

lifestyle



**RELIV ATHLETIC
ON THE MOVE**

tableofcontents

on the cover: Dutch paraplegic rowers Esther Van Der Loos and Corné De Koning represent Reliv when they compete on the world stage. Reliv nutrition keeps them in top form as they represent their country in competitions. Learn more about them on page 16.

- 04 There's No Place Like Norway
- 08 Nutrition You Can Trust
- 10 Advancements
- 11 The Dutch Dynamic
- 12 The Reliv Kalogris Foundation Updates
- 14 Building Momentum in Your Reliv Business
- 16 Reliv Athletic
- 18 A Better Fit: Redefining Sports Nutrition
- 20 Reliv Europe Wall of Fame
- 22 My Story



Set yourself up to be a winner for life!

As we close out yet another successful year for Reliv Europe and its magnificent Distributors, my thoughts turn to what we can achieve over the next five years. We have an established leadership across Europe with our Ambassadors and Presidential Directors and probably more importantly, we have a multitude of people who are set to join them over the coming months and year. This demonstrates a solid foundation on which we can move forward at an even greater pace, but only if we as a group and as individuals set ourselves up to win as our opportunities get bigger and more numerous. Here are the characteristics and actions that I believe can set any Reliv Distributor on a journey over the next five years to have the time and financial freedom desired while helping thousands of people along the way.

1. Having a “Your Future” vision. This isn’t having a dream! It’s about having a clear vision of what you want your life to look like in one year, two years, three years, four years and five years! What is it you want to be, do or have after one year, two years, etc. Plan your journey.

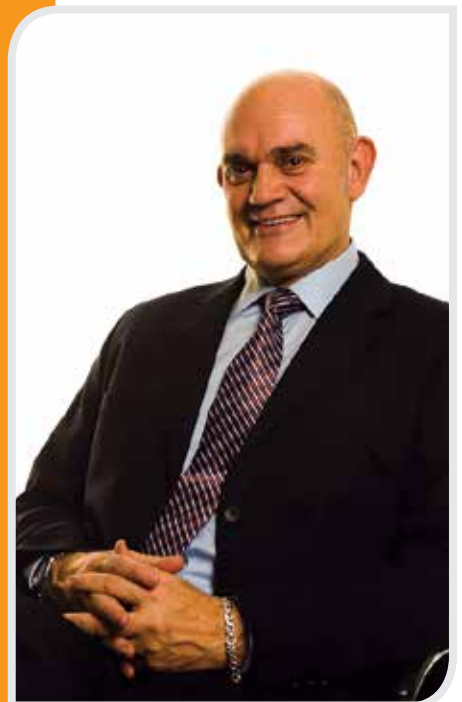
2. Become INDESTRUCTIBLE in your belief of yourself and what you have in your hands with Reliv. The great Pat Rogers calls it the “Wall of Belief.” You are going to face challenges as you build your future. Self-doubt will hit you, the business might not grow as fast as you want, others will let you down and worst of all, you become an ESWOPNI: Someone who is Easily Swayed With Other People’s Negative Influences! Remember, it’s your plan and your future, nobody else’s.

3. Become known as someone who has an action and solution-minded attitude. Other people follow people who take action. When a challenge comes along, look for the solution and don’t dwell on the problem. These are two major attributes of being a leader. By developing these attitudes, you are taking ownership of “Your Vision.”

4. Look to take others on a journey from where they are today to where they want to be tomorrow—their future vision. If they don’t want to take that journey then find someone else who does. Showing new people new horizons on the journey widens both yours and their vision and is the most exciting part of your journey. But they have to set sail with you!

5. Choose a personal development program and go to work on yourself. My father used to say to me, “Study what you want to be.” So, if you want to be financially independent, study financial independence. If you want to be a great public speaker, study public speaking. Maybe you want to make the best use of your time, study time management. You’re in the UK but you would like to expand your business into Germany, then study the German language and so on.

Reliv Europe is at a point of no return. We, all of us, are destined to create the largest food science company that Europe has ever seen. That is my vision for the future. My belief is totally indestructible as I know it will happen and I will take whatever action is needed to achieve that goal. I invite you to come on that journey with me so you can get what you want in your life.



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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.



There's No Place Like Norway

A hotel built entirely out of ice, sledding with huskies whilst taking in the beautiful Norwegian landscape, snowmobiling across a pure white terrain and searching the star-filled night sky for the Northern Lights...Welcome to Norway!

It was the Presidential Trip of a lifetime packed with unforgettable experiences. Here's some of our favourite quotes and photographs from Distributors who were part of this incredible trip.

"We LOVED this trip! One of our favourite memories was snowmobiling. This was truly a once-in-a-lifetime-experience. The ice hotel, Sorrismiva, was magical. We really enjoyed the outdoor jacuzzi at the hotel, relaxing in the 40-degree water under the Norwegian starry sky! It was so amazing to be there and to see all of the sculptures. We loved the atmosphere – it was more like a family trip than a company trip."

