

# lifestyle

reliv.



**LunaRich:**  
The Next Great  
Leap Forward



Seize the day. Enjoy every minute. Make each moment count.



live in the  
**now**

RELIV INTERNATIONAL PRESENTS A RELIV 25 PRODUCTION A VIDEO INSPIRED BY RELIV NOW®  
WITH LUNARICH® BRETT STABLER GENA WINCHELL DAVE NOWACK WITH  
DR. ALFREDO GALVEZ AND DR. CARL HASTINGS IN 'LIVE IN THE NOW'  
PRODUCED FOR RELIV DISTRIBUTORS DESIGNED FOR SHARING WITH EVERYONE

**NOW PLAYING**

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

[youtube.com/relivinternational](http://youtube.com/relivinternational)

## Tweets



**Joshua Yoder** @JoshuaYoder

We r great! Business is advancing, helping MORE people, now X! Can it get better? Yes! International Conference!



**Ashley Gonzalez** @Ash\_Blinzinger

Very excited about Reliv's newest product! How exciting! Can't wait for my order to come in! #lunarichx



**Christian Dembiec** @goals\_scored

I had my first @Reliv shake in years. Took me 18 years to realize how impressive these products can be. Optimal health, here I come!

do you want  
to be **first?**



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

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

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

[twitter.com/reliv](https://twitter.com/reliv)

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## Xtraordinary New Product!

You guys did create the perfect storm with LunaRich X! My case is on its way and I have 3 people who want 2 bottles each! Thank you Reliv!

**Diane Helmold via Facebook**

A Nutritional Volcano is about to erupt, and it's called LunaRich X!

**Pat Smith via Reliv Blog**

I love this company! They are doing sooo many good things in a world of horrible things happening. So nice to be part of a company that is so very positive. Thank you Reliv for your years of health research and helping us all lead happier and healthier lives!

**Pam Mead via Facebook**

Wicked excited to see the explosion taking place with the Reliv business!

**Keith Roberts via Facebook**

The chills started when the countdown began. What Xciting times we have the privilege to be part of!

**Zanetta Roam via Facebook**

We are so excited about LunaRich X! People are getting more and more results with the LunaRich products, and now they have given us this! I can't wait to get started and share it with my friends!

**Rebecca Kelly via Facebook**

Wow! I tip my hat to you Reliv. Through testing, development, research and marketing you have set us up to soar this year!

**Robert Anthony Sr. via Facebook**

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## Innovation Means Opportunity

**It's 2013 — officially time to celebrate Reliv 25!** Reliv first opened its doors in 1988 with a clear vision and a fundamental belief that people could and should take control of their lives. Since then, Reliv Distributors have reached out to the world and brought better health, better finances and a better way of life to thousands of people.

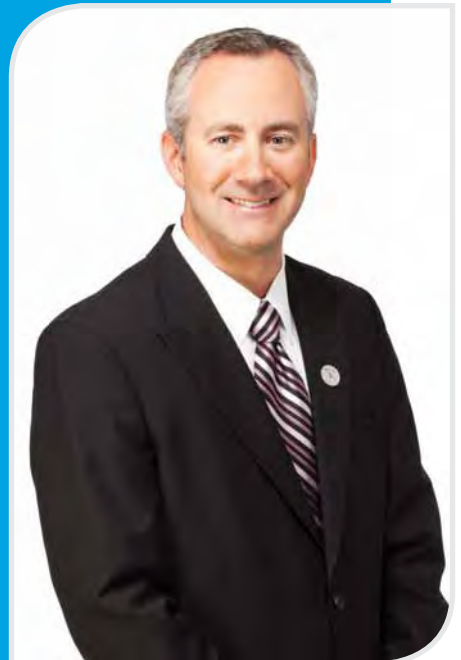
What we've accomplished together over the years is remarkable, but where we're headed moving forward is even more exciting! **It's about innovation in 2013 — in our products, in our business and in the way our company operates.** And it all kicked off on January 12 with the launch of LunaRich X™ and the LunaRich® points system.

Reliv is once again leading the way in nutrition science, and we have our own **Dr. Carl Hastings** and our partner, **Dr. Alfredo Galvez**, to thank. LunaRich represents the culmination of years of innovative work coming together. We've heard success stories with our soy-based products for 25 years, and now science is telling us why they work — and making them even better!

**LunaRich better positions Reliv as a nutritional wellness company** — this breakthrough can benefit young and old through prevention, vitality, wellbeing... and so much more. So who needs to hear about it? As Senior Vice President of Distributor Success **Don Gibbons** likes to say: "Anyone who is breathing!"

You've probably already heard the media buzz surrounding lunasin and LunaRich — TV, radio, online — and even more is on the way. Only you have LunaRich, its technology and the massive opportunity it represents. My advice: when people hear about lunasin, LunaRich and Reliv, make them think of YOU.

We're celebrating 25 years of Reliv in 2013, but I know our best days lie ahead. **We believe in our products, we believe in our business opportunity and we believe in you. Here we go!**



**Ryan Montgomery**  
President

My advice: when people hear about lunasin, LunaRich and Reliv, make them think of YOU.

The statements contained in this material have not been evaluated by the Food and Drug Administration. The personal testimonials shared reflect individual experiences of Independent Reliv Distributors and are not necessarily typical of the results you may obtain. Reliv products are not intended to diagnose, treat, cure or prevent any disease.

As with any independent business, success as a Reliv Distributor requires a significant amount of hard work and dedication. The individuals featured in this material offer a glimpse into the lifestyle and economic benefits they are enjoying through the Reliv opportunity as a result of their own skills and personal effort. These stories are examples only and are not intended as averages or guarantees.

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

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# good nutrition for your busy sch

by Patricia Bannan, MS, RD  
author of *Eat Right When Time is Tight*

Eat right... who has time? If you're feeling overbooked, overloaded and overwhelmed, you're not alone. More people than ever these days say as much as they'd like to eat better, they just don't have time. That's why I decided to write *Eat Right When Time is Tight: 150 Slim-Down Strategies and No-Cook Food Fixes*, to show you how you can eat better, no matter how busy you are, how many projects are pending at the office and how many kids tug at your sleeves.

While many of my clients are interested in weight loss, the benefits of eating healthier go far beyond slimming down. Making smart food and lifestyle choices can boost your energy, improve your mood, beautify your skin and hair, and better your short-term and long-term health.

Here are few simple steps you can take to "eat right when time is tight":



# edule

Adding LunaRich products to your healthy lifestyle is a quick and easy step you can take to improve your health no matter how hectic life gets.

## Munch Every Morn

I know you already know you should eat breakfast. But if you're too busy in the morning to prepare a meal or you're not hungry first thing, that's okay – sort of. You don't have to eat "breakfast," per se, just eat something that contains protein and fiber within two hours of waking up. That simple step will boost your metabolism, improve your mood, and make you more likely to consume the calories your body needs (without going overboard) for the rest of the day. Something as quick and simple as a slice of whole-wheat toast with natural peanut butter or a low-fat Greek yogurt and a banana provides enough protein and fiber to set you up for success all day long.

## Veg Out and Fruit Up

Research proves people who eat diets high in fruits and vegetables are more likely to maintain a healthy body weight and less likely to develop chronic conditions like heart disease, high blood pressure and certain types of cancer. But you probably knew that. The challenge is: who really has time to count up the recommended five to nine servings a day?

One of the easiest ways to do this is to eyeball it — aim to fill half your plate with fruit and vegetables. And while fresh is nice, canned and frozen produce can provide a nutritious and convenient option when another trip to the supermarket just isn't possible. Another tip is to go colorful — oranges, reds, greens and purples — the more colorful fruit and vegetables on your plate the more nutrients you can reap the benefits from.

## Supplement Smart

In addition to your diet, new discoveries in nutrition science continue to unlock nutritional components that best promote optimal health. One of the most exciting recent discoveries is lunasin, the naturally occurring peptide responsible for many of soy's health benefits.

