

lifestyle



LunaRich:
THE NEXT GREAT LEAP FORWARD

 tableofcontents

04 Soy Much Better
06 Real Science, Real Results
10 Optimal Health Inside & Out
12 The LunaRich Line
13 What About Us?
14 Next Level Nutrition
16 The Reliv LunaRich Opportunity
18 Kalogris Foundation Update
20 Advancements
22 My Story



By the time this article is published, I will have had the pleasure of serving as your Managing Director for ten years. When I look back to the first day I started working with Reliv on the 14th March, 2005, and look at where we are now in 2015, I am astounded by the great strides that we have made through the fantastic efforts of our Distributor network and the team here at H.O. The Reliv business here in Europe is unrecognisable from the one I walked into over ten years ago. We have created a business to be proud of and I want to take this opportunity to thank each and every single member of the Reliv Distributor network and the corporate team for everything you have done to make Reliv Europe the success story it is today! Together we have built a business to be proud of, using a working system which has enabled us to build a platform for the next ten years and construct the biggest success story in E.U. networking history.

We have everything in our favour, the best products of their type in the world, a marketing plan that is clear and easy to understand and a system that has stood the test of time and proven to work time after time. Unlike ten years ago, we now have a network of Distributors and leadership throughout Europe who are committed to Nourishing Our World in Body, Mind and Spirit. I was excited ten years ago but nowhere near as excited and confident as I am today that we will become the number one market for Reliv in the world.

The only thing that can stop us making history is ourselves. As a group, we should not become complacent about our achievements so far. We must always look to improve on the way we serve you, the Distributors. We have to embrace new technology but not lose that personal service and contact with our Distributors. We have to look at opportunities to expand your opportunity throughout Europe and the world. We should look to keep ourselves moving forward but not leave behind the values and principles that got us this far.

From a network perspective, the obvious suggestion is that we need more people coming through the system and becoming Presidential Directors, expanding the number of system meetings throughout Europe and keeping true to how we got this far. I've said it before but I will say it again, will we have challenges along the way? Of course we will. After ten years of challenges to get to where we are, I know we have what it takes to forge ahead and overcome anything that is thrown in our path. We can achieve a historic victory, not only for Reliv but, I believe, for mankind as well. Let's do this!



Eric Vill
Managing Director Reliv Europe

contributors

editor-in-chief

Dominique Vill
Frances Webb

managing editor

Mark Malott

contributing writer

Frances Webb
Edmée Antonio
Emily Lamidieu

graphic designer

Lesli Schmitt

To learn more about Reliv, contact the person who shared this magazine or visit reliv.co.uk

©2015 Reliv International, Inc.

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.

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 of 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 Berkeley in 1996. More than 50 published studies on lunasin at more than 25 research institutions followed. In 2012 the AHA, the very organisation 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 optimise 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. 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 & 2014:** Reliv launches LunaRich X and LunaRich C

(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 C™, are the only products on the market that can guarantee the amount of bioactive lunasin they contain. With LunaRich you can be rest assured you're getting the full benefits of this remarkable soy peptide with every serving.

Evolution of Nutrition Science



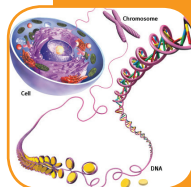
Phase I: Macronutrients

- 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

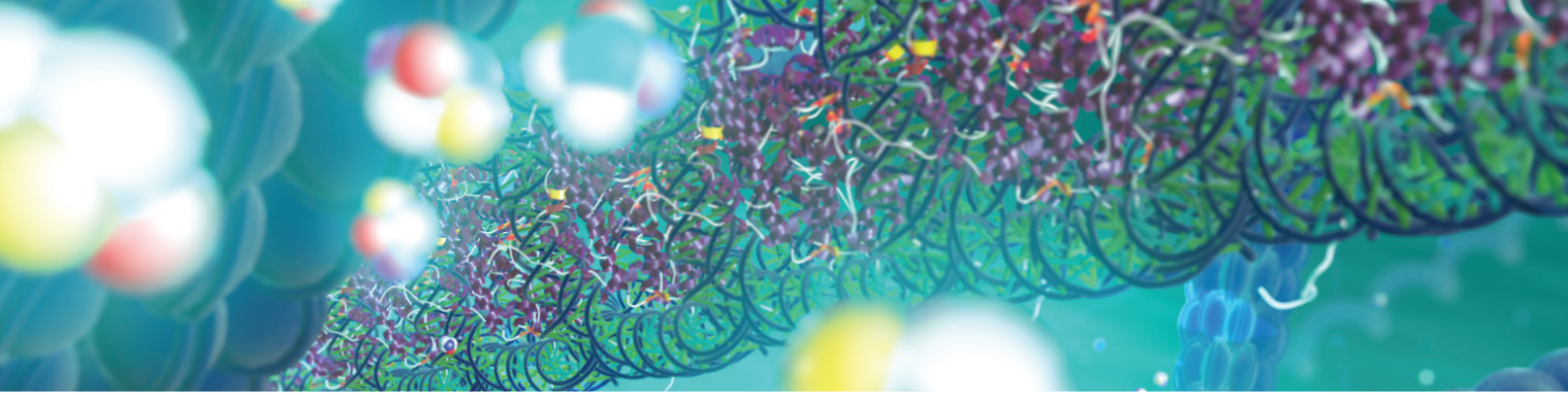
Lunasin is one of the first bioactive compounds identified to affect gene expression and promote optimal health at the epigenetic level.

