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featured on the cover:
2017 Fit3 Team Champion,
Feeling Fabulous In New England

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CONFERENCE RECAP > WHY NOW IS THE BEST TIME TO JOIN RELIV

a letter from our president **Ryan Montgomery**



One word can sum up this year's International Conference: Fun! We started with a glow-in-the-dark exercise routine featuring our Fit3 superstars and ended our three-day event with some of the biggest and most exciting announcements in Reliv® history. This was when Executive VP of Sales **Tom Pinnock** and I put forward our vision of Reliv and the plans to make it happen. If you weren't able to make it to Conference, here are three key takeaways you need to know.

We're at the Intersection of 2 Booming Industries: Direct Sales & Wellness

In the last five years, five million additional people joined the direct sales industry in the U.S. In 2016, 20.5 million people were involved in direct sales... a more than 30% increase over 2011. What's more, the wellness market within direct sales is driving the growth. U.S. direct sales volume in 2016 was \$35.5 billion, and wellness products accounted for \$12.41 billion. Wellness products have improved from 23% of all direct sales volume in 2008 to nearly 35% in 2016. Is Reliv at the intersection of two booming industries or what?

We Shared the 3 Keys to Success

The basic fundamentals of our business haven't changed in three decades. To grow our Reliv family, we must first reach new people. The next step is to get them started strong and the third step is to help them become successful with the products and/or business. The Conference workshops were organized among those subjects and into these three categories: Recruitment, Onboarding and Retention. To me, getting new people "Onboarded" proficiently in the first 72 hours is the key and generates activity, which leads

to greater recruitment and ultimately retention. Tom talked about two keys to retention: environment and structure. I'm proud of our environment where people feel inspired, yet at home. And the best way to showcase our culture is to build Foundation Cities across the country that are committed to daily, weekly, monthly, quarterly and semi-annual structure. These are cities that commit to hosting at least one Super Saturday a month with a minimum of 100 people. Leaders, let's build Reliv from the grassroots!

We Put Together a 5-Month Plan of Action

One of the most exciting things about being a Reliv Distributor is the opportunity to advance and earn more quickly. And now it's more achievable than ever to reach each Director level! With increased focus on customer sales, we are now including Retail and Wholesale Profit with Overrides to determine Key, Senior, Master and Presidential Director advancements. At each level, cash bonuses will be awarded. So advancements on the Road to Presidential Director will be happening faster than ever for those implementing the 3 Keys to Success. And on top of the Director level advancements will be an incredible trip to Puerto Vallarta in 2018 for those of you seeking to build your business through the end of 2017. I like to call it a "Do This, Get That" promotion. You're only in competition with yourself -- nobody else! See inside for details to qualify, and get with your team to set goals and make it happen!

Cheers, and see you in Puerto Vallarta!



step out in Reliv

Shop the Reliv Company Store!

business essentials > workout gear > accessories

reliv.com/reliv-gear



FIT3 CHAMPIONS: *Learn From the Best!*

Farmington Hills Superheroes

CAPTAINS // RICH & KIMBERLY BURNS

It was awesome to be a Fit3 Finalist! The most exciting moment was experiencing our team members running onto the Conference stage, many for the first time in their life! Seeing their faces light up was priceless.

We worked hard with about 50 individuals on Fit3. We divided into seven sub-teams and chose 23 people who were the most committed to the program for the Fit3 Challenge. It truly was amazing to experience the personal growth and leadership from being team captains.

Staying Connected

We stayed connected through encouraging group texts and a weekly team call. We all had superhero names for the challenge, workouts twice a week and weekly meal prep to keep our team motivated.

Nourishing Our Team & Our World

We also held a "Fit3 Walkathon For a Cause." Our event raised almost \$2,000 for the Kalogris Foundation. Team members walked at the same time, branded Reliv in their own areas and raised money for the Kalogris kids.

Farmington Hills Superheroes' Success

Our team has now lost over 400 pounds! Thank you, Reliv! And thank you, Tina Van Horn, for the phenomenal Fit3 program that has proven to give great results that we have seen across the country.

17 Team members lost 235 pounds during the 90-day challenge!

Team Fit In

CAPTAIN // VALERIE OPIE

We are so humbled to be included in the top four of the Fit3 Challenge. Our team was so excited to make the top 10, but when we were named one of the finalists we were shocked.

Staying Connected

Being from different states including Arizona, Washington, Utah, Nevada, Texas, Florida and Louisiana, we could not do workouts together. However, we had so much fun keeping in contact through our Facebook page. We used the page to encourage each other, share food and lunch ideas, share new workouts and articles to help accommodate those workouts. It was truly a team effort.