Lunasin is a heavily researched and scientifically supported nutritional component — there are more than 50 published papers from more than 25 research institutions showing that lunasin works at a cellular level to promote a wide range of health benefits, including heart health, cholesterol management, inflammation reduction, improved immunity and overall cellular health. And the list keeps growing.

While the research is exciting, choosing a quality supplement that puts that research to use is equally important. No other products available today optimize lunasin content like Reliv's line of exclusive LunaRich® products. Adding LunaRich products to your healthy lifestyle is a quick and easy step you can take to improve your health no matter how hectic life gets.

## Game Changer

by Dr. Carl Hastings, Reliv Chief Scientific Officer

Innovation has driven Reliv's approach to nutrition from the very beginning. The original Reliv Classic® formula developed by **Dr. Theodore Kalogris** took the nutrition industry by storm more than 25 years ago. Fourteen breakthrough Reliv products followed, seven of them patented.

LunaRich takes Reliv's commitment to innovation to a whole new level. It harnesses the nutritive power of the lunasin soy peptide like nothing else available today.

**Dr. Alfredo Galvez**, Reliv's partner in creating LunaRich, discovered lunasin at UC Berkley in 1996, and scientists worldwide have been identifying its benefits ever since:

- 25+ research institutions
- 20+ funding sources
- 50+ published papers

Lunasin isn't just another superfood. What makes lunasin research especially groundbreaking is that it includes pioneering work in epigenetics, a whole new field of health and nutrition study. The epigenome, which literally means "beyond the genome," is a higher level of complexity than our DNA within the cell. While we can't determine our DNA, the epigenome allows us to influence which genes are turned on or off through our lifestyle choices.

Lunasin is one of the first nutritional compounds shown to work at the epigenetic level to promote optimal health. LunaRich soy powder formulas and LunaRich X™ are the first products to deliver optimal amounts of lunasin in every serving. And you are one of the first people to learn about this Reliv exclusive.

Consider the game changed.

# soy much better



**Not all soy is created equal. Want proof? Just look at the facts:**

## **Year: 1995**

**Research:** Meta-analysis of clinical trials shows a 12.5% reduction of LDL cholesterol with the daily consumption of 25 grams of soy protein.

**Result:** FDA approves health claim in 1999: *25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.*

## **Year: 2006**

**Research:** Meta-analysis of clinical trials conducted after the FDA approval shows that, on average, 50 grams soy protein per day reduces LDL cholesterol by just 3%.

**Result:** American Heart Association (AHA) petitions to repeal the 1999 FDA health claim on soy protein.

So what happened between 1995 and 2006 to soy protein's ability to lower cholesterol? The demand for soy products skyrocketed with the FDA health claim, and producers developed more efficient manufacturing processes to meet that demand. Unfortunately, many of these processes removed the component in soy protein responsible for lowering cholesterol in the first place: lunasin, a naturally occurring peptide.

## **Breakthrough Discovery**

**Dr. Alfredo Galvez** first discovered lunasin at UC Berkley in 1996. More than 50 published studies on lunasin at more than 25 research institutions followed. In 2012 the AHA, the very organization seeking to repeal soy protein's FDA health claim, acknowledged lunasin's ability to support cardiovascular health.

## **Year: 2008**

**Research:** Clinical study identifies the lunasin peptide in soy protein as the active ingredient responsible for lowering LDL cholesterol.

**Result:** American Heart Association invites Dr. Alfredo Galvez, the leader of the study and discoverer of lunasin, to present at its national convention and publishes the study abstract in its journal *Circulation* in 2012.

## **A Better Bean**

No other products optimize lunasin content like Reliv's LunaRich® line. It's all thanks to a seed selection and manufacturing process exclusive to Reliv's partners at Soy Labs and the Missouri Plant Science Center.

The LunaRich germ plasm soybean screening is conducted at the National Center for Soybean Biotechnology





## Brief History of LunaRich

- **1996:** Lunasin discovered by Dr. Alfredo Galvez at UC Berkeley
- **1999:** FDA approves heart health claim for soy protein
- **2008:** Dr. Galvez presents lunasin's epigenetic mechanism of action for lowering cholesterol
- **2009:** Soy Labs awarded U.S. patent for mechanism of action
- **2011:** Missouri Plant Science Center opens, Reliv partners with Soy Labs and MPSC
- **2012:** Reliv introduces LunaRich soy powder
- **2013:** Reliv launches LunaRich X and LunaRich points system

(NCSB), located in the Bond Life Sciences Center on the University of Missouri campus. Scientists there have created a database of the traits of thousands of varieties of soybeans. Only those seed varieties that have the highest concentration of lunasin are selected for use in LunaRich.

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

### Healthier Harvest

The manufacturing technology used to produce LunaRich is also critical. This proprietary process does not use any harsh chemicals that could destroy or wash away the peptide. Many soy powders are manufactured through a chemical extraction method; however, LunaRich is manufactured using only mechanical extraction to separate the various soy components.

The resulting products, LunaRich soy powder and the further refined LunaRich X™, are the only products on the market that can guarantee the amount of bioactive lunasin they contain. With LunaRich you can rest assured you're getting the full benefits of this remarkable soy peptide with every serving.

## Evolution of Nutrition Science



### Phase I: Macronutrients

- Protein, fat, carbohydrates
- Function at the basic physiological level



### Phase II: Micronutrients

- Vitamins, minerals
- Function at the systemic level
- Basis for 20th century nutrition research



### Phase III: Bioactive Compounds

- Phytochemicals, peptides, isoflavones
- Function at the epigenetic/cellular level
- Nutrition and medical innovation for the 21st Century

Lunasin is one of the first bioactive compounds identified to affect gene expression and promote optimal health at the epigenetic level (*learn more on pages 10-11*).

# 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.

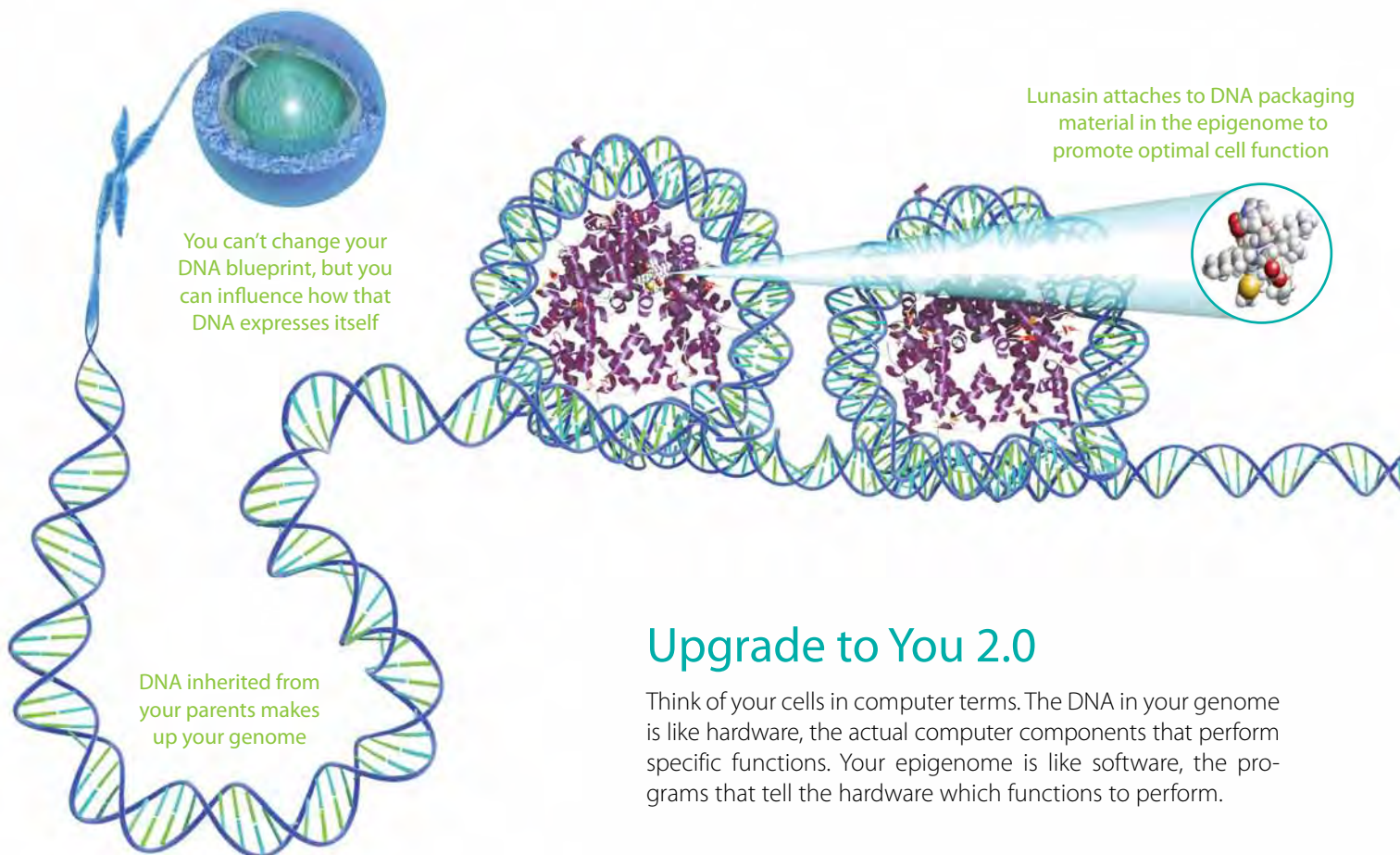
The epigenome consists of DNA packaging material and works as a series of genetic switches. It determines cell function by signaling your genome which genes to turn on and off.