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 has a name tag that says 'La Soy Labs'. The man on the right has a name tag that says 'Dr. Galvez' and a 'reliv' logo on his lab coat. They are surrounded by laboratory equipment like beakers and bottles. The background shows shelves with boxes, some labeled '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 C™ 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 C 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

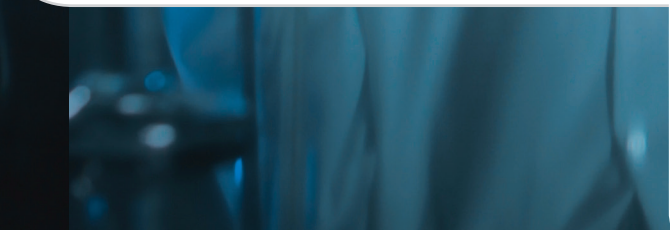
"Cholesterol management starts with proper diet and exercise," Dr. Galvez says. "And lunasin offers an additional way to improve cholesterol, one that works at an early stage in the body's internal cholesterol production process."

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 programme.

I started to take Reliv Now with Innergize! in 2000 along with statins (medicine) which reduced my cholesterol levels to below 5. I also added Reliv Now for Kids to my daily shakes. However, with the addition of Lunarich to the Reliv Now product, my cholesterol readings are now down to 3.8! I have added two Lunarich C capsules to my daily shakes as further health insurance. I'm heading towards my 77th birthday and I feel great and half my age!

Brian Probart / Reliv Independent Distributor, UK



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.

The products are great but I particularly love using Reliv Now, I find it keeps me feeling healthy and energised and is an asset to my athletic and general lifestyle.

Richard Buck / Member of Reliv Athletic, UK

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 defences 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 defence against infections.

LunaRich C worked very well for me when I had Glandular Fever. I took the capsules alongside my shakes and I felt much more energised! Most people with Glandular Fever are very tired and sleep around the clock. I still needed some powernaps, but felt energetic very quickly. Reliv really helped me to recover!

Corné de Korning / Member of Reliv Athletic, Netherlands

Same Difference

LunaRich C 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 maximise lunasin's absorption by the body.

Synergism: When other nutrients activate healthy genes, lunasin can make these genes more readily recognised 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.

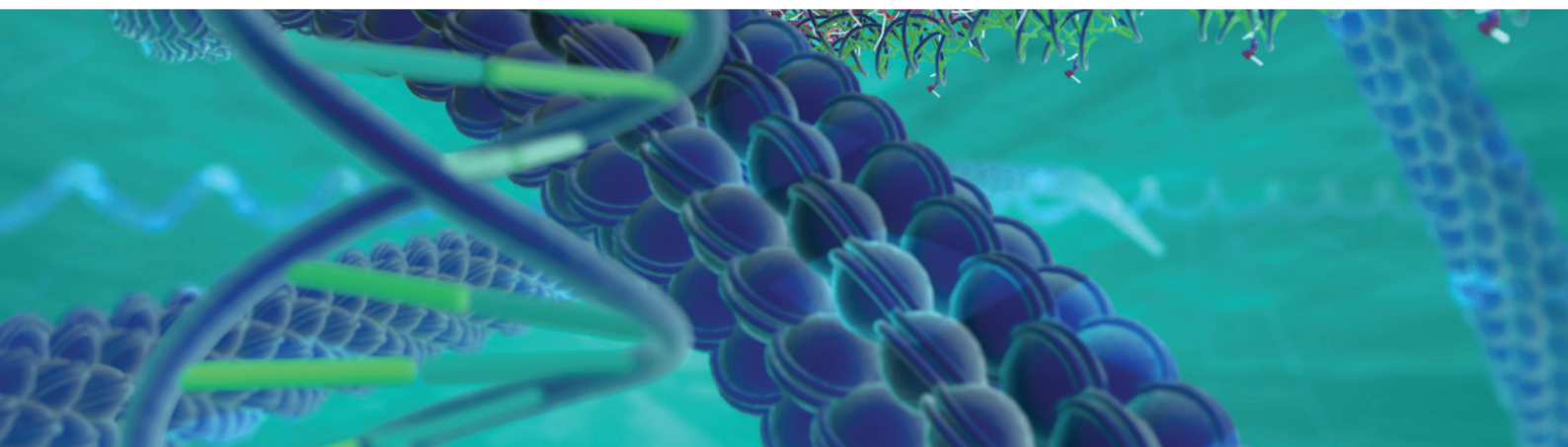
Reliv Now with LunaRich has to be my favourite product. We are so privileged to have a product that has so many health benefits especially with the added LunaRich, which is easy to consume, tastes great, and gives my body the fuel it needs to work at its best.

Martina Reilly / Reliv Independent Distributor, Ireland

What can you expect from Reliv?

Continued quality, continued innovation, continued university studies and continued work on new ingredients and new formulations. In other words, more of the same that you've expected from us for 25 years — just better than ever.

Dr. Carl Hastings



optimal health inside & out

by Tina Van Horn
Director of Research and
Business Development at SL Technology Inc.