Team Growth

Being a team captain helped me become a better leader. Knowing that people were looking to me made it clear that I had to remain passionate and focused. I had to make sure things were explained simply so that others could duplicate the process.

Building our business is about building relationships, keeping in touch, staying passionate and focused as we teach simple duplication, with a structure in place so that other people can do the same thing and become successful.

Team Fit In's Success

19 members lost 273 pounds during the 90-day challenge!



Fit3 Challenge Finalists – 4 teams

Faithfully Fit Forever

CAPTAIN // JOYCE HOLTHAUS

Faithfully Fit Forever had so much fun together as a team during this challenge!

Staying Connected

We did workouts together and had a potluck where we all brought healthy food. We then decided to put all of our healthy recipes together and make a cookbook to share with everyone in Fit3. Although some of our team members were long distance, we found that we could stay connected through a Facebook group, text messaging and email.

Growth

As a team captain I really challenged myself to set the pace for our team. I realized that encouragement is key for people who get involved in Fit3. This process is different for everyone. Some people struggle with food, being consistent with exercise or with the tracking, but we all had a desire to grow and change so we made it a priority to encourage one another!

Faithfully Fit Forever's Success

13 members lost 85.5 pounds during the 90-day challenge!

Team Make a 180

CAPTAINS // TAMI MARTINEAU & BEV BENTLEY

Working with a team of people is awesome and some of the best motivation. It brings your fitness goals to the forefront of your mind when you know others are depending on you! It's called accountability, and it pays big dividends, personally and for the group.

Staying Connected

Our team was spread out all over the United States. We were even connected with people in foreign countries. Learning how to work the program effectively, personalizing the program to each individual, and sharing insights and recipes put people on the right path for success.

Team Make a 180's Success

Our group of 19 left behind 327.5 pounds and 13 people reported a total decrease of 128 inches. The results have been our greatest accomplishment. But results are more than mere numbers. Results are reflected in the smiles, greater confidence and empowerment we've seen throughout the entire Fit3 program.



FEELING FABULOUS IN NEW ENGLAND

TEAM CAPTAIN:

Pat Arsenault

TEAM MEMBERS:

Bob Arsenault
Sue Brusa
Bob Brusa
Amy Lenardson
Jon Friend
Judy Friend
Gayle Driscoll
Shelley Collins
Stephanie Collins
Paul Collins
Joyce Calogero
Betty Andrews
Chris Funnell
Connie Booth





Weight lost during the challenge = 162.5 pounds

Ask any member of the Fit3 Challenge Champion team, Feeling Fabulous in New England (FFINE), why being a part of a Fit3 team is so important and they will tell you, "Without the team, I would have quit, but I didn't want to let the team down." Motivation, accountability and encouragement are the fundamentals of any Fit3 team, but FFINE added elements of fun and friendship to create a unique fitness community that focused on everyone's success.

With daily encouragement texts and weekly motivation calls, the 15 members of FFINE lost more than 162 pounds during the 90-day Fit3 Challenge. According to team member John Friend, "The weekly challenges, texts, encouraging words and tips helped us to be more conscious of our choices. As we watched others drop pounds, become more confident and get active, we were motivated to do the same."

At the center of FFINE's success is team captain, Pat Arsenault. Each member of the team attributes their success to Pat and it is easy to see why. "I give so much credit to our captain because of her dedication to the team and the Fit3 Challenge. Pat made me feel like a member of a sports team... something that I had never been before Fit3," teammate Joyce Calogero says.

"Pat sent out the weekly challenges and daily texts. It was her idea to have an accountability call to share our successes

and challenges. She was our ROCK and always supportive," Gayle Driscoll added.

Not only did Pat support her team, but she led by example, losing more than 25 pounds and 26 inches! "Where I didn't see myself as a leader, others have. Reliv is always saying it is a personal growth company and with Fit3 I have grown in ways I never expected," Pat says. Pat showed up for her team and proved to be a guiding force that led FFINE to be the 2017 Fit3 Team Champion.

Fit3 gave FFINE a channel to form new habits and excel successfully in this business. "I am in the process of establishing new habits, a new life and loving every minute of it," Amy Lenardson proclaims. With motivation and dedication, team members are using what they learned as a successful Fit3 team and their newfound fame to reach out and start more new teams. "I proudly wear my purple jacket, which gives me a chance to share Fit3 and Reliv opportunities," Betty Andrews says. They currently have at least six new teams in the New England area and are recruiting more people who want to: Get Fit. Feel Fit. Stay Fit.

"It's so easy to talk about the program that our business has been building. When you walk the walk, you can talk the talk."

