right time to take full advantage of all that's happening right now. I encourage you to take the next step in your Reliv journey. The ideal place to start is at our Reliv Revolution! International Conference this August in St. Louis. You'll experience Reliv on a whole new level and discover all that Reliv can mean in your life. I hope to see you there.

No matter how you do it, deepening your Reliv experience will improve your life now and mean even more for your future. Trust me — I've been watching it happen for 23 years. Join the Reliv Revolution!



### what is the reliv revolution?

- Original vision to change lives — at the heart of Reliv since 1988
- Current initiative to refresh, revitalize and reinvigorate Reliv
- 2011 Reliv International Conference

✗ All of the above

Experience every aspect of the Reliv Revolution at International Conference this August 18-20 in St. Louis. Through our "This Is Your Shot!" promotion, you could drive home in this brand new 24K™ Camaro! Visit the online Distributor portal for details.



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



*photo courtesy of Martin Zacharias, Team Canada Long Track Speed Skating*





I am the reliv revolution.

**Tamara Oudenaarden**  
Olympic Speed Skater

join the  
**revolution!**

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

incredible  
welcome wonderful  
beautiful my excited  
family dream vibrant  
opportunity vacation treat  
amazing frie

by Dawn van Amberg

thurs 3.17.11

When we arrived at Port Canaveral and boarded the ship, a voice announced "Welcome, Van Amberg Family"! We were in awe as we stepped into the beautiful atrium — there is Donald Duck! We dropped off our luggage in our ocean-view stateroom, picked up our Reliv welcome bag filled with Relivables® items and headed straight for the pool. It was like a family reunion on deck with all our Reliv friends! Mickey and Minnie Mouse were there and we had our photos taken. This was my girls' first Reliv trip and they were so excited to finally be here after bragging to all their friends that their mom earned it for them.

Thursday evening featured a welcome reception hosted by **Steve Hastings, Ron McCain** and **Scott Montgomery**. Reliv certainly knows how to roll out the red carpet for us! We had the opportunity to meet some of the other cruise winners. One of them, **Julie Simpson**, shared with me that her kids were amazed at how nice and warm Reliv people are. Some of us went outside on deck as the Disney Dream set sail for Nassau... life doesn't get any better than this.

Off to dinner in the Animator's Palate where Crush the Turtle greeted us on-screen, asking "Hey dude, what's your name?" We had the honor of dining with Ron and **Lisa McCain** and **Shawn Bergeron** and **Mindy Jones**. Lisa reminded me so much of her mom, **Sandy Montgomery**, and it was nice getting to know her. After dinner we went to the theatre and watched an amazing play called "The Golden Mickeys." From there we headed out to meet up with some of our friends in one of the clubs.

fri 3.18.11

Friday brought a day in Nassau, where we took a catamaran ride to snorkel on a reef. On the way out we passed Paradise Island and learned about all the famous people who own those beautiful beachfront homes. **Roseanne and David Henrickson** were on board, and we had the opportunity to get to know them better. They were so excited to be on their very first Reliv trip!

Once we docked and headed into the water with our snorkel gear, the amazing underwater world of vibrant coral and tropical fish was there to greet us. The captain would throw food out to attract fish, and it was a thrill to watch my girls, **Mackenzie and Lauren**, being swarmed by bright, colorful fish looking for food. Once we were back on land, we browsed the Straw shopping district before heading back on board to try the legendary waterslide with our friends **Ken and Maureen Seens, Kimberly and Rich Burns** and **Eileen and Jim Tesch**. That was a blast, especially watching some of them (Eileen) scream throughout the entire ride! I think we were more excited than the kids!

That evening we dined in the Enchanted Garden and got acquainted with **Crismon and Vivienne Lewis**. The dinners were superb, especially the desserts! Decadent chocolate mousse squares, banana parfaits... good thing the ship had so many stairs! That evening we watched the fireworks with dozens of Reliv friends on deck. We didn't want the evening to end, so we hit the putt-putt golf Goofy-style up on the top deck. When we headed back to our room, we found our itinerary for Saturday waiting for us along with one of Disney's famous towel animals in our bed. Disney certainly knows how to treat their guests!



nds

sat 3.19.11

Saturday we docked in Castaway Cay, Disney's beautiful private island. Palm trees, bright red and pink flowers and colorful umbrellas lined the shoreline. We had our choice of an adult-only beach or family beach, which is where we decided to lay down our beach towels. You could take a bike ride around the island, do a little shopping or just lay on the beach, and lunch was served right there. This was paradise!