## Take control of your health

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.

And no other products available today optimize lunasin content like LunaRich® soy powder and LunaRich X™ from Reliv.



## 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.

## Epigenetics: the new health frontier

Your genetics load the gun. Your lifestyle pulls the trigger.

— Dr. Mehmet Oz

A full epigenome map will require major advances in computing power. When completed, the Human Epigenome Project (already under way in Europe) will make the Human Genome Project look like homework that 15th century kids did with an abacus.

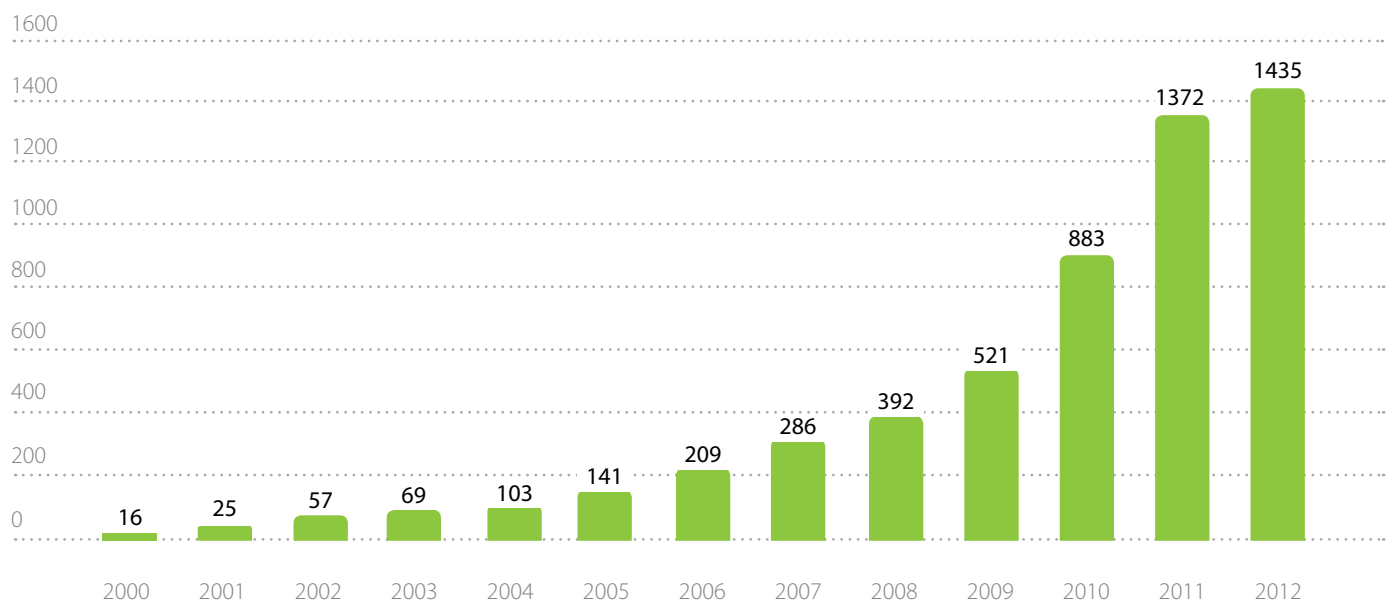
— *Time Magazine*

The field of medicine could potentially be revolutionized by this epigenetic perspective of disease formation—subsequently shifting our healthcare emphasis from therapy to prevention.

— Randy Jirtle, Ph.D., Epigenetics and Imprinting Laboratory, Duke University

### Number of PubMed publications on epigenetics [2000-2012]

Information compiled from an independent search of PubMed, the online database of the US National Library of Medicine and National Institutes of Health

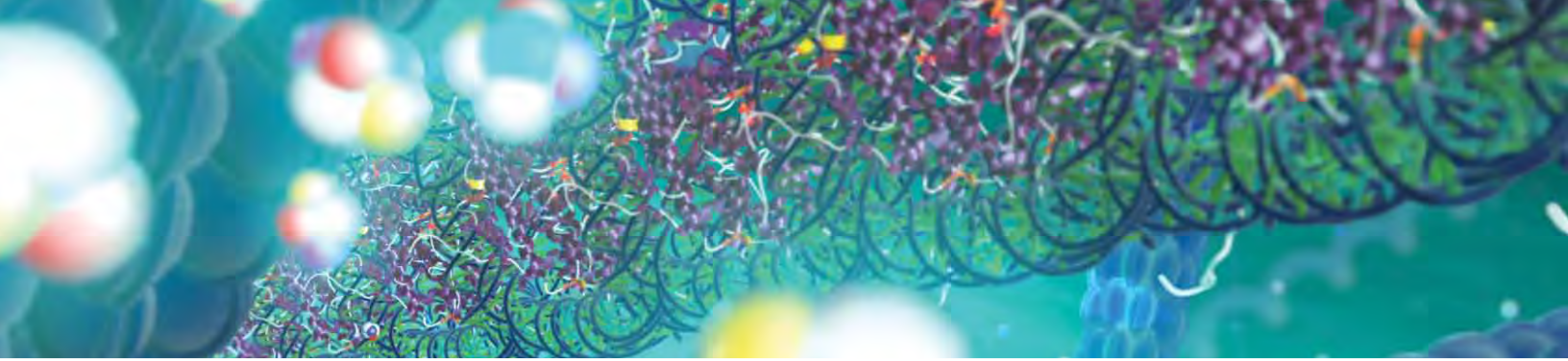


Soy's health benefits are well-documented. But only recently have scientists uncovered the nutritional component within soy largely responsible: lunasin, a naturally occurring soy peptide.

Lunasin was first discovered in 1996 by **Dr. Alfredo Galvez** during his research to improve the nutritional profile of soy protein at UC Berkeley. "I discovered lunasin by accident," he admits. "Since then, researchers at leading institutions around the world have joined me in unlocking the potential of this remarkable peptide. And in many ways, we're just getting started!"

A photograph of two men in white lab coats standing in a laboratory. The man on the left is of Asian descent, and the man on the right is of European descent. They are both smiling. The lab bench in front of them has various glassware, including beakers and test tubes, and some small bottles. The background shows laboratory equipment and a wall with a logo that says "reliv".