Andreas & Nadja Reinold, Austria



"This trip was really something special. It was like no other and something you'd never have planned by yourself. It was great to be together with other Distributors, our Reliv family. Norway was just amazing. It brought everybody together and I hope another trip like this becomes available. The highlight of the trip for me was the husky-sledding. Seeing the ice hotel and all of its sculptures was fantastic too. The whole trip was an adventure — it was unbelievable and truly amazing!"

Andreas & Britta Bullmann, Germany



"It was a fantastic trip and there was a great atmosphere within the group, a family atmosphere. The activities that we did allowed us all to be together. Northern Norway is a beautiful place and we saw everything! Sledding with huskies for me was a real highlight, as well as driving snowmobiles and sleeping in the ice hotel."

Anne Favrot, France





“A great trip! It was wonderful to discover this extraordinary country. The fact that we were a small group and could be with other European Distributors allowed us to have good relationships within the group. We had free personal time to share with other Distributors and there were plenty of group activities, such as the dog-sledding and snowmobiling!”

Francoise & Pierre Poulizac, France



“I loved it! It was wonderful—an extraordinary trip that was very well planned. The breaks and meals together meant that we could share stories and have real contact. The leisure time included once-in-a-lifetime experiences. Snowmobiling gave us a great sense of team spirit and community within the group so we could make the most of Norway’s nature and surroundings. The food was delicious and the hotel was very comfortable in an extraordinary setting. This trip was wonderful!”

Myriam & Franck Bouvattier, France



"I loved the trip, it was very unique and original. The fact that the hotel was small in Alta allowed us to be with the other Reliv Distributors which was important because we need to have good relationships to maintain unity amongst the leaders. The activity that I enjoyed the most was the husky-sledding because it respected the environment and was an efficient means of transport! It corresponded with the Norwegian way of life. I also liked the sauna at the ice hotel. The light in the country was beautiful and the food was delicious! It was a pleasure to taste the Norwegian way of life with lots of laughter and great people!"

Caroline Labourier, France

"Every day was a new adventure. I'd never experienced anything like this trip in my life, it was extraordinary and epic. The husky-sledding was my favourite activity as you could see the landscape of Norway. It was nature at its best! Imani enjoyed the snowmobiling most of all. It was the most exciting activity she had done in her life and something she never expected to be able to do. The entire trip was an experience of a lifetime!"

Susan & Imani Evans, UK



**You can find all of the photos from the trip to Norway on our Facebook page.
Read more about travelling with Reliv by visiting our website: reliv.co.uk/reliv-travel-with/eng**

NUTRITION YOU CAN TRUST

For more than 25 years, Reliv has stood for quality nutrition — and an uncompromising commitment to producing the safest, purest and most effective nutritional products available. In fact, our manufacturing standards exceed those of some of the strictest regulatory agencies in the world.

How do we do it? By following a meticulous process for every single product that comes off our line.



STEP 1: SELECT INGREDIENTS

Reliv selects only the best ingredients based on the latest research. Every ingredient must come with a Certificate of Analysis documenting it has been independently tested and meets Reliv's industry-leading standards.



STEP 2: CONFIRM OUTSIDE TESTING

Reliv scientists independently verify our suppliers' analyses. Only when ingredients meet established standards do we release them to be used in Reliv formulas.



STEP 3: PREPARE FORMULA

Quality assurance specialists triple-check each batch for absolute accuracy.



STEP 4: RUN PRODUCTION

After technicians blend ingredients and test samples, line operators pull random cans for additional quality checks. State-of-the-art machinery verifies proper labelling, weight fills, can integrity, seal strength and product purity.

When you open a Reliv product, you can be assured that it contains exactly what's printed on the label and that it will deliver the most advanced nutrition available today.

— Brett Hastings, Senior Vice President and Chief Operating Officer

Q&A with Brett Hastings



In 1992, Reliv's growth as a company enabled the construction of the current manufacturing plant. How did you approach creating the facility?

We didn't spare any expense. Our desire was to build a top-quality operation. We knew Reliv was going to be around for a long time and we knew the standards we wanted to maintain as we grew.

We developed a three-story production process, for example, that uses gravity to move ingredients through the production process rather than having to convey them from station to station. This also decreases the possibility of contamination.

Every feature of the facility was taken into consideration — from using paints on the walls that could be washed down easily and inhibit bacteria growth to installing an air quality system to control heat and humidity and direct air flow out of the plant. Our foresight in creating such a state-of-the-art facility has been one of the cornerstones of Reliv success over the years.

How is Reliv's manufacturing process regulated?

In the U.S., we comply with two regulatory systems of the FDA (Food and Drug Administration) by following GMPs (Good Manufacturing Practices) for both food producers and dietary supplement manufacturers. The FDA regularly inspects our operations without advance notice of their visit. During their most recent visit, one that we were told would last two days, inspectors were so impressed that they completed their work in just one morning!