Bob Brusa

"The best result of Fit3 is my attitude is much more positive. I find myself doing things I used to only think about."

Chris Funnell

"I was very excited to lose pounds around the middle. I gained muscle and feel great! Now I don't have to wear vests to cover my middle bulge. Love it!"

Sue Brusa

"During the challenge I lost 14 pounds. While my progress seemed slow, it was because of the team that I kept going."

Paul Collins

"The support keeps me from quitting. You don't want to let the team down."

Stephanie Collins

"I love that I am getting stronger and have more endurance. Being part of the team was exciting and encouraging. I would not have continued without that encouragement."

Betty Andrews

10 reasons to start your own Fit3 team



People already want a weight loss solution. We're pretty sure you already know someone (perhaps even yourself) who would like to lose a few pounds or tone up. In 2016, Americans spent 60+ billion on weight loss and one in three said they were on a diet. Imagine millions of customers out there who are actively looking for the type of products that you already know about. You just need to tell them about Fit3!

Americans are spending a lot on gym fees. In fact, 60 million Americans spent 25+ billion on gym fees. Fitness is important to them and they're willing to spend their hard-earned cash to prove it. (Ahem, now would be a good time to mention that the Fit3 program includes tons of workouts they can take anywhere with them!)

3

Your fitness and weight loss results do the work for you. We can't tell you how many times our Fit3 members heard the phrase "You look great... what are you doing?" Boom – instant opportunity to talk about Fit3! When you feel more confident about yourself, people will notice, and they'll want in. Our recommendation is to get started on the Fit3 products and program right away so you can share your incredible results with potential customers! You can get started at fit3.reliv.com.



All you need is 10 people. Why is this the magic number? Because if you get 10 people started with a Fit Kit, you will reach our highest profit level. It's called Master Affiliate and will earn you a 40% profit! But how in the world do you talk to someone about Fit3 and Reliv? Just follow the simple steps in our ICSAR Getting Started Guide. We walk you through this entire process so there's zero guesswork! Get yours at reliv.com/getstarted.



5

You won't have to do this alone. Dialing in your nutrition and fitness isn't always easy when you're flying solo. This is another advantage to having a Fit3 team! We have dozens and dozens of Fit3 teams and they help motivate each other and hold each other accountable. You can swap healthy recipes, meal prep together, share new ideas for Fit3 smoothies (yum!) and even work out together. And oh what fun it is to track your team's results!

Reliv women business leaders **Diane Helmold and Tami Martineau** rocked the stage at this year's International Conference. Not only did our jaws drop when we saw their incredible fitness and weight loss results, but they made building a Reliv business seem so... easy. Their message? Start your own Fit3 team like them and let it launch your business into the stratosphere. Here are 10 key takeaways from their seriously life-changing workshop.



You'll help other people like you. When you start your team, you'll notice that at least one person shows signs of being a team leader like you. All you have to do is teach them what you've done and presto – they can break away and start their own team! You could have teams forming in cities all over the country all because you started your own team.

6

You will build your empire. The more people you have and the more teams that break away and form their own team, the more money you will make. At Reliv, we call this “healthy teams” and “healthy Master Affiliates.” These are the people who will help you build your business.

7



You will get fit physically and financially. Diane and Tami are two perfect examples of Reliv Distributors who are building their business with Fit3. They're watching their Reliv checks grow and their pant sizes drop. Now that's what we call a win-win!

8

You will be a leader. As you build your Fit3 team, you may find yourself in uncharted waters and that's ok! You'll start to notice yourself gaining confidence as you step into the role of a team leader. This is what Reliv is all about... personal growth that comes from helping others.

9

There's always something new to keep you going. Whether it's a new challenge, a new workout or a yummy new Fit3 recipe, the wheels are always turning at Reliv Headquarters. Since Fit3 is a lifestyle, we know that you need new things to keep you motivated and engaged. And we're always looking for fun ways to reward our Fit3 superstars!

10





CRAZY FUN IN CAN

The recent trip to the Fiesta Americana resort in Cancun will go down as one of the most enjoyable celebrations in Reliv history. It's a simple formula really. Take about 100 Reliv Distributors and their families, put them on one of the most scenic beaches in the world, throw in all the delicious food you can eat, lively music, a giant pool, and presto! You have the makings of memories, laughter and a whole lot of fun.

Key Director **Lauren Laird** from Southern California put it this way: "I've never had so much fun in my life. From the moment we got there to the time we left, I had a blast. Reliv took care of everything, and it was first class. Having the opportunity to earn a trip to enjoy for yourself is amazing. The only thing that could make it any better is when you learn that your friend (**Cristina Reguindin**) also earned the trip and was able to bring her mom. That's when it all becomes full circle and you realize when you help people get what they want, you get what you want in life."