Real Science.  
Real Results.



## Super-Powered Supplements

“One of the important observations that I made through many hours of looking through the microscope was that lunasin can attach itself to the epigenome in the cell,” Dr. Galvez says. “As a result, it can increase expression of important genes needed for normal cell functioning and protect the cells from environmental damage once it occurs.”

LunaRich® and LunaRich X™ are the first products to fully harness the power of Dr. Galvez’s discovery. LunaRich is an exclusive soy powder that delivers 5-10 times the amount of lunasin found in ordinary soy powders. LunaRich X is the most concentrated form of lunasin ever produced — more than 200 times the potency of high-quality soy protein.

## Ready to Work

Not only do LunaRich products deliver more lunasin, they also make that lunasin more bioavailable for the body to use. “Bioavailability has been central to the Reliv Difference since we developed our first products,” explains Chief Scientific Officer **Dr. Carl Hastings**. “With LunaRich, we have taken the bioavailability of lunasin to a whole new level.”

LunaRich’s unique refinement process retains a more uniform and integrated “shell” of protective chaperone molecules to better protect the lunasin from being destroyed in the stomach. The shell is then broken down to allow for maximum absorption of lunasin in the small intestine, where it can provide the greatest benefit.

**The result:** products that deliver optimal lunasin levels in a form readily absorbed by the body to provide maximum benefits for you.

## Key to Cholesterol Management

In 1999, the FDA approved a health claim that “25 grams of soy protein per day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.” Research showed that soy-based diets reduced LDL (bad) cholesterol and triglycerides while raising HDL (good) cholesterol. Scientists have since discovered that lunasin is the key to soy’s cholesterol-lowering properties.

Cholesterol comes from two sources: dietary intake and our body’s own production in the liver. Over 80% of cholesterol comes from the liver, so the most effective way to lower LDL (bad) cholesterol is to control the liver’s internal production. Lunasin works to lower cholesterol in two ways:

- 1. disrupts the production of cholesterol in the liver**
- 2. improves the liver’s ability to clear LDL cholesterol from the bloodstream**

## A New Approach

“Cholesterol management starts with proper diet and exercise,” Dr. Galvez says. “And lunasin offers an additional way to improve cholesterol, one that works at an early stage in the body’s internal cholesterol production process.”

Most cholesterol is produced in the liver by the HMG-CoA reductase gene. Simply blocking HMG-CoA can lead to health problems because your body needs a minimum level of cholesterol for proper cellular function. Lunasin instead targets cholesterol at an earlier stage, reducing the HMG-CoA without blocking it entirely. So you get cholesterol-lowering benefits without disrupting the body’s normal functioning.

*Please note:* Consult your physician before altering any established cholesterol management program.



I have a family history of heart disease, so I needed to be proactive about my health. Reliv shakes helped me bring my numbers back down to a healthy range.

**Richard Vance / Clayton, CA**



After I donated a kidney, the doctors were concerned about my cholesterol. I started taking Reliv Now® with LunaRich, and my numbers got back where they needed to be after just a few months.

**Juanita Jachetta / Warden, WA**



LunaRich really works. My cholesterol is looking good and I’m back in control of my health!

**Bob Brusa / Atkinson, NH**

## Workout Partner

Studies show the effectiveness of soy in promoting optimal fitness, and the elevated lunasin levels in LunaRich provide added benefits. Lunasin protects against oxidative stress and inflammation caused by high-impact exercise. Over time, this oxidation can cause cell damage throughout the body.

According to a study at the University of Illinois, lunasin works to protect cells by reducing the negative effects of oxidative stress and by regulating the body's inflammatory response. In this way lunasin can offer long-term cell protection when consumed regularly.

My back ached after every (horseback) ride. I've been riding for 40 years and didn't want to give it up. This past year with LunaRich has helped me get back in the saddle faster and enjoy my life.

Gwen Morgan / Elverson, PA



## Immunity Booster

Because it works at the epigenetic level — at the very root of gene expression and cellular function — lunasin impacts multiple aspects of human health. One of the most recent lunasin studies demonstrated its effectiveness in strengthening the immune system.

Immune cells in your body contain receptors that are genetically primed to respond to germs and other environmental toxins and remove them. If these receptors are slow to respond in your immune cells, your body's innate defenses do not function properly.

A study conducted at Indiana University-Purdue University Indianapolis in 2012 showed that lunasin can affect this process. Results of the study demonstrated that lunasin works to stimulate immune cell receptors, thus boosting innate immunity — the body's first line of defense against infections.

We've shared Reliv with our children, and now they're giving it to our grandchildren. We've got some picky eaters, but we have peace of mind knowing that they're getting proper nutrition from Reliv Now® for Kids. It's even helped with our grandson's allergies.

Steve & Joyce Holthaus / Mundelein, IL



## Same Difference

LunaRich X is a new kind of product for Reliv, yet also a perfect fit for Reliv's established approach to nutrition, the *Reliv Difference*:

**Bioavailability:** Specially designed capsules maximize lunasin's absorption by the body.

**Synergism:** When other nutrients activate healthy genes, lunasin can make these genes more readily recognized by the cell.

**Optimal Nutrient Levels:** Years of research and development have created the most pure, concentrated form of lunasin available anywhere.

**Guaranteed Quality Ingredients:** All LunaRich products are manufactured according to Reliv's uncompromising commitment to quality.

## Cell Strengthenener

Lunasin attaches to DNA packaging material called histones in the epigenome to help cells function properly.

**Lunasin nourishes:** provides the nutritional fuel to promote optimal expression of genes required for normal cell function.

**Lunasin protects:** reduces inflammation and cell damage caused by free radicals and other environmental hazards. Provides protection in two ways:

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

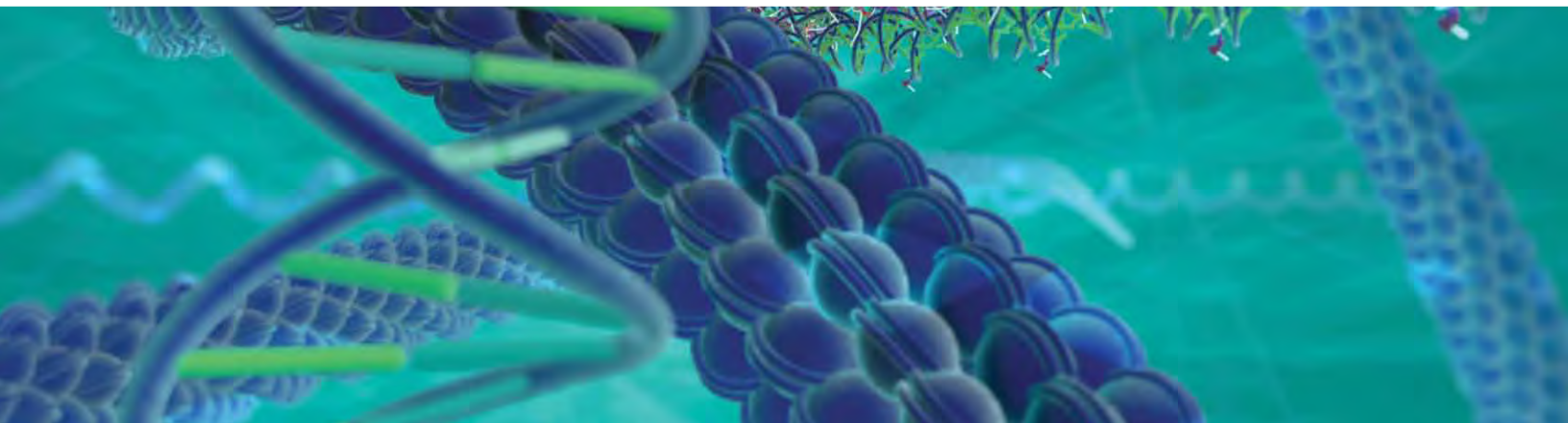
With Reliv and LunaRich I've got more energy than people half my age! In addition to lowered cholesterol, I've got a great overall sense of well-being. You can't put a price tag on that.