Nutritional epigenetics may offer potential for you to look as good as you feel

Who is your **Super You?**

- **Does your Super You have more energy? Run faster? Look younger?**
- **Is your Super You less stressed? More focused?**
- **Is your Super You improving upon your family's health history?**

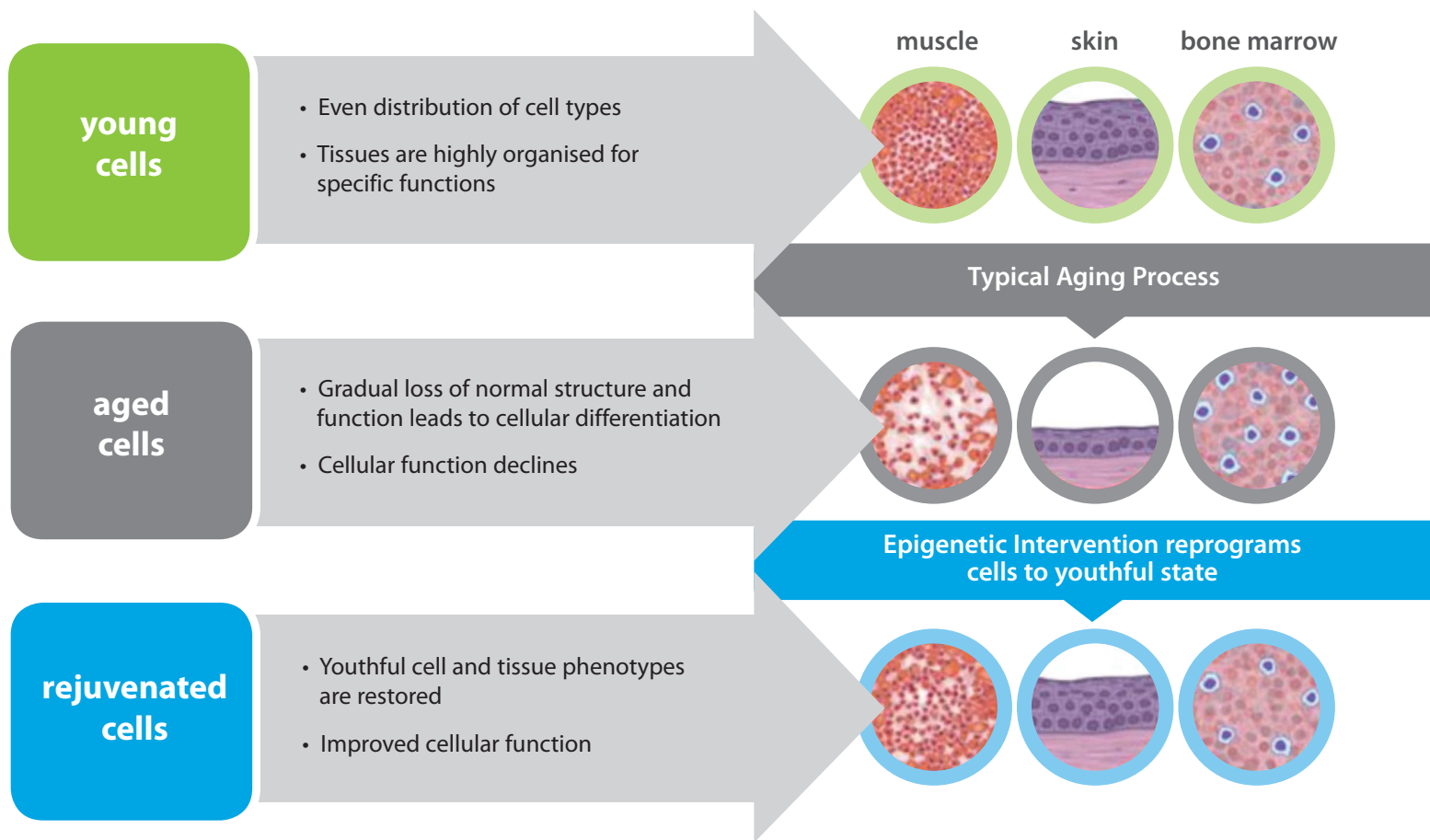
Regardless of your definition, nutritional epigenetics is providing solutions to help you achieve Super You status. Dietary compounds that work at the epigenetic level have the ability to improve the function of many types of cells in the body. Epigenetic researchers continue to identify nutritional compounds that promote wellness, optimise health and interfere with the aging process at the cellular and molecular levels.

Super Ingredient Lunasin

Lunasin is an ideal example of a dietary ingredient that supports various cell types. Researchers continue to discover new benefits of lunasin resulting from its observable epigenetic mechanisms of action. Study after study has identified this naturally occurring soy peptide's ability to promote cellular health. Specific benefits include heart health, antioxidant effects, improved immunity and anti-inflammatory properties. Together, these benefits translate into a comprehensive health formula:

wellness + vitality + energy = Super You!

How can a single dietary compound do so much? Look no further than lunasin's anti-inflammatory benefits as an example. Researchers have established that lunasin is a potent inhibitor of the master inflammatory protein NF- κ - β . Because NF- κ - β is found in almost all human cell types (blood, skin, organ, muscle, neurons, etc.), it plays a key role in regulating the inflammatory response associated with many health conditions and the aging process in general.



Looking Good, Feeling Great

Let's further limit our focus to potential anti-inflammatory benefits for skin cells and reducing the visible signs of aging. Research shows that inhibiting NF- κ - β production can restore skin cells to a more youthful state and help increase skin thickness. Increasing skin thickness makes the skin firmer and reduces the appearance of lines, wrinkles and imperfections.

Chronic inflammation may also trigger heightened allergic responses which contribute to blotchy skin, dark eye circles, puffy eyes and redness. Inflammation plays a significant role in hair loss, acne, and a number of other dermatological age-related conditions.