We are also one of the few nutritional supplement companies that meet the requirements of stricter international regulatory agencies such as Australia's TGA (Therapeutic Goods Administration). The TGA process requires a thorough three day inspection that looks at every aspect of what we do.

I'm proud to say we've been TGA-certified since 1993.

Why is Reliv so committed to the quality and safety of its products?

Our commitment to quality and safety is defined by the moral integrity of the company itself.

We are proud of what we produce. We want every Reliv customer to know that they are getting the best possible nutrition and every Reliv Distributor to know that they can build their business with absolute confidence in what they are bringing to people. Our families take these products. We wouldn't give them anything but the best, and that's the same way we feel about everyone who takes Reliv products around the world.



STEP 5: CONDUCT FINAL QUALITY CHECK

Reliv scientists conduct complete microbiological and ingredient testing — the last step before product release.



STEP 6: SHIP PRODUCTS TO YOU

The most important part of the process — you experience the health benefits and quality of life that come from optimal nutrition.

reliv.co.uk/nutrition-you-can-trust/eng

advancements



Fadumo Gurhan
Bronze Ambassador

"I am very excited to be an Ambassador. It took hard work, dedication and a lot of patience. I didn't think in the month before I became an Ambassador that I would achieve this level. In the last week of this month, my downline and I put in a lot of hard work and commitment to the business, and it paid off! Be patient and put in your own time to help your downline and other Distributors because they will help you to become an Ambassador."



Farhia Jimale
Bronze Ambassador

"I was very excited and happy to become a Bronze Ambassador. I worked really hard with my downline and felt that communication was the key for us to work together to sell more products. My main goal for the future is to keep growing within the organisation and reach an even higher level of Ambassador. My advice to others who want to reach this level is that hard work always pays off! You have to believe that you will succeed."



Barbara Santner
Key Director

"It feels great to have achieved the level of Key Director! I have a great team that is helpful, highly motivated and works together. I also have a wonderful husband who supports me. My main goals for the future are to sponsor more Master Affiliates and to help them to improve their health and finances. My advice to anybody hoping to progress in this business is to work closely with your upline and downline. Perseverance and patience are key and always be willing to learn."



Beatrice Le Faucheur
Key Director

"I progressed to the level of Key Director very quickly and am proud of my achievements. I am happy to share this business with my husband, sister and my Distributors – we have a dynamic team. I am now even more motivated to develop my business and share Reliv's health and business opportunity. My goals are to become a Senior Director before the end of the year and to be able to cover university costs for my children. I try to introduce at least two people to Reliv every day!"



Eglantine & Joseph Lerolle
Master Directors

"Being Master Directors hasn't changed the way we conduct our Reliv business. We still follow up with our customers, talk to our upline and use three-way calls. We try to follow the Reliv System and use all of the tools the best we can as it helps us to stay humble and focused. Our main goal now is to become Ambassadors! The key to success is to use every tool available from Reliv, stay in touch with your downline and to keep learning from your upline and the Ambassadors."



Anette Metz
Senior Director

"When you advance, you feel really good knowing that you have helped a lot of people along the way to improve their health. My goal for the future is to be relaxed in our family life from a financial viewpoint so that my husband will not have to continue with his very physically demanding work right up until retirement. My advice to those aiming to advance is that you should talk to everyone about our unique products and explain with enthusiasm about the great possibilities that Reliv can offer."

The Dutch Dynamic



Soei-Len Burggraaff
Key Director

"I did not expect to achieve the level of Key Director so soon! I reached it through overrides and the work of my downline. My main goal is to help as many people as possible with their health and businesses through Reliv. I also want to relieve some of the pressure my husband faces in his stressful business. I now want to follow the Road to Presidential and get my Presidential Director ring! Follow the System, help people with their businesses and you will reach the next level!"

In 2006, the first Dutch Distributor signed up with Reliv and we haven't looked back. The Netherlands is buzzing with excitement and positive energy, thanks to many people who are working tirelessly to make this relatively new market a success. Key Directors Olivia Augustin and Soei-len Burggraaff, together with countless others, have been working tirelessly to make this relatively new market a success.

Olivia was first introduced to the Reliv products in the summer of 2013 and was immediately impressed. Setting up her Dutch Reliv business however wasn't as straightforward as she had hoped. There was no System in place and nobody locally to contact. But with her strong determination and motivation and with unlimited guidance from her upline, the first Business Opportunity Meeting that Olivia organised took place. Four months later with Soei-Len on board, they had managed to get a diverse and enthusiastic group of Distributors and Master Affiliates together. Soon they were holding basic training sessions and a Monday night conference call soon followed. The Dutch were on a roll!

After a year of continuous effort from every single Dutch Distributor, all seven elements of the System are now in place, the first Dutch MATS took place in September. Olivia & Soei-Len acknowledge that it wasn't always an easy ride but after a while, wonderful things started to happen. A Business Opportunity Meeting with a completely packed room, a Monday evening call with 30 participants listening in, someone in their team calls with a super success story or a customer that's had positive results with the products. "It makes the effort you've been putting in worth it," says Olivia. "It makes you realise why you are working so hard. You want to give everybody the opportunity to improve their quality of life."