Aurora Paredes / Dallas, TX



Lunasin research continues at top institutions across the country. And we are very excited with some of the latest results of research at the Missouri Plant Science Center with Reliv Now® and LunaRich X™. I can't reveal the details of the results just yet, but I can say they are very, very promising and that you'll be able to see them in the next few months. So stay tuned for some exciting news coming soon!

Dr. Alfredo Galvez





MULTIPLY YOUR  
GOOD HEALTH BY  
THE POWER OF X!







## **Xtraordinary! Xciting! Xclusive!**

LunaRich X™ is the most pure, concentrated form of lunasin ever produced — more than 200 times the lunasin potency of soy protein. Lunasin is the naturally occurring peptide scientists have identified as the key to many of soy's remarkable health benefits. 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.



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

# TheLunaRichLine >

After being turned down by insurance companies, I've since taken control of my health. I volunteer with children and now have the energy to keep up with them! I owe it all to Reliv Now, Innergize!® and FibRestore®

**Donna Thorman**  
Woodstock, GA



## **Reliv Now®** *Essential Nutrition*

Your health is worth more than a bulk multi-vitamin. Loaded with vitamins, minerals and super-powered antioxidants, Reliv Now is built on the latest findings in nutrition science. Its uniquely effective formula delivers a balanced array of the most advanced ingredients to give your body what it needs to thrive. Don't settle for 'fine' — feel great!

My son, Alvin, 12, has gained energy, focus and concentration with the help of Reliv Now for Kids. He just doesn't get sick like he used to and is a wonderful student.

**Susan Santner**  
Mundelein, IL



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

Most children today fail to meet recommended dietary guidelines. Reliv Now for Kids helps your family bridge the nutritional gap. Essential vitamins, minerals and micronutrients give growing bodies what they need to thrive, and advanced ingredients boost energy and mental performance. It's so much more than another cartoon vitamin.

My husband decided to try GlucAffect to help manage his blood sugar. His numbers greatly improved and his energy and stamina are still on the rise. The swelling in his legs is also much better, and the circulation in his feet has improved. He's never without GlucAffect now. He's no spring chicken, but he feels like one!

**Karleen Tutton**  
Springfield, MO



## **GlucAffect®** *Blood Sugar Management*

Patented GlucAffect has been clinically shown to help maintain healthy blood sugar levels and support weight loss. In an eight-week clinical study of overweight individuals with elevated blood glucose levels, subjects taking four daily servings of GlucAffect lowered their fasting blood glucose by an average of 30% and lost an average of nearly 16 pounds.

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  
Mayer, AZ



## SoySentials®

Women's Health

SoySentials' unique blend of soy isoflavones, potent antioxidants, probiotics and herbs gives you an unparalleled nutritional approach to women's health. Ingredients work together to promote bone health, support the immune system and ease the symptoms of menopause and PMS to keep you performing at your peak.

I started running last February. I incorporated ProVantage with LunaRich and have felt a lot less soreness. Reliv gives me the energy I need and keeps my body healthy. I have completed a 5K, two half marathons and I am signed up for another half marathon this summer. I love my Reliv and I love running!"



Ashley Gonzalez  
Provo, UT



## ProVantage®

Performance Nutrition

ProVantage meets the nutritional needs of physically active people to improve performance, endurance, recovery and repair. The patented formula delivers 13 grams of muscle-building soy protein, plus other advanced ingredients like Tonalin®, MCTs, Creatine, CoQ10 and super-charged amino acids. It's the edge you've been looking for.

## Multiply your good health by the power of X!



LunaRich X is the most pure, concentrated form of lunasin ever produced — more than 200 times the lunasin potency of high quality soy protein. In addition to its own benefits — from cholesterol reduction to overall cellular health — lunasin increases the benefits of other bioactive nutrients 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.

**That's how LunaRich X powers up all Reliv products to provide maximum benefits for you.**

# What's your point?

You can make cutting-edge nutrition part of your everyday — just by picking a number. LunaRich® points make it easier than ever to optimize your daily lunasin intake.

Studies show that increasing the amount of lunasin you consume increases the health benefits you receive. Lunasin is most effective inside the cell, and greater amounts of lunasin mean greater probability it will reach cell tissue throughout your body.

## Nutrition Made Simple

The scientists at Reliv have formulated all 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.**

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.

"We consider the lunasin content in each of our LunaRich products to be the minimum amount everyone should get in their diets," explains Chief Scientific Officer **Dr. Carl Hastings**. "But we're not about the minimum at Reliv. That's why we developed a point system to help people optimize their daily intake."

## Pick a Number

"LunaRich was developed around cutting-edge nutrition science. Problem is, terms like 'epigenome' and 'gene expression' aren't exactly household names," Reliv President **Ryan Montgomery** adds.

"We wanted a way to make the science of LunaRich easy to understand for new people and easy to share for our Distributors. So we created LunaRich points. Now getting started on the products is as easy as picking a number — I'm a 4!"



**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**



## ask dr. carl >

### How do I know how many LunaRich points I need?

You determine your own LunaRich regimen. We recommend adults try level 2 as a starting point and build from there. Reliv Now® plus LunaRich X provides your essential daily nutrition with an added boost of lunasin to power up your benefits. You can then select additional LunaRich products that meet your specific needs. If you exercise, for example, you might add ProVantage®. Looking to manage your blood sugar levels? Try GlucAffect®. Personally, I'm a 5 most days but go even higher when I want an added boost.

### Is taking one serving of LunaRich soy powder or LunaRich X the same as consuming 25 grams of soy protein?

No. In fact, LunaRich X does not contain protein. Servings of LunaRich soy powder contain varying amounts of soy protein depending on the product, from 5 grams for Reliv Now for Kids to 13 grams for ProVantage. However, every serving of any LunaRich product does deliver the equivalent bioactive lunasin content found in 25 grams of high-quality soy protein. It is important to remember that lunasin does not provide complete nutrition on its own. You still need a healthy diet of vitamins, minerals, protein and other nutrients — then use lunasin to increase your benefits from all of them.

**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**



## Get Started:

- 1 Get to know the LunaRich product line (*see pages 18-19*)
- 2 Select the products that meet your needs
- 3 Point your health in the right direction!

## Good Business Sense

by Phil Wolf, Reliv Hall of Fame Distributor

I'm as excited today about the Reliv opportunity as I was 18 years ago when Betty and I decided to build a Reliv business for our family. We needed to replace the income I had lost. By going to work with our upline and friends, we reached Presidential Director in 15 months.

Over the last few years, one question persists: **"How do you position a great business opportunity in a way that will attract new people living in uncertain times?"** The answer for us is to talk about Reliv being a major part of the wellness industry. This takes us above the health care crisis and away from the word "nutrition," which often raises too many opinions. I want to show people how Reliv can help them achieve optimum wellness physically and financially.

Since Reliv makes nutrition simple, I wanted a simple message for LunaRich® as well, one that anyone could wrap their mind around and want to be a part of. **I knew LunaRich worked — my cholesterol numbers hit healthier levels in four months on Reliv Now® with LunaRich than they'd been in ten years.** That convinced me that we had another breakthrough in food science that the world needed to hear about. When [Senior Vice President of North American Sales] **Steve Hastings** told me the company was working on a wellness plan with Lunarich, I got even more excited. LunaRich points would complete the picture for me.

With Lunarich in more products, I moved up to a "3" before there was even such a thing as LunaRich points. Then as the points plan unfolded and the LunaRich X™ capsules became available, I became a "5". I experienced a marked increase in vitality, which had been slipping away in recent years.

