



nutrition made simple
life made rich



opportunity

you can

Discover a Better Way

Are you getting all you can out of life? For far too many of us, the answer is no. Lack of health, time, money or all of the above often keep us from enjoying the best things in life — family, friends and personal fulfillment.

Reliv offers you a better way.

How would you like to:

- Improve your health?
- Increase your income?
- Take control of your life?

National survey:

What are your two highest priorities for improvement this year?

Top responses:

48% – personal health

43% – personal finances

31% – time spent with family/friends

Reliv has what people need most.

Source: Northwestern Mutual

launch a career





put family first



see the world



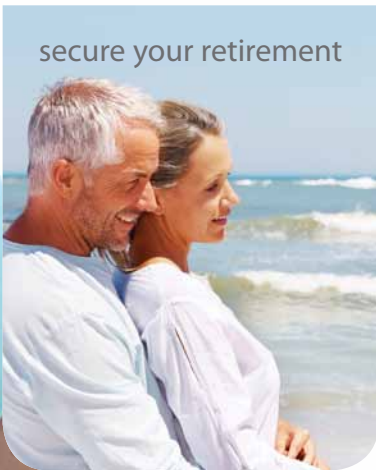
enjoy optimal health



change
lives



be your own boss



secure your retirement

I started with Reliv strictly for the products and got incredible results. Then my employer went bankrupt. My husband, a financial advisor, saw a great opportunity for me in Reliv. I have since made a career out of helping people live better.

Sherri Selman / Alpharetta, GA

you can be part of something great

outstanding products



Patents

Eight Reliv products have been issued U.S. patents: Arthafect®, Cellebrate®, FibRestore®, GlucAffect®, Innergize!, ProVantage®, Reliv Classic® (now expired) and ReversAge®.



Council for Responsible Nutrition

Reliv holds a seat on the board of the Council for Responsible Nutrition, the leading trade association representing dietary supplement manufacturers and ingredient suppliers.



Missouri Plant Science Center

Reliv is the first company to partner with the Missouri Plant Science Center — a unique collaboration among government, university and business entities to spur innovation.



American Business Awards (the Stevies)

The Stevies have recognized Reliv multiple times, including r skincare as a 2010 Finalist for "Product of the Year" and 24K™ as the 2011 "People's Choice for Favorite New Product."



Good Manufacturing Practices

Reliv complies with all Good Manufacturing Practices issued by the US Food and Drug Administration (FDA).



Australia Therapeutic Goods Administration (TGA)

Reliv is certified by the Australian Government's Therapeutic Goods Administration, one of the strictest regulatory agencies in the world.

1981

Robert and Sandy Montgomery meet Dr. Theodore Kalogris, creator of a breakthrough nutritional formula

1988

Reliv International founded

1991

Reliv Australia opens, the first of 14 international markets

1998

Reliv honored in Rome for philanthropic efforts worldwide

2004

Reliv debuts on *Businessweek* magazine's Top 100 Small Growth Companies list (named to list three more times)

2011

Reliv launches healthy energy shot 24K™, its 14th nutritional formula

TODAY

You discovered Reliv

an exceptional business



Better Business Bureau Accreditation and A+ Rating

Reliv is rated A+, the highest rating available. BBB letter grades evaluate businesses in categories including trust, length of operating time and response to consumer complaints.



Direct Selling Association

Reliv is a member of the Direct Selling Association in six countries. Member companies must adhere to a strict code designed to ensure the highest level of business ethics and service to consumers.



Publicly Traded Company (NASDAQ)

Being publicly traded requires Reliv to remain an open, transparent company and report comprehensive financial details to the SEC.



COMMUNITAS

Communitas Awards

The Communitas Awards recognize exceptional businesses working to benefit their communities and the greater good. Reliv has earned Communitas Awards in the categories of Volunteerism, Philanthropy and Making a Difference.



Award-Winning Marketing

In 2011-2012 alone, Reliv has earned 17 awards from leading marketing associations for graphic design, product campaigns, publications, special events and more.

From the very beginning, we dedicated ourselves to building this company the right way. Instead of quick fixes, Reliv achieves long-term solutions. And we follow one central operating philosophy: **Distributors first.** That's how we do business — and why you can be confident in any decision to join Reliv.

