VOUNGEVITY. BETTERMENT

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The Transformative Power of Nutrition

# WELCOME TO YOUNGEVITY!

Welcome to the latest issue of Youngevity's Betterment Magazine—where we are thrilled to spotlight our shared passion for health, and our deep-rooted belief in the transformative power of nutrition. Whether you are a seasoned Distributor or a newcomer to our thriving family, we invite you to immerse yourself in the wealth of insights, stories, and inspiration that this publication has to offer.



When we founded Youngevity 28 years ago, we had been independent distributors for several years, working hard to serve our customers. But we had a dream to create something of our own, based on Dr. Joel Wallach's expansive and influential research (read more about that in the pages ahead). Our vision included two key drivers: to help people improve their health so they can live younger, longer, and to give people an opportunity to build a business that enables them to live the life they want. As we reflect on the incredible journey that has brought us to this point, we can't help but be grateful for the amazing individuals like yourself who have chosen to be a part of our vision. The challenges we've faced and the milestones we've achieved have only strengthened our commitment to providing premium health products that make a positive impact on people's lives, opening up even more opportunities for everyone involved to thrive.

Let the articles, success stories, and tips within these pages be your guide as you embark on or continue on your journey with us. Through our combined efforts, we aim to create a ripple effect, influencing communities and empowering individuals to take charge of their health. Your role as a distributor is instrumental in bringing this vision to life, and we have full confidence in your ability to make a positive impact in your communities and around the world.

Together, we can reach new heights and make a meaningful difference in the lives of individuals seeking a healthier, happier lifestyle! Let's go!

Steve & Michelle Wallach

Steve Wallach

**Michelle Wallach** CEO Youngevity CFO Youngevity

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# JOIN US AROUND THE GLOBE!

Our community of passionate health advocates and business leaders is truly what makes Youngevity unique. We come together to learn, inspire others, and continue to keep working on the betterment of ourselves and our community. It's what network marketing is all about!

Join us at our next leadership event, rewards trip, or local networking meet-up. Visit Youngevity.com for details on promotions and corporate-led events. Check out youngevityrc.com for distributor-led events online and near you.























### SAY HELLO TO YFAST!

YFast is Youngevity's guide to intermittent fasting. It combines the freeform guidelines of intermittent fasting with over 25 years of nutritional experience from Youngevity Founder Dr. Joel Wallach. YFast is focused on making sure you get nutrient-rich foods and nutritional supplements, while allowing you the flexibility to design your own menu and plan your eating times to suit your lifestyle. Sounds pretty great, right? Overall, we think YFast is a really accessible, convenient way for many people to manage their calorie intake and support their overall health.

#### HOW IT WORKS

Our YFast program combines intermittent fasting with nutritional supplements and a balanced diet for a meal plan that is loaded with potential health benefits. Intermittent fasting has been demonstrated to help with weight loss, blood sugar stabilization, chronic disease prevention, and so much more. Add in Dr. Wallach's 90 essential nutrients and a healthy diet, and you may never have to worry about cravings again! You can choose from one of three fasting schedules: Beginner, Standard, or Professional.

Before you get started, we recommend checking in with your doctor to make sure fasting is right for you.

#### VISIT YOUNGEVITY.COM/YFAST



#### YFAST DO'S AND DON'TS



YOUNGEVITY.COM | 7



## **BETTER HEALTH,** *BETTER LIFE*



#### **READY TO PUT YOUR HEALTH FIRST IN 2024?**

We'll be the first to admit it – making the decision to change your lifestyle and do what it takes to improve your health is a monumental leap of faith. It is not easy. It takes a lot of courage and accountability to follow through with any new routine. The first step is always the hardest, which is why we've built a community specifically designed to help you reach your goals with all the right information and support.

#### **COMMUNITY SUPPORT**

The Better Health Movement has created an entire community with one purpose: to improve each other's lives by focusing on health first. We exchange diet tips, recipes, workout routines, wellness advice, time management tips, and other fun, health-oriented activities online to keep each other motivated as we pursue our health goals. Knowledge is power, and we owe it all to our community for spreading the gift of good health far and wide!

#### **GOOD FOOD & BETTER NUTRITION**

A huge part of waking up feeling energized every day is ensuring your body gets good nutrition. Dr. Wallach, whom we have to thank for many years of research dedicated to this topic, helped show the world the importance of getting the right balance of vitamins, minerals, amino acids, calcium, and more in the ongoing quest for longevity. Our nutritional recommendations – including our newest addition, YFast – and daily supplements together make it easy to maintain a balanced, nutrient-rich diet with any lifestyle.

#### **WELLNESS TIPS & MORE**

Mental and emotional wellness are also a huge focus of the Better Health Movement. From the amount of sleep or self-care you get every night, to how you can support clarity and memory as you age, this program will help remind you to check in with yourself while providing convenient, helpful solutions to support your wellness needs.

> Visit facebook.com/ ygybetterhealth



# EASY STEPS TO HIT THE GROUND RUNNING



VOUNGEVITY.

**OSTEO FX**<sup>™</sup>

Healthy Bone & Joint Support

MULTI-VITAMIN POWDER DIETARY SUPPLEMENT NET WT USE

CALCIUM MAGNESIUM GLUCOSAMINE VITAMIND3

BEYOND

Tropical Vanilla

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VOUNGEVITY.

BEYOND

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**Citrus Peach Fusion** 

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NE<sup>®</sup> **2.**0

Multi-Vitamin + Mineral Complex

MULTI-VITAMIN POWDER DIETARY SUPPLEMENT NET WT. LIG B (AUS

MADE WITH ORGANIC & NON-GMO INGREDIENTS | WHOLE FOODS Ugar Free | Gluten Free | 8000 total orac per serving As you dive into your Youngevity journey, you may find yourself feeling intimidated or not sure where to begin. So many beneficial products and potential customers, but how to bring the two together? The good news is, as a distributor, your goal isn't about finding one type of "ideal" customer, it's about helping anyone who wants to live younger, longer with the right nutrients and a healthy lifestyle.

Everyone wants to feel their best, and we're here to help them do it from the inside out! Thanks to the expert wisdom provided by some of our leaders, nutrition educators, and distributors, we are able to offer you this step-by-step guide on how to build your business quickly and effectively.

> All of your burning questions, answered on the following pages – plus some other helpful hints to help you get started!

#### **1 GET TO KNOW 90 FOR LIFE**

Thanks to our founder, Dr. Joel Wallach, we now know that all humans require 90 essential nutrients to achieve and maintain optimal health. Dr. Wallach's early research demonstrated that without the right balance of vitamins, minerals, amino acids, and other vital nutrients, we're more likely to experience deficiencies, chronic diseases, and early death. As part of his mission to ensure everyone is equipped with the right knowledge and a trustworthy source of these 90 essential nutrients, so we can all live younger longer, he launched Youngevity.

Though many of these essentials are naturally present in our bodies and the foods we eat, some can only be obtained (or maintained properly) through supplementation. What's worse, our modern farming practices have depleted the nutrient density of our crop soil, leading to less nourishing produce. To put it simply, supplementation may be the only way to maintain a truly healthy diet. Our 90 For Life products provide an easy solution to this problem, making it easy for everyone to maintain a healthy diet with 90 essential nutrients.

#### **2 FIND YOUR NUTRITIONAL MIX & PASSION**

Our products are formulated to provide all of the key vitamins, minerals, and other beneficial nutrients needed to support optimal health. The best way to get to know them is by experiencing them yourself! The day you get your very first order of Youngevity, we encourage you to open up your products and give them a taste test. As you find what works best for you, start tracking your results and incorporating your favorites into your daily routine. Have fun and experiment – you never know when you might invent an amazing recipe!

Best of all, you don't need to have all of the research or ingredients memorized immediately to become a savvy seller quickly. Since you've tested the products yourself, you really know what works – a part of the process we like to call becoming a "product of the products." Showing how much the supplements have helped you personally goes a long way to demonstrate your newfound expertise! Study up on the basics, the history, and a few of our top products by visiting the Resource Center or our web store. Before you know it, you'll be a Youngevity expert!

#### **3 FIND YOUR PEOPLE**

Get out there and start meeting people! Expanding your circle, both online and in person, will help you get a feel for the different health needs in your community so you can better help them rise with you. The sooner you get to know your community, the sooner you can get them on the right track with their health. Use what you've learned about 90 For Life and nutrition to bring the right supplements to the people who need them.



The most important part of finding the right people is making it known that you're also one of those people – someone who's looking to improve their nutrition with the help of a supportive community. Sharing your passion for health, nutrition, or helping people will bring all the right folks to you and show them you care! Make sure you're prioritizing sincerity and authenticity while chatting with your community. Don't be afraid to ask around, find out how people are doing, what health issues they're concerned with, and what limitations may be holding them back. It's your job to make sure they have someone to lean on and ask for advice, and that starts by building a genuine bond and trust.

#### HERE ARE SOME QUESTIONS YOU CAN ASK TO GET THE CONVERSATION FLOWING IN THE RIGHT DIRECTION:

- Hey Bryan, I see you jogging every morning! Do you mind me asking how you supplement your exercise routines?
- Hi Nancy, I know how important joint health is to you as we start to age. Are you familiar with the benefits of collagen to support joints and so much more?
- I've been taking this incredible nutritional product for 3 months now and have noticed a boost in energy.
- I've even lost a few pounds! Would you be interested in trying some of these products?