Researchers agree that gene expression changes with age and leads to physical signs of aging. Cellular dysfunction triggered by changes in gene expression can result in wrinkles, sagging skin and age spots. Nutritional epigenetics and identifying ingredients that may restore gene expression to youthful levels are at the forefront of aging research. Imagine reprogramming skin cells to act years younger using simple nutritional strategies.

Nutritional epigenetics takes "beauty from the inside out" to a higher level.

We know that dietary ingredients like lunasin, in combination with positive lifestyle and environmental interventions, provide a proactive approach to optimise epigenetic health and promote overall wellness. Research is now showing that the same epigenetic mechanisms could help defy the effects of aging. Nutritional epigenetics is painting a clearer picture for those interested in living longer, feeling better and looking as good as they feel. **Your Super You is waiting!**

Your Anti-Inflammation Team

The lunasin in LunaRich® works synergistically with other nutritional compounds in Reliv Now® — and other Reliv products — to reduce inflammatory markers. The result: a powerful nutritional approach to combat the aging effects of inflammation. Here's a list of those inflammation fighters:

Reliv Now proprietary blend

LunaRich
Cayenne
Garlic
Licorice root
Kelp

Reliv Now common ingredients

Vitamin A
Vitamin B6
Vitamin C
Vitamin D
Vitamin E
Vitamin K
Zinc
Magnesium
Soy isoflavones

Found in other Reliv products

Omega 3s
Ginger
Papain
Aloe Vera
Camomile

TheLunaRichLine >

Many years ago constant sinus issues led to me losing my sense of smell. However when Reliv Now with LunaRich was introduced, I decided to use it along with Classic, FibRestore and Innergize!, and within days I had my sense of smell return and stay!

Lesley Probart, UK



Reliv Now® Essential Nutrition

Your health is worth more than a bulk multivitamin pill. You deserve Reliv Now. Made with LunaRich, Reliv's epigenetic superfood, and 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. Why settle for 'fine' when you can feel 'great!'

My son Tobias likes both the chocolate and vanilla flavour of Reliv Now for Kids. He used to have very sore skin and many allergies, but the products have helped to improve Tobias' skin and allergies greatly. He is now a healthy, happy boy.

Maria Harringer, Austria



Reliv Now® for Kids Children's Health

Most children today fail to meet recommended dietary guidelines. Reliv Now® for Kids bridges this nutritional gap with a broad base of essential vitamins, minerals and micronutrients necessary to keep growing bodies healthy, and to help boost energy. It's great for adults too!

I wanted to lose some weight, and tried Simplicity. I took two shakes per day, replacing breakfast and dinner, and during nine weeks I lost nine kilos thanks to the product. Now I feel better about my body and have regained energy.

Eva Wingartz, Germany



Simplicity Meal Replacement

Simplicity is loaded with advanced ingredients to rev up your metabolism and keep you feeling fuller, longer. Meanwhile, LunaRich works at the epigenetic level in your cells to promote healthy gene expression, and optimal levels of vitamins, minerals and protein fuel your body throughout the day.

I used to have very bad trembling in my right hand that made it difficult for me to do many things. But after one month of adding two LunaRich C capsules to my daily Reliv regime, I no longer need assistance as I did before – I now have freedom. Thank you Reliv!

Isabelle de Gassart, France



LunaRich C Lunasin Concentrate

LunaRich C is the most pure, concentrated form of lunasin ever produced and available only from Reliv. In addition to its own health benefits — from cholesterol reduction to overall cellular health — LunaRich C powers up the benefits you receive from other Reliv products.

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 recognised 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.

NEXT LEVEL NUTRITION



We sat down with Reliv Vice Chairman and Chief Scientific Officer **Dr. Carl Hastings** to discuss the nutrition industry and Reliv's place in it — now and in the years to come.

THE USE OF NUTRITIONAL SUPPLEMENTS IS ON THE RISE. DO YOU SEE THAT TREND CONTINUING?

No question. Our poor diets today make supplementation more important than ever. We need to transition to food products that are both flavourful and nutritious, especially for our kids. Our food should deliver the key nutrients we need, with supplements there to fill in the gaps.

Just because you're not sick doesn't mean you're healthy. We need to meet and exceed nutritional requirements to attain and maintain optimal health. One big obstacle is a general lack of knowledge within the medical community about supplements. Doctors don't receive a lot of training in nutrition, versus the constant attention they receive from the drug industry. They usually look to pharmaceuticals first, even for prevention. But the situation is starting to change. More medical professionals are learning the value of nutritional approaches to good health.

That's why it's so important that our industry remains vigilant in policing the less reputable manufacturers and why Reliv is committed to using only ingredients backed by real science. In my role on the board for the Council for Responsible Nutrition, I get to stay on top of all the latest developments, and I see a very bright future for the industry and for Reliv.

WHAT MAKES RELIV PRODUCTS A SMART CHOICE FOR CONSUMERS?

Two main reasons: innovation and quality. LunaRich® is the perfect example of how we innovate. LunaRich is a Reliv-exclusive ingredient that delivers more bioactive Lunasin than any other source available today. Lunasin is the first dietary compound shown to promote optimal health at the epigenetic level. That puts Reliv on the leading edge of nutritional epigenetics, a field you'll be hearing a lot more about in the coming years.