Back on board for the last few hours of this incredible day, and what better way to spend them than in the Royal Palace for dinner. We were greeted once again by our wonderful personal waiters, Sasa and Jorge, and escorted to a table for four. We dined with our girls — a wonderful way to end the evening. While waiting for dinner, Snow White made an appearance. I am not sure who was more excited: my girls, **Jacque Hayes**, **Joyce Holthaus**, **Mindy Jones** or **Sherri Selman**. It was a riot watching these young-at-heart grownups! Dinner was amazing: stuffed pasta, chicken, duck and lamb. Dessert was a trio of desserts and parfaits. Stairs, here we come!

The last evening's theater show was called "Disney's BELIEVE." As Mickey says, "Anything is possible if you just believe." A fitting theme this whole cruise. Afterwards, Mickey and Minnie and the rest of the gang came out to say their farewells with "Sea ya real soon." We were sad to say goodbye, but look forward to the next Reliv trip, wherever that may be.

sun 3.20.11

Sunday morning started with an early wake-up call for breakfast in the Royal Palace. Our waiters Sasa and Jorge taught my girls how to make Cinderella's shoe out of a cloth napkin and an origami bird out of paper. They kept us laughing and we hated to leave our new friends.

This was an incredible trip for us all. We loved sailing with our longtime friends and making new friends along the way. Hope you can make it on the next trip. If you can dream it, you can do it!

**With Reliv, dreams really do come true.**





# our shared **mission**

Reliv Distributors share a passion for Reliv's mission to Nourish Our World. Some of them also regularly take mission trips through different organizations. While the causes may vary, the desire to help those in need remains the same. When Distributors come to the Reliv Kalogris Foundation requesting product to hand-deliver on their trips, we make every effort to assist them. The following Distributor stories reflect a dedication and passion that runs deep. The RKF proudly supports these Distributors in their efforts to Nourish Our World.

## **Dr. Rod and Rosalind Porter**

Ambassadors  
Colorado Springs, Colorado

Since joining Reliv in 1996, we have been able to help countless people address two of their most important concerns: health and finances. We are helping many more people through our Reliv business than we could as a nurse (Rosalind) or an eye doctor (Rod — retired seven years early to do Reliv full time).

Another passion of ours is making mission trips to Africa, Central America and South America. We take about 2,000 pairs of glasses each trip, which are donated through the Lions Club. The vast majority of people we see have never had an eye exam and are so appreciative of our efforts.

Through the Kalogris Foundation, we are able to bring our two passions together. We now help children not only with eye issues, but general health issues through Reliv nutrition. Teachers have reported more energy and better attention spans in the classroom and an improvement in conditions brought on by vitamin and protein deficiencies. Through healthier skin and hair, such improvements are easy to see.

We are very thankful to the Reliv Kalogris Foundation for their ongoing support and the difference it has made in our mission work. We feel honored to support the Foundation every month.



"like" us on facebook

[facebook.com/relivkalogrisfoundation](https://facebook.com/relivkalogrisfoundation)





# sion



## Distributors Deliver Products, Hope Through the RKF

### Wendy Stokes

Presidential Bronze Ambassador  
Prescott, Arizona

I have been a Distributor since 1997. Reliv helped me get my health back after breast cancer treatments, and when you get that kind of blessing, you have to pass it on. The Reliv business has given me the freedom to live my life according to my own priorities, which include serving African widows and orphans in extreme poverty.

My experience as an oncology nurse and HIV/AIDS educator led me to Africa. Short-term missions have been a part of my life for many years, but the work in Africa is a lifetime calling. Reliv has provided the health and freedom I need to dedicate my life to this work. This is something I “get” to do!

Hope 4 Kids International (H4KI) is based in Phoenix, Arizona. The 4 stands for Dignity, Joy, Health and Love. At Smile Africa Ministries, a partner agency, we use Reliv Classic® as nutritional support for people facing serious health challenges. There is no question that the RKF is helping save lives one can at a time.

In June, H4KI is taking a team to Appalachia. We’ll be serving the rural poor of our own country by providing health education and assisting women and children in extreme poverty. Reliv Key Director **Sidney Czynski** is part of our team. The Foundation will provide Reliv products, and Sidney and I will oversee distribution. Thank you, RKF!