#### **4 SHARE YOUR PURPOSE**

Being able to share why you love helping others on their health journeys is key. Before you even mention your favorite supplement, workout, or recipe, your followers will want to know your story. What drew you to Youngevity? What makes you wake up every day wanting to share the gift of good health with others? Was there an "aha" moment that changed your life? Did your health journey help you overcome challenging hardships? Asking yourself these kinds of questions will help you better connect with your purpose and, ultimately, build rich, deep relationships with your community.

#### SOME EXAMPLE MISSION STATEMENTS TO CONSIDER:

- I want to help others eat better because I know what it's like to struggle with an unhealthy weight.
- Sharing the gift of good nutrition is important to me because I want us to all live our lives to the fullest.
- My community is everything to me, and I'm driven to see them all feel their best as they age.

#### **5 INVITE THEM TO JOIN**

It's time to be bold! Once you've found the right people, you'll need to strategize the best approach and make it known you think they would be a good fit (either for the products, joining the distributor team, or both!). It's important to keep in mind their unique journey and perspective as you plan; make sure they feel welcome, but not pressured.

#### HERE ARE SOME WAYS TO REASSURE YOUR FRIENDS YOU KNOW THEY'RE RIGHT FOR THE YOUNGEVITY LIFESTYLE:

- Call out your shared passions! "It seemed like you really connected with what we talked about earlier." or "I can see how much this product excites you!"
- Give them permission to say no. "Maybe I missed the mark, but you seem like a really good fit for this?"
- Remind them of everything they stand to gain.
   "Wouldn't it be great if the entire community could rally around better health?" or "I think selling really could help enable that new remote work schedule you've been wanting to try."



#### **Resources for You!**

Ready to get started? Our Resource Center has everything you need to succeed: detailed training videos, marketing materials, product info, blogs, events announcements, and more! Check out our Getting Started Guide at youngevityrc.com.

## EATING WELL?

Why Whole Foods are No Longer Enough - All too often, we're told how important it is to add whole foods to our diet for optimal health. Yet, several factors, including high-yield farming, have decreased the overall quality of our food, making it far less nutritious than it once was. That, combined with our bodies' decreasing ability to absorb nutrients from food, begs the question: how can we give our bodies the nutrition they need to avoid poor health?

#### FOOD SUPPLEMENTATION IS A NECESSARY COMPONENT OF BETTER HEALTH

Simply put, we do not get the nutrients we need from food sources alone. Even if we consume the best diets, our food supplies simply do not meet our bodies' nutritional needs. This, combined with our bodies' decreasing ability to absorb nutrients from foods as we age, can increase our risk of developing health problems. This gap between nutritional needs versus what our bodies actually get can only be bridged with supplementation.

Using the right supplements in conjunction with a whole foods diet can help ensure the proper intake of a wide range of vitamins and minerals, without which we could surely be deficient. By following a few basic guidelines for shopping smart, determining our supplementation needs, and regular consultations with a healthcare professional, we can find the right balance in our pursuit of better health.

#### Follow Dr. Wallach's Good Food & Bad Food List

To get a little guidance on what foods are the best option for a healthy lifestyle, you can start by following Dr. Wallachs' Good Food & Bad Food List. This list can serve as a base for the best sources of food.

GOOD FOODS **BAD FOODS** • Eggs—soft Wheat scrambled in Barley butter, soft boiled, Rice Rye poached Tell your butcher Millet NO NITRATES or Oats Pure buckwheat NITRITES! (except gluten-free) (Isn't wheat) NO carbonated • Fried Food - Beans drinks within one nothing fried! hour before, during Couscous You should boil. or 1 hour after (made from pearl broil or bake and Chicken meals millet only) never more Baked potato skins Quinoa • Oils—cooking or salad. Yes, this Corn includes olive oil! • Beef—rare/ Coffee, tea, green NO OIL OF ANY medium rare tea, red wine KIND! Veggies • 4-8, 8oz glasses of • Well done meat filtered water each (rare or mediumday. Avoid soft • Mixed, salted nuts rare is ok) plastic bottles no peanuts • Deli meats... No Nut butters—no nitrates or nitrites extra sugar Read labels

#### DETERMINE YOUR SUPPLEMENTAL NEEDS.

With the massive number of supplements on the market today, choosing the right ones can be a bit overwhelming.

#### Here are the four key factors that may help you identify which supplements you need:

- Age
- Current health concerns.
- Types of food we eat

Butter

Salt

Dairy

Fish

Pork

Lamb

Fruit

Health conditions we're at risk for



Every individual has unique needs, but these four factors will help identify what may be lacking in a given diet. For example, people at risk for osteoporosis may need a supplement with calcium or vitamin D; pregnant women are often asked to take folate supplements; many vegans take B12 supplements.

As always, make sure you consult with your healthcare professional before taking nutritional supplements, as some vitamins can interact negatively with some medications. To learn more about the 90 Essential Nutrients we need daily for optimal health, visit our 90 For Life page on Youngevity.com.



# ENHANCE YOUR COLLAGEN ROUTINE WITH YOUNGEVITY

#### Youngevity's collagen products are changing the way you look and feel.

When it comes to looking and feeling our best, collagen is one of our most important allies. Not only does it help us build strong bones and joints, it also helps us maintain beautiful skin, hair, and nails. Unfortunately, our bodies produce less and less collagen naturally as we get older.<sup>1</sup> Lower collagen levels can impact our enjoyment of life by manifesting as wrinkly or dry skin, hair loss, joint stiffness, and limited mobility. Adding a collagen supplement to your daily routine may help you combat these symptoms and support healthy aging.

#### JOINT AND BONE SUPPORT

Collagen is vital to joint and bone health because of its role in maintaining connective tissues. It has a protective, strengthening effect on cartilage and tendons, helping to cushion your joints. Taking a collagen supplement may help you avoid the joint stiffness and pain associated with the natural breakdown of cartilage over time. It also plays an important role in building bone mass by ensuring good mineralization and overall support.<sup>1,2,3,4</sup>



#### BEAUTY

More famously, collagen is known for its positive influence on aging skin. To begin with, collagen naturally helps with wound healing and is a big part of our body's natural scarring process. When taken as a supplement, it can improve skin hydration, elasticity, and roughness, which may help diminish the appearance of wrinkles. Collagen has also been demonstrated to promote better growth and strength of nails, as well as hair.<sup>5,6,78,9</sup>

#### TYPES OF COLLAGEN

**TYPE I** collagen makes up roughly 90% of the collagen found in the body. This collagen type can be found in almost every tissue in the body, including skin, bones, tendons, blood vessels, cartilage, and many other connective tissues. Since it is the most abundant collagen type found in the body, as you age, it is also the most visibly noticeable. A decline in collagen Type I can be seen in wrinkles, thinning hair, and fine lines. The main source of Type I collagen comes from bovine, fish, and eggs (the whites and shells).

**TYPE II** collagen is essential for building cartilage, which helps support the joints of the body. Cartilage provides your bones and joints the cushion they need for protection. It also helps give structure to the ear, nose, bronchial tubes, rib cage, and more. The best sources of collagen Type II are chicken collagen and bone broth.

**TYPE III** collagen is the second most abundant type of collagen found in the body, along with collagen Type I, which is often found in the same location. Collagen Type III can be found in skin, organs, and blood vessels. Sources of collagen Type III include bovine, bone broth, and fish.

**TYPE V** collagen, although a minor collagen component, still plays a significant part in regulating the development of collagen fibers in connective tissue. It is often found alongside Type II collagen and is known to help support joint cartilage.

- 1 Can Collagen Supplements Help Arthritis?, Arthritis Foundation, 2022
- 2 Collagen Supplementation for Joint Health: The Link between Composition and Scientific Knowledge, 2023

4 Is collagen helpful for osteoporosis?, Medical News Today, 2023

6 Collagen in Wound Healing, 2021

<sup>3</sup> The effects of collagen peptide supplementation on body composition, collagen synthesis, and recovery from joint injury and exercise: a systematic review, 2021

<sup>5</sup> Turning Down the Volume on Scar Formation to Promote Healthy Wound Healing, The University of Arizona College of Medicine, 2022

<sup>7</sup> A Collagen Supplement Improves Skin Hydration, Elasticity, Roughness, and Density: Results of a Randomized, Placebo-Controlled, Blind Study, 2019

<sup>8</sup> Oral supplementation with specific bioactive collagen peptides improves nail growth and reduces symptoms of brittle nails, 2017

<sup>9</sup> Hair-Growth-Promoting Effects of the Fish Collagen Peptide in Human Dermal Papilla Cells and C57BL/6 Mice Modulating Wnt/ $\beta$ -Catenin and BMP Signaling Pathways, 2022

#### Enhance Your Collagen Routine with Youngevity

#### A. COLLAGEN HAIR, SKIN & NAILS SUPPORT

#### #USYG300007

- Supports healthy hair, skin, and nails through daily intake of collagen and essential vitamins <sup>†</sup>
- Includes collagen types I and II, botanical antioxidants, biotin, vitamin B12, and alpha lipoic acid
- Natural berry flavor

