

Studies show that increasing the amount of lunasin you consume increases the health benefits you receive. The scientists at Reliv have formulated all LunaRich products — LunaRich X and our LunaRich soy powder formulas — 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:

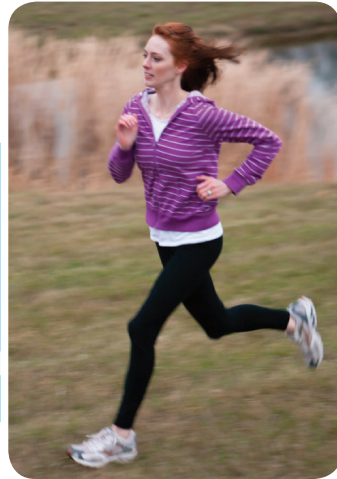
1 serving of any LunaRich product = 1 LunaRich point

Want better health?
Just pick a number.

lunarichpoints.com

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



**Your local Independent
Reliv Distributor is:**

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

For more information or to order:
800 RELIV US (735.4887)
reliv.com



3/13 2237

what's
your
point?



luna
richX™



multiply your good health by the power of X

Xtraordinary Discovery

Soy's health benefits are well-established. But only recently have scientists uncovered the nutritional component largely responsible. Studies now show the key is **lunasin**, a naturally occurring soy peptide.

Researchers at the University of California-Berkeley first discovered lunasin in 1996. Today 50+ peer-reviewed and published studies from 25+ research institutions demonstrate lunasin's ability to improve your health, making it one of the most scientifically supported nutritional compounds available.

LunaRich X™ is the most pure, concentrated form of lunasin ever produced — more than 200 times the potency of soy protein. You'd have to consume 25 grams of high-quality soy protein to get the same amount of bioactive lunasin found in one capsule of LunaRich X. And documented benefits prove that it supports:

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

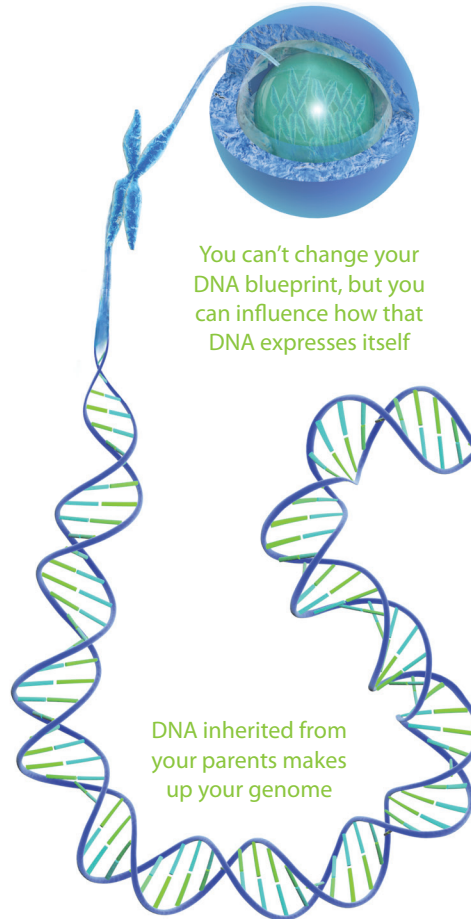
LunaRich X

30 servings \$22
reliv.com/lunarichx

Nutrition at a Higher Level

Genome

The blueprint of life — the DNA that makes you who you are. All 200+ cell types in your body contain the same genome.



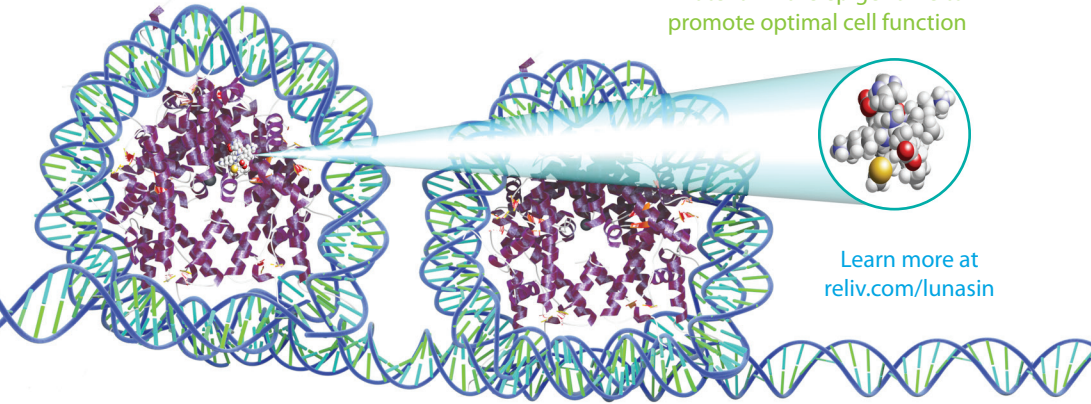
Epigenome

DNA packaging material that works as a series of genetic switches, signaling your genome which genes to turn on and off. Determines cell function (skin cells, liver cells, etc.), as well as how well each cell performs its function.

Lunasin

One of the first dietary ingredients identified to affect gene expression and promote optimal health at the epigenetic level. Now available in concentrated form in LunaRich X.

Lunasin attaches to DNA packaging material in the epigenome to promote optimal cell function



Benefits Booster



In addition to its own benefits, the lunasin in LunaRich X increases the benefits of other bioactive nutrients (like those found in Reliv nutritional formulas) in two ways:

Synergism: Lunasin works in conjunction with other nutrients, each with its own effect on genes and physiological pathways. Many health problems are caused by multiple pathways and their interactions. If you disrupt these pathways with different bioactive nutrients, you can produce a more effective means of prevention.

Increased potency: Lunasin can also increase the potency or efficacy of other bioactive nutrients. For example, some nutrients are activators of important genes involved in maintaining health. Once these genes are activated, lunasin has the ability to further increase their expression by making them more readily recognized by the cell.

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.