### Frank and Priscilla Miosi

Senior Directors  
Marietta, Georgia

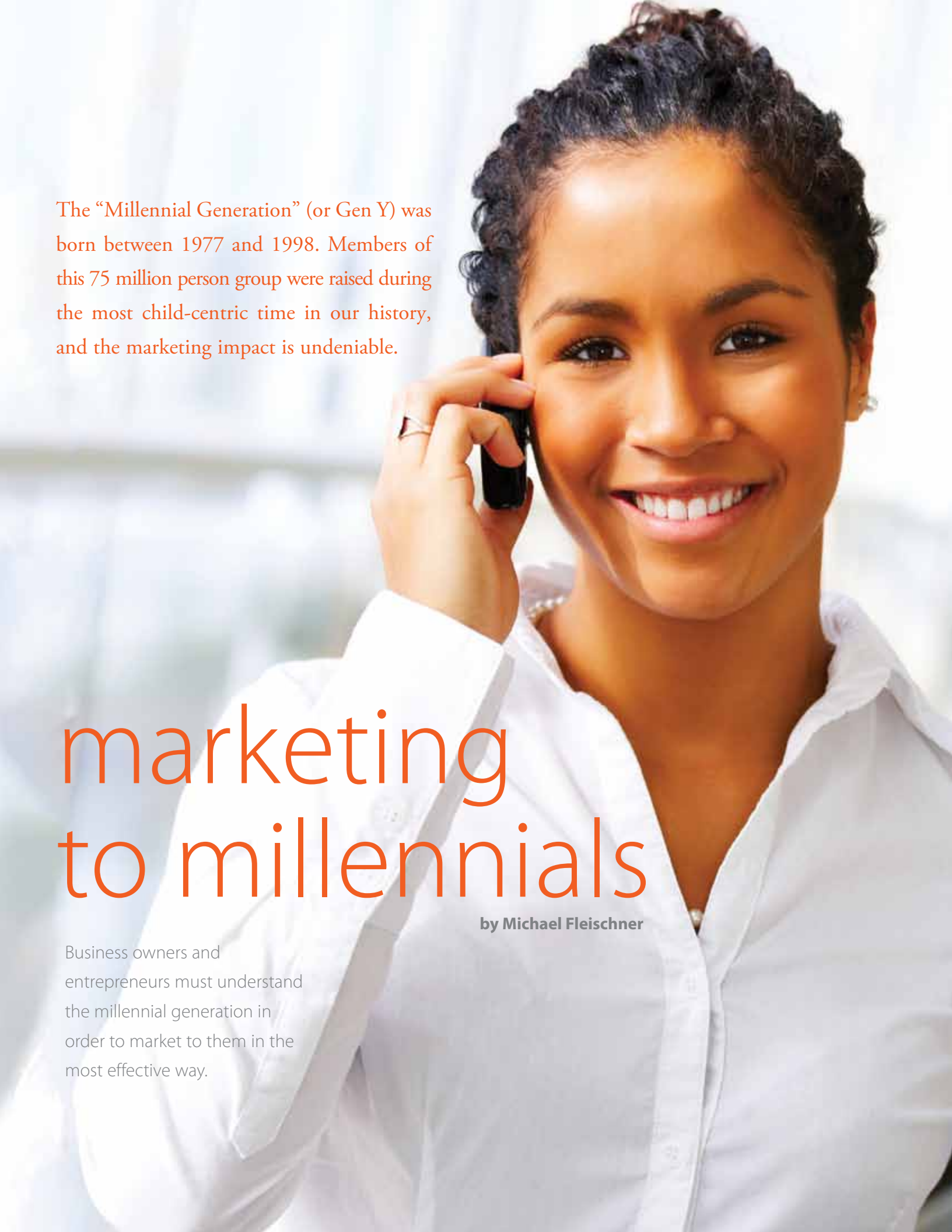
We have been Master Affiliates since 2001. Early last year, Bronze Ambassadors **Jan and Michael Sheffield** introduced us to **Lily Colgate** after sharing Reliv nutrition with her. Lily is the Founder of iCOR (International City of Refuge), an organization that takes impoverished children off the streets and brings love, care and nourishment to them. Our involvement with iCOR resulted in a donation of eight cases of product hand-delivered to the orphanage in Zaragoza, El Salvador, in October 2010.