• Gluten-free, dairy-free,

#### **B. COLLAGEN CREAMER**

#### #USYG300009

- Provides 7.5g of collagen per stick to help support healthy collagen levels in the body <sup>+</sup>
- Includes collagen types I and II, medium chain triglycerides, calcium, potassium, and 7g of protein per stick

#### C. MULTI-COLLAGEN PEPTIDE GUMMIES

#### #USYG100506

- Provides 6 types of collagen (I, II, III, IV, V, X) for optimal immune support and healthy connective tissues <sup>+</sup>
- Includes 1000mg of collagen peptides per gummy
- Made using only clean, sustainable sources and enhanced with collagenboosting enzymes for maximum absorption

#### **D. COLLAGEN PEPTIDES**

#### #USYG300005

- Promotes overall health with targeted support for joints, bones, and skin <sup>+</sup>
- Provides 5 types of collagen and enzymes to help you better absorb the product
- Clean, sustainable ingredients from grassfed and cage-free sources; no added flavor

#### E. COLLAGEN PEPTIDES JOINT HEALTH SUPPORT

#### #USYG300006

- Provides 5 types of collagen, hyaluronic acid, turmeric, MSM, and glucosamine for targeted joint, cartilage, and tendon support <sup>+</sup>
- Clean, sustainable ingredients from grassfed and cage-free sources
- Tropical Berry flavor



# **EVENTS ARE** *BACK!*



You've probably heard the phrase "You never get a second chance to make a first impression." This is true of hosting a successful in-person event as well. Whether this is the first or 40th event you've hosted, it's all about making your guests feel welcome, comfortable, and fulfilled from start to finish. With the help of super hosts Raymond and Yolanda Brown, Kara Hinton, and Louise Adrian, we've outlined a few helpful hints below to help you kick off your next event flawlessly!

#### Before the Event

#### 1. Make Your Guestlist

Invite everyone you think would get the most out of this event: friends, family, neighbors, your favorite acquaintances, and Facebook contacts. Once you have a rough estimate of guests, it'll make it easier for you to plan the rest of the event.

#### 2. Send a Personal Invitation

This step is super important! A personalized letter in the mail is best, but a nice email is okay too. Double-check the date and make sure all the event info is clearly spelled out in your note.

#### 3. Don't Forget Reminders!

Text and email reminders are a great way to keep people in the loop leading up to your event. We recommend sending a reminder three business days ahead of the event.





#### During the Event

#### 1. Set an Example

Dress professionally, create an inviting space, and be ready to give it your all when the time comes! Little details that show how prepared and professional you are – like an event program schedule, seat attendants, or added music – can really leave a smart impression.

#### 2. Be Present

Make sure you're having fun and taking time to really connect with the room. Show your attendees how much you genuinely love what you do and how the products make you feel, drawing from your own personal experience.

#### 3. Take Product with You

It's a good idea to have some product on hand. Once your guests see how many different types of supplements Youngevity offers, they're going to want to sample or buy some! Stick packs are great to share with your guests.

#### After the Event

#### 1. Follow Up

Following up after the event is another great way to show your guests how much you care and value their input. Ask them what they liked most about the event, or what their favorite sample was!

#### 2. Invite Them to Join Youngevity – The Right Way

When you're following up, avoid pressuring your guests right away with questions like "What do you think?" or "Does this sound like an opportunity you'd be interested in?" Make sure you're approaching your attendees with sincerity and patience.

#### 3. Help Them Get Started

When someone is ready to get started, make sure you have everything they'll need to get started on their Youngevity journey! Give them your best insights and remind them to check out the Resource Center.

# TIRED OF ALWAYS BEING TIRED?

If you're reading this, you're probably familiar with the anxiety, frustration, and bone-deep exhaustion that often accompanies a night of poor sleep. You're not alone, either. According to the National Heart, Lung, and Blood Institute (NHLBI), 50 to 70 million Americans struggle with sleep disorders.<sup>1</sup> Additionally, the CDC has reported that one out of every three adults isn't getting enough sleep every night.<sup>2</sup> Aside from being really, really frustrating, sleep deprivation can also have a negative impact on your overall health.

The good news is: you actually have more control over your sleep schedule than you realize. If you're ready to dive in and focus on achieving better health in 2024, sleep is a good place to begin. Getting good-quality sleep can do so much for your mind, body, and mood. Here's a breakdown of exactly what your zzz's are doing for you every night!

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#### NEW Beyond Sleep System

Relax your body with magnesium, rest with vegan plant-based melatonin, and recover with essential amino acids. **#USYG5133P** 



Getting a good night's sleep means...



#### **MORE ENERGY**

When you get a full night's sleep, you'll be ready to tackle your day with better energy and endurance! You're also less likely to injure yourself or accidentally nod off when you're not supposed to (like at work or school).<sup>5,11</sup>



#### IMPROVED COGNITIVE PERFORMANCE

Say goodbye to brain fog! With improved attention span, quicker response times, and greater memory capacity, you can achieve anything you set your mind to.<sup>5</sup>



#### **BOOSTED MOOD**

Want to wake up feeling calm instead of grouchy? You need more REM sleep. REM sleep is essential for processing emotions and memories, so make sure you're getting around 2 hours of REM each night to feel your best<sup>167,8</sup>



#### **BETTER COMMUNICATION**

Building a good rapport with roommates, workmates, and new partners starts with selfcare. According to science, the easiest way to encourage greater empathy, patience, and a calm atmosphere is to ensure you're getting enough sleep.<sup>9,10</sup>



#### **PEAK PHYSICAL HEALTH**

Did you know your body heals itself overnight? Getting enough zzz's keeps your immune system and body strong, which means potentially fewer colds and decreased risk of sleep deprivation-related chronic diseases.<sup>3,4,5</sup>

#### CONCLUSION

As you can see, the more shut-eye you can get, the better – but you may be wondering, "How can I get more sleep?" The answer is NOT extra-strong sleeping pills, which will honestly just make you feel super groggy in the morning anyway. Read on for our step-bystep instructions on how to rebuild your sleep routine!

## HOW YOU CAN GET A BETTER NIGHT'S REST

#### PUT YOUR HEALTH FIRST BY GETTING PLENTY OF ZZZ'S!

According to the experts, creating a consistent, relaxing nighttime routine is key to getting better rest.<sup>14</sup> You can fix your sleep cycle by practicing a gradual sleep wind-down, and we've put together a bunch of useful info and tips to help you build a healthier sleep routine. Here are our top five tips for building a better bedtime routine:

#### STOP EATING LATE-NIGHT SNACKS

01

This might be a tough habit to break, but it's worth the results. Research shows that late-night snacking can actually make it harder for you to sleep and cause unwanted interruptions overnight.<sup>1,2</sup> Sleep Foundation recommends eating your last meal or snacks no less than two to four hours before bed to prevent this. If you can't resist the urge to nibble something while you watch TV, the experts recommend at least avoiding foods high in protein, fat, sugar, and caffeine (yes, that means alcohol, preworkout, and coffee with dinner).<sup>3</sup> SCHEDULE WORRY TIME

02

Racing thoughts can be a huge obstacle to restful sleep, especially for the 40 million+ adults with diagnosed anxiety disorder.<sup>4</sup> According to the experts, the best way to keep your daily worries from flooding your brain all night is simply to spend a few minutes addressing your concerns each day so you can actually relax for sleep. In fact, a small 2018 study found that participants who completed to-do lists before sleep fell asleep faster than those who didn't make a list.<sup>5</sup> After you confront your to-do list, whether by checking off or rescheduling tasks, you can shift your focus to more soothing activities and thoughts.

#### MAKE TIME FOR PHYSICAL AND MENTAL HEALTH

03

Science says that exercising for at least 30 minutes per day can have an impact on how well you sleep at night, so it's important to prioritize it.6 Thankfully, it's super easy and loweffort to incorporate some light physical activity into your nightly routine! Use part of your wind-down time to stretch while you listen to a relaxing podcast, guided meditation, or soothing music. The experts have said you may need to experiment with the timing to find what time of night works best for you. We encourage everyone to take good care of their physical and mental health outside of the evening hours as well, including seeing a doctor or therapist if you have any unusual reoccurring symptoms. Gasping for air, for example, can be a symptom of sleep apnea,<sup>7</sup> while waking up confused or scared may indicate night terrors.<sup>8</sup>

PUT AWAY OR TURN OFF SCREENS

 $\bigcirc 4$ 

With all our favorite entertainment options at our fingertips 24/7, it can be incredibly hard to get away from screens – even just for a few minutes each day! To make matters worse: Our phones are keeping us awake a little too late most nights and may prevent us from getting good quality sleep. The blue light emitted from our screens tricks our circadian rhythm into believing it's daytime, so our minds remain more active than they should be at bedtime.<sup>9</sup> Our brains are also addicted to the dopamine we produce by engaging with social media and our favorite entertainment. As Harvard Health pointed out, "Every notification, whether it's a text message, a 'like' on Instagram, or a Facebook notification, has the potential to be a positive social stimulus and dopamine influx."<sup>10</sup>

You can break this cycle by putting away screens entirely, or compromise by lowering the brightness of your screen with a night light filter (which most phones include these days). We recommend pursuing a quiet activity that engages the body's five senses, a therapist-approved technique that can help quiet your mind and relax you for sleep.<sup>11</sup>

#### STICK TO THE SAME BEDTIME EACH NIGHT

This one may be a no-brainer, but it can make all the difference in the world! According to the CDC, maintaining a consistent bedtime all week (yes, even the weekends) is crucial to getting better sleep.<sup>12</sup> If you train your body clock to shut down at 10pm and start up at 6am, it will become easier to get sleepy at 10pm and wake up feeling refreshed at 6am. Bonus: keeping a consistent bedtime may also help prevent certain diseases by influencing gut health.<sup>13</sup>





#### YOU CAN DO THIS!

We're confident that these tips can help you achieve a consistent bedtime routine every night, but it is important to note that everyone is different and not all nights will be perfect. How late you stay up and how much sleep you get is completely up to you! The important part is that you wake up feeling well-rested most days and are satisfied with how well you slept.