So now with an exclusive, clinically proven ingredient and a points system with multiple wellness levels, I have an even more exciting Reliv message to take to people. **I am going to tell people of all ages and backgrounds about LunaRich, our essential micronutrition and our exciting business opportunity.** I want to show the older generations a better way to enjoy the rest of their lives and young families how Reliv can help them with all stages of raising healthy children and building a sound financial future.

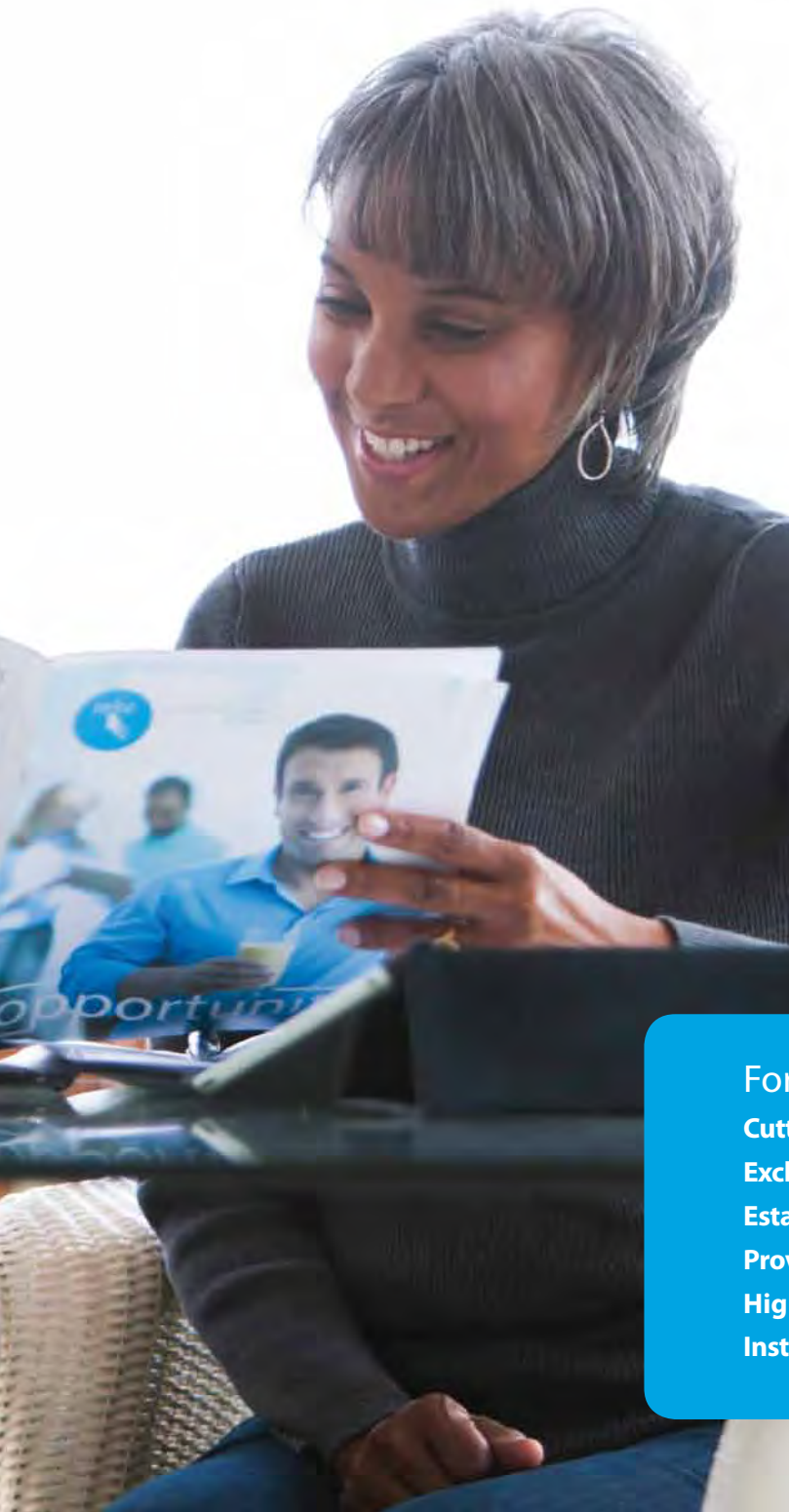
Talk about "scoring victories for mankind"... who else can offer what we can? I am going back to friends and family members to paint an even bigger picture of what we can now do together.

My goal for 2013 is to talk with five people a day so I can show a thousand new people why becoming a Reliv business owner makes such good sense.

# The LunaRich Opportunity



# h Community



## Right Place, Right Time

by Ryan Schmidt, President and CEO of Soy Labs, Inc.

I launched Soy Labs in 2005 as a way to bring lunasin technology to the world. Research had already established many of lunasin's benefits; the challenge was to create a product that both optimized lunasin content and delivered it in the most bioavailable form.

In 2010, we made a giant leap forward with the opening of the Missouri Plant Science Center. The MPSC is a shared-use facility that brings together government, university and private partners to spur innovation. It was the perfect platform to develop new manufacturing processes that would take lunasin technology from the lab to the consumer.

**The final step was finding a partner to bring this breakthrough to market.** I had known [Reliv Chief Scientific Officer] **Dr. Carl Hastings** as a colleague for years and was well aware of his expertise and reputation in the industry. In fact, Dr. Carl served as a consultant and played a key role in getting the MPSC built. It's no surprise then that Reliv was at the top of our list.

Reliv offered an established company with a proven business model. Direct sales is the ideal vehicle to distribute a nutritional product like LunaRich. Independent Distributors can take the time to explain the science behind it and provide success stories to back it up. The Reliv Distributors I've met leave me no doubt that we've found the right partners.

*I've been an entrepreneur my entire adult life, and to me being a Reliv Distributor right now is the best business opportunity out there.*

You have an exclusive nutritional breakthrough in a world in desperate need of preventive health solutions. You also have a proven business model and a means to start earning right away in an economy struggling to find its footing.

It's been a long journey to get here, but I'm convinced that today we've unleashed the right products with the right opportunity, in the right place at the right time. **And you are the right people to take it from here.**

### Formula for Success

**Cutting-edge science:** 50+ published papers

**Exclusive products:** only one LunaRich

**Established company:** 25 years in business

**Proven business model:** booming direct sales industry

**High demand:** what people want — better health and finances

**Instant entrepreneurs:** your own business starting today



## A Whole New Lifestyle

**Earl & Marcia Jantz**  
 Presidential Directors  
 Oklahoma City, OK

We never dreamed when Earl picked up [Reliv Hall of Famer] **Henry Leissing** from the airport that we would have our lives forever changed. Henry told Earl about Reliv, and we decided to start at the Master Affiliate level to take advantage of all Reliv had to offer for our health and finances.

Seven years later, we're blessed to have an income that provides opportunities that we wouldn't have had otherwise. Last year we were able to take two different vacations: one with our daughter and my parents to the mountains of Utah and the other with our son and his wife to a dude ranch in the Colorado mountains. We never would have been able to do that before Reliv, and we're so happy to have the opportunity to enjoy this new lifestyle.

## Difference Makers

Reliv continues to provide the best nutritional products anywhere. Knowing the difference they have made in our own health and well-being, we love sharing their wonderful benefits with others. We've seen even more results with the addition of LunaRich® to the product line, and we're so excited to be able to share this breakthrough.

The most rewarding and fun thing about being a Reliv Distributor is being an ongoing part of people's lives and improving their way of life through the power of the Reliv products and opportunity!

## Excited About What Lies Ahead

**Leonard & Margaret Nafziger**  
 Presidential Directors  
 Bryan, OH

We have a large family of 10 children, and I have always believed in working at home so I could be with them. I operated a custom drapery business for 30 years to supplement Leonard's income. In the summer of 2006, I closed that business, but soon needed to find another way to help pay the mortgage hanging over us.

We had been searching for help for our son, **Johnny**, who had lost his kidney function due to a birth defect. He had battled health issues all his life. By age 17, he was taking four-hour naps every day, totally drained. I knew he needed proper nutrition on his side if he was going to improve.