Robert L. Montgomery
Reliv Founder and Chairman

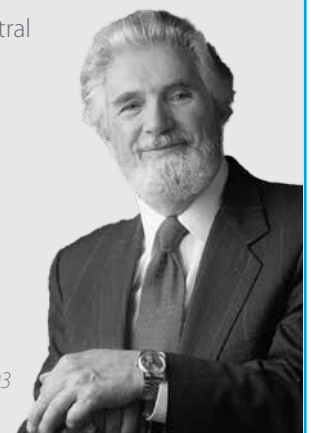
a life-changing foundation



The Reliv Kalogris Foundation is the charitable arm of Reliv International and central to our mission to Nourish Our World. Learn more at relivkalogrisfoundation.org.

- **42,000+** people, mostly children, fed daily
- **9** countries of operation
- **\$35+ million** in products distributed by RKF since 1995
- **97%** of RKF donations go directly toward feeding programs *(well above the 75% criteria established by the American Institute of Philanthropy for its "Top Rated" list)*

Dr. Theodore Kalogris: 1916 - 2003



you can make nutrition simple

Problem:

Poor nutrition = Poor quality of life

Our modern diet of processed convenience foods has created a health crisis. According to the Centers for Disease Control (CDC), **only 14% of U.S. adults and 9.5% of U.S. teens meet the recommended daily intake of fruits and vegetables.** The result: diminished quality of life and epidemic rates of devastating, often preventable diseases.

Even if you're eating right, you're still probably not getting enough nutrients for optimal health. According to the *Journal of HortScience*, **the average vegetable in today's supermarket is anywhere from 5% to 40% lower in minerals** (including magnesium, iron, calcium and zinc) than those harvested 50 years ago. The decline is attributed to crops being harvested faster, giving them less time to absorb nutrients, and the use of fertilizers that may interfere with a plant's absorption process.

That's why nutritional supplements are essential to maintaining health and vitality. In 2002, the *Journal of the American Medical Association* (JAMA) began advising all adults to take multivitamins to help prevent chronic illnesses such as cancer, heart disease and osteoporosis: **"Most people do not consume an optimal amount of all vitamins by diet alone. It appears prudent for all adults to take vitamin supplements."**

Solution:

Reliv shakes — that's all it takes!

How do you feel?

Is your answer just... fine?

Would you rather feel great?

Reliv is here to help.

The American Medical Association recommends a daily supplement to maintain good health — and no one else delivers the complete, balanced nutrition you'll find in every Reliv shake. We call it the *Reliv Difference*. It's the reason Reliv shakes work when other supplements don't.

Your days of mixing and matching bottles of vitamins are over. Reliv is nutrition made simple.





I am an herbalist with 30+ years in nutrition. Fifteen years ago, I was doing all I could nutritionally to achieve optimal health, but my body was still falling apart. Then I found Reliv — and have felt fantastic ever since! I will never stop taking these products.

Teresa Long / Surprise, AZ

The Reliv Difference

- **Bioavailability:** The body more readily absorbs nutrients dissolved in liquid — shakes rule!
- **Synergism:** Ideal nutrient combinations work together for maximum benefits.
- **Optimal Nutrition:** Optimal levels of key nutrients build the foundation for good health.
- **Guaranteed Quality Ingredients:** The most reputable suppliers and rigorous testing ensure the highest quality — or your money back.

When it says Reliv on the can, you can be sure you're giving your body the most complete, effective nutritional supplements available today.

Dr. Carl Hastings
Reliv Chief Scientific Officer



you can stay on the cutting edge

At Reliv, we take nutrition science seriously. Every day, Reliv scientists combine advanced research, leading manufacturing and laboratory technologies, and rigorous testing to create uniquely effective formulas.

8 product patents issued*



HO

clinically proven fo

We tried just about everything to get our health in top shape, but nothing really worked until we found Reliv. Reliv's commitment to stay on the cutting edge means we'll never have to look any further. We've been drinking Reliv shakes for four years, and our results keep getting better!

George & Debbi Grenz / Albany, OR

**Patent on Reliv Classic® now expired*



rigorous testing and
highest quality standards

LunaRich: Reliv's latest nutritional breakthrough

Soy's health benefits — from heart health to weight loss — are well-documented. But only recently have scientists uncovered the nutritional component within soy responsible for many of these benefits. **Studies now show the key is lunasin, a naturally occurring soy peptide.**

LunaRich™ is the first soy powder to fully harness the power of this amazing discovery — with more than five times the amount of lunasin found in ordinary soy powders. Not only does LunaRich deliver more lunasin, it also makes lunasin more bioavailable for the body to use.