To help ease you into your new sleep schedule and prepare you for unexpected nighttime disturbances, we suggest keeping a pair of headphones or earplugs, a sleep mask, and our Beyond Sleep System within arm's reach. Relax with magnesium, rest with vegan melatonin, and recover with amino acids. Spend less time tossing and turning, and more time counting sheep!

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# SUCCESS STORIES

#### Always Focus on Product First



"I was able to go off seven medications using some of the Youngevity products..."

#### **LOUISE ADRIAN**

Louise was first introduced to Youngevity 10 years ago thanks to Sean and Annelise Brown, two of Youngevity's longtime, superstar distributors. She started out selling essential oils and makeup, but was tentative to try our supplements due to her negative experience with other nutrition companies. However, it didn't take long for her to realize how different Youngevity's nutritional products are!

"I have rheumatoid arthritis and fibromyalgia, so the nutritionals have been a game changer for me," she said. "I was able to go off seven medications using some of the Youngevity products, and I've been medicationfree from all that for six years now." Since then, she's been able to help people around the world with similar conditions get the nutritional support they need to live happier, healthier lives.

When it comes to building a successful business, Louise says it's as easy as simply showing everyone how well the products work. "My focus is always product first, because if people use the products, they will feel the difference and they will stay on the products," she explained. "The bottom line is: if the product works, they will tell other people and it will naturally build."

Before she joined Youngevity full time, Louise was a party planner, so she was able to hit the ground running with some great networking and event-planning experience. She says social media events, one-on-one personal calls, and regular follow-ups have been her best tools for expanding her nutrition business. "If you're just a link sender, you're not going to build as fast or as big because they're just going to order the calcium magnesium [or other product]," she added. "Whereas if I speak to them... then I can help them get two or three products that are going to help them."

#### Youngevity Has Something for Everyone

#### HALLIE REDD

Hallie's passion for scrapbooking brought her to Heritage Makers, and eventually Youngevity, around 10 years ago. She was a new mom at the time and wanted to share her family's story (particularly her father's story) with her kids through scrapbooking. Though she and her team were initially hesitant to try nutritional supplements after Heritage Makers was acquired by Youngevity, they all fell in love with the products immediately. "Within a month to six weeks, they all realized and could tell the difference with the Healthy Body Paks," she said. "The majority of them are still going strong in nutrition and have branched out."



Hallie's favorite nutrition product right now is the Beyond Sleep System, which

includes magnesium, amino acids, and vegan plant-based melatonin. "I would always wake up in the middle of the night, like clockwork," she explained. "As soon as they came out with the Sleep System, I don't have a sleeping problem anymore." Hallie enjoys working for Youngevity full-time because she says, "We have something for everyone." She added, "If somebody doesn't want a digital scrapbook, but they're interested in better sleep, energy, or health, we have all of that that we can offer somebody." She encourages new distributors to pick two or three of their passions when deciding which Youngevity products to sell – that way, you'll enjoy what you do and can sell from the heart.

Hallie's also had great success onboarding new members by sharing what a great side hustle this opportunity can be, especially for those with families. Here's what she tells them: "If anybody here is looking for a plan B in today's economy, I definitely have something that would work for you."



#### Plant Seeds to Support Growth

#### **FORREST STIVENS**

Forrest got his start with Youngevity thanks to his mom and a family friend, who introduced him to the company eight years ago. His family has a background in organic farming, so nutrition has always been center focus for him. Long before he joined Youngevity, he learned about the nutrient deficiencies in the soil and sought a way to fill in the gaps with supplements.

He was searching for a business opportunity that would go beyond improving his health when he finally connected with Youngevity. After his bad experience with other nutritional supplement companies, he was pleased to see that we offered something worthwhile. "Even though we'd been taking these other nutritional

supplements for 17 years, once we started the 90 For Life<sup>™</sup>, there were multiple things we noticed that we still had problems with just disappeared," he explained. Though he takes all of the 90 For Life essentials, his favorite supplements are Osteo FX<sup>™</sup>, Ultimate Selenium<sup>™</sup>, and Rebound FX<sup>™</sup>.

As of 2023, helping people obtain better nutrition with Dr. Wallach's teachings is Forrest's full-time job and he loves it! It's enabled him to support his passion for music and DJing as well. He's even helped high-profile athletes like powerlifter Benjamin Creagh reach new heights. With so many resources available online compared to a decade ago, he said that spreading the word and expanding his business into new parts of the world is easier than ever too. He emphasized that the success stories and the quality of the products really speak for themselves. "If you really want to help people and get more people involved, 100% capture your people's testimonials – they're like gold."

For anyone who's new to being a distributor, he recommends listening attentively to potential customers or distributors, getting to know them as a genuine friend, and making yourself available with the right info when a person is ready to get involved. "When they ask you what you're doing with your life, just share the stories of how you're helping people, plant seeds, and in the end, something absolutely beautiful will grow."

#### A Leap of Faith Can Transform Your Life



"I believe in it because I have seen it work for many people."

#### **ROCIO DEL CARMEN MONTAÑEZ CHAVEZ**

Rocio's journey with Youngevity started shortly after her life was turned upside down by a chronic health condition. Faced with invasive medical treatments she didn't want, Rocio chose to pursue nutrition to try and heal her body from the inside out. She said: "I didn't want to follow what everyone else does with the medical system, so I searched for another opportunity, a more natural solution, and found Youngevity... The doctors couldn't believe it because my studies were going well and I was getting better and better after only three months. With these products, I was never, never lying in bed; I continued living my life."

As she continued to recover, she traveled from Chihuahua, Mexico to California to meet Dr. Wallach in person. After gathering as much info as she could from him, she returned home, eager to spread the word about the nutrition products that had helped her so much. "I came with something like that [inspiration] in my mind and in my heart," she explained. "I said, 'I'm sure going to help a lot of people,' so I started with my family." Though she generally recommends the Mega Paks for most people, she said it's important to take a person's individual health needs into account and follow up every 30 days in the beginning to make sure each product is a good fit.

Rocio's hard work and dedication to helping others paid off. She has helped many people in her community get back on their feet and, in the process, began making enough money to start her own business with Youngevity in 2016. She's very passionate about being able to change lives with good nutrition. "I have a lot of faith in the product, in the doctor's research, in the company, and everyone who works for Youngevity," she said. "I believe in it because I have seen it work for many people." On a personal level, Rocio said she is also extremely thankful for the opportunity because it has given her the ability to travel, support her family, and even make jewelry in her spare time, which she loves to do.

#### Spreading the Message of Health

#### **REBECCA DUKES**

Rebecca's introduction to Youngevity happened in 2016 in the midst of what she describes as one of the hardest times in her life. She first heard about Dr. Wallach's research through his radio show and decided to give the supplements a try after doing her own research. "Within two weeks [of taking the supplements], my migraines had stopped that I had been dealing with since I was 8 years old and I started losing weight," she said. "I also had degenerative bone and disc disease, which gave me a lot of pain...and that pain just started diminishing."

Long before she discovered Youngevity and started her own business, Rebecca was passionate about good health and nutrition. She used to perform statistical analysis in the medical field and was also a proud farm owner. One day, after reviewing some information on angioplasty catheters (which are used to open blocked arteries caused by heart disease), she pledged herself to lead a healthier life. "I made a vow to myself that I'd figure out what it would take to never, ever need that device," she explained. "That's not the way I want to go."

Because of the hardship she went through, and thanks to her dedication to better health, she's been able to help many, many people and spread Dr. Wallach's message of hope further every year. Though her two live interview shows with Dr. Wallach, "Ask Doc Live" and "Daily with Doc", have been her main source of newcomers, she's also been able to help many people through social media and one-on-one meetings. Starting her business with Youngevity gave her the extra time and flexibility she needed to raise her son and help people all over the world just like her get back on their feet. "Since I got the benefits from the products that made me want to continue to live, I wanted to share them," she said.

Thanks to her daily regimen of supplements, Rebecca was able to turn her life around and can now enjoy playing with her grandchildren – something she wasn't able to do with her own children during her health crisis. "Seven years ago, I wouldn't have been able to do that like I do now," she added. "Getting up and down off the floor before was a chore; now they're all dancers and I'm dancing with them, just having a great time."



"Since I got the benefits from the products that made me want to continue to live, I wanted to share them,"

## YOUNGEVITY TOOLS AND TRAINING

Stay connected and take advantage of new opportunities with the resources, tools, and training you need to support your team and run your business from anywhere, any time. Access everything you need right now from your mobile device!