So what's it really like to go on a Reliv trip? On the first night, the trip winners enjoyed a festive party filled with music, food and drinks on a beautiful terrace surrounded by the ocean on one side, and a pool about the size of one on the other. Then on the last night, Distributors celebrated under the moonlight with a bongo party that produced a cacophony of beating drums and laughter.

The Cancun trip had something new, too, and it was a big hit. Each morning, more than half of the group gathered to exercise on the sparkling white beach as soothing waves crashed at their heels. Reliv President **Ryan Montgomery** led one group, his lovely wife Tracy led another, and Hall of Famer **Pam Thielen** captained a third.

During one of the workouts, Key Director **Cayla Collins** opted to do yoga on a paddle board, and Hall of Famer **Richard**





I'VE NEVER HAD SO MUCH FUN IN MY LIFE. FROM THE MOMENT WE GOT THERE TO THE TIME WE LEFT, I HAD A BLAST. RELIV TOOK CARE OF EVERYTHING, AND IT WAS FIRST CLASS.

Key Director Lauren Laird from Southern California

CUN

"Dance King" Vance got his workout kayaking in the crystal clear waters of the Gulf of Mexico.

The pool was a big hit, too, and was constantly filled with Reliv Distributors playing volleyball, swimming, or simply chatting with each other. It was during these times in Cancun where lifetime friendships were forged, and business tips and secrets were shared.

Trips are a big part of Reliv and there is always a new celebration to work towards and look forward to. An unforgettable trip to Sedona will round out 2017 and our 2018 trip to Puerto Vallarta may just end up being our largest in history because it's open to everyone! Check out the details at reliv.com/puerto-vallarta.



Track Your Progress!

1. Personally sponsor at least (10) Quick Starts* purchasing 500 PV or above
2. Break (5) Master Affiliates* between August 1 and December 31, 2017. New Master Affiliates do not need to be newly sponsored during the challenge period, but must be personally sponsored Distributors.

RANK	NAME	AUG-DEC, 2017
1. QS 25%		
2. QS 25%		
3. QS 25%		
4. QS 25%		
5. QS 25%		
6. QS 25%		
7. QS 25%		
8. QS 25%		
9. QS 25%		
10. QS 25%		
1. MA		
2. MA		
3. MA		
4. MA		
5. MA		

*Quick Start and MA volume must be purchased through Reliv.

Reliv Stories From

Christine Kelley



Chris Ederer



Joanne Smith



Northglenn, Colorado

"Fit3 changed my way of thinking about the choices I make every day. I discovered with the products my sleep was better quality, my energy gave me more quality days, and my cravings changed. I had an amazing team which also was my support. When I would feel like I failed or couldn't do it, I reached out and they were there to encourage me. I can do this, I am able to do this, and I am worthy of the time this will take. I was so surprised when the scale went down 33 lbs., and 14.5 inches came off."

Ham Lake, Minnesota

"In February 2006 I was in Montana downhill skiing with my kids... my favorite activity. I was 46 with bad knees and a damaged right shoulder. I didn't want to fall because it was very difficult getting back up. This condition was affecting other activities important to me as well. I started drinking Reliv shakes in April that year. My regimen was, and still is, ProVantage®. It helps me develop and maintain the muscle structure that enables me to enjoy the activities I love doing. Today, I feel great! I ski with more passion and confidence than ever. I take ProVantage after all kinds of workouts, including CrossFit, high-intensity interval training and mountain biking. My recovery from strenuous activity is fantastic! These products are awesome, and because of the benefits I walked my beautiful daughter down the aisle and danced all night at her wedding."

Glen Carbon, Illinois

"Seven years ago, someone told me about Reliv. The products not only helped with my health, they gave me hope. As you age, you lose muscle mass, balance and endurance. But then Reliv came out with Fit3. Before Reliv, I quit my art work because I could not hold up my arm to paint anymore. Now I am doing Tina's push-ups. I'd rather be 80 feeling like I am than 60 feeling like I used to. My twin and I celebrate 80! I think the reason I feel so good at 80 is because for seven years I HARDLY SKIPPED A SHAKE! I love being 80 and feeling great! And so does my twin, **Jean Kozlowski**. We love Reliv!"