Our mission trip in April 2011 enabled us to witness life-changing results in these children. They had more color in their faces, their limbs appeared stronger and they were happy! The children were so excited when we brought the product out they yelled, “Chocolat! Chocolat!” and hugged the boxes. It brought the missionaries to tears.

It was amazing to see children drinking shakes each afternoon from small plastic baggies. The staff would mix large batches, put them in baggies and tie the end. The children would then sit down, bite a small hole in the bottom and suck out the shake. There was never a drop left!

Thank you, Reliv Kalogris Foundation, for giving these children a chance to live again. With sincerest gratitude, we remain humbled by this company, these products and our shared mission.





The “Millennial Generation” (or Gen Y) was born between 1977 and 1998. Members of this 75 million person group were raised during the most child-centric time in our history, and the marketing impact is undeniable.

# marketing to millennials

by Michael Fleischer

Business owners and entrepreneurs must understand the millennial generation in order to market to them in the most effective way.

## So, just who are these millennials?

In general, this generation displays a great deal of confidence. This could be the result of focus they received from parents and high expectations placed upon them — not to mention their independence through cell phones, the internet and other electronic forms of communication. This is the first generation to grow up completely online, so the marketing mix used to target them needs to reflect this.

Millennials are good at multi-tasking, and grew up studying while listening to the radio or watching television. From an academic perspective, they were able to play a sport, attend school and engage in social endeavors. As a result, work-life balance is important to them.

Millennials believe in social responsibility. “Going green” and supporting endeavors that are good for the environment are also a priority for them.

When it comes to work, millennials expect structure. They acknowledge and respect positions and titles, and want a strong relationship with their boss. Millennials are in need of mentoring and they respond well to the personal attention. When considering the management of millennials, be mindful that they appreciate structure, stability and feedback.

## Marketing to Millennials

Now that you understand a little more about millennials, consider the places they go for information and the way they behave. Millennials are using social media, texting friends and consuming more electronic content than any other generation.

**1. Use social media.** Listen to the conversation. Make sure your business has a space among social media outlets. One thing to keep in mind though is to not be overly commercial. Millennials see right through it, and it is a huge turn-off. Rather, be genu-

ine and let your prospective market understand what you’re really about and what you stand for.

**2. Communicate on a personal level.** Create a two-way dialogue with your audience, giving them an opportunity to speak to you. Whether you let them share comments or share their experience with friends, providing a forum to socialize is an essential part of any business strategy to attract millennials.

**3. Be consistent.** Regardless of which media type you use (print or electronic, email marketing, social media, etc.), keep your messaging consistent. If you change your messaging frequently, you won’t build the trust necessary to ensure lifetime customer value.

**4. Be creative.** When your marketing is creative, it can quickly gain momentum. With the advent of YouTube and blogs, messages are quickly shared and distributed. Don’t force it. Rather, create something meaningful, fun and worth sharing. Before you know it, millennials will be sharing and distributing information about your business.

Improving your marketing to millennials is no small undertaking. To be successful, you need to understand the social dependence these individuals have when communicating and the value they place on others’ opinions. Although much of millennial marketing needs to happen online, don’t lose track of traditional media and outreach. As much as marketing has changed, traditional approaches can still be effective — just make sure they have a social component.

*Michael Fleischner is a marketing expert with more than 14 years of traditional and web-based experience. He has appeared on the TODAY Show, ABC World News, and Bloomberg Radio. Michael is also the author of today’s top selling Search Engine Optimization book, SEO Made Simple (second edition), available on Amazon.com and <http://mySEOMadesimple.com>.*

## The Reliv business is a perfect opportunity for millennials!

- **Health-focused.** Millennials care about their health, and they also seek optimal performance. Products like 24K™ create an opportunity to reach young people in a market that is already hot.
- **Socially responsible.** Reliv’s mission to Nourish Our World through the Reliv Kalogris Foundation can be very appealing to millennials.
- **Work-life balance.** The Reliv opportunity enables millennials to build a business that gives them both time freedom and an income.



# life at reliv HQ



## Go! Team Reliv

Fueled by 24K™ and Innergize!®, dozens of Reliv employees took part in the Go! St. Louis 5K, half marathon and marathon. The now famous 24K Camaro kicked off the Reliv-sponsored 5K. And the best part? Relivables® Healthy Snack Bars, 24K double-shots and plenty of Innergize! were waiting for the runners at the finish line.