#### Visit Youngevityrc.com

#### YOUNGEVITY RESOURCE CENTER News, Training and More

#### YoungevityRC.com has everything you need. Browse events in your area or promote an event. Trainings, sales tools and downloadable PDFs. Stay up to date on our blog and news each week.



#### YOUNGEVITY UNIVERSITY 30, 60 and 90 Day Onboarding Training

Whether you're new or not, Youngevity has created a comprehensive training guide to help you get started or to refresh your skills.



#### YOUNGEVITY BACKOFFICE 2.0 Business Dashboard and More

Your one stop shop to access and manage your customers, orders, and track your earnings.

# <complex-block>

#### YOUNGEVITY GO2 APP A Business Builder at Your Fingertips

Whether you're on your mobile app or a desktop, connect directly with your customers and team to share exclusive marketing materials, videos and more.



#### YOUNGEVITY PRIVATE FACEBOOK GROUP Your YGY Community

Exclusive access to a community of Youngevity Distributors for questions, advice, events and specials.



#### YOUNGEVITY HEALTH QUIZ Personalized for You and Your Customers

Not sure what products to suggest? Customers who complete the Health Quiz are 65% more likely to purchase from Youngevity.com and get the products they're looking for. Or share directly with your customers.





## RANDOM ACTS OF KINDNESS

In a world that often seems chaotic, the simple act of kindness has the power to create profound shifts, not only in individuals but within entire communities. Random acts of kindness—those unexpected gestures that warm the heart and uplift the spirit hold the key to fostering a sense of unity and wellbeing that transcends societal boundaries.

At Youngevity, we've always embraced community service and giving back, so much so that we launched our own Random Acts of Kindness (RAK) days! We believe it's an investment in the collective happiness of a community, which is why we encourage RAK days on the first of every month. Kindness and giving serve as a universal language that goes beyond differences and highlights our shared humanity.

Moreover, the act of giving back has a profound impact on individual well-being. A recent study in the Journal of Happiness indicates that volunteering positively impacts how you feel mentally and physically. Engaging in acts of kindness releases feel-good hormones, such as oxytocin, that contribute to a sense of fulfillment and happiness. By helping others, we inadvertently help ourselves, creating a positive feedback loop that strengthens the fabric of community well-being.

So how can you participate? You don't need to donate large sums of money or create some major philanthropic effort. Sometimes small gestures in your own community are the most overlooked, and the most needed.

Join the movement and share your Random Acts of Kindness with us on our Youngevity RAK Facebook Group.

#### IDEAS FOR GIVING BACK TO YOUR COMMUNITY:

- Create or deliver care packages to homebound or unhoused individuals
- Donate blood, or help others get there
- Help a neighbor or elderly person with snow removal, yard work, or other tasks
- Volunteer to read to young elementary students in a classroom or afterschool program
- Volunteer as a dog walker or take on other tasks at your local animal shelter
- Donate your time to Big Brothers/Big Sisters or another similar organization
- Volunteer at your local Habitat for Humanity chapter
- Organize a park or roadside clean-up crew

Those are just a few ways that you can give back to your community and organizations. The options are endless! The point is, make it part of your routine to set aside a few hours each month to perform a Random Act of Kindness or service. By actively incorporating this kind of giving into our lives, we not only create a brighter present but also lay the foundation for a future marked by empathy, compassion, and shared joy. After all, it's the small acts that have the power to change the world, one community at a time.

# A DOCTOR ON A MISSION

Our co-founder, Dr. Joel Wallach, has spent many decades challenging the status quo of our understanding of health and nutrition. His life of research and service has uncovered the correlation between the nutritional deficiencies in our food and the rise of disease. He's been on a tireless mission to educate the world on how to counteract the impact of poor nutrition, and we are all the beneficiaries of his visionary work.

From an early age, Joel Wallach was curious about the connections between animals and humans, and how the environment, pollution, and disease impacted both. His curiosity drove him to veterinary school and research, which eventually connected him to two important mentors: Marlin Perkins and William Albrecht. These two men were experts in the fields of animals and plants/soil, respectively—two key topics that would become the cornerstone of Dr. Wallach's life's work.

From a conservation project with white rhinos in Africa, to studying pollution as a source of disease in animals, Dr. Wallach couldn't shake the idea that everything was connected, and that the issues plaguing animals could also impact humans. While working at the Emory National Primate Research Center (Yerkes), his research led him to a life changing discovery: a nutritional deficiency was the cause of cystic fibrosis and death in some of the primates he was working with (formerly only thought of as a human disease), but the outcome could be changed by taking selenium and vitamin E.

He had uncovered why animals (and people) were facing so many health issues, and it had everything to do with nutrition. Soon after, he earned his doctorate as a naturopathic physician and began to formalize an understanding of the role that nutrition —specifically, minerals and other essential nutrients — played in overall health and well-being. He discovered that there were 90 essential nutrients, vitamins, minerals, amino acids, and essential fatty acids required, not just for good health, but to avoid illness and disease. His research uncovered the reason why just eating "healthy foods" wasn't enough.

Flash forward 40 years, and Dr. Wallach is still driven by his mission for nutrition. In fact, we all are. He showed us how soil depletion affects the nutrition level of the food that comes from it. Some of his ideas flew in the face of conventional theories and ideas of the time, specifically his beliefs about eggs, oils, and healthy fats—which have since been validated. No one had ever spoken about nutrition and supplements the way that he did. He drove home the point that epigenetics (environmental factors) actually have a tremendous impact on our lives, and illnesses are not only related to genetics. Today, epigenetics is seen as the key to understanding health.

His mission led him to combat misinformation about nutrition, and to fight for health information freedom. He partnered with Attorney Jonathan Emord and petitioned the U.S. Congress to pass the DHSE Act, securing that vitamins and minerals did not need to be disbursed via a prescription from a physician. They also helped to bring about the Nutrition Labeling and Education Act, as well as the Dietary Supplement Education Act.

He's earned invitations to speak at the United Nations about his findings, and he was the first naturopathic physician to receive the esteemed Klaus Schwarz Award for his work with trace minerals. Several of his research findings have received FDA approval. In short, his lifetime of work—his mission—laid the foundation for Youngevity, our product line, and an entire organization of health advocates.



#### We're proud of Dr. Wallach's legacy of research and health information advocacy!











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## **FIND YOUR IDEAL** HEALTHY BODY START PAK

#### Youngevity offers immediate solutions through our health quiz.

Your body needs a wide range of vitamins, minerals, amino acids, and essential fatty acids to function optimally. But many of these nutrients are needed in concentrations and are not available from food alone. That's why, after decades of research, Dr. Wallach was able to establish 90 essential nutrients as the foundation of optimal health. These 90 essential nutrients encompass the Youngevity Healthy Body Start Pak<sup>™</sup>.

The Healthy Body Start Pak brings together 60 minerals, 16 vitamins, 12 amino acids, and a powerful blend of three EFAs — 90 carefully blended components to create the optimal mix your body needs to thrive and feel your best. That's a grand total of 90 reasons to love 90 For Life<sup>™</sup>.

**60 Minerals.** Minerals play many vital roles in the body, including bone-building and hormone synthesis. Macrominerals, such as calcium and magnesium, are minerals the body needs in larger amounts. Trace minerals like selenium, copper, and zinc, are necessary, but needed in much smaller amounts.

**16 Vitamins.** Vitamins are crucial for normal growth and development. Vitamin C, for example, is used by the body to form collagen in the bones, cartilage, muscle, and blood vessels. It also aids in the absorption of iron. Scientific research is just beginning to uncover the numerous benefits of Vitamin D, which includes support for bone, heart, immune, and cellular health.

**12 Amino Acids.** These "building blocks of life" combine to form proteins. Their myriad uses include growth, muscle building, and digestion. Amino acids are classified into three groups — essential (the body cannot make them; they must be obtained from diet); non-essential (synthesized by the human body); and conditional (essential when the body is under stress or in poor health).

**3 Essential Fatty Acids.** The Omega-3, Omega-6, and Omega-9 fatty acids are essential to human health, playing an important role in a wide range of biological systems such as reproductive, respiratory, cardiovascular, mental and nervous, and eye health. Studies show that most people aren't getting enough of these key nutrients.<sup>1</sup>

The Healthy Body Start Pak<sup>™</sup> includes a 30-day supply of nutrients in three flavorful components: Beyond Tangy Tangerine supports your body's natural defense systems;



1 https://www.heart.org/en/news/2023/07/05/are-you-getting-enough-omega-3-fatty-acids



#### ONE DOCTOR'S MISSION.

Dr. Joel Wallach's groundbreaking medical and nutritional research on the health benefits of selenium and other minerals led to his discovery that all humans require 90 essential nutrients to achieve and maintain optimal health. He started Youngevity in 1997 with a mission of sharing the benefits of these 90 essential nutrients. He has studied nutrition for more than 30 years, and is deeply involved in ensuring that Youngevity brings cutting edge, innovative products to market to meet the needs of the modern lifestyle. See how good you can feel when you use 90 essential nutrients for 90 days, a trusted approach to health used by many people around the world.