But it's not just LunaRich. We innovate with every product we produce. Just look at FibRestore®, one of my favourites. We know the many benefits of fibre and that people need more fibre in their diets, so we include both soluble and insoluble fibre. To that we add antioxidants, herbs and enzymes to enhance that fibre's effectiveness and provide other synergistic benefits. The result is a product unlike anything else on the market.

Developing a formula is one thing; putting it together is another. And Reliv's manufacturing and quality control process sets the industry standard. We strive to create the best possible formulation with every product run — from selecting suppliers to sealing the can. And we test and test and test at every step along the way.

For more on Reliv's manufacturing process, visit reliv.co.uk/nutrition-you-can-trust.

TELL US MORE ABOUT WHY YOU'RE SO EXCITED ABOUT LUNARICH.

We've really just scratched the surface of LunaRich's potential. Studies already show lunasin's range of benefits — cholesterol reduction, improved immunity, inflammation reduction, cellular health and so on. And the results people are seeing on LunaRich are even more remarkable.

The results of the University of Missouri animal study of Reliv Now® and LunaRich C™ (visit reliv.co.uk/nowlrcstudy for details) were so impressive that we are now conducting preliminary studies and working with universities to set up clinical trials. I am confident that what we learn will further validate the benefits of our epigenetic superfood.

SO WHY AM I EXCITED? I'VE BEEN IN THIS INDUSTRY LONG ENOUGH TO KNOW WHAT A UNIQUE OPPORTUNITY WE HAVE WITH EXCLUSIVE RIGHTS TO AN INGREDIENT LIKE LUNARICH.

WHAT CAN RELIV CONSUMERS EXPECT TO SEE IN THE MONTHS AND YEARS AHEAD?

It's an exciting time at Reliv. With the acquisition of LunaRich, Reliv also added the innovation team of SL Technology to our staff, including **Dr. Alfredo Galvez**.

Dr. Galvez is recognised worldwide as a pioneer in nutritional epigenetics. He spoke about LunaRich to a packed room at the VitaFoods Conference in Geneva, Switzerland, and was the talk of the event. I can't tell you what an asset it is to have someone of Fred's calibre on the Reliv team.

Soon he'll be working right up the road from Reliv HQ. We've set up a special lab for Fred to continue his research and to train Reliv scientists and quality control staff in the production of LunaRich. This coincides with our launching of a new LunaRich C encapsulation line at Reliv.

What can you expect from Reliv? Continued quality, continued innovation, continued university studies and continued work on new ingredients and new formulations. In other words, more of the same that you've expected from us for 25 years — just better than ever.

THE RELIV

LUNARICH OPPO

THE INNOVATION

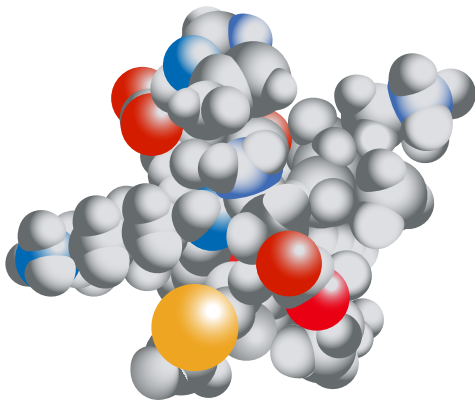


Who you are is written in both pen and pencil. Things written in pen you can't change. That's DNA. But things written in pencil you can. That's epigenetics.

A New Dimension in Wellness

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 that signals your genome which genes to turn on and off. It determines both cell function and how well each cell performs its function. Good lifestyle choices, such as a healthy diet and exercise, turn healthy genes on and unhealthy genes off. While bad choices do just the opposite and can lead to serious health problems.



A Game-Changing Discovery

The soy peptide lunasin is the first nutritional compound identified to affect gene expression and promote optimal health at the epigenetic level. 50+ published papers from 25+ research institutions have demonstrated lunasin's ability to support:

- Cholesterol management
- Inflammation reduction
- Antioxidant benefits
- Improved immunity
- Overall cellular health

And the list keeps growing...

A Nutritional Breakthrough

Patented LunaRich® from Reliv is the only nutritional ingredient to fully harness the health-boosting power of lunasin.

- 1. Source:** non-GMO soybean varieties with the highest concentration of lunasin
- 2. Process:** proprietary manufacturing technologies that maintain the lunasin's bioactivity
- 3. Product:** maximum lunasin for maximum benefits and a product line unlike anything else available today



RTUNITY

THE OPPORTUNITY

Why Reliv?

Reliv is a publicly traded company with a solid, 25-year track record. In 2013, Reliv acquired exclusive rights to the lunasin used in LunaRich. So Reliv gives you the best of both worlds: a proven company with the latest technology.

Lunasin is found naturally in seed-bearing plants, but no other source on the market comes close to the concentration, potency and bioavailability of the lunasin in LunaRich. Reliv is way ahead of the curve in realising the potential of this clinically proven superfood.

Why now?

The science of epigenetics is now hitting the mainstream, and nutritional epigenetics will soon follow. In an era where preventive health care is exploding, the idea that you can help direct your DNA naturally through nutrition holds the potential for mass appeal. No other products are poised to fill this market need like Reliv's LunaRich line.

Why me?

Reliv offers you a simple and proven path to entrepreneurship, whether for supplemental income or a whole new career.

- Exclusive, proven products
- Target market: everyone
- Low start-up costs
- Money-back guarantee
- Built-in manufacturing, marketing, distribution, customer service and more
- Successful Reliv Distributors with a vested interest in helping you succeed
- The opportunity to earn residual income for life.