Around the World

Jon & Sharon Miller



Westminster, South Carolina

"When we looked at Reliv 13 years ago for our children's health concerns, I was also praying for a way to have time freedom. I did very well as an auto mechanic, but I had no time freedom. We didn't wait for our results, but started sharing right away using our support team. Our first check was \$234 and in two years it was about \$2,000 so we knew it could grow to more. It allowed me to walk away from that very stressful job and begin to work from home around our family. It gave us the freedom to be involved in our children's lives as well as doing things at our church and in our community. We average \$3,000 to \$4,000 per month and have made over \$7,000 in a month. The personal growth has been incredible and the friends we have made are amazing. We love the future ahead of us."

Rachael & David Doey



Northern Ireland

"Initially I wanted the products for my health. But we were also really struggling financially, to the point I was looking in other people's baskets at the grocery store wishing I could afford what they had! In fact when we discovered Reliv, it was a big decision to purchase even one can of product! When I saw such great health benefits, I knew I would be taking Reliv for the rest of my life. We both knew from the stories that if we could introduce just three people, we could earn enough to pay for our product. So that is how we started the business. We went quickly to the top profit level and much to our surprise we placed top in Europe in four months! That meant we earned our way to International Conference in St. Louis last year and in all forms of income earned about \$6000!"

Maria & David Lyons



Philippines

"Social media has changed the way I do my business. In August 2016, we launched our Facebook page with a noticeable increase in sales the first month. We set the trend and promoted new Master Affiliates interested in social media marketing. I was now working from home exclusively. Most of the success came from cold markets. David and I agreed we needed an assistant. Several were hired and within months the business exploded. The assistants were duplicating the strategy and invited friends to learn how to build a Reliv business. We held opportunity meetings, reconnected with our existing leaders and shared our system. We continue regular trainings and have established chat groups for ongoing support. For the first time in 17 years, we've seen fast duplication. We are excited about new emerging leaders with thriving businesses."

5 Tips to Market Your Business on Social Media

HOW SOCIAL MEDIA CAN MAKE (OR BREAK) YOUR BUSINESS



Direct sellers have been flocking in droves to social media over the past few years, and for good reason. This is where the action is and if you're not there, you're really missing out. So why oh why are some going down in flames when it comes to marketing their business online? The answer is really simple: They don't have a clue how to use it to their advantage. So how do you embrace today's technology and avoid the common pitfalls? The key is to follow some simple strategies.

1 // DON'T BE "THAT PERSON"

If you're on any social media channel, you've come across "that person." This is the person who is so excited about their new product or business opportunity that they flood your feed with post after annoying post. Promoting their product or business isn't wrong – it's how they're approaching it. Would you go to a party and carry around your product without at least striking up a conversation with someone? Of course not! Social media is really no different than any other social situation. You need to let the conversation occur naturally without hosing people down with your latest wares.

2 // KNOW YOUR "WHY"

So you've fallen in love with a product or business opportunity and you can't wait to share it with the world. Before you start inundating your friends and family, it's important to know your "why." If you're interested in wellness, let people see you living this lifestyle. Share pictures of you hiking, biking or cooking healthy meals. Then when you go into a wellness business, it makes sense for you to share your products with people who already know your "why." People are genuinely curious about your personal life and want to follow people who inspire them. Don't you do the same? Give them a reason to care and they will.

3 // USE THE 80/20 RULE

Ignore this rule and you might as well virtually wave all of your social media friends and followers

goodbye. So what is it? The 80/20 rule says that 80% of your social media posts should be about you and your lifestyle (see above for knowing your "why!"). The remaining 20% of your posts can then be about your favorite products and business. So often direct sellers get this all wrong and the results leave them with a social media ghost town.

4 // UNDERSTAND THAT EVERY SOCIAL MEDIA CHANNEL IS DIFFERENT

Facebook, Instagram, Twitter, Pinterest, LinkedIn — each one serves a different purpose and a different audience. While all of these communities are essentially a gathering place for conversations, each one is vastly different. Instagram is all about visuals and if your photos are not "Instagram worthy"... We highly recommend spending time on each of these sites and observing what successful brands and people do. You can also find many free webinars and articles for specific tips on each channel.

5 // DON'T TRY TO BE ON EVERY CHANNEL

It's tempting, but trying to juggle your business on every social media channel is only going to spread you too thin. You won't be able to devote the necessary energy and attention to the one or two channels that could really make a difference for your business. Try starting with the one channel where you have the most followers, or if you're just getting started, research the options to find the one that seems like the best fit for you and your style.

Social Media Don'ts




1. Don't be negative.
2. Don't mix politics and religion.
3. Don't be generic.

Social Media Dos



1. Practice positivity.
2. Be your brand.
3. Personalize your messages.

If you decide to become a Reliv Distributor, remember to showcase your newfound (or continued) healthy and active lifestyle via your pictures and posts. Whether it's an afternoon at the park or indulging in a farm-to-table restaurant, be mindful what you choose to reveal. It could just make (or break) your business venture online.