As for the future, the sky is the limit! Olivia, Soei-Len and their fellow Dutch Distributors are aiming for Ambassador status and Olivia even believes that someday, in the not too distant future, the EU Conference might be held in the Netherlands. If this happens, it's because they have earned it.

Some fun facts about the Netherlands:

- 1 Orange is the official colour of the Netherlands because of the House of Orange, who led the Dutch revolt against Spain and later became the Dutch Royal Family.
- 2 The Schiphol Airport is actually 4.5 m below sea level.
- 3 The famous Dutch windmills were used to pump away water for hundreds of years.
- 4 The Dutch have been making cheese since 400 AD.
- 5 The world-famous tulips and tulip fields of the Netherlands do not originate from the country. The first tulip bulbs were actually imported from Turkey.
- 6 The Netherlands has the highest number of part-time workers in the European Union with 4 in every 10 people.
- 7 It is the bicycle capital of the world, with more than 18 million in the country. That's more than 1 bicycle per person.

the Reliv
Kalogris
Foundation

updates



€2160 raised
for the
'Be the Change'
Challenge

Together we
helped make a
difference to 432
children

France Answers the 'Be the Change' Challenge 2014!

It all started in November 2013 when Reliv Director **Michelle Boronad** made a pledge after finishing her first-ever charity race, to do something similar in 2014 — only bigger and better! After chatting with her fellow Reliv Distributor and friend Sophie Saint-Martin about organising an event in France to encourage all French Distributors to join the cause, it just so happened that the Kalogris Foundation introduced the 'Be the Change' Challenge. They quickly decided to get a team together and the rest is history! This is their story.

The Big Run

On a very hot Sunday in June, 10 French Reliv Distributors and five of their contacts participated in and completed an 8km run in the very hilly town of Suresnes, located to the west of Paris. Michelle, as team leader, had been gearing up the troops for the previous three months to 'make a difference' in their lives as a few of them had never completed a long distance run before. On the day, they stocked up on Innergize shakes, looked at each other for motivation and were on their way.

Sophie Kaminer, an experienced runner, generously decided to run alongside **Marie Jacob**, a very determined novice and they were super together. Then there was **Anne Levavasseur, Marie Hanoteau and Véronique Gourlet** who all held hands as they crossed the finishing line. It was a marvellous way to end the race. You see, they all understood the Kalogris motto, 'making a difference to mankind' and knew that they weren't running for themselves but that they were doing this to help and collect funds for the less fortunate.

And collect they did! The Kalogris Foundation is proud to announce that the French runners collected a grand total of €1050 — a huge achievement, and several of the runners beat their personal records!

Other Events

The fundraising bug didn't stop there. All over France, Reliv Distributors were taking initiative in organising original events to raise more funds:

- **Rosalie Boidin** produced home-made jewellery by recycling her Reliv cans and donated all of her profits to the Foundation.
- All of the Distributors at the French MATS dug deep into their pockets and donated their spare cash.
- **Alexandra Granier** hosted a garage sale before moving house and donated all of the proceeds.
- **Karine Burbridge** dressed up as a super hero to attract attention at her town centre and managed to entertain the visiting children whilst educating their parents about the Foundation at the same time.
- **Sophie Biehler** put in over 50 hours of piano practise so that she could host a musical event. All ticket sales went to the Foundation.
- **Shelby & Dan Hill** and **Eglantine & Josphe Lerolle** managed a Saturday collection box in their respective towns.

These events added another €1110 to our fund-raising total. Reliv France collected a grand total of €2160 for the Kalogris Foundation and it once again shows that we can all make a difference if we put our minds to it. Thank you again to everyone who participated. Keep up the good work!



Over \$681,000
has been raised in
2014 from January
through to July

Feeding 42,000
children in 9
countries
every day

The 'Be the Change'
campaign has raised
over \$50,000 in
donations

The new campaign,
'A Little Goes a Long
Way' will run from
the 1st August, 2014,
until the
30th June, 2015.



BUILDING MOMENTUM IN YOUR RELIV BUSINESS



Karen & Desi Reuben-Sealey United Kingdom

We understand the importance of plugging into the Reliv System and following through on what we learn. This is how we first began to create momentum in our business. Walking the walk, not just talking the talk and on a granular level that involved having a prospect list, learning and understanding how to approach people, closing prospects and removing ourselves from the equation. The better we were at doing these things, the more momentum we built.

It's also about teamwork. Momentum could not have been built without us working with our organisation. Whilst you are the CEO of your own business, your support and organisation have stories that can add to the growth and momentum of your business. Not taking advantage of this will only stall your success.

The Reliv System embodies a quote we recently read that says, "Good order is the foundation of all great things." Using the Reliv System has been the stabilising force in the growth of our business. Most importantly, it has helped us to teach many in our organisation how to successfully run their own business, which in turn enhances our own.