## Giving Back

For Reliv employees, a typical workday might involve packing Distributor orders, creating expense reports or building a house. Wait. Building a house? We're talking about the annual Reliv Week of Caring, of course! From walking sheltered dogs, to helping sick children, employees rolled up their sleeves for Reliv's core value of giving back.



## Dirty Work

For some employees Reliv has been the pits — the mud pits that is! They recently teamed up for a charitable "mud run" benefitting the National MS Society. You knew Reliv employees weren't afraid to get dirty to get the job done. But you probably never knew how dirty they were willing to get! The Reliv Mud Thugs stuck together through thick and thin (mud) and finished the five-mile obstacle course as a team. Thug life!



## Reduce, Reuse, Recycle, Reliv

LivGreen is an employee-led initiative to be more eco-friendly at Reliv. Led by a team of "Greenies," the first annual LivGreen Week was held in April. Reliv employees are reducing their environmental impact by carpooling more, using less electricity and switching to reusable items around the office. On the final day of LivGreen Week, Reliv recycled more than 500 pounds of electronics waste!

Want to see Reliv staff in action?

Check out videos of these events on [youtube.com/relivinternational](https://www.youtube.com/relivinternational)







## bulletproof momentum

by new Platinum Ambassador Mindy Jones

I've been in Reliv for 21 years, and I'm more excited now than I've ever been.

Clearly, Reliv is poised for huge growth in the coming months and years. The introduction of 24K™ has been the most exciting product introduction ever. I'm thrilled to know our sponsoring is up, sales are up, Dr. Ted plaque earners are up and International Conference registrations are up.

Our company has momentum! And if you think we've got momentum now, just wait until you attend conference.

Coming out of my first conference two decades ago, I felt like I was bulletproof. Everyone else was the same, but I was different. Sure, it built up my belief in the company. But more importantly, it built my belief in myself.

Since then, I've built my business from conference to conference. It is a measuring stick for how your business is going. It's not just about going yourself; it's about bringing with you as many people as you can.

This is the best time I've ever seen to build a Reliv business. Everyone needs what we have. Instead of trying to survive in this economy, let's go out and thrive!



**Tom & Val Moody**  
new gold ambassadors

Western Springs, IL

There is nothing like the Reliv business. Every day, we talk to the people we care about and tell them about a product and a company that will change their lives. Even after two decades of being in the Reliv business, we are still in a ground-floor opportunity.



**Earl & Marcia Jantz**  
new bronze ambassadors

Oklahoma City, OK

We love giving people an opportunity to change their lives, and we love seeing people's lives improve! If you can get people to see outside of themselves, they will see a chance to take control of their lives like we have instead of letting the economy dictate them. Good things can happen when you start thinking positively.



**Margaret & Leonard Nafziger**  
new bronze ambassadors

Bryan, OH

Since we have reached this goal that seemed impossible, reaching Presidential Director now seems more possible than ever! In our previous careers of working in a manufacturing company and making custom draperies, we never earned an income like this.



**Marcela & Bernardino Navarro**  
new ambassadors

Enid, OK

We always talk from our hearts, and we are living proof that the products work. This achievement brings with it the satisfaction to feel like we are making it in this country. We have the financial stability we never had before. There is still so much we want to do and accomplish with our business in the future!



**Jennifer Weaver**  
new ambassador

Bloomfield, MI

I always knew there was a better way for me to help my family earn an income. I didn't know what it was until I found Reliv. The bottom line is that Reliv never lets me down. My Reliv business fits what I envisioned my family life to be. It feels wonderful to be my own boss!



**Sherri Selman**  
new ambassador

Alpharetta, GA

I'm extremely excited about the path that lies ahead with Reliv! At 55 years old I have seen a dream come true: to own my own business and impact the lives of others in such a positive way. I see such a bright and full future. This business has brought us a life full of rich and fun times with friends, new opportunities and the freedom to continue to dream!



**Maria De La Luz & Juan Fraire**  
new ambassadors

Chatsworth, GA

Reliv not only offers balanced nutrition and optimal health, it also offers us an unlimited business opportunity like no other. We never thought we could be running our own business and earning a good living while sharing the best nutrition on the planet! All you have to do is set your own goals and work hard toward achieving them.



**Dr. Tim & Elizabeth Hogan**  
new ambassadors

Defiance, OH

With Reliv, we're making a positive impact on the lives of others. We have the opportunity to put hope back into two vital areas: health and finances. The bottom line is, if you can help others meet their needs, you never have to worry about your own.