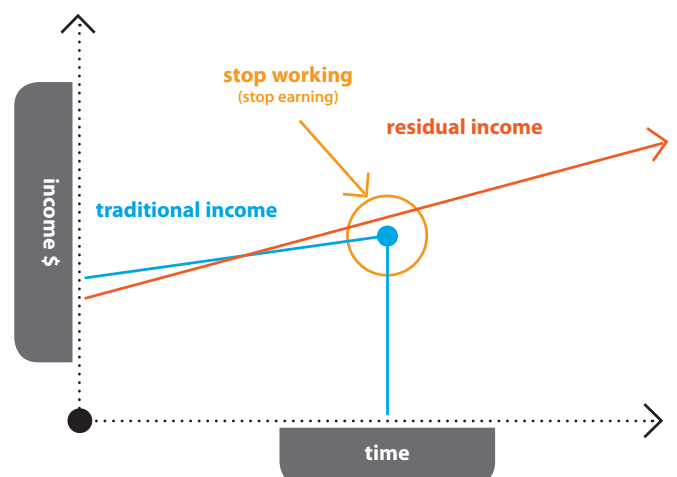
Reliv provides what people need most — better health and the opportunity for financial security and personal freedom.

The opportunity is real, it's here, and it's yours for the taking.

established company
+
cutting-edge technology
=
remarkable opportunity



Residual Income vs Traditional Income





Reliv Euro & the Kalogris Foundation



Reliv Europe Donations Facts

- Since 2008, Reliv Europe's donations have fed 17,200 children.
- Reliv Europe raised \$19,904 in 2014.
- These donations have fed 331 children for a whole year.

Your efforts matter, keep supporting the Kalogris Foundation!

pe

Anne du Rostu, a French Reliv Distributor, ran 10km at the "Saint Nicolas" run in Nancy. She raised nearly €230, which will provide meals for 52 children for one month.

I had taken part in a 5km run for charity and that's when I thought about running to raise money for the Kalogris Foundation. I thought it would be a good way of raising people's awareness of the Foundation and get others involved in raising money too.

I ran a 10km race in Nancy for the Kalogris Foundation and raised nearly €230. The race helped increase the Foundation's visibility through another perspective. For instance, I had the Kalogris logo over my race number and put pictures on my Facebook page to promote what I had done to raise money. Through this increased visibility, many of my contacts asked me questions about the Foundation and my posts received a lot of views. I reached a new type of audience because of this. Some people became very interested by



the humanitarian aspect of Reliv.

My own children also felt more connected to the Kalogris Foundation and in raising money to feed children in need. They started talking about the Foundation with their friends.

Finishing this race not only gave me an immense sense of achievement, but I also felt much more involved in the Foundation. I had given my time and energy for a cause that matters to me and I now feel even more motivated and engaged in the Foundation than ever before.

Next time I would like to run as part of a team to further increase awareness and funds for the Kalogris Foundation. I met some people during the run and one of them is thinking of joining me to run for the Foundation next year.

For the future, I'm planning on creating events to raise money for the Foundation in collaboration with local schools, as well as forming a group for upcoming races.

Patricia Pacaut, a French Reliv Distributor, visited RKF-Welfareville, a Kalogris feeding station, in the Philippines. We asked her a few questions about her visit:

1. How did you organise this visit to the Kalogris Foundation feeding station in the Philippines?

I couldn't see myself going to the Philippines without meeting the people of the Reliv Kalogris Foundation and seeing the work they have done. Blessie is a wonderful woman who works with the Foundation. I'd like to thank her for putting so much effort into this important cause, and for allowing me to have this memorable experience.

2. How did you feel whilst meeting the Kalogris employees and the children there?

The Kalogris children and staff were very welcoming, it was touching.

It was amazing to see the children smiling with their cups of Reliv Now for Kids and some bread to eat. This seems like something small for us, but for them it's a lot.

3. Did you feel different after your visit?

Yes I definitely felt different after my visit to Welfareville. After meeting Blessie and the children, I feel more committed to the Foundation and proud to contribute even a little to this cause.

4. What message would you like to pass on to Reliv Distributors after your experience?

Thanks to Reliv and the Kalogris Foundation, Distributors can help children around the world to have better health and well-being. They need our donations and any form of contribution to help maintain the promise of a better future.





Ina Assmuth-Oberle & Alexander Assmuth
Key Directors

It feels great to be Key Directors. We really want to become Ambassadors in the future and help people all over the world to improve their wellbeing and financial situation. We reached the Key Director level because we worked closely with our downline and supported them actively with their customers. The proven Reliv Success System helped us to achieve this. To anyone wanting to advance with Reliv, believe in yourself and support those around you.



Irene & Vincent Mancebo
Key Directors

When we became Reliv Distributors in October 2013, we went to all of the Reliv presentations, training sessions and events. We are very happy to have progressed to the level of Key Director but we want to keep progressing. We reached the level of Key Director through our volume and also invited a lot of people to the 2014 European Conference. In order to advance, work consistently and diligently by using all of the tools of the Reliv System because it's really worth progressing to this position!



Petronilla Nyiraneza
Key Director

I am very excited to be a Key Director. My team is strong and I have great mentors that I have learnt a lot from. I have progressed by using the seven elements of the System—they were a great support and simple to use. I would like to become a Senior Director in 2015 and would also like to win more promotions, especially the Win Your Way promotion to the 2015 International Conference! It is vital to use the System and stay focused and determined in order to advance.



