



# what's your point?



You can make cutting-edge nutrition part of your everyday — just pick a number.

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

## Nutrition at a Higher Level

Every cell in your body, from your brain to your toenails, contains the same DNA, or genome. So what makes different cells perform different functions? The answer lies in your epigenome, a higher level of complexity within the cell.

The epigenome consists of DNA packaging material and works as a series of genetic switches. It determines cell function by signaling your genome which genes to turn on and off.

The epigenome also influences how well each cell functions. In the epigenome, the right lifestyle choices trigger healthy gene expression — the healthy genes get switched on, the unhealthy ones get switched off. So while you can't change your DNA blueprint, you can influence the way that DNA expresses itself.

**Nutrition is at the center of it all. And the soy peptide lunasin is one of the first dietary ingredients identified to affect gene expression and promote optimal health at the epigenetic level. With lunasin, you really can take control of your health.**

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## Good Health Redefined

**Lunasin:** a naturally occurring peptide in soy that scientists have identified as the key to many of soy's documented health benefits

**LunaRich®:** an exclusive soy powder found in Reliv nutritional formulas that maximizes lunasin content — up to ten times the industry standard

**LunaRich X™:** the most pure, concentrated form of lunasin available anywhere, delivered in a 125mg capsule

Just one scoop of Reliv products with LunaRich or one LunaRich X capsule delivers the same amount of bioactive lunasin found in 25 grams of high-quality soy protein, the daily amount identified by the Food and Drug Administration to help reduce the risk of heart disease.



**I'm a 1!** Mom says Reliv Now for Kids keeps me and Peter healthy so we don't miss school or practice or anything else. I just think it's yummy!

**Mary Murphy / St. Louis, MO**



**I'm a 3!** I take Reliv Now and LunaRich X for my essential nutrition and add ProVantage to fuel my workouts. It's given me greater endurance and much faster recovery."

**Zak Grosfield / Belgrade, MT**



**I'm a 5!** I've been using Reliv products for 18 years with tremendous results. With LunaRich, those results have multiplied — my vitality is up and my cholesterol is down.

**Phil Wolf / Ludington, MI**

**I'm a 2!** Reliv Now plus LunaRich X helps me keep up as a new mom and still have the energy to run and do everything else I love to do.

**Shalin Clark / Lexington, SC**



Many people today don't get the nutrition they need from diet alone. Reliv's LunaRich products provide cutting-edge nutritional support to help people fill in the gaps. It's real science producing real results. I recommend these products to help people looking to optimize their overall health and wellness.

**Patricia Bannan, M.S., R.D.**

*Author, Eat Right When Time Is Tight*

**I'm a 4!** I added two LunaRich X capsules to my daily Reliv regimen and have more energy to get the most out of every day. I'm exercising more, losing weight and feeling great!

**Karen Turner / Orem, UT**



## Upgrade to You 2.0

Think of your cells in computer terms. The DNA in your genome is like hardware, the actual computer components that perform specific functions. Your epigenome is like software, the programs that tell the hardware which functions to perform.

## Nutrition's Multitasker

Because it works at the epigenetic level within your cells, LunaRich provides multiple proven health benefits that support:

- **Heart health**
- **Cholesterol management**
- **Inflammation reduction**
- **Antioxidant benefits**
- **Improved immunity**
- **Overall cellular health**
- **And the list keeps growing...**

Need Proof? LunaRich marks the culmination of an extensive research and development process that began with the discovery of the lunasin peptide in 1996. Lunasin is now one of the most heavily researched and scientifically supported nutritional compounds available today.

- **25+ Research institutions**
- **20+ Funding sources**
- **50+ Published papers**

# what's your point?

Studies show that increasing the amount of lunasin you consume increases the health benefits you receive. The scientists at Reliv have formulated all six LunaRich products to deliver the same amount of bioactive lunasin per serving. Now you can determine the LunaRich you need for optimal health through a simple point system: **1 serving of any LunaRich product = 1 LunaRich point.**

## Get Started:

- 1 Get to know the LunaRich product line
- 2 Select the products that meet your needs
- 3 Point your health in the right direction!



**LunaRich X™**  
Lunasin Extract

Concentrated lunasin provides its own health benefits and powers up the nutrients in other Reliv products



**Reliv Now®**  
Essential Nutrition

Complete, balanced array of protein, vitamins, minerals and super-powered antioxidants



**Reliv Now® for Kids**  
Children's Health

Essential nutrients to keep growing bodies healthy, plus advanced ingredients to boost energy and mental performance



**ProVantage®**  
Performance Nutrition

Patented protein-based formula to improve athletic performance, endurance, recovery and repair



**SoySentials®**  
Women's Health

Soy isoflavones, antioxidants, probiotics and herbs to ease menopause and PMS and promote overall feminine health



**GlucAffect®**  
Blood Sugar Management

Patented formula clinically shown to help maintain healthy blood sugar levels and support weight loss



## Boost Your Benefits

Research shows that lunasin increases the potency and efficacy of other nutrients. When nutrients activate healthy genes, lunasin can make these genes more readily recognized by the cell, thus increasing healthy outcomes. That's how LunaRich powers up the benefits of all Reliv products.

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