# A nutritional combination that's uniquely you

All humans have basic nutritional needs — our Healthy Body Start Pak 2.0 supports those needs — but we understand each individual has specific requirements and priorities. What are yours? To help you select the Healthy Body Start Pak best suited for you specifically, we need to get to know you a little better. Our online health quiz asks questions about your goals and preferences and comes back with real health solutions — like an in-tune personal trainer. It suggests the Healthy Body Start Pak and other Youngevity products to address your health concerns and goals. Spend 10 minutes with these questions — there are no "wrong" answers, we're just determining what's right for you and we can recommend solutions for some of your biggest health priorities.

The foundation of health and wellness is good nutrition to help support a healthy body. Youngevity® offers a line of wellness products to help you live your best life – for any age, any lifestyle, any need.

#### It all starts here

#### HEALTHY BODY START PAK 2.0

The heart of what we do at Youngevity is helping people live healthier, happier lives. Our Healthy Body Start Pak was developed to provide the 90 essential nutrients we all need to thrive. The Healthy Body Start Pak is the starting point, and we recommend it for every individual.







#### MORE THAN 58,000 YOUNGEVITY CUSTOMERS & DISTRIBUTORS

COULD

ave up to 50%.

#### ON THEIR NEXT ORDER.\*



#### THAT'S RIGHT! 58,000+ PEOPLE HAVE AT LEAST 250 POINTS IN THE YOUNGEVITY REWARDS PROGRAM. ARE YOU ONE OF THEM?

Our Rewards program truly lives up to its name! Launched in January 2020, the Youngevity Rewards program delivers amazing discounts to our most loyal, active Customers and Distributors.

You can earn points for just about everything. Youngevity rewards you for every dollar you spend, every referral you make, and every auto-ship order you generate. You can even earn rewards for connecting with us on Facebook or Twitter!

All those points are adding up to deep savings. An average of over 3,700 orders per month have saved up to 50% by redeeming their rewards on Youngevity.com.

**And Remember:** Use 'em or lose 'em! The points you earn will expire after six months, so be sure to redeem your unused points today!

#### Youngevity Distributors LOVE the Rewards program, especially when it comes to sharing the extra benefits with their Customers.

"My favorite part of the Rewards program is how it gives me one more great reason to reach out to my team and my customers."

**Jennifer S.** Youngevity Distributor, Washington

A Distributor from Colorado adds "Personally, I LOVE it. I wait until I have 1,000 points, then I get \$100 off a \$200 order!" Lisa also believes strongly in the strengths the program offers new Customers and Distributors.

#### SINCE LAUNCH ...



More than 91 million points have been redeemed for discounts on Youngevity.com



More than \$7 million has been saved by Distributors and Customers



Points have been redeemed on over 131.000 orders To learn more about the Youngevity Rewards program, visit: **Youngevity.com/Rewards** 

To find out if you have points waiting to be redeemed, login to your account at Youngevity. com/login and click on the Rewards tab. "The best kept secret about the Rewards program is that people earn three times the points on every purchase within their first 30 days of signing up. It is a GREAT PROGRAM!"

**Lisa B.** Youngevity Distributor, Colorado

# **y**photo<sup>™</sup>

If you're new to Youngevity, you might just be starting to embrace our comprehensive product line. One product vertical you might not expect is YPhoto—Youngevity's digital photo platform. There are two really great reasons why it's part of our product offering: It's good for business, and it's good for your health.

It's no surprise that the nutrition and supplement market is a huge business opportunity, since nearly 75% of adults take some kind of supplement. The photo market is even larger! Nearly everyone has photos, with more taken and accumulating every year. The numbers might astonish you. According to research, over 57,000 photos were taken every second worldwide in 2022, which translates to 1.81 trillion per year — and that number continues to climb! The opportunity to grow your business with this vertical is huge. People love their photos and, chances are, they've got years' worth of photos filling up their hard drive or online storage.

So what can you do with those trillions of photos at Youngevity? Almost anything you can dream up, we can make! We offer a wide assortment of photo books with themes for baby, wedding, travel, year in review, and so much more. We also offer a huge collection of home décor: from canvas and metal prints, to posters, acrylic prints, pillows, blankets and calendars. Then there's the perfect gift items – because who doesn't want a mug (or puzzle, ornament, magnet, or coaster) featuring your grandbaby, beloved pet, or just a special moment? We love the possibilities that are at your fingertips with the YPhoto program. Visit Youngevity.com/yphoto to view new products and featured sales!



But what we love even more is what the combination of your photos and our products can do for your health. Youngevity believes in holistic health, and we appreciate the power that photos, and subsequently, photo products, have in supporting and even improving mental health.

From the moment photos were invented, they became precious artifacts and treasures in our lives. They are tangible evidence of the people we love, where we come from, and the adventures we take.

In fact, these pictures are mini time machines, helping us re-live moments both big and small. They remind us that we belong to a wonderful network of people that make life special. They remind us that we've accomplished great things, and help us re-live celebrations.

ALL of that contributes to a positive mental state! In fact, studies have shown that reliving those happy moments can reduce the stress hormone cortisol in our bodies. It can also bring a sense of accomplishment and belonging, especially to children.

We believe in harnessing the power of our photos for happiness. And it doesn't have to be complicated. If you want to simply drop your photos into a pre-designed template, you can! Or you can get as creative as you'd like. The point is—it's easy to create something, and even easier to invite others to join you. Soon, you might just see benefits in your business and health!



# **COMPENSATION** *PLAN*

At Youngevity, we are committed to providing our distributors and customers with quality products, reliable services, and amazing opportunities. The Youngevity compensation plan caters to distributors interested in earning different levels of income, rewarding them with generous percentages and bonuses. Those interested in making enough each month to cover their car payment can use the compensation plan to do so. Those ready to build a downline strong enough to support their children's college tuition dreams can also do so with Youngevity's programs.

For more information, visit youngevityrc.com.



**COMPENSATION PLAN SUMMARY** 

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 Group Qualifying Volume (GQV) extends through 3 levels of the Global Residual Comp. Plan (including your own) with compression. Compression occurs when volume from a distributor/preferred customer rolls up 1 or more levels due to volume less than 50 PQV in those levels.

2 1 Star Executives and above on level 7 and higher earn a 2% Infinity Bonus paid to a potentially unlimited number of levels through 6 generations of Sales Associates.

3 Already Includes 2% Infinity Bonus.

4 To achieve each Ambassador rank, you must achieve the applicable qualifications for three consecutive months, with no more than 60% of Total Croup Qualifying Volume (TGQV) coming from any single downline leg. ©2019. Youngevity. All Rights Reserved. (1219) · 2400 Boswell Road. Chula Vista. CA 91914 · 1-800-982-3189 · www.youngevity.com Kongevity defends on making income asimg claims association with the provident of Youngevity business. Whether an individual who becames a Youngevity attributor. Business opportunity defends on the provident and defendent vanishes that are impossible to predict such as conomic factors under to action where product states are attempted and the sales after of statibutor.

5 Only 15tar Executives require a minimum of 12 personally enrolled qualified Preferred Customers and/or Brand Associates on thyher, where a least 6 are Paid as Brand Associates or higher and where each have a minimum of 100 PQV during the qualification period.
6 Car bonus earned after 2 consecutives not this of qualifying at any Star rank the first time (does not have to be the same)

Car bonus earned after 2 consecutive months of qualifying at any Star rank the first time (does not have to be the same Star rank). Once this has been accomplished, the car bonus will be paid out on any month afterwards, as long as the requirements have been met for that Star Rank. Refer to 'Car Bonus Payout Breakdown' on page 3 for details.

# How Coding Works

- A coding bonus generates commissions when a CEO Mega Pak\* is purchased. •
- the time of enrollment, which starts a new coded group. Enroller's bonus is determined by their coded rank at •
- Downline bonuses are determined by the difference between the upline coded rank and the Enroller's coded group.

# FAST START BONUS (FSB)

personally enrolled Distributor who purchases any Receive a \$70 Fast Start Bonus (FSB)\*\* for any CEO Mega Pak.\*

# \*Also known as the Business Builder Kit

ddY\*\*

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<b>Cumulative Payout</b> (Paid up to)	1	1	\$15	\$35	\$100	\$140	\$170	\$180	\$190 (max group payout)
<b>Coding Bonus</b> (Based on time of enrollment)	1	1	\$15	\$20	\$65	\$40	\$30	OI\$	+ OI\$
Rank	Associate	Brand Associate	Sales Associate (SA-A)	Senior Associate (SR-A)	1 Star Executive (1SE)	2 Star Executive (2SE)	3 Star Executive (3SE)	4 Star Executive (4SE)	5 Star Executive (5SE) and higher

2

©2019. Youngevity. All Rights Reserved. (1219). 2400 Boswell Road. Chula Vista. CA 91914. 1-800-982-3189. www.youngevity.com vougevity prohibits to provide the maining income earning claims in association with the providevity browselver product alke are made with the prostible to predict such as economic factor under to make the out and the suff are more than he or she pass for the busines opportunity depends on under the mark are mpossible to predict such as economic factor under to make product alkes are attempted and the suff set and more than he or she pass for the busines opportunity depends on the product suff as economic factor under to make product as a suffer predict and the suff and more than he or she pass for the predict such as economic factors with the product and as are attempted and the suff and more than the distributor.