Now more than ever is the best time to be a Reliv Distributor. First, let me say that I've been a Distributor since 1989. I've made millions of dollars. I've gotten healthier. I've helped thousands of people to do the same. I've traveled the world. I've made hundreds of friends. I've grown as a person. And I had complete freedom while doing all of it. Sound like fun? Well, now is the best time for you to do it too.

Tom Pinnock is the Executive VP of Sales for Reliv International and the author of "You Can Be Rich By Thursday: The Secrets of Making a Fortune in Multi-Level Marketing." For the past 28 years, he's helped countless Distributors change their lives by starting their own Reliv businesses.

wellness

An Absolute Gold Mine for Direct Sellers

According to the Global Wellness Institute, wellness is the new trillion dollar industry. That's trillion with a "t." And that's perfect for us because we're dedicated to improving the health of people around the world. In fact, that's our mission: Nourish Our World. As for the future of wellness? It couldn't be brighter.

Survey Says

The Direct Selling Association stats from 2016 show that the fastest-growing segment of the industry is wellness and that growth is projected to continue. In 2016, that number climbed to 12.41 billion dollars! But why is that? Courtney Roush of Direct Selling News had this to say:

"Among all direct selling companies, the health and wellness sector has been capturing the highest volume of product sales. This growth is driven largely by the obesity epidemic, with nearly one-third of the world's population obese or overweight."

One might be tempted to say that as people get bigger, the need for Reliv gets bigger. Or as I've said for the past 28 years: We need to move more, eat smarter and take our Reliv every day.

The reason for all of this is simple: People of all ages want to live longer and healthier lives, and more and more folks are turning to direct selling companies for help. Furthermore, new mobile tools, technology and social media are making it easier for networkers to connect with customers and potential business partners. You have more options today than ever before to reach out to your prospects! This makes it so much easier to grow your business.

Simply put, hundreds of people are joining Reliv each month in order to get in the best shape of their lives, and to take advantage of the tools that are making it easier for entrepreneurs to connect, train, and retain people like never before. You might say it's the perfect Reliv storm.

Indeed, much has changed since I started my business years ago, and I couldn't be happier about it. Today Distributors have their own websites, and social media pages, and they use emails, text messaging, smartphones, laptops, and tablets for ordering products, showing videos, listening to podcasts, and reaching out to people on their many networks. It's plain to see how the tools of the modern world play right into the hands of those who want to build a worldwide distribution network. And at Reliv we won't only embrace the changes sweeping through our industry, but we will lead the way.

Consider joining us as we lead the world towards better well-being!



"We need to move more, eat smarter and take our Reliv every day."

fit for life

High energy... eye-opening... transformation... celebration! Those are just a few of the words Reliv Distributors used to describe their experiences from attending the 2017 "Fit for Life" International Conference in Schaumburg, Illinois, this past July. Much of the content covered is included throughout this issue of *Lifestyle*, but the following are some of the other top highlights from the unforgettable three days.



Business Building...

Learning from the best. Teachable moments abound at Conference, and this one was no different. Distributor-led workshops fell into one of three key areas for success: Recruiting, Onboarding and Retention. Even if you saw these at Conference, we encourage you to take another look online at reliv.com/getstarted.

More advancement and bonus opportunities. After a successful promotion ran for several months, the popular "quick start" 25% discount position has now been permanently reduced to \$500. That was just the beginning with the announcement that three avenues of income will now be included for director level advancement. Retail and wholesale profits join overrides to make it easier than ever to advance and earn bonuses on the "Road to Presidential." For complete details, visit reliv.com/advancement.



Check out all of our conference photos
at [flickr.com/photos/reliv/](https://www.flickr.com/photos/reliv/)



Recognition...

Fit3 is a way of life. This was an opportunity to recognize the commitment of our top Fit3 superstars and Team Challenge winners. They not only showed off some of their incredible body transformations, but also showed us how to effectively build a Reliv business at the same time.

Congratulations! In addition, we celebrated the accomplishments from various promotions and advancements including our most recent trip winners who earned their way to scenic Sedona, Arizona. The rewards continue with the announcement of our next stop for those who continue to build — Puerto Vallarta!

Fun...

Our best attended workouts ever. Fit3 Head Coach **Tina Van Horn** led three different workout sessions at the Conference. The popularity of the Fit3 program and lifestyle were on display with hundreds of Distributors encouraging each other through every routine. We are going to need a bigger room next time!