- **5-10 times more lunasin than ordinary soy powders**
- **Refined for maximum bioavailability**
- **Promotes healthy cells, healthy cholesterol and healthy living**
- **Enhances benefits of other bioactive ingredients in Reliv products**
- **Available only from Reliv**

Nutrition You Can Trust

Reliv sources ingredients from only the most reputable suppliers, and products undergo purity, quality and potency testing at each stage in the manufacturing process.

1. Examine Certificate of Analysis for all ingredients upon arrival, documenting they have been independently tested and meet Reliv standards.
2. Confirm outside testing with thorough microbiological analysis.
3. Check and recheck quantities during formulation to ensure absolute accuracy.
4. Pull random cans during production for quality checks.
5. Complete microbiological and ingredient delivery testing after production.
6. Confirm accuracy of label information.
7. Ship product only when all tests are passed.

you can take control of your health

Reliv lets you tailor the program just right for you.



VS One A Day[®] multivitamin pills

- liquid shakes providing optimal absorption of the nutrients they contain ✓
- 7 grams of healthy soy protein per serving; over 5x more beneficial lunasin than typical soy powder ✓
- optimal levels of key nutrients ✓

- pills that must be broken down before they can be absorbed by the body
- no protein; no lunasin
- only the minimum daily recommended intake for most nutrients

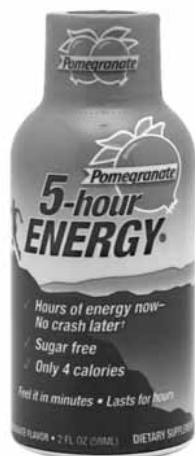
NOT ALL SUPPLEMENTS ARE CREATED EQUAL.

I had been taking 6-8 vitamin pills every day for 25 years. But I never felt as great as I do now with just two Reliv shakes a day. For me it's the 'Mighty 3': Classic or Now, Innergize! and FibRestore — and sometimes Reliv Now for Kids or 24K to give my brain a boost.

Ron Baker / Rex, GA



13 ingredients
200-300mg caffeine
artificial energy



24 vitamins + antioxidants + amino acids + more
0 caffeine
+ energy
+ focus
+ stress relief

FUEL FOR YOUR BODY SHOULDN'T COME FROM A GAS STATION.

you can feel your best



Active lifestyle

I'm all about action sports — skiing, skateboarding, mountain biking — and Reliv gives my body the fuel I need to get out and do what I love to do.

Matt Prindle
Teton Valley, ID

Peak performance

I turn to Reliv to bring out my absolute best as an ultra runner — and as a husband and father.

Alex Sawka
Elliot, ME



Maximum energy

24K™ gives me the extra edge to focus and the energy I need to perform as a cast member at Disneyland.

Lauren Laird
Garden Grove, CA



Optimal health

We love life! Reliv nutrition fuels our passion to get the most we can out of every single day.

Bill & Nina Jean Guilford
Alpharetta, GA



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.

every day!



Clear thinking

My brain used to get a little foggy as the day wore on. Reliv nutrition keeps me sharp all day long.

Julie Waterman
North Yarmouth, ME



Smart prevention

I've always been a healthy person and intend to stay that way. That's why I never miss my Reliv shakes.

Cecilia Nuñez
San Jose, CA



Quality of life

Reliv has given our family good health and peace of mind. Stronger immune systems mean fewer unplanned doctor visits and more days spent enjoying life and each other.

Joyce Yee
San Ramon, CA



Reliv delivers results

Proven: GlucAffect® manages blood sugar

In an eight-week clinical study of overweight individuals with elevated blood glucose levels, subjects taking four daily servings of GlucAffect lowered their fasting blood glucose by an average of 30% and lost an average of nearly 16 pounds. View study: reliv.com/glucaffect

Proven: CardioSentials® lowers cholesterol

In a double-blind, placebo-controlled clinical trial, participants taking CardioSentials significantly reduced total cholesterol, LDL (bad) cholesterol and triglycerides, as well as increased HDL (good) cholesterol and lowered blood glucose levels. View study: reliv.com/cardiosentials

you
start

Want to own
a successful
business? Reliv gives
you a head start.



proven business model



product development
& manufacturing



shipping
& fulfillment



customer service center

With Reliv you're in business for yourself, not by yourself.

can your own business

The best way to learn about Reliv nutrition is from someone who's experienced life-changing results. That's why Reliv distributes its products through the same people who use them.