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Mega Pak\* or by reaching a minimum of 500 PQV

the enroller on the day the enrollee joins, not the rank of

the enroller on the date product is purchased.

The cumulative payout received depends on the rank of

**Cumulative Payout Details** 

Michelle enrolls Steve on August 1st and is a 1 Star Executive (1SE) 8th, Michelle becomes a 2 Star Executive (2SE). Michelle receives

EXAMPLE

Steve waits to buy his CEO Mega Pak on August 8th. On August \$100 Cumulative Payout (ISE rate) not \$140 Cumulative Payout (2SE rate) because she was a 1 Star Executive (ISE) at the time of

Steve's enrollment.

Become CEO qualified by purchasing any CEO

Coding Bonus Qualification

(accumulative over the lifetime of your account).

Must have a lifetime rank of Sales Associate

(SA-A) or above.

.

Must have a Paid As Rank of Brand Associate or

•

higher within the qualification period.

Must have a Paid as Rank of Brand Associate or

•

Fast Start Bonus Qualification

higher within the qualification period.

Week 1 - Michelle Enrolls Steve's coding is shown below. Michelle has a lifetime rank of 5 Star Executive (5SE) and a Paid As Rank of Brand Associate or higher. Michelle gets \$190 payout + \$70 Fast Start Bonus (FSB) when Steve purchases a CEO pack.

<b>Total</b> (Includes Fast Start Bonus)	I	1	I	I	1	I	\$260
Fast Start Bonus	I	I	1	1	1	1	\$70
Cumulative Payout (Paid up to)	I	1	1	I	I	1	+ 061\$
<b>Coding Bonus Payout</b> (Based on the time of enrollment)	\$15 •	\$20	\$65	\$40	\$30	\$10	+ 01\$
Who's Coded to Enrollee	Michelle	Michelle	Michelle	Michelle	Michelle	Michelle	Michelle
Rank	Sales Associate (SA-A)	Senior Associate (SR-A)	1 Star Executive (1SE)	2 Star Executive (2SE)	3 Star Executive (3SE)	4 Star Executive (4SE)	5 Star Executive (5SE) (or higher)
		L	# 3 <sup>-</sup>	IdW	∀X∃		

Week 2 - Steve Enrolls Dave: Dave's coding is shown below. Now Steve is building and makes 1 Star Executive (ISE) and enrolls Dave. Steve gets \$100 payout + \$70 Fast Start Bonus (FSB) and Michelle gets \$90 payout when Dave purchases a CEO pak.

<b>Total</b> (Includes Fast Start Bonus)	1	1	\$170		1	-	\$90		
<b>To</b> (Includes Fas		,	= =	,	,	•	ŝ		
Fast Start Bonus	1	1	\$70	1	1	-	\$0		
			+				+		
Cumulative Payout (Paid up to)		I	\$100	1	I	I	06\$		
<b>Coding Bonus Payout</b> (Based on the time of enrollment)	\$15 +	\$20	\$65	\$40	\$30	\$10	+ \$		
Who's Coded to Enrollee	Steve	Steve	Steve	Michelle	Michelle	Michelle	Michelle		
Rank	Sales Associate (SA-A)	Senior Associate (SR-A)	1 Star Executive (1 SE)	2 Star Executive (2SE)	3 Star Executive (3SE)	4 Star Executive (4SE)	5 Star Executive (5SE) (or higher)		
		EXFMBLE #2							

Week 3 - Dave Enrolls Jim: Jim's coding is shown below. Dave is building and achieves Senior Associate (SR-A) and enrolls Jim. Dave gets \$35 payout + \$70 Fast Start Bonus (FSB), Steve receives \$65 payout and Michelle receives \$90 payout.

<b>tal</b> Start Bonus)		\$105	5				Q	r she pavs for the <b>3</b>
<b>Total</b> (Includes Fast Start Bonus)			\$65		-		06\$	will earn more than he o
Fast Start Bonus		\$70	#0 \$0	1	1	-	#0 \$0	DM ss a Youngevity distributor
Fast St		+	+				+	www.youngevity.co nindividual who become
<b>Cumulative Payout</b> (Paid up to)		\$35	\$65	I	1	1	06\$	• 1-800-982-3189 • v ss opportunities. Whether a
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<b>Coding Bonus Payout</b> (Based on the time of enrollment)	\$15 +	\$20	\$65	04\$	+ 0 \$30	01\$	+ 0l\$	ved. (1219) • 2400 Boswell Road. Chula Vista, CA 91914 • 1-800-982-3189 • www.youngevity.com come anning claims in association with the normation of vourneeity business proportunities. Whether an individual who becomes a Youngevity distributor will ann more than he or she pave for the
Who's Coded to Enrollee	Dave	Dave	Steve	Michelle	Michelle	Michelle	Michelle	©2019. Youngevity. All Rights Reserved. (1219) . Youngevity prohibits its distributos from making income earning o
Rank	Sales Associate (SA-A)	Senior Associate (SR-A)	1 Star Executive (1SE)	2 Star Executive (2SE)	3 Star Executive (3SE)	4 Star Executive (4SE)	5 Star Executive (5SE) (or higher)	
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Start earning a car bonus after 2 consecutive months of qualifying at any Star rank the first time (does not have to be the same Star rank). Once this has been accomplished the car bonus will be paid out on any month afterwards, as long as the requirements have been met for that Star Rank.

For example: Rank achieved in Jan is ISE so that starts the 2 consecutive months of qualifying at any Star rank. Rank achieved in Feb is 2SE. This completes the requirement of qualifying 2 consecutive months at any Star rank. 3SE is achieved in Mar so the \$800 car bonus will be paid out.

\*1 STAR EXECUTIVE (ISE) ONLY Requires minimum 12 personally enrolled, Paid as Preferred Customer and/or Brand Associates or higher, where at least 6(six) are Paid as Brand Associates or higher and where each have a minimum of 100 PQV within the qualification period.

**5 STAR EXECUTIVE (5SE) ONLY** Earn \$1,500 Car bonus if qualified 5SE and not qualified for the 2% Revenue Share Pool (NPQ). Earn \$2,000 if qualified 5SE and 2% Revenue Share Pool qualified (PQ).

# EXAMPLE #1

Dec	5SE NPQ	\$1,500
		\$
Nov	5SE NPQ	\$1,500
Oct	5SE NPQ	\$1,500
Sep	5SE NPQ	\$1,500
Aug	5SE NPQ	\$1,500
luc	5SE NPQ	\$1,500
unc	5SE NPQ	\$1,500
May	5SE NPQ	\$1,500
Apr	4SE	000'1\$
Mar	3SE	\$800
Feb	2SE	\$0
Jan	*1SE	\$0
Breakdown	RANK	PAYOUT
	AIA	АМ

"ISE (must meet additional bonus requirements, see above) was achieved in Jan and 2SE in Feb, this satisfies the requirement of qualifying at any Star rank the first time (does not have to be the same Star rank). Now the car bonus will be paid out on any month afterwards once the requirements have been met for that Star Rank. 3SE was accomplished in Mar so the car bonus of \$800 was paid out. 4SE was made for Apr. paying the Car bonus of \$1,000 and 5SE (NPR) was achieved for the remaining months, paying the car bonus of \$1,500 for each month.

# **EXAMPLE #2**

bonus will be paid out on any month afterwards once the requirements have been met for that Star Rank. Car Bonus was not paid in Mar because the rank achieved was only SR-A. 3SE was accomplished in Apr so the car bonus of \$800 was paid out. "JSE (must meet additional bonus requirements, see above) was made for May & Jun so Car bonus of \$300 was paid. Car Bonus was not paid for Jul & Aug because the rank achieved was only "ISE (must meet additional bonus requirements, see above) was achieved in Jan and Feb. This satisfies the requirement of qualifying at any Star rank the first time (does not have to be the same Star rank). Now the car

# EXAMPLE #3:

SR-A. 5SE (NPR) was made for Sep thru Dec, paying the car bonus of \$1,500 for each month.

Breakdown     Jan     Break     May     Jan     May     May <t< th=""></t<>
Breakdown         Jan         Feb         Mar         Apr         Jun         J
Breakdown         Jan         Feb         Mar         Apr         Jun         Jul         Mag         Sen         S
Breakdown     Jan     Feb     Mar     Apr     Jun     Jul       RANK     25E     5R-A     35E     35E     15E     15E     75       PAVOUT     \$0     \$0     \$0     \$0     \$0     \$0     \$0
Breakdown         Jan         Feb         Mar         May         Jun         Jun           RANK         25E         SR-A         35E         35E         *15E         *15E         SR-A           PAYOUT         50         50         500         500         500         500         500
Breakdown     Jan     Feb     Mar     May     Jun       RANK     25E     5R-A     35E     *15E     *15E       PAYOUT     50     50     50     \$300     \$300
Breakdown         Jan         Feb         Mar         May           RANK         25E         SR-A         35E         *15E           PAVOUT         \$0         \$0         \$0         \$300
Breakdown     Jan     Feb     Mar     Apr       RANK     25E     5R-A     35E     35E       PAVOUT     \$0     \$0     \$0     \$0
Breakdown     Jan     Feb     Mar       RANK     2SE     SR-A     3SE       PAYOUT     \$0     \$0     \$0
Breakdown     Jan     Feb       RANK     2SE     SR-A       PAYOUT     \$0     \$0
Breakdown RANK 25E PAYOUT \$0
Breakdown RANK PAYOUT
NHOC

22E was achieved in Jan. SR-A in Feb and 35E in Mar. Since 2SE & 35E was not consecutive it does not satisfy the requirement of qualifying at any Star rank the first time. 2 consecutive months. 35E was achieved in Mar and for that Star Rank. "JSE (must meet additional bonus requirements, see above) was made for May & Jun so Car bonus of \$300 was paid. Car Bonus was not paid for Jul & Aug because the rank achieved was only SR-A. SSE Apr. this satisfies the requirement of qualifying at any Star rank the first time (does not have to be the same Star rank). Now the car bonus will be paid out on any month afterwards once the requirements have been met (NPR) was made for Sep thru Dec paying the car bonus of \$1,500 for each month.

