



Master Affiliate

March 2011



24K™ is opening doors like no other product has before, and everyone can benefit from this unprecedented opportunity. Here's how some Distributors are already building their businesses with 24K:

More Leads!

"Some Distributors joined forces for a chiropractor fair recently. We made 24K the whole focus of our booth and gave out samples of 24K. We were really excited because usually a crowd gathers around the booth of one of our competitors, but this time Reliv had the big crowd! The group ended up with 125 leads!"

— Key Directors **Crismon and Vivienne Lewis**, Gresham, OR

More Meetings!

"I joined a leads group a couple of months ago, but hadn't gotten any leads yet. When I introduced 24K at our last meeting, I got three new leads right away! It opened the door to a meeting with a 26-year-old man who really liked the 24K video I sent him. He opted to start with 24K. Then he referred his mom saying the Reliv business would be a great fit for her. 24K is a game changer for sure. Doors are opening for my business!"

— Senior Director **Cheri Deering**, Grand Rapids, MI

More Sponsoring!

"We have had so much activity since the launch of 24K. Today a customer who has been with us since November came over to sign up as a Distributor. She said, 'I guess I never should have said I would never do this business.' Our 20-year-old daughter, whose Distributorship was past due, was so excited about 24K that she renewed yesterday. She already has two friends from the local college interested in becoming Distributors!"

— Ambassadors **Matt and Dayna Jennings**, Moses Lake, WA

Don't just tell them, show them!

To accompany our cutting-edge new product, Reliv has developed cutting-edge business tools to help you share 24K™ with the world.

- **reliv.com/24K** – 24K videos, ingredient information, articles and more
- **relivuniversity.com** – 24K workshops from conference
- **Distributor Portal** (under "My Business") – 24K send-to-friend videos, updated presentation slides, images in content library
- **Personal Websites** – 24K videos, featured product option
- **On Social Media** – 24K info and updates on Facebook, Twitter, YouTube and Business Builders Blog
- **Company Store** – 24K sales tools and gear

This is your shot!

People want this product.
People are discovering our
other remarkable products
as a result. People are seeing
the incredible business
opportunity these products
represent. People are excited
about taking action!



Check out these comments from Distributors...

Just wanted to let you know what 24K™ has meant for my mom. She is getting great results with more focus/mental clarity/energy and her anxiety has been lessened! She has been doing projects over the last five days — she has not felt this motivated in years — all of this on two shots of 24K a day! Thank you!

An MA in our organization in West Texas ordered 10 of the 28-oz. bottles at conference and got them last week. He called me two days ago and said he had already sold them because everyone wanted some! Now he had to make another order for himself!

Two of my nephews and my sister have started on 24K. They have all been on Reliv before but did not stay consistent. The convenience of 24K is what got them interested! Lots of people in the works both new and old. This is a product that allows me to work the business at my pace, so I am so excited!

I know I don't need to spend a lot of time talking about the massive wave of excitement and ACTION spreading across the country. You are all sharing stories like those above about the momentum being generated by 24K. In my 18 years with Reliv, I've never seen such a product with such impact.

People want this product. People are discovering our other remarkable products as a result. People are seeing the incredible business opportunity these products represent. People are excited about taking action!

We are only just beginning to experience the massive growth on its way in 2011. I hope you have set your goals high — an iPad this month? Then a new level? Cabo? Hawaii?

This really is your shot!

Steve Hastings

Senior Vice President, North American Sales

What are **YOU** doing?

Share with us how you are using 24K to build your business. Visit the Business Builders Blog and share your 24K sponsoring experience. One comment poster will win a 24K t-shirt to wear to your next presentation!