Geneviève Frémont
Senior Director

I think that Reliv offers the possibility to dream and our dreams can become a reality through work. My dream today is to travel with my whole family, and there are a lot of us! I believe that I can build a strong business and earn enough to pay for the studies of my three younger children. Don't compare yourself to others, work at your own pace and follow your path without being discouraged along the way.



Martin Müller & Stephanie Schwan
Senior Directors

We are very happy to be Senior Directors, it confirms that we are on the right track and are helping our Master Affiliates to be successful which is great! We became Senior Directors by sticking to the Reliv System. We work closely with all of the people around us and use every single element of the System. We connect with people and enhance both their and our own knowledge. Within the next year, we would like to turn Reliv into our main occupation.



Colette & Bernard Dhellemmes
Presidential Bronze Ambassadors

We are proud and happy to have become Bronze Ambassadors. Our advancements and the increased success of our network is what motivates us. We achieved this level by attending many Reliv events across France. Our aim for the future is to help our daughter to progress in the Reliv business. In order to advance, we advise Distributors to continue to talk about Reliv, use all of the tools of the System and stay both professional and welcoming.



Gabi & Toni Wochner
Presidential Ambassadors

It has made us very happy to become Presidential Directors. It was the reward for many years of hard work. We have always set achievable goals and at every MATS, the goal to become a Presidential Director is the highest of all goals. We have always made sure that as many people as possible from our downline attend MATS and the European Conference so they are just as motivated as we are. We would like to continue making a living with Reliv and work towards a good pension. We will continue to train our downline and encourage them to become Ambassadors too. Another important goal for us is to never stop recruiting new Distributors. Be a role model and a friend to your downline. Remember, they copy what you do, not what you say.



Jacqueline Schön
Presidential Bronze Ambassador

Becoming a Presidential Director shows that you have helped a lot of people to reach their goals. Supporting others and helping them to improve their quality of life is what makes this work fun. When you help others grow, you grow too and the company philosophy confirms this over and over again. Make sure you focus on others, stay tuned in and be an example. My goals for the future are to help more people to achieve their goals. Perseverance and determination are the most important things in order to build a successful business. Don't let negativity throw you off track, focus on your goals and keep your vision.



Silvia Weissmann
Presidential Bronze Ambassador

It feels great when you get appreciation for your work, but you cannot reach this level on your own, it requires teamwork. It is important to have goals in order to progress. Leaders need to know their downline well in order to train and support them. It is important to utilise the Reliv System. We are a large team and we all work with the same proven principles. Praise creates motivation! This is how you create a good atmosphere amongst the team and ensure that everyone enjoys working together. In the future, I would like to help many more people experience the financial freedom and great health benefits that Reliv has to offer.



Etienne & Noella Van Huffel
Presidential Bronze Ambassadors

It feels brilliant to have advanced to Presidential Directors. It is great to see how Reliv rewards us for our work over and over again. We are really looking forward to going to the Leadership Celebration in Punta Cana with our team! We reached this level through outstanding teamwork. We were willing to learn and implement the seven elements of the System and are not worried about approaching new people, which is very important if you want to grow your business. It is our goal to introduce many more people to Reliv and to offer them the opportunity to improve their health and financial situation. We also want to help our Distributors to reach their goals. To advance, you must always be honest and don't let anyone discourage you. Share stories with others and always have fun at work!



Name: Liudmila Kubu

Home: Vienna, Austria

Currently: Independent Reliv Distributor

Reliv Regimen: Classic, FibRestore, Innergize!, LunaRich C, Reliv Now for Kids

Regained Health: I suffered from joint pains, an underactive thyroid and eczema before I was introduced to Reliv. After 7 to 8 weeks of taking the products, my skin improved greatly and after taking the products for several months, my joint pain and thyroid issues improved too.

Working as a Team: I told other people about Reliv and started to build up my own business. I have met many people through the business and we all work together as a team helping others to get incredible results with their health and finances too.

Independence: I really enjoy working independently with this company! I can manage my time myself and by using the Internet, I can work from anywhere in the world.

Name: Renate Niederbichler

Home: Feldkirchen in Carinthia, Austria

Currently: Accountant, Independent Reliv Distributor

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

Breakdown: I suffered from various health problems and had a total breakdown at the beginning of 2013. This was followed by clinic visits, several therapy sessions and rehabilitation. These were partially successful, but I was still weak and had constant fatigue. I then heard about Reliv and started to take the products.

Great Progress: After taking the products for a short time, the constant fatigue was a thing of the past. Thanks to Reliv, my health problems gradually improved and in March 2014, I started to work again.

Future Goals: I have a lot to thank Reliv for, not only has my health improved but I have also been given a business opportunity. My goal for the future is to expand my business so I can reduce my working hours at my day job and have more time for my hobbies.

Name: Laurence Guerin

Home: Vence, France

Currently: Director in a cosmetic clinic, Independent Reliv Distributor

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

Reliv Way of Life: I work in a cosmetic clinic and am passionate about my job. I didn't think I would be interested in doing anything else for work. But when I started to take the Reliv products, I had great health results. People around me saw this and wanted to join me in the Reliv business. I gradually became more involved in Reliv and my business started to grow very quickly. I like the products and the Reliv way of life. Everyone is sharing, helpful and respectful towards each other.

New Objectives: My main objective for the future is to help my children to further their education. Since becoming more involved in my Reliv business, I have discovered other objectives I'd also like to achieve, such as to work with Reliv full-time and to have the opportunity to travel.