Let's party! Whether you were in the school of rock with **Tom Pinnock** or had gone country with Tina Van Horn, Reliv Distributors showed once again that above all, this is truly a fun business! The music was loud and the dance floor was full all night — the perfect celebration before returning home to share what was experienced and learned.



Keeping the RKF

The Reliv Kalogris Foundation would like to thank our 2017 Conference attendees for donating more than \$11,000! We also gained more than 30 new monthly donors, including 19 new PVQ donors!

At this Conference, the RKF changed things up a bit. Several new videos were created to highlight what the Foundation does, how the product has changed lives, and to honor our Program Coordinators who have been instrumental in carrying out the day-to-day, on-the-ground work of the Foundation. All of these videos are available to view and share on our website at relivkalogrisfoundation.org/videos.

Our new RKF Director **Annie Campbell** shared with everyone exactly where the donations go. "Every dollar counts and without donations we can't purchase the product at cost and it is not shipped to the eight countries we serve," said Annie. "It's as simple as that." Also, donations directly correlate to how many people the RKF serves on a daily basis. The Foundation currently provides nutrition to more than 30,000 recipients.

Annie and Area Coordinator **Kathy Brawley** stressed the fact that the Foundation can't do it without YOU and educated everyone on the multiple ways to donate.

Pictured top left: Scott Montgomery, Chairman.

Left center: RKF Staff, Kathy Brawley, Joan Colaneri, Annie Campbell.

Bottom left: Wilmene Tertulien, a new story about a 14-year-old Haitian girl the RKF highlighted in the "Testimonials" video.



the Reliv Kalogris Foundation

FIT for LIFE



Putting the “Fun” in Fundraising

This year The RKF has seen an increase in Distributor fundraising. One Distributor in particular, **Lindsay Kimec**, has a special connection to the RKF and is creating quite a stir with her team Hope in Motion.

“We try not to take motion for granted anymore. Our amazing son with special medical and cognitive needs has helped us look at life a little differently. Reliv has been tremendous for our family and our son both as another option in his medical care, but also as a support network.

“We would like to use our motion and abilities to help the Reliv Kalogris Foundation get this nutrition into the hands of individuals and communities in need, especially those with special medical/cognitive needs. We will be partnering with neighbors, old friends and new friends to train and walk or run together in events near you and around the globe! We’d love to have you on our Team!”

— Lindsay Kimec from Homewood, IL

So far, team Hope in Motion has raised \$1,205. Their first goal is to walk, run, bike or swim 1,730 miles, which is the distance from Reliv Headquarters in St. Louis to Haiti. They are always looking for more members and accept team members from all across the US. Look them up on Facebook and Crowd Rise for more information.

Interested in fundraising? Visit the RKF website for FAQ’s about hosting your own fundraiser. It is a great way to build your business and raise awareness for the Foundation. Every little bit helps us reach our goal of over 40,000 kids a day! And remember, 98% of your donation goes directly to getting Reliv Now® for Kids to kids around the world. Learn more at relivkalogrisfoundation.org/fundraisingfaq.

meet your marketing team



Reimagining our workspace

Being a home-based Reliv business owner doesn't mean you have to go it alone. In fact at Reliv HQ, we live by the mantra "Put Distributors First." As soon as you sign up you are supported by extensive teams from various departments that would be the envy of any business. A few of these include product development and manufacturing, customer service and a global distribution network. In addition, an award-winning team of marketing professionals work every day to create the tools and technology to help our Distributors consistently pursue the activities needed to grow their organizations.

Today's marketing department must cover a diverse range of disciplines that address a number of modern communications challenges. Writers, content managers, video producers, graphic designers, social media specialists and web programmers are just a few of the skillsets that are currently essential to marketing in today's digital world. While these positions are common across ad agencies and internal marketing departments in countless companies, Reliv marketers have the added advantage of being connected with a singular goal to put the needs of our Distributors FIRST in all that we do. With this expertise and focus, marketing efforts not only remain current and effective, but also practical given the unique challenges that independent Distributors can often encounter.

We are rethinking everything — even our workspace. The walls are now covered with welcoming, bright colors to match our new Fit3 brand. We even committed one wall to a dry erase surface for brainstorming new ways to support our Distributors. On any given day, you might catch Fit3 Head Coach **Tina Van Horn** in our new marketing lounge chatting with the Facebook community on Facebook Live. This is also a favorite spot for our Executive VP of Sales **Tom Pinnock** to give some well-deserved recognition to our hard-working Distributors. A quick move of the furniture even transforms this space into a photo studio where we love to take employee weight loss before and after pictures.