One of our goals was to get a second Kalogris Plaque. With the help of our team, we achieved that. We are four years with Reliv now, so repeated success is definitely possible as long as you have those goals in view. The lesson is to set 'tangible' goals. Don't just say, "I want to build a big business." You have to find that proverbial hook to hang your coat on instead of throwing your coat toward the wall and hoping it will somehow stay up. Plug into the System, rely on the support, tools and mentor team that are at your fingertips. Be humble, ready to learn and step out of your comfort zone. This all makes your climb to success easier.



Eglantine & Joseph Lerolle France

When we are training new Distributors, we always ask what their objectives are. The answer is usually to increase their income and to see how far they can go. Sometimes you'll have tough times, people won't keep up their business and won't put in any effort. But if you go to Reliv events and conferences, people's stories inspire you and give you the momentum you need. By following the System, you can develop quicker. You should listen to the Monday night calls, work in a team, call your upline and stay close to them. Everyone is interdependent and interconnected. Going to the Reliv meetings regularly and listening to testimonies gives you momentum. You can also meet new Distributors and get inspiration from others. You should use the Reliv tools as much as you can, so you always feel motivated and energised.

The tools are adaptable to everyone. They might seem complicated at first, but you'll get used to using them. If you give 50%, you'll get 50% back, but if you give 100% you'll get 100% back! You can join the business at your own pace and the results will show your investment. The tools are easily accessible and duplicatable. Your team will notice how you use the Reliv tools and will follow your lead. Perseverance pays off and the tools' synergy will make your business reach new levels of activity!



Maria Ershova & Michael Steinmann Germany

The key to building a successful business is to know why you decided to start a Reliv business and how quickly you want it to grow. A realistic plan to achieve this is something that you absolutely need the help of your upline. They are more experienced than you and can help you to create that plan and get you to your destination. The next step is to put that plan into action.

We use every step of the System. For example, we started our own Tuesday Business Opportunity Meetings and Saturday training sessions in Düsseldorf from scratch a few months ago. After these meetings, we noticed even more growth. They are essential in building the business. The upline element is also a necessity.

Two people in my team are very serious about becoming Ambassadors. So our aim for the future is to help these two business partners achieve the level of Ambassador by the end of next year. Several people in my team want to travel, so our aim is to help them win trips that Reliv organises within the next 12 months. And our general aim is to help the people in my team to have more freedom, more time and money for their families. Our personal aim is to have more time together and to have an even better financial situation. Our advice to those building their Reliv business is to write down the goals of your downline. Write down why the people from your team are doing this business. Keep that in front of you and make it your number one priority. Next time there is an excuse for you not to call someone or not to leave your comfortable chair, or not to switch off the TV, have a look at the written reasons why your business partners decided to join you. In our experience, these are the fastest ways to stop watching TV and start moving.

In the previous issue of Lifestyle, we introduced you to potential members of our sports team, Reliv Athletic. But now we are proud to introduce you to the **official** members of the Reliv Athletic team! We are so honoured to be supporting these athletes with the best nutrition to help them in their individual disciplines. Check out what they have to say about Reliv:



AMAURY LAVERNHE: BODYBOARDER

As a professional bodyboarder and high-level athlete taking part in the World Tour, I train several hours a day, riding big waves and working out — running, biking, stretching, weight training and even doing Brazilian Jiu-jitsu (BJJ). Since taking the Reliv products, I feel better, lighter and faster! I am able to stay in the water longer and go harder on the waves. Inngerize really improves my recovery rate after training and competing. I can say that I am a healthy sportsman. With Reliv products giving my body appropriate nourishment, I have discovered the key to being in better shape and feeling better every day.



RICHARD BUCK: 400M & 4X400M RELAY

My season, thus far, has been an interesting one. During the indoor season, I ran the third quickest 400m in Europe. This was obviously very good, and I was incredibly pleased, a feat I have managed previously, but one that was no doubt helped by taking the Reliv Products.

Upon opening for the outdoor season, I suffered a hamstring injury. The injury would typically make it increasingly difficult for me to realistically be competitive over the summer season. However, thanks to the Reliv products, my body healed quicker than expected. And not only that but my return to form has also been better than I would have anticipated.

CORNÉ DE KONING: ROWING

Since starting on the Reliv products, I have noticed I have more energy daily. My recovery is improving and I'm able to perform harder! I've noticed that in between races I don't need to sleep anymore. I feel a lot fitter and stronger! Myself and Esther recently finished second place during a rowing World Cup. We've had some busy weeks with a lot of hard training, but I've increased my intake of the products to help me through.



ESTHER VAN DER LOOS: ROWING

I start my day feeling a lot healthier and can carry on a lot longer thanks to Reliv. I recently had a conditional test and compared to able-bodied rowers, I scored higher and my results are a lot better! Every morning I measure my recovery and find out that I have mostly recovered completely after a heavy training session. I love Now for Kids with LunaRich as I find it improves my concentration and mental state.