US/Canada January 2011

Key Directors:

Rosetta Alleyne, GA
Tracy Kuchler, LA
David & Rhonda Martin, PA
Edith & Jim Maxwell, MO
Ralph & Elizabeth Miller, MN
Hipólito Pérez & Eugenia Martínez, KY
Christine & Conrad Riehl, CO
Jasper & Malinda Riehl, GA
Peter Riehl, PA

Senior Directors:

Ma De La Luz & Juan Fraire, CA
Jama & Ronald Hommertzhaim, KS
Jenifer & Doug Latawiec, MN

Master Directors

Sandy & Larry Short, KS

TOP 10 PGPV

1. Rosetta Alleyne, GA \$5000
2. Hipólito Pérez & Eugenia Martínez, KY \$4000
3. Tracee & Bobby Randall, GA \$3000
4. Stephanie & Paul Collins, NH \$2500
5. Luz & Hugo Moreno, GA \$2250
6. Trish & Doug Fischer, CO \$2000
7. Dave & Betty Blazic, KS \$1750
8. Pam & Dean Thielen, NE \$1500
9. Florence & Elo Sauder, CAN \$1250
10. Leonel & Olga Mendoza, NE \$1000

Master Plan Bonus Winners:

Master Affiliates who sponsored a new Master Affiliate and 3 new Distributors (\$350 bonus):

Jenny Chan, CA
Beckie Isenhour, GA
Hipólito Pérez & Eugenia Martínez, KY
Marilyn Puebla, IL
Teresa Rebolgar Romero, CA
Durwood & Luann Rosenberry, PA
Linda Taffar, GA

Master Affiliates who sponsored a new Master Affiliate (\$250 bonus):

Judy Allen, CA
Meredith Bills, PA
Haley & Brian Carter, IN
Laurie & Brad Dassonville, MT
Kim Guillossou, NJ
Joanna Harris, IN
Paul & Emma Herschberger, MI
Wilma & Martin Hoover, WI
Ricarda & Lina Resendiz, TX
Bonnie Robinson, CA
Errin Rust, CA
Cheryl & David Sickler, PA

Master Affiliates who sponsored 3 new Distributors (\$100 bonus):

Janet Covey, CA
Yvonne Douglas, FL
Terri Fast, UT
Jacquelyn & Darryl Harris, UT
Jaclynne & Thomas Persian, UT
Natalie Peters, ID
Matthew Salvatore, IA
Edwin & Yda Valles, TX
Margaret Williams, NY

Top Sponsoring Distributors

1. Richard & Linda Vance, CA
Hipólito Pérez & Eugenia Martínez, KY (tied)
3. Beckie Isenhour, GA
Matthew Salvatore, IA (tied)
5. Kevin & Miran Terry, WA
Daniel Reed, MO
Lance & Aurelie Sage, UT
Yvonne Douglas, FL
Susan Foote, LA
Durwood & Luann Rosenberry, PA (tied)

Canada

Top 5 PGPV Winners:

1. Florence & Elo Sauder, Wallenstein, ON
2. Olga Schroh, Lloydminster, AB
3. Keith & Rosanna Heatwole, Emo, ON
4. Daan & Jeanette Vanderwal, Dundas, ON
5. Hilda & Kersi Parekh, Hamilton, ON

Master Plan Winners:

Olga Schroh, Lloydminster, AB

To view recognition from previous months and other Distributor achievements look under "Kudos" on the Business Builders Blog.



2011
revolution!
international conference **august 18-20, 2011** st. louis, missouri

Let's show the world there's a better way @ relivinternationalconference.com

Earn a Reliv iPad 2!

During the month of March, any MA with 16,000 PGPV (earning a Dr. Ted Plaque) will win a Reliv iPad 2! The iPad provides a revolutionary way to surf the web and enjoy your favorite music, books, movies and games. The all-new iPad 2 has a 10-hour battery life and is thinner, faster and lighter than the original iPad.

For business builders, iPads offer a convenient new way to organize and keep in touch with contacts, manage your business, share videos and give live multimedia presentations anytime, anywhere!

And this is no ordinary iPad. This is the official iPad for Reliv Distributors! Each one comes engraved with the Reliv logo and preloaded with tools you need to promote your business, from Reliv presentations and podcasts to videos and workshops — including the all-new 24K™ tools.