Name: Stella Drury

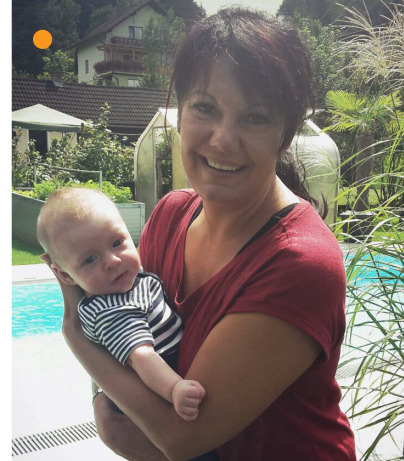
Home: Nottingham, UK

Currently: Hairdresser, Independent Reliv Distributor

Reliv Regimen: Reliv Now, Innergize!, FibRestore, LunaRich C

Great Improvements: Before Reliv, I suffered with anaemia, thyroid problems and I had swelling on my eye. But after three months of taking the products, my anaemia improved, the swelling on my eye had also diminished and my thyroid has since returned to a normal rate. I now have a lot of energy which is great for looking after my four children!

New Friends: Through the Reliv business, I have had the opportunity to go to Florida, Costa Rica and Paris. But the biggest positive to come out of my Reliv business is the improvement to my lifestyle. I used to struggle to make friends as I could never find the time to meet new people, but now I have lots of friends from around the world.





● **Name:** Subusola Ogunsanya
Home: Düsseldorf, Germany
Currently: Home-maker, Independent Reliv Distributor
Reliv Regimen: Classic, Innergize!, FibRestore, Reliv Now for Kids

Healthy Family: I started to take the Reliv products towards the end of my pregnancy. After six weeks of taking Reliv and after giving birth, my iron levels had increased from 7.1 to 12.1 which was great because I had struggled with my iron levels for a long time. My children also take Reliv Now for Kids and are very fit and healthy. We will never stop taking Reliv.

Expanding Business: After five months of pursuing the Reliv opportunity, I made my Master Affiliate order and became a Director within the same month. I now have 26 business partners and almost 30 customers in five countries. I am building the business in the comfort of my own home around my 6-month-old daughter.



● **Name:** Nelly Woei
Home: Almere, The Netherlands
Currently: Home-maker, Independent Reliv Distributor
Reliv Regimen: Classic, FibRestore, Innergize!, Reliv Now for Kids, Lunarich C

Improved Wellbeing: I feel a general improvement in my wellbeing thanks to the products, especially in regards to some problems that arise with old age such as, back ache, joint pain and sleeping problems. I have always used nutritional supplements and hadn't achieved the results I was looking for. But with Reliv, I am much more satisfied with the results.

Bright Future: Whenever the opportunity presents itself, I talk about Reliv. It's great that at the end of every month, I get a little financial reward from Reliv just for helping people. I am much more relaxed and fun to be around now – just ask my husband! The future is bright and the products work, so I won't stop taking Reliv!



● **Name:** Patricia Pacaut
Home: La Colle sur Loup in Alpes Maritimes, France
Currently: Independent Reliv Distributor
Reliv Regimen: Lunarich C, Reliv Now, Innergize!, FibRestore

Springing Back to Health: After 3 months of taking the products and having received the results of my latest blood test, my Doctor was able to reduce the amount of medication that I had been taking for an underactive thyroid every morning for 24 years. An amazing victory! The products have also helped me with my hay fever that had made my life miserable for over 40 years. I can finally enjoy Spring like everyone else.

Rewarding Business: I started my Reliv business in February 2013 and found that it supports my professional aspirations and retirement plan. It's all about people, helping and listening. Every day, we help customers to improve their quality of life. The geographical freedom I also have with my Reliv business is fantastic. I am thrilled to work with a company that has a strong sense of ethics and values.



● **Name:** Victoria Mapengo
Home: Coventry, UK
Currently: Computer Science Student, Independent Reliv Distributor

Reliv Regimen: Reliv Now, Innergize!, FibRestore
Healthy and Happy: I got great results with my acne thanks to the products and now I don't get the breakouts that I used to. My overall health has improved and I'm very happy to know that the products contain all of the nutrients that my body needs.

Future Freedom: My business is now international, currently in five countries and my cheque has continued to grow month after month. I love helping people and I'm passionate about Reliv. I look forward to achieving time freedom, financial freedom and building a future income for my children. My mum and sister have also joined me in the business and we will be building this business together for the long-term.



TAKE A BITE OUT OF THE BIG APPLE!

Reliv Presidential Director Trip 4th – 7th December, 2015 · New York, USA



The ultimate Presidential Director retreat is here — a trip to New York, USA!

Spend three nights in this truly amazing location jam-packed with exciting activities and iconic landmarks such as ice skating at Rockefeller Centre, visiting the Statue of Liberty, going up the Empire State building, enjoying the surroundings of Central Park and seeing a show on Broadway!

Taking place just in time for Christmas, this will be a once-in-a-lifetime trip and an unforgettable experience in one of the most famous and desirable destinations in the world.



TO QUALIFY:

Achieve one of the following between 1st January – 30th September, 2015:

- Advance to Presidential Director level
- Requalify as Presidential Director twice



Reliv Europe Limited
Unit 10
Colemeadow Road
North Moons Moat
Redditch
Worcestershire
B98 9PB
United Kingdom
reliv.co.uk

connect with us!