You don't have to be a nutritionist or a salesperson to launch a Reliv business. All it takes is sharing what you've found:

1. You drink Reliv shakes.
2. You feel better.
3. You tell people about it.
4. You can get paid for it!



Some companies buy Super Bowl ads; Reliv invests in you.

Richard Vance / Clayton, CA

**START
HERE**

Do you want to be your own boss?

no

Traditional Job 

Apply for a job.
Wait for a response.
Did you score an interview?

no

yes

Return to start.

Did they hire you?

^

no

yes

v

You are now employed.

**Congratulations! You are now employed.
Some things to keep in mind:**

- Even as the economy shows small signs of improvement, jobs are harder than ever to come by.
- 1.5 million (53.6%) of bachelor's degree-holders under the age of 25 are jobless or underemployed, the highest rate in over a decade.
- U.S. unemployment rate is hovering around 8% with growth predicted to be slow over the next several years.
- Even if you do land a job, you will find yourself at the mercy of a boss, company or organization that controls your future. Your paycheck is dependent on the success of the employer who signs it.



**"Brick and Mortar"
Business**

Do you have start-up funds or investors?

no

yes

Can you get a loan?

no

yes

Do you have experience or training?

no

yes

Return to start.

<

^

Do you have all your time available to devote to your business?

no

yes

you can choose your own path

yes

OR

Reliv



Can you tell other people
about products you like?

no

yes

Return to start.

> YOU CAN DO THIS!

Congratulations! You have everything you need to start a Reliv business:

- Reliv gives you the freedom of owning your own business, without the stress of overhead cost, delivery logistics or inventory storage.
- Instead of paying high advertising costs to promote your product, you get paid to market products via word of mouth.
- Reliv provides the online tools you need to run a modern business.
- You have a network of other Distributors to learn from, meaning you're in business for yourself, not by yourself.
- **You can lead the new economy.** As other industries struggled, U.S. direct sales totaled \$29.87 billion in 2011, a 4.6% annual increase, while global direct sales reached \$153.7 billion, a 10% spike.
- You can be one of **60,000+ Reliv Distributors in 15 countries** worldwide.

Congratulations! You have started a business. Some things to keep in mind:

- The headaches of starting a business add up with advertising fees, hiring employees, managing logistics and storing inventory.
- Overhead costs alone may mean no chance for turning a profit in the first year.
- You're responsible for knowing how to manage all aspects of the business.
- You may not have guidance or support from other experienced business owners.

I didn't understand how anyone could make money with this. But I went to a Reliv meeting and talked to ordinary people earning a good living from home. I thought: 'If they can do it, why can't I?' A rewarding career and the lifestyle of my dreams followed.

Karen Turner / Orem, UT

> **You have started a business.**

you can achieve success

You own your business as a Reliv Distributor, so what you get out of it is up to you — whether an additional source of income or a whole new career. One thing is certain: you will reap the rewards for your own work.

Making Money With Reliv

Reliv offers five different avenues of income to help you reach your goals

- **Retail profit** : your customers
- **Wholesale profit** : your Distributors
- **Residual income** : your business builders
- **Cash bonuses & trips** : Reliv incentives
- **Ambassador Program** : Reliv leadership rewards



Talk to people, they talk to people
and there is no limit to how far you go.



Getting paid — again and again

John Hayes / Waddell, AZ

I thought I had the world by the tail as a chiropractor. I was making good money, but had to put in 60+ hours a week to get it done. That's because every bit of work I did never paid me more than once.

Reliv works differently. Since our products are consumable, people order them month after month. That means every new customer or Distributor gives you another regular source of income. So the work you do today can literally pay you the rest of your life!

We once took a three-week vacation in Hawaii. That same month, we earned our largest monthly check. Where else can you see your income increase without lifting a finger? It's a businessman's dream!

I shared Reliv with my backyard neighbor,
who spread it across Europe. I launched an
international business from my backdoor!

Jennifer Weaver / Bloomfield, MI

you can follow your dream

Tamara Oudenaarden

Olympic speed skater / Calgary, CAN

Life in athletics: Member of 2010 Canadian speed skating team at Vancouver Olympics. Three-time qualifier for World Sprint Championships. Speed skating since age 7. Training full-time for 2014 Olympics in Sochi, Russia — 5-6 hours a day, six days a week. Events: 500m and 1000m.