ANNIKA DRAZEK: 100M & 100M HURDLES

Since taking the Reliv products, I have noticed that my immune system has strengthened. I haven't been ill once since taking them and that is particularly important in order to get through EVERY training session and to continually improve. In preparation for the indoor season, I was able to compete stronger than ever before. My training times were unbelievable and I have never felt so fit and strong. With Reliv, I always receive the necessary energy and nutritional provisions to support me before, during and after training. I am training hard at the moment, so I always have a Reliv shake in my bag!



Introducing:

Name: Guillaume Piron

Sport: Rugby

Achievements:

2009: Champion of France Alamercery (U17)

2009: Champion of France Taddéi (Languedoc selection U17)

2011: Champion of France Reichel (U21)

2011- 2012: Twice European Champion Group 1A

2012: Won the EACON CUP in Dubai

2012-2013: Champion of France Hope First Round (U23)



Name: Pierre Pérès

Sport: Rugby

Achievements:

2012: National Champion with Colomiers, Rugby 15's

2012: Bronze medal at the World University Cup of Brive Rugby 7's - France

2013: Silver medal at Kazan University World Olympics, Rugby 7's - Russia

Redefining Sports Nutrition

The term “sports nutrition” invokes images of buff gym rats lugging around kegs of protein powder, as well as distance runners throwing back concoctions of carbs and electrolytes en route to the finish line. Yes, these types of athletes have unique nutritional needs and use specialty supplements to support their performance goals. But sports nutrition can benefit more than just elite athletes. In fact, you don’t have to be an “athlete” at all to benefit from the research and products labelled for sport.

Elite-level athletes must be in tune with their bodies, and they have high expectations from their nutrition regimen. Dietary choices must address energy, endurance, performance, recovery and repair. Meeting these demands requires attention to macronutrients that support daily energy production and micronutrients that sustain health and promote optimal performance. Falling short in either category leads to short-term effects on performance, as well as long-term effects on general health and well-being.

Current research in sports nutrition is adding a new dimension to the conversation — inflammation. As more research becomes available and the link between diet and inflammation is understood, athletes are poised to reap the immediate benefits of an anti-inflammatory diet.

Acute vs. Chronic Inflammation

Acute inflammation can be a good thing. It is a normal physiological response to physical activity that allows for conditioning and muscle strength gains. The inflammation process repairs damage during the recovery period, which begins about two hours after a workout, and typically resolves after 48 hours. Inflammation also promotes training adaptations leading to strength and endurance gains.

Swelling and redness are visual signs of acute inflammation, which is commonly associated with injury (think sprained ankle). Pain and discomfort are also typically present with acute inflammation. These responses inform athletes that they have exerted themselves beyond their physical ability. Although many athletes try to push through injury, sooner or later the symptoms prevail and treatment is required. Rest, ice, compression and anti-inflammatory agents are the standard of care, in most cases. End of story? Not quite. Chronic inflammation is far less obvious, but far more insidious. It is often described as a smouldering fire that

a [better



Redefining Sports Nu

by Tina Van Horn

Research and Business Development Coordinator
SL Technology, Inc., a Reliv Company

fit

keeps your immune system in a constant state of alert. Chronic inflammation is a low-grade, systemic condition linked to diabetes, cardio-vascular disease, auto-immune disorders and aging. The symptoms of chronic inflammation are vague and typically acknowledged only as a component of other conditions. Addressing chronic inflammation is imperative for wellness, disease prevention and healthy aging. It also can be detrimental to active lifestyles and sports performance. When the immune system is in this constant state of alert, joints and soft tissue (ligaments, tendons and cartilage) become more susceptible to acute and over-use injuries.

Systemic inflammation also has the following effects on performance:

- **Decreasing endurance**
- **Increasing soreness and recovery time after strenuous activity**
- **Impairing muscle synthesis**
- **Intensifying perceived exertion**
- **Disrupting cellular energy production**

In general terms, inflammation can make workouts feel more difficult, sabotage results, extend recovery time and diminish energy levels.

Lifestyle (Epigenetic) Mediators of Inflammation

How do we extinguish this inflammatory fire? Moderate, daily exercise has been linked to decreases in biomarkers associated with chronic inflammation. But athletes must be cautious. Without appropriate recovery time, exercise can induce an inflammatory state, commonly referred to as over-training. The primary culprit for a chronic inflammatory state: your diet. Saturated fats, trans fats, sugar and other simple carbohydrates are all linked to higher inflammation levels. Conversely, diet is also the first line of defence against inflammation. Many prominent health practitioners have now endorsed anti-inflammatory diets to improve wellness and as therapy for disease conditions. Mother Nature is the leading supplier of anti-inflammatory compounds. Fruits, vegetables and whole grains deliver anti-inflammatory micronutrients and bioactive compounds. Produce with deeper and richer colours (dark greens, berries, beets, pineapple, etc.) in particular contain antioxidants and bioactive ingredients that fight inflammation. Omega 3 fats, found in cold-water fish and nuts, also decrease inflammatory biomarkers. And research has established the lunasin and isoflavones in soy as anti-inflammatory powerhouses. While athletes may be

conscious of their dietary choices, consuming foods rich in these anti-inflammatory compounds is still challenging, as it is for all of us. Dietary supplementation is a convenient way to assure you are meeting your micronutrient needs to fight inflammation and support optimal physical performance.