**Edwin & Yda Valles**  
new ambassadors

Houston, TX

After many years of experience with other direct selling companies, we knew what we were looking for and found it in Reliv! We have never seen anything like Reliv. We love this company!



where in the  
**world?**

This fall, Reliv is taking all new and advancing Ambassadors from August 2010 - July 2011 on an all-expense-paid trip to Los Cabos, Mexico, for our 2011 Leadership Celebration. Be on hand at International Conference to hear the announcement of our breathtaking destination for 2012. You don't want to miss it!

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





**Name:** Steve Sullivan

**Hometown:** Pocatello, ID

**Gig:** Reliv, former professional cyclist

**Winning nutrition:** "I started on Reliv essential nutrition when I raced road bikes and mountain bikes professionally 17 years ago. I was looking for a competitive edge."

**Athletic results:** "With ProVantage®, I have faster muscle recovery and less soreness after an intense ride. I've found Arthraffect® helps keep joint inflammation at bay. 24K™ keeps me mentally focused and allows me to dig deeper without the pain."

**Peak performance:** "I train 10 hours a week on single track trails and roads with elevation from 4,200 to over 8,000 feet. Guys half my age wonder why they can't keep up with me!"

**Reliv lifestyle:** "I love the diverse cycling topography out here in southeastern Idaho. With Reliv, I can enjoy optimal health and do what I love!"

**Name:** Fran Ryce

**Hometown:** Wexford, PA

**Gig:** Reliv, retired teacher

**Business opportunity:** "As a customer, I was connected to stories. Those stories led me to share Reliv with others. It was a natural progression to become a Distributor."

**Fear of failure:** "I was excited about the business, but didn't think I could be successful. I learned that by helping people one at a time I could build a business."

**Saving for the future:** "Reliv has given me an opportunity to build a substantial retirement savings."

**New Reliv:** "I absolutely love my new Reliv iPad! And my family just can't get enough 24K."

**New Fran:** "Before Reliv, poor health meant I found little joy in life. Now I have my health and an amazing business. Reliv has changed my life, and I am so thankful I can dream again!"

**Name:** Clark Graves

**Hometown:** Dacula, Georgia

**Gigs:** Reliv, firefighter

**Lifelong dream:** "I've wanted to be a firefighter since I was about three years old. I just love going out and helping folks."

**Optimal nutrition:** "I thought I was healthy overall, but I had trouble sleeping. Being a firefighter, I can't afford to be fatigued. Reliv nutrition gave me better rest and more energy."

**Motivation:** "I used to exercise sporadically. I would do well for a while, but quit a few weeks later. With Reliv, I'm more motivated to work out, stay active and be in shape. Reliv keeps me on track!"

**Athletic performance:** "With ProVantage and Innergize!®, my workouts have never been better. I'm actually lifting more of my body weight than the guys I work out with — and I'm using healthy products. They are amazed!"

**Name:** Pat Schreifels

**Hometown:** Coon Rapids, MN

**Gig:** Reliv, former housecleaning business owner

**Right company, wrong time:** "I heard about Reliv two years ago. I planned to call, but I was too busy and never followed up."

**A second chance:** "In the fall, I took a leave of absence from work to care for my grandchildren. When I got really attached to them, I didn't want to go back to the corporate world. I heard an ad for Reliv just a few months ago, and it was the right time in my life to pursue it."

**Rookie surprises:** "I still know so little, but I continue to be surprised by people's health improvements on Reliv products. The market certainly isn't saturated."

**Family business:** "My son just joined as a Distributor. We're going to learn to use my new Reliv iPad together!"





**Name:** Paula Coffey

**Hometown:** Millersburg, Ohio

**Gig:** Reliv, former hairdresser

**Reliv lifestyle:** "I don't have to wonder if we can take time off to visit family. Reliv has given us the freedom to travel whenever we want."

**Relivables® r collection:** "I love the r collection from Relivables! I ran into a former classmate last week. I couldn't believe the difference in the crow's feet around her eyes compared to mine."

**Not-so-secret weapon:** "I'm always telling people about my skincare secret weapon. When I tell my customers about the r line, they always want to try it — and they love it!"

**Skin nutrition:** "The RA7 complex actually delivers nutrition to my skin. Not only do I feel younger, people tell me I look younger too!"