Start earning your iPad 2 today!



The Reliv Brand:

A Higher Set of Standards



I loved the statement of Reliv's Core Values at National Conference in Atlanta. I can buy in to every single period and comma expressed in our brand. It's obvious our Brand Standards were not written hastily. The richness of the document shows the personality of Reliv and what it means to be part of this company. Thank you for drawing up something that I can believe in and be completely proud to advocate to prospects and Distributors!

— Presidential Double Platinum Ambassador Doris Leissing, Flat Rock, NC

Some Thoughts on Branding...

by **Don Gibbons**

Senior Vice President of Distributor Success

The Value of a Brand

A successful brand can unite people's passion. Anyone who has been to a Reliv conference has experienced firsthand the ability of Reliv to inspire people to joy, laughter and tears. We know we have something special, but how do we best communicate that to the rest of the world?

Beginning in 2010, Reliv Distributors, executives, employees and other constituents set out to define the Reliv brand. The goal was to better articulate what Reliv is all about and to create a set of principles to guide the company and our Distributors in moving forward. Through a process that lasted several months, we developed a set of Brand Standards.

Guiding Principles

As defined in the Brand Standards, Reliv is guided by the primary principle of "Distributors First" in everything we do. The corporate office exists to serve Distributors and support them in their sponsoring and sales efforts. Distributors embrace the same philosophy in support of their downline.

In addition, Reliv is guided by five Core Values: Quality, Trust, Integrity, Changing Lives and Giving Back. These values form the foundation of the Reliv brand. They have not changed since the founding of the company, nor will they change in the decades ahead. This is who we are.

Delivering on a Promise

We are all Reliv and we all deliver the brand promise. Our new Brand Standards will help us create a consistent connection with the public and reach more people through our products, opportunity and mission.

Learn more about the Reliv brand and download a copy of our complete Brand Standards by selecting the appropriate box on the Distributor portal homepage.

When you believe in something, it is much easier to stand firmly behind it. Let our Reliv brand give you the confidence that attracts other people and helps make sponsoring happen faster.

- The brand represents a company built on over two decades of providing products you can trust, a company that is committed to helping people make a positive difference in the lives of others. You can be proud to represent Reliv!
- The three "flags" in the Reliv logo stand for Body, Mind and Spirit. When you become a Reliv Distributor, we help nourish you in each of these areas. And every time you sponsor new people, you are going to improve their lives in the same ways.
- **Get visible!** Be the Reliv brand! Wear the logo; put it everywhere you can. Make sure you have the switch to your business in the "on" position. Give people a chance to ask, "What is that? What is Reliv?"

Let the Reliv brand make YOU a stronger Distributor, and your business will grow. It's that simple!

Who is Reliv?

A key element of the Brand Standards process required defining Reliv in one sentence — our value proposition statement. How do you think we did? Share your thoughts on the Business Builders Blog.

For people of all backgrounds who want to lead healthy, self-directed and meaningful lives, Reliv offers exceptionally effective nutritional products, a simple and profitable business opportunity and the chance to change lives and provide hope to people around the world.



science & health TODAY



Get to Know

Some Lesser-Known, But Mighty Smart **Brain Boosters**

Resveratrol

The powerful plant extract resveratrol is a vital antioxidant for our brains. While you may have heard about resveratrol's heart benefits, scientists also have found that it slows age-related deterioration and functional decline. And more recently, resveratrol was found to essentially boost brain power on demand.

Like pushing the gas pedal to speed up when we need to pass, resveratrol amps up blood flow in the brain while performing tough mental tasks to meet the increased demand for "power." So when you're challenged as a business person, a student or you just want improved mental speed and agility, resveratrol is a go-to brain ally.

Yet another study shows long-term supplementation with resveratrol maintains the health of blood vessels in your brain and preserves cognitive function. Resveratrol increases the amount of oxygen in the brain, which in turn increases memory capacity and improved cognition.