Reliv Now® and LunaRich C™, meets the demands of athletes and anyone seeking better health with a powerful anti-inflammatory blend of ingredients not found anywhere else.

Inflammation Fighters — and dietary sources

Lunasin (active ingredient in LunaRich C): soy

Cayenne: cayenne pepper extract

Garlic

Licorice root

Kelp

Super You

The combination of Reliv Now and LunaRich C also delivers additional vitamins, minerals and antioxidants to support optimal physical performance, whether you are an athlete or simply looking to enjoy a healthy, active lifestyle.

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Nasra Malin & Halimo Ali
Ambassadors

Name: Abdulrahman A. Mohamed & Khuzaimat M. Saad

Home: Leicester, UK

Currently: Abdulrahman is a retail store manager. Khuzaimat is a home-maker.

Reliv Regimen: Reliv Now, Innergize, FibRestore. Our children take Reliv Now for Kids.

Healthy Family: After suffering from migraines for many years, my wife (Khuzaimat) got great results within a few weeks of taking the products. My 8-year-old son had been suffering from eczema for over six years. After three months on the products, his skin cleared up greatly. I feel more energetic and I can do a lot more throughout the day than I could before thanks to the products.

Enjoyable Business: Soon after getting such wonderful health results, we decided to build the business and we are now Senior Directors. It's such an enjoyable business as it allows us to work together and our business is now in various countries. Not only do we enjoy the working environment of Reliv, but we have also gained a significant income. We have four children and Reliv allows us to build our business around our family which keeps us very happy.

Name: Alexandra Granier

Home: Aix en Provence, France

Currently: Substitute Philosophy teacher

Reliv Regimen: Classic, Reliv Now, Reliv Now for Kids, Innergize, FibRestore

Constantly Tired: Since I was a teenager, I had chronic fatigue. My bones and muscles would hurt and I had problems with a weak immune system. I was in a constant state of fatigue and pain, but it got worse after the birth of my youngest daughter in 2004. Two years ago, I would have to lie down between 2pm and 4pm every day.

Enjoying Life Again: I started taking the Reliv products in March 2011 and since then, my immune system has improved and I'm not so sleepy anymore. I can enjoy my life again!

Developing Steadily: When I was introduced to Reliv, I was incredibly excited by the products and the business. I could finally start a business from anywhere and at my own pace! My business developed slowly but steadily, and I now lead a group of 30 people! The first reason I got into the business was to earn money for my family and to finance my children's higher education. I am earning €400-€600 each month and follow the sentiment, "healthy soul in a healthy body."

Name: Armelle Cacheux

Home: Compiègne, France

Currently: Independent Reliv Distributor

Reliv Regimen: Classic, Innergize, Reliv Now, FibRestore

Heart Problems: I had pericarditis which is an inflammation of the membrane around the heart. I had to go to hospital for one week to help with this in 2011. I suffered with fatigue too and decided to start taking the Reliv products in the same year.

Feeling Stronger: After a few weeks of taking the products, my heart problems and digestion got substantially better. The products have also helped me with my cervical arthritis and hypertension that used to give me dizzy spells.

Positive Outcome: I really enjoy being a Reliv Distributor as I am a people person. I try never to miss Reliv events. Working with Reliv allows me to be involved with my family life whilst developing an enthralling business. Lots of positive things have happened to me through Reliv and I now have great energy that makes me want to do more in life.

Name: Eva Wingartz

Home: Gladbeck, Germany

Currently: Independent Reliv Distributor

Reliv Regimen: Slmplicity

Sensitive Skin: I started to take the products in February 2012 alongside my husband who has an auto-immune disease that affects his skin. This is extremely itchy and can be quite complicated to live with. I also had skin problems.

Health Maintenance: We both started to take Reliv at the same time. After six months, the itchy skin that I had experienced previously had cleared up greatly. I started to take less Reliv, but as a consequence, the symptoms came back after five weeks, so I knew I needed to continue to take the products. For me, Reliv is now for my health maintenance.

Weight Loss: Last year before going on holiday, I wanted to lose weight and tried Slmplicity. I took two shakes per day, replacing breakfast and dinner for nine weeks and have lost weight! Now I feel better with my body, my sleep quality has improved and I have regained energy.





● **Name:** Gael Panhelleux
Home: London, UK
Currently: Self-employed consultant
Reliv Regimen: Reliv Now, Lemon Innergize, FibRestore

Running Strong: Since I started to take the products in January 2013, my sports injuries and an old shoulder pain caused by a car accident have greatly improved. I have also lost 10kg without changing my diet. I have been able to go back to my passion which is running and I now run better and faster than before. My recovery after a full marathon is completely different now and has improved so much. I feel stronger and younger.