**Living the dream:** "When I close my eyes and dream of the life I want to have... I already have it!"



**Name:** Shiloh Werkmeister

**Hometown:** Troy, MO

**Gig:** Reliv, former teacher

**Proven system:** "Reliv is the simplest job I've ever done. I had no idea what I was doing, so I just followed the Reliv Success System. Before I knew it, I had a business on my hands!"

**Reaping rewards:** "I earned a bonus my first month in Reliv. I never earned a bonus as a teacher — in fact, I came home with spitwads in my hair!"

**Reliv lifestyle:** "We spend family time together, enjoying our farm, camping and watching our kids play sports."

**Freedom:** "Reliv has given me freedom to spend time with my children and freedom to provide for them financially. When I earned a recent bonus, I got to watch my children's eyes bug out by surprising them with a swimming pool!"



**Name:** Aaron Amato

**Hometown:** Wyoming, MI

**Gigs:** Reliv, fullback for semipro football team West Michigan Force

**My passion:** "Before Reliv, I couldn't do the things that made me, me. I am so much happier playing football. With Reliv, I can pursue my passion. I'm like a kid again!"

**Favorite products:** "My daily shake includes the 'big three': Reliv Now®, Innergize!® and FibRestore®. I also enjoy ProVantage and 24K healthy energy shots."

**24K:** "I always bring extra double-shots of 24K to the locker room before a football game. Several of my teammates want that extra edge without the dangerous sugar and caffeine of other energy drinks."

**Nutrition for my lifestyle:** "Reliv nutrition gives me the energy and stamina I need to balance all aspects of my life — playing football, running my business and, most importantly, being a new dad!"

**Name:** Laureen Pohanka

**Hometown:** Harrow, Ontario

**Gigs:** Reliv, restaurant manager

**Brighter side of life:** "I became a Reliv Distributor on the anniversary of my dad's death. I wanted to help change people's lives in honor of him."

**All in the family:** "Reliv has allowed me to work closely with my mother, whom I admire for raising eight children on her own. It's amazing to build a business with her and achieve goals together!"

**Reliv perks:** "I received a \$250 bonus during my first month as a Distributor, and an iPad within the first year. At my other job, it took me a year to get a \$50 bonus!"

**Success is possible:** "The iPad allows me to show people success is possible with Reliv. I keep it with me all the time. It motivates prospects to stop watching and actually join the Reliv family!"



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reliv.com/revolution

Check out the official online home of the Reliv Revolution! We're counting down to International Conference with a different Reliv product video every week, plus other videos, downloads, articles and more.

## Reliv U

(relivuniversity.com)

Get your business up to speed for International Conference. Learn from experienced leaders how to grow your business through workshops, webinars, how-to guides and more.

## on the distributor portal

### be the brand

Have you seen the Reliv running cap? 24K™ carabineer and car magnet? New logoed shirts? Browse our complete selection online.

### get fit with team reliv

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

### presidential passport to hawaii

Let Reliv take you to paradise! Check out our new Hawaii video and find out how you can earn the trip you've been dreaming of. Details under the "Promotions" tab.

## Make Your Summer *Relivable*

Visit [relivables.com](http://relivables.com) to learn more about Reliv's product line for everyday living — including sunscreen and premium skincare ideally suited for the summer heat.

Visit [reliv.com/24K](http://reliv.com/24K) for videos, ingredient info, media coverage and success stories from people using Reliv's breakthrough new product.

# 24K



## join the conversation!

Visit us on these social networks and stay connected:

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

**Coming soon:** The launch of Reliv's public blog!





# I am the reliv **revolution.**

Unlike most protein powders, ProVantage® gives me protein, plus the perfect formulation of key muscle-building ingredients. By adding ProVantage to my routine, I've gained 40 pounds of lean muscle!

**Jason Arntz**  
Grand Rapids, MI

join the **re**volution!

**reliv.com/revolution**





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# I am the reliv revolution.

At my first conference, I met farmers, stay-at-home moms and people from diverse career backgrounds who all shared one thing in common: the Reliv lifestyle. Conference is where I caught the vision of Reliv and realized what this business would mean to me. And I haven't missed a conference since!

**Sherri Selman**  
Ambassador  
Alpharetta, GA

## Join the **revolution!**

international conference  
august 18-20, 2011  
st. louis, missouri  
**reliv.com/revolution**