Phosphatidylserine (PS)

Another nutrient vital to brain health is phosphatidylserine, or PS. The brain produces PS, yet production slows as we age. PS stimulates the release of dopamine, a mood regulator; increases the production of other nutrients necessary for learning and memory; enhances how brain glucose is used for brain activity; and reduces stress hormone levels.

Supplementing with PS has been shown to slow or even reverse the decline of learning, mood, memory and concentration while decreasing anxiety levels. In fact, numerous clinical trials have established that PS has significant benefits on memory, learning, vocabulary skills and concentration. In addition, a study looking at how PS supplementation influenced feelings of stress and the heart rate when performing a stressful mental arithmetic task showed young adults felt less stressed and had a better mood after supplementing with PS for a month.

These statements have not been evaluated by the Food and Drug Administration. Reliv products are not intended to diagnose, treat, cure or prevent any disease.

Sources:

To download *Science & Health Today* and view a list of sources, visit: reliv.com >> The Products >> Health & Wellness >> Science & Health Today.

what are we missing?

Omega-3 fatty acids are highly concentrated in the brain. They play a key role in brain memory and performance and behavioral function. Yet today's diet isn't nourishing our brains with enough omega-3.

Symptoms of omega-3 fatty acid deficiency include fatigue, poor memory, dry skin, heart problems, mood swings or depression, and poor circulation. Deficiencies in omega-3 are being blamed for many of today's mental issues, from attention-deficit hyperactivity disorders (ADHD) to mood disorders such as depression.

Omega-3s may help us avoid sensory overload, according to research published by the American Psychological Association. In studies, DHA (a form of omega-3) deficiencies in mice left their nervous systems on constant high alert so they were easily startled and overwhelmed by sensory stimuli like loud noises. Sufficient DHA had a calming effect.

In addition, a recent study published in the *Journal of Nutrition* found increased levels of DHA improved nonverbal reasoning, mental flexibility, working memory and vocabulary in people between age 35 and 54. Kids also benefit from omega-3. Studies show children who had increased amounts of omega-3 fatty acids performed better in school, including reading and in spelling, and had fewer behavioral problems.

Clearly, our brains are craving omega-3 for memory, performance and behavioral function. Are you feeding your brain enough?



Pump Up Your Brain Power

With the fast-paced, high-stress lives we lead, brain drain is a common side effect.

Can't remember where we put the car keys. Grasping at words or names. Slow, dull thinking. Lack of spark, initiative or creativity at work. Stress-induced fatigue.

People of every age can benefit from proven nutritional ingredients that optimize brain function — for today and tomorrow. And when your mind is smoothly operating on all cylinders, your body and spirit tend to follow suit.

More than ever, Reliv nutritional supplements are the go-to source for a vital brain boost. Our most recent addition of 24K™ offers healthy, powerful ingredients proven to benefit brain function in a ready-to-drink shot. These include omega-3 fatty acids, resveratrol, B vitamins and phosphatidylserine (PS), along with many other performance boosters.

Several other Reliv products, including Reliv Classic®, Reliv Now®, Reliv Now for Kids and Reversage®, also are brimming with important antioxidants and essential nutrients to help your brain perform at its peak. A study in the *Journal of Neuroscience* shows antioxidants promote cognitive performance. Another study shows an antioxidant-rich diet could help alleviate brain decline.

So now it's time to make up your mind. Is inadequate nutrition muddying your thinking and clouding your potential? Or do you opt to nourish your body with optimal nutrition for clear, sharp, speedy thinking and a positive mental outlook? Reliv offers a smarter solution.

To your health,

Dr. Carl W. Hastings

Reliv Vice Chairman &
Chief Scientific Officer





PO Box 405
Chesterfield, MO 63006-0405
800 RELIV US (735.4887)
reliv.com

Return Service Requested

Presorted
Standard
Postage & Fees Paid
USPS
Permit No. 50



Earn an iPad 2 from Reliv!