## A Full Life

Marcia Jantz told me about the amazing results she received from Reliv shakes. I knew that Johnny loved smoothies, so we decided to give it a try. He went from being negative and exhausted to being full of life and making us all laugh. We wouldn't let him miss a Reliv shake after that!

We decided to launch a Reliv business too. In our first year we earned more than \$15,000 in overrides and bonuses. We were at \$30,000 by the next year and Leonard was able to leave his full-time job to help me with our Reliv business. Last year, it more than doubled again! We paid off our mortgage and now live debt free. And with this new surge in business because of LunaRich, we're even more excited about what lies ahead!







# want success? plan for action!

by the Direct Selling Education Foundation

LunaRich® has arrived, making it an ideal time to take your Reliv business to the next level and advance along the road to Presidential Director. To achieve your dreams, you will need to set goals. But it isn't enough to simply set a goal; you must create a plan of action that will guide you in achieving it. Here is a list of things to consider when creating your action plan.

**Visualize.** See yourself reaching the finish line and celebrating the win. Have a reward ready for once you complete your tasks. Successful people know they will win before they even start the race.

**Prioritize.** Most projects or goals require a multitude of steps to complete, often overlapping and dependent on each other. As with any other aspect of business, time is of the essence, and you will not be able to work on this project exclusively all day every day. For this reason, prioritize the steps included in your plan so you can work on the most imperative ones first.

**Break down long-term projects into smaller chunks.** If you have something that needs to be done within the next six months, for example, create more short-term checkpoints that will allow the project to be completed on time. This way, even if you don't get to work on it every day or even every week, you will still have a plan in place for getting it done because the tasks involved are more manageable. If something seems too overwhelming, we

tend to do nothing because we don't know where to start. Breaking down projects into smaller tasks will prevent this from happening.

**Plan realistically.** Because you are the backbone of your business, you should have a very good sense of how much time you have to commit to all of your responsibilities. Keep this in mind when writing the action plan, especially when choosing deadlines and benchmarks. Consider not only your other business responsibilities, but also your personal ones as well. Planning too much in too little time will only frustrate you, add stress to your life and even prevent you from accomplishing your goal altogether.

**Revisit and adapt as needed.** Sometimes in life and in business, things do not play out as we had hoped or planned. To prepare for and deal with the unexpected, take the initiative to review your action plan and change it if necessary. As business owners, we must always be flexible, prepared, and willing to adapt to change and unforeseen circumstances.

*The Direct Selling Education Foundation engages and educates the public about how direct selling empowers individuals, supports communities and strengthens economies worldwide. The DSEF offers a free e-book "Business Owner's Road Map to Success" with techniques for everything a small business owner needs to master. Visit [dsef.org](http://dsef.org) to learn more.*

# a beacon of hope

by Tony Pezzullo & Joni Schwartz

*Tony and Joni, winners of the Reliv Kalogris Foundation's "Papa Noel" letter writing contest, joined the RKF on a trip to Haiti in December.*

We arrive at an unrecognizable world. Towns with mountains of rubble are bereft of clean water, food, electricity and toilets and filled with structures we'd not remotely consider calling home. Smells of burning wood and lye permeate. Chaotic streets overflow with starving animals, pregnant women carrying over-stuffed baskets on their heads and homeless children completely unclothed. We easily spot the ones suffering from malnutrition — they have orange hair.

Finally, we arrive at a shell of a building where **Dr. Emmanuel Mareus** ("Dr. Manno") treats patients left over from the latest cholera outbreak. A 10-year-old girl lays wincing and writhing in pain. She will soon die. Our memory of her will last forever. Whose idea was it to come to Haiti? Oh yeah, it was ours.

## Magical Christmas

Thankfully, St. Jude's School is next where 200 happy, lively children dressed in bright yellow uniforms standby to greet us. Today, in addition to the "magical" Reliv that keeps them thriving, they'll get a chicken and rice meal. It takes a while to dish out 200 plates of food. Amazingly, every child waits until everyone is served and grace is said before taking one bite.

These children with nothing offer smiles, appreciation and love. This is more than we could ask for.

The highlight comes the next day at the Reliv Kalogris Foundation children's home that was built with Reliv Distributor donations. Here, 38 orphans and counting, who'd otherwise be dying in the street, are cared for 24/7. They have food, beds, clothes and clean water. And now, for the first time, they're getting presents from Papa Noel! You'd think kids who have known hunger most of their lives would be possessive of their gifts. But they share everything, down to the lollipops. They're beautiful! We want to bring them all back with us.

## Reality Check

But just behind the orphanage is the most extreme case of poverty, replete with floods, garbage piles, naked starving children and "homes" unable to provide even the most minimal shelter. We go to the feeding station expecting 150 kids; 300 show up and we run out of food. We're devastated as children hold out their hands, but we have nothing more to give. A reality check — we leave in tears. The sustenance that Reliv provides for 11,000 Haitian kids daily is spectacular. Yet so much remains to be done. We take comfort knowing the beacon of hope grows brighter every day, thanks to the Kalogris Foundation and your generosity.





We chose to partner with Reliv in creating LunaRich for their commitment to cutting-edge nutrition, their dedicated Distributor base and a devotion to ethical business practices and social responsibility as embodied by the life-changing work of the Reliv Kalogris Foundation.

I was able to visit feeding centers and see the RKF in action firsthand this past spring when we launched LunaRich in the Philippines. It is rewarding to know that my life's work in the lab is making a real-world difference in the lives of those most in need. And the fact it's happening in my home country of the Philippines makes it even more gratifying to me personally.

— Dr. Alfredo Galvez





**Name:** Ashley Gonzalez

**Hometown:** Provo, UT

**Gigs:** Registered nurse, Reliv

**Reliv Regimen:** Reliv Now®, ProVantage®

**Rest for the Weary:** My nursing job requires me to work 12-hour shifts and be on my feet. Before I started taking Reliv Now with LunaRich, I often felt weak, tired and nauseated. I had a hard time focusing and always went home with a headache.

**Finding Relief:** Not long after being on the products, I went back to work energetic and motivated. It was a total turnaround and I love it! I will never stop taking Reliv.

**Take to the Track:** I started running last February. I incorporated ProVantage with LunaRich when it came out. Reliv gives me the energy I need and keeps my body healthy. I've run a 5K and two half marathons. I love my Reliv and I love running!

**Name:** Heidi Westrom

**Hometown:** Santa Ana, CA

**Gigs:** Reliv, Theatre Department Coordinator at Santa Ana College

**Reliv Regimen:** Reliv Now, Innergize®, FibRestore®, SoySentials®, Slimplicity®, ProVantage and 24K™

**A Healthy Start:** Growing up, I knew I needed vitamins in my life to complete what diet alone was not giving me.

**Searching for Answers:** I was frustrated with trying to take a variety of pills and feeling like they weren't helping. I was also very active at the gym and wanted a protein powder to complement my workout.

**Putting the Pieces Together:** After hearing success stories and seeing how easy it was to take, I knew I needed Reliv. Reliv truly makes nutrition simple. I haven't been sick since, my joints aren't as sore and I feel great!

**Making Master:** On Dec. 31, I became a Reliv Master Affiliate. Two weeks later my name was drawn as a winner of a trip to Jamaica! I am so excited to start changing lives —starting with my own!

**Name:** Roger Rodriguez

**Hometown:** La Puente, CA

**Gigs:** Production Assistant at Clear Channel

**Reliv Regimen:** Reliv Now, Slimplicity and Innergize!

**The Goal:** I was excited about Reliv's weight loss potential. I used to be active in high school, but once I got to college, I gained weight. I was tired of things that didn't work for me.

**Making Progress:** I started taking Slimplicity. One night I was walking and had to keep pulling my pants up. I had lost a size! I've lost 18 pounds so far!

**Immunity Booster:** I work at a radio station and we all touch the same buttons and keyboards every day. I should be getting sick, but I'm not and I'm grateful that Reliv is working for me.