- 26% PAID WEEKLY
- ½ NORMAL RESIDUAL PAID MONTHLY

purchases within 30 days from the join date. Prior to January 1, the Quick Start Bonus will be paid on purchases within 30 days from the first order. These bonuses are paid on purchases up to 750 BV total per new enrollee. Effective January 1. 2018. enjoy up to 30% Quick Start Bonus (26% actual QSB paid weekly & ½ of the normal residual paid on the 15th of the following month) on the BV of newly enrolled Distributor's (or customer's) Any BV in excess of 750 within the month will be paid out in the regular upline unilevel commissions.

# Requirements

- T Must be the Enroller
- 2 Must be paid at BR-A or higher

# Quick Start Bonus Example

- Enrollee (frontline placement to Enroller) enrolled: 08/01
- Enroller enrolls Enrollee on Aug 1st. Enroller is qualified to earn up to 30% QSB (26% actual QSB and ½ of normal residual payout, depending on placement) for the first 30 days from Enrollee join date.

# Quick Start Restart

A Quick Start Restart will trigger for Enrollees who has NOT placed an order in the Past 12 months from the end of the last month an order was placed. This Bonus only pays out Once in the Enrollees lifetime.

# Quick Start Bonus Payout Example

Enrollee places his initial order for 250 BV on Aug 1st. The week the order is placed is called the Qualification week. There is a 2 week waiting period after the Qualification Week to ensure that the Enroller meets all the requirements (See Requirements Above) to be paid out. If all the requirements are met then the Quick Start Bonus of 26% will be out paid out as a weekly bonus the Monday after the 2 week waiting period.

26% QSB paid to Enroller on Enrollee's order = 250 BV X 26% = \$65.00

Enroller will also be paid out  $\aleph$  of the normal residual payout on Enrollee on the 15th of the next month.

 $1\!\!\!/_2$  of the normal residual based on Enrollee's frontline placement = 250 BV X 4% = \$10

To fund the Quick Start Bonus Program, the upline up to 8 levels above the enrollee will earn ½ of the normal commissions earned during qualification period. So if they were to schedule to earn 8% Uni-level Bonus Commissions they will now earn 4% Quick Start Uni-level Bonus Commissions, 7% will earn 3.5% and so on.

# **GLOBAL REVENUE SHARE BONUS POOL\***



# Commission

- 1 1% is paid in proportion to each qualifier's Team BV
- 2 1% is evenly divided among all qualifiers
- 3 Count 100% of your BV not under another pool qualifier
- 4 Plus 50% of BV under other pool qualifiers who are in your downline

# Example

Anyone who achieved 5SE or more in 9 of the past 12 months ending January 2020 will earn in 5SE pool. Eligibility to share in 2% of company BV each month requires you to reach 5 star or above and achieve 500,000 OCV for 9 out of the last 12 months പ

©2019. Youngevity. All Rights Reserved. (1219) • 2400 Boswell Road. Chula Vista. CA 91914 • 1-800-982-3189 • www.youngevity.com Vorgevity prohibit stations making increme anny datim in asscatement with the rougevity business separatimets. Whether an individual who becomes a location will ear more than he or she pays for the Vorgevity separation on multiple independent analysis that are impossible to predict such as committee accounties to the evolution states and the sales alents of each individual distributor.

YOUNGEVITY.

# YOUNGEVITY RECIPES

#### Create tasty meals and snacks using some of your favorite products!

We're making it even easier for you to get the nutrition you need to stay healthy! By combining nutrientrich foods with our high-quality nutritional supplements, you'll be supporting your health in all the ways you need to thrive.



#### Mineral STX Ice Cream

Recipe by Christy Berry

#### **INGREDIENTS:**

- 1 packet of Youngevity Majestic Earth<sup>®</sup> Mineral STX<sup>™</sup>
- <sup>1</sup>/<sub>2</sub> tsp. of vanilla extract
- 1 cup of heavy whipping cream
- $\frac{1}{2}$  tsp. of strawberry extract
- 8 oz. of frozen strawberries

#### **DIRECTIONS:**

- 1. Chop up frozen strawberries.
- 2. Combine together all ingredients, blend until smooth.
- **3.** Top with nuts if desired.



Majestic Earth® Mineral STX #USYG400401 Retail \$55.99 | W/S \$44.95



Sta-Natural® Total Meal Replacement #USSN100001 Retail \$71.99 | W/S \$57.95

**Super Greens** #USYG300001 Retail \$64.99 | W/S \$51.95

**Spearmint Essential Oil** #67074 Retail \$24.99 | W/S \$19.95

#### Skinny Minty Shake

Recipe by Barlet Wilbert

#### **INGREDIENTS:**

- 2 scoops of Sta-Natural<sup>®</sup> TMR Chocolate Shake
- 1 scoop of Youngevity<sup>®</sup> Super Greens
- 8-10 oz. of milk of your choice
- 1-2 drops of Youngevity Spearmint Essential Oil
- 3-4 ice cubes (optional)

#### **DIRECTIONS:**

1. Combine in a blender and enjoy!





#### Daily Salmon Wrap

Recipe by Allison Johnston

#### **INGREDIENTS:**

- 2-3 tbsp. cream cheese
- Smoked salmon
- 1 each of 20 Daily & 18 Daily capsules
- Avocado slices
- Peeled cucumber
- Finely diced cabbage
- 1 large rice paper
- 1 large lettuce leaf
- 1 long shallot stem, quickly blanched

#### **DIRECTIONS:**

- 1. Sprinkle 18 Daily fruit capsule over salmon.
- 2. Blend 20 Daily veggie cap into cream cheese and mix well.
- **3.** Place large lettuce leaf first, rice paper sheet on top. This helps prevent sogginess and keeps roll together.
- 4. Spread cream cheese on rice paper sheet, salmon, and other ingredients.
- 5. Dampen rice paper on ends. Roll.
- 6. Slice shallot in half lengthways. Tie in 2 sections so when cut in half it holds it together.



**18 Daily Super Fruit Blend & 20 Daily Super Veggie Blend** #USYG1006 Retail: \$86.99 | W/S: \$69.95



#### Collagen Loaded Squash Soup

Recipe by Allison Johnston

#### **INGREDIENTS:**

- 2 cups chicken broth
- 2 tbsp. ghee
- 1 lb. peeled diced squash
- 1 large brown onion, peeled, chopped into 8 pieces.
- 2 large cloves garlic, peeled
- 1 tsp. Nutmeg Blend Baking Spice
- 1.5 scoops Collagen Peptides
- Salt and Pepper to taste
- Diced chives
- Drops of Tabasco Sauce (optional)

#### **DIRECTIONS:**

- Heat large pan. Add ghee, melt. Place squash, onion, garlic, and Nutmeg Blend into pan. Stir occasionally till squash browns.
- 2. Add chicken stock and cook for 20 minutes.
- 3. Add Collagen Peptides and place into blender.
- Once blended, season with salt and pepper. Add a few drops of Tabasco and sprinkle of parsley or chives.







# YOUNGEVITY AUTOSHIP PROGRAM

Your monthly nutrition and lifestyle products at your doorstep! Plus, save on shipping and earn Reward Points!

Youngevity's Autoship provides a TON of awesome benefits:

GET FREE SHIPPING ON AUTOSHIP ORDERS OVER \$99* IN US/CA	
Get the necessities delivered right to your door step every month, automatic and hassle-free.	Change your delivery date each month or cancel anytime you want. No penalties!
PERSONALIZE YOUR AUTOSHIP OR SKIP A MONTH	GET BONUS YOUNGEVITY REWARDS
Easily add/remove products, choose from your wishlist, or put your Autoship on hold (Max 3 skips per year).	Autoship orders earn 20 Bonus Reward points on top of your total Autoship order value.

Our Autoship program is fun and flexible - because we have so many amazing products to choose from, you can change up your Autoship to try new things each month.

If you're building a business with Youngevity, you'll be happy to know that Autoship increases retention, loyalty, and predictability of your monthly volume, AND Autoship participants have a higher average order than regular orders.

Since we mentioned loyalty, Autoship participants get 20 BONUS rewards points as a thank you for that loyalty on top of free shipping.



#### LEARN MORE & GET STARTED

Visit Youngevity.com/Autoship to learn more and get started today.

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Spread the news with your friends, family and in your organization.