Creating a fun, productive environment might have been the primary goal, but Distributors visiting us will also benefit directly when they tour the offices and are able to also enjoy the new, branded layout.





So what's new in marketing?
Take a look at just some of
our initiatives benefitting a
Distributorship near you soon!

Redesigning reliv.com

The best websites need to continually adapt to the changing needs of their audience and the marketplace. It has been over five years since the last significant redesign of the reliv.com website, and we are excited to soon be revealing our brand new look.

A major redesign project is underway to better match the evolving needs of our Distributors. Included will be a more modern, appealing design that is immediately attractive to guests, customers and Distributors. Functionally, the goal for more "simplicity" is at the forefront of the new look and feel. Those features we know are used the most will become the easiest to access. Mobile features will also be improved for all devices.

As part of the next phase of the project, Reliv personal websites will also be re-evaluated against these same standards for improvement.

If you want an early look at one of our exciting new features, check out the recent updates to our "guest sign-up and ordering" already available at reliv.com. Now visitors can quickly and easily place an order for Reliv products.

Rethinking Reliv training

Anyone who attended the recent International Conference in July heard President **Ryan Montgomery** talk about the three keys to success for Distributors:

Recruiting: Finding new people to talk to about Reliv.

Onboarding: Engaging and training new Distributors in the first 72 hours.

Retention: Building lasting relationships and committing to continual improvement.

Distributors with growing organizations take action consistently in each of these areas. To that end, every tool that the marketing department develops should support one of these three categories.

Reliv will soon launch the first videos that will provide important on-the-go tools for Distributors in their pursuit of these three key areas. Recruiting and Onboarding tools will be the initial introductions that can be put to immediate use and the website redesign will provide easy access to these resources for veteran and new Distributors alike. Ultimately, the step-by-step videos aim to provide more assistance to business-building Distributors than ever before.

These are just a few of the ways Reliv marketing remains focused on the core needs of our Distributors and strives to continually supply the best support available in the industry. Stay tuned!

THESE SISTERS ARE DOING IT FOR THEMSELVES

By Director of Content Management Erin Koch

"Standin' on their own two feet.
And ringin' on their own bells.
Sisters are doin' it for themselves."



These aren't just lyrics from one of the best female empowerment songs of all time. It's the message behind these words that resonated loud and clear at our recent Women's Conference in Boston. And that message is that women can do anything they put their minds to. That includes starting their own Reliv business.

This was a day we joined together as mothers, daughters, sisters and friends. We hit the pause button on life to learn about Reliv — a company who has and always will support women in their mission to lead healthier, fulfilled lives.

When you come to a Reliv Women's Conference you'll learn very quickly that we get REAL. We talked about squabbling siblings. We talked about hiding in the basement when we cave and eat straight out of the ice cream bucket. We talked about the challenges of juggling kids, work and trying to stay healthy and active. So we brought in the one woman who could help us make sense of it all — Fit3 Head Coach **Tina Van Horn**.

Tina reminded us that we need to give ourselves permission to be healthier. The truth is, we just can't get all the nutrients we need only from the foods we eat. Her advice to women everywhere? Supplement with Reliv. And who better to talk about Reliv supplements than the doctor who formulates them? There were cheers and loud applause when **Dr. Carl Hastings** took the stage. (It was brave of him too being the only man allowed in the room!) Dr. Carl talked about women's health, kid's health and the importance of getting all of the essential vitamins and minerals into your body. Thank you Dr. Carl for your amazing work and for bringing us up to speed on today's wellness industry!

TAKIN' CARE OF BUSINESS

Women's health was an important topic of the day, but equally important was the subject of financial freedom. This is where the Reliv opportunity comes in. We teared up hearing from a single mom who went from struggling to pay her bills to being a successful business owner. We felt inspired by one woman who was able to pay her way through college and travel the world thanks to Reliv. And we all smiled hearing from one mom who finally was able to realize her dream of coming home to raise her kids. Special thanks to **Cayla Collins, Eileen Bendiksen, Kathy Penney, Janet Lizotte, Debbi Baker, Karen Pinnock and Michelle Nesbit** for sharing their stories!

GIRLS JUST WANNA HVE FUN

From door prizes to raffle giveaways, we had a few fun surprises along the way! Each guest also left with a Fit3 workout DVD, shaker cup and some seriously yummy smoothie recipes from Coach Tina. One lucky winner even took home a gorgeous Michael Kors handbag! Thank you, Karen for your generous donation.

All in all it was a fun and memorable day and we're looking forward to hosting more Women's Conferences in the near future. Keep your eyes open for an event near you!





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