**Sense of Community:** I have more energy, more confidence and feel that I know where I want my life to be. I've made great friends because of Reliv!

**Name:** Gary Allen

**Hometown:** Great Cranberry Island, ME

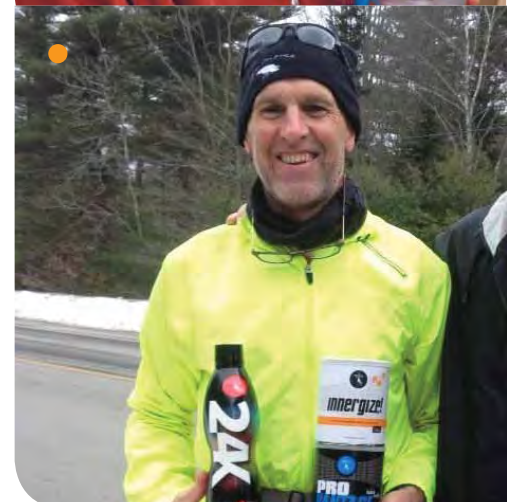
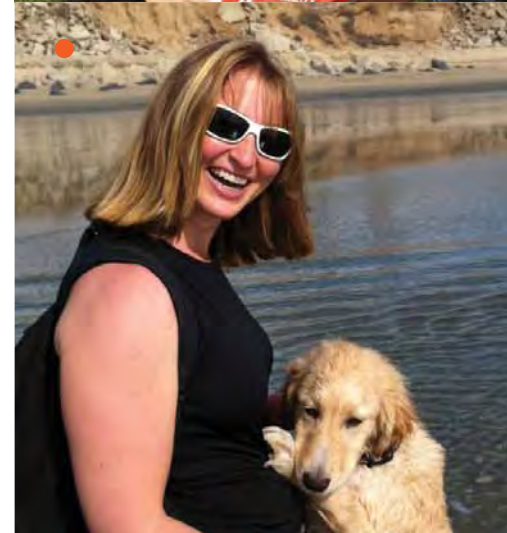
**Gigs:** Reliv, race director, motivational speaker, runner

**Reliv Regimen:** Reliv Now, Innergize!, ProVantage and 24K

**Mile After Mile:** I'm running from Maine to Washington DC to support the Wounded Warrior Project and American Cancer Society. I've got more than 100,000 lifetime miles under my belt including 20 Boston Marathons and 14 NYC Marathons.

**Integrating Nutrition:** I started taking Reliv a few months ago, and have been amazed at the active energy boost I get! Guys my age do take notice when something we've been doing all our lives suddenly feels easier. Bouncy is how I'd describe it!

**Overcoming the Wall:** As distance runners know, the wall is a point where our bodies say 'enough' due to mental and physical factors. Reliv is helping to limit the physical part and keep me going.



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.



**Name:** Lou Ann Pecorelli  
**Hometown:** Orem, UT  
**Gigs:** Reliv

**Reliv Regimen:** Reliv Now, Innergize!, FibRestore, Arthafect®, GlucAffect®, ReversAge® and 24K

**LunaRich Enhanced:** I have always loved sharing Reliv, but people seem to be getting results faster now with LunaRich. I can't go fast enough to let people know about Reliv so they can improve their lives, both with better health and through an opportunity to earn additional income.

**Seeing the World:** Reliv allowed us to take our first vacations in 16 years. We went to Malaysia with the Kalogris Foundation and to Hawaii — a lifelong dream that would never have happened without Reliv. We've also taken a cruise to the Bahamas. The sky's the limit!

**Proud to Reliv:** I am proud to be a part of this company and know I have the opportunity to earn an exceptional amount of money, I plan to do just that! Reliv is my future.



**Name:** Maureen Soens  
**Hometown:** Rochester Hills, MI  
**Gigs:** Reliv, Historical Restoration Artist  
**Reliv Regimen:** Reliv Classic® and Now, Innergize!, FibRestore, ProVantage, Arthafect, 24K, ReversAge, Cellebrate®

**Re-Rewarded:** After only six months of being Distributors, we won a Disney cruise. At that point, we knew we had something worthwhile. We were so humbled to win the Jamaica trip as well. It's great to be part of a company that keeps rewarding us!

**Going the Distance:** Reliv has allowed us to earn enough and have the freedom to fly to visit our grandson and daughter every eight weeks! We decided to use the money to benefit our whole family by spending time together.

**Sage Wisdom:** Try not to think about all the things you haven't done. Instead, focus on the things you can do this month to help others and keep your business moving forward. Reliv will always be there to support and reward you for your effort.



**Name:** Veryl Cisco  
**Hometown:** St. Marys, OH  
**Gigs:** Reliv, Real Estate

**Reliv Regimen:** Reliv Now, Innergize!, FibRestore, Cellebrate, CardioSentials®, SoySentials

**Dramatic Change:** I've had joint discomfort for years and experienced a lot of swelling and inflammation. I started taking Reliv shakes every day. Not long after, I could tell a huge difference and felt great!

**Endless Opportunity:** I tell people about Reliv every day. There are people out there who need what we have to offer. The money I earn (more than \$1,000 in just my second month!) is just a bonus on top of changing lives. The opportunities are endless!

**Renewed Energy:** I used to be tired all the time. After taking Reliv, I finally know how good I can feel. How could I not want to share this with everyone? I firmly believe in these products. When you haven't felt good for 20 years, it gets you excited.

**Name:** Sue Driedger  
**Hometown:** La Crete, Alberta, Canada  
**Gigs:** Reliv, Custodian

**Reliv Regimen:** Reliv Classic®, Optain!®, Herbal Harmony®, A-Affect®

**Family Ties:** I have four sisters and we are all Reliv Master Affiliates! We've found so much success working together. Our focus is to improve the health of those around us.

**Oh, Canada:** My focus was on sharing the health benefits of Reliv products, and I ended up earning a trip to Jamaica! It's rewarding to represent Reliv Canada and finish as the top Distributor in November-December in all of North America. My plan now is to build up more savings for my retirement.

**Building a Business:** I love to work with people, so this is a great fit for me. I earned about \$450 in bonuses and \$3,000 from one month of work! With the introduction of LunaRich into the products, people are even more excited at the things Reliv can do for their health.



Want to learn more about LunaRich®?  
Look online!

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

- Reliv's new points-based wellness program
- "What's Your Point?" brochure for download
- LunaRich points video

**[reliv.com/lunarichx](http://reliv.com/lunarichx)**

- Description of Reliv's newest product
- LunaRich X™ brochure for download
- Product launch event videos
- Product FAQ

**[reliv.com/lunarich](http://reliv.com/lunarich)**

- Detailed info on LunaRich soy powder
- Videos on bioavailability, cholesterol reduction and more
- Press releases and media coverage
- Shareable infographics

**[reliv.com/lunasin](http://reliv.com/lunasin)**

- The benefits of lunasin
- Lunasin and epigenetics — including video
- LunaRich's synergism with all Reliv products



**win reliv gear  
this year!**

Every month during our 25th Anniversary year, Reliv will be running special contests on the Reliv blog. Join in the fun and you could win your own Reliv 25 "Healthy and I Know It" t-shirt.

**[reliv.com/blog](http://reliv.com/blog)**

what



about

us?

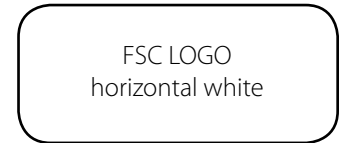


**LunaRich makes all Reliv products better... even products without LunaRich!**

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 adding LunaRich to your regimen powers up the benefits you receive from all Reliv products.



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ONE SECRET OF  
SUCCESS IN LIFE  
IS FOR A MAN TO  
**BE READY FOR HIS  
OPPORTUNITY**  
WHEN IT COMES.

— Benjamin Disraeli

**Make LunaRich your breakthrough opportunity.**

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