Family Results: My three children take the products and have had amazing results with their health. Reliv is now part of our daily lives. Their results in school have improved and the whole family is feeling more confident and relaxed.

Global Business: I joined the business at the highest profit level and within my first month, I earned a £150 cash bonus. After one year in the business, I have been able to help around 50 people get results with Reliv nutrition in six different countries. My main goal is to find Distributors to help me build my business in those six countries to help more people get great results.

● **Name:** Roeli Kers-van de Werf
Home: Vlaardingen, Netherlands

Currently: Home-maker and part-time Independent Reliv Distributor
Reliv Regimen: Classic, Innergize, FibRestore

Reliv Presentation: My friend took me to a presentation about food supplements and that's where I heard about Reliv. I have always been keen to keep up my general health and well-being as my family seems to suffer from a few major illnesses and I like to do everything I can to decrease the chance of falling ill.

Feeling Rested: After I started taking the products, I immediately noticed that I was sleeping better and waking up with a clearer head. Mentally, I feel as though a cloud has been lifted. On certain days, I used to wake up in a bit of a haze because of stress but that's not the case anymore.

Helping the Family: My sister's daughter is autistic and has been taking the products for a short time now and they have really helped with her ability to communicate. This has been a real blessing!

● **Name:** Sonja Brandstetter
Home: Linz, Austria
Currently: Home-maker, Independent Reliv Distributor

Reliv Regimen: Classic, Innergize, FibRestore, Reliv Now for Kids

Better Lifestyle: I used to suffer with depression but the Reliv products have given me my smile back. I also no longer suffer with my allergies of asthma and hay fever. I can now enjoy time outside with my family. I enjoy my lifestyle and thanks to the Reliv business, I can also give my daughters the things that would otherwise not be in my budget.

Feeling Appreciated: Through Reliv, I have found my dream job! I have always liked helping other people. Now I can help others and get thanks and appreciation for it, and this is not from just my customers or colleagues but also from the company. I really appreciate this recognition.

Supporting the Family: I really love how working with Reliv fits in with my family which is unlike most other jobs. I enjoy being able to be there for my husband and daughters when they need me and I can still contribute to our family income! I am certain that my Reliv business will grow in the next few months and sometime soon I will reach my biggest goal which is to give my husband the opportunity to search for a job that he really enjoys without having to worry about providing for his family!

● **Name:** Sophia Beckmann
Home: Rhede, Germany
Currently: Student

Reliv Regimen: FibRestore, Classic, Innergize

Prevention: I started taking Reliv just over a year ago and was introduced to the business through my mother. I take the products mainly for prevention since I don't have any major health problems.

Better Concentration: After two months of taking the products, my concentration improved a great deal. I didn't notice it myself, but my friends started to ask me how I could stay so focused in class, as it was too hard for them!

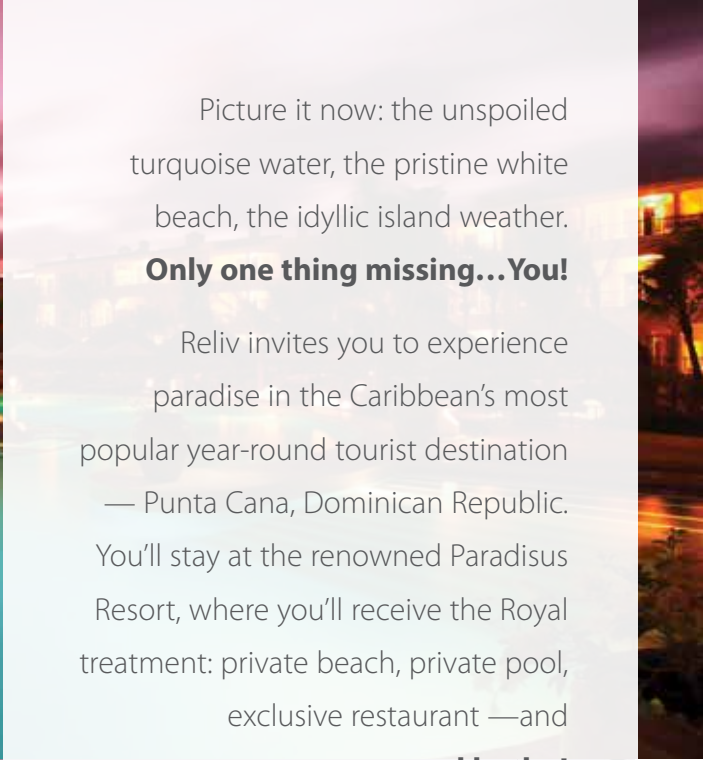
Extra Health Benefits: On top of my results in my classes, my skin became smoother and my sleep improved dramatically. My best friend has now also started to take the products for her stomach problems.



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Visit reliv.co.uk/leadership-celebration-reliv/eng for qualifications and to view the trip video.

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