Because of Reliv... "I can pursue my passion for speed skating knowing that I'm giving my body the nutrition it needs to excel. Reliv has been part of my training program for 10 years. It wakes me up, fuels my workouts and helps build up my strength. The best part is I know I'm giving my body all the nutrients it needs in one simple shake. Reliv was with me in Vancouver and it will be with me in Russia in 2014!"



*photo courtesy of Martin Zacharias,
Team Canada Long Track Speed Skating*

Mark Kowalski

Firefighter / Chicago, IL

Life as a firefighter: In addition to fighting fires, Mark's busy lifestyle includes rehabbing houses, property management, triathlon training, a Reliv business and — most importantly — being a father and husband.

Because of Reliv... "I'm living a much better life than I was a year ago. Most of our calls are in high-rises. I have to walk a block, then carry my 175-pound gear up several flights of stairs. My bad back, shoulders and knees have been in way better shape since I started Reliv nutrition!"





Marco Riolo
Artist / Grand Rapids, MI

Life in art: A true renaissance man pursuing art alongside his other passions: urban fitness and acrobatic yoga. Work has appeared in multiple international juried shows and in public places throughout Grand Rapids. Created snow sculptures as big as 110' x 60'. Ice sculpting skills featured on Food Network's "Ice Brigade."

Because of Reliv... "I have the nutritional fuel to follow my dreams as an artist and an athlete. My Reliv business gives me the flexibility and freedom to do what I want, how I want, when I want. My office is my phone, and I can pack more into a day than most people think is even possible!"



Dr. Clayton & Stephanie Diltz
Stay-at-Home Parents / Visalia, CA

Life at home: 5 children, ages 2 months - 8 years. Clayton — minister and university professor. Stephanie — financial advisor. Working Reliv business and home-schooling children together.

Because of Reliv... "We get to do life together. We're both witnessing all of our kids' firsts and watching them grow before our eyes. Our kids have no understanding of their parents going off to work 40-60 hours a week. And we've also grown closer as a married couple, feeding off each other's strengths in building our business and raising our kids. Thanks to Reliv, life is a lot more rewarding — and a lot more fun!"



Katrina van Oudheusden
Chef / Clermont, FL

Life as a chef: Works long, demanding hours providing culinary "magic" to Disney World guests. Must maintain strong concentration and attention to detail when cooking for people with a wide range of food allergies and diet restrictions.

Because of Reliv... "I'm much more relaxed in the kitchen. I can stay focused, energetic and healthy with Reliv nutrition. When I feel my best, my guests and my employees get the best from me!"

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you can
live the life you imagined





Be your own boss

The month we earned \$12,000 with Reliv is the same month we quit our jobs and never looked back.

Zak & Kara Grosfield
Belgrade, MT



See the world

Reliv has sent us on 67 trips around the world — India, Ireland, Germany... and we wake up every day with the freedom to determine our own priorities.

Les & Joyce Ferguson
Beavercreek, OH



Make a difference

Reliv gives me the strength at 63 to carry out missionary work in remote mountain regions in Haiti. It's a joy to share this gift with the world.

Iva Presberry
Jefferson City, MO



Put family first

I've witnessed every one of my kids' firsts, developed close relationships with all eight of them and showed them personally how to set and achieve goals in life. Our house is a home because of Reliv.

Lori Doerneman
Goddard, KS



Enjoy financial freedom

I already had financial security as an oil industry executive; what I lacked was the time and freedom to enjoy it. Reliv gave me my life and family back — and a solid six-figure income on my own terms.

Raul Paredes
Dallas, TX

Direct each day

Reliv gives us the flexibility to spend our day how we choose — with our kids, in the community, wherever. You'll never hear us say, 'If we only had the time...'

Don & Amy Blaser
Columbus, NE



Change people's lives

People today need hope. Reliv provides that hope and a means to turn it into reality. Sharing that with people is the most rewarding part of what we do.

Gary & Laura Lynn Martin
St. Clements, CAN

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.

you can start today

1. Drink Reliv shakes and start feeling great.
2. Launch a Reliv business and start earning now.
3. Define your personal goals and start achieving them.

Talk to the person who shared Reliv with you and find out how.

FSC
logo
80%

reliv.com



quality : company-owned U.S. manufacturing and R&D

trust : 24+ years in business, original leadership still in place

CORE VALUES **integrity** : money-back guarantee

changing lives : what people need most – better health and finances

giving back : reliv kalogris foundation