HEMP, HEMP, HOORAY!
Why the Hemp FX™ launch has Youngevity cheering

Hemp FX™
Nurturing the body from the inside out

Simon Sinek
A powerful model for inspirational leadership that asks the question ‘Why?’
HEMP, HEMP, HOORAY!
Why the Hemp FX™ launch has YoungEvy cheering

HEMP FX™
Nurturing the body from the inside out

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Meet the faces of YoungEvy

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SUCCESS PROFILES
Meet the faces of YoungEvy

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Discover the power of you.

We believe greatness lies within us all...we just need the right elements to nurture our potential.

At Youngevity, realizing this potential means connecting with the right people, experiences, and tools that make our global community unlike any other.

IT ALL HAPPENS AT CONVENTION 2019.

Come learn about products that enrich people’s lives.

Gain insights you can only find here, including face-to-face interaction with experts like Dr. Joel Wallach, Sanjeev Javia, and our various Brand Champions. Explore and sample our products and get first-hand knowledge of their amazing health benefits – All while enjoying America’s Finest City – San Diego!

COME TO CONVENTION 2019 AND DISCOVER THE POWER OF YOU!

Register now at YOUNGEVITYCONVENTION.COM

THE PRODUCT EXPO
Hand-on opportunities to explore, sample, and experience over 25+ product lines!

OVER 100+ BREAKOUTS
Over 100+ breakout sessions and workshops from top Leaders, YGY Corporate and health professionals!

TRAIN WITH THE BEST
Network with Top Leaders like our Youngevity Ambassadors. Hear them speak from main stage and during special breakouts!

THE GLOW PARTY
End Convention with a party that will knock your socks off! Celebrate and enjoy an evening surrounded by your Youngevity community.
The secret to becoming an industry leader is knowing when to act and also knowing when to watch, learn and wait. For years, research has accumulated around the benefits behind hemp. During that time, new developments, laws and public understanding began to align with the science.

Hundreds of CBD-related studies — conducted across dozens of countries and institutions — have contributed to the growing understanding and acceptance of CBD and its many uses in the health and medical fields.

"The longer I looked at the academic and research side, the more I realized this was going to be huge," says Sanjeev Javia, Youngevity’s nutrition expert. "This is a generational opportunity for a formulator like me. No other ingredient I have seen or I will ever see will have the impact and value to the body as CBD and hemp."

Even though research has become increasingly available, it took time for the market and public perception to catch up.

"We didn’t want to jump on this CBD category before the market understood it," says Steve Wallach, Youngevity CEO. "Research and legalization of hemp has been heralded as the most exciting period of health discoveries in recent memory. Known the world over for its benefits, the cannabis plant has drawn the attention of nutritionists, medical personnel, scientists and those seeking relief from pain, anxiety and other challenges.

After the alignment of research, legalization and the market, Youngevity did what industry leaders do: The company took action.

In August 2018, Youngevity launched its Hemp FX™ product line, complete with life-changing formulas Relax™, Soothe™, Uplift™ and new Hydration™, which all address universal health concerns.

Riding the wave of success
Since the launch, Hemp FX products have sold out three times and gained an overwhelming support of the Youngevity family.

"How have we been doing? We’ve been killing it!" Sanjeev says. "Our distributors really embraced what we did with hemp because it fell in line exactly with Dr. Wallach’s philosophy, which is what’s found in nature is what’s most needed by the body."

Together, Steve Wallach and Sanjeev formulated CBD products to offer an affordable and natural solution to people’s top health complaints. Youngevity’s 21 years have built a foundation of stability and leadership, which made it easy for the brand ambassadors to trust and rely on the information and products released in the Hemp FX line.

"When we introduced hemp, we already had people across 13 countries who believe in our company’s philosophy and trusted in our information about what hemp is and what CBD does," Sanjeev says. "That’s why we were able to get an immediate lift — and I’m not talking about sales. I’m talking about an immediate lift of acceptance, buzz and communication to others."

"No other ingredient I have seen or I will ever see will have the impact and value to the body as CBD and hemp."

HEMP, HEMP, HOORAY!
WHY THE HEMP FX™ LAUNCH HAS YOUNGEVITY CHEERING
The ECS is a network of our own cannabinoids as part of ECS. Our bodies actually produce these chemicals — the endocannabinoid system, or ECS. These chemicals interact with the cannabis plant — hemp and marijuana — are hemp and marijuana, and addressing the differences between hemp and marijuana.

Approaching it systematically When Youngvivity decided to bring hemp products into the direct sales model, they didn’t pursue the hype of hemp. Rather, the company wanted to be in perfect alignment. Ten years ago, it looked like this would never be available for us to explore. But now is the time to bring this to market.

Both Sanjeev and Steve agree that releasing the Hemp FX product line creates a set of unforeseen circumstances in the company’s history. Youngvivity is perhaps most proud of the proprietary processes used to create the new Hemp FX line of products.

Our CBD source is vertically integrated from naturally-cultivated hemp plants that produce high amounts of CBD, to the proprietary patented extraction process that preserves the hemp-derived CBD and terpenes. Steve says, “This ensures our products contain the necessary compounds and contributes to the efficacy of the CBD.”

Moving forward There are still many myths, but there is enough credible third-party research and communication out there that now is the time to bring this to market. We have created four incredible products that bring out the benefits of hemp.” Steve says. Youngvivity’s emphasis has always been on great formulations and high-end sourcing of nutrients. “Quality is paramount to us,” Steve says.

The existing Hemp FX products are only the beginning. The floodgates of support in the first few months are a sign of promising products to come. “We are making a huge commitment into this space,” Sanjeev says. “We believe in this space. We believe our Hemp FX Soothe line complements 90 For Life and illustrates Dr. Wallach’s and Youngvivity’s philosophy.”
These products have been in the works for years. “Although research on CBD has been around for a long time, Youngevity waited to make sure everything was in line before we moved forward into this space,” says Sanjeev Javia, Youngevity’s nutrition expert. “CBD is complex and you must be precise in its delivery.”

The result? Three industry-changing products that combine nutrition staples with CBD oil to create legendary products.

**HEMP FX™**

**NURTURING THE BODY FROM THE INSIDE OUT**

**RELAX**

Supports a restful slumber

After a good night’s rest, problems usually seem more manageable. Due to the ever-increasing busy lifestyle of our generation and rising number of those who suffer from insomnia, few people get a restful sleep, let alone the recommended 8 hours. To help alleviate this, Youngevity created Hemp FX™ Relax™ from their organically-grown hemp oil. Hemp FX Relax eases the mind and the body to promote deep and restful sleep. Our hemp derived CBD plus relaxing herbs of chamomile, lavender and valerian are combined with melatonin to calm the body, unwind the mind and promote your best night’s sleep.

**SOOTHE**

Relief without the harsh side effects

A 2018 report from the Centers for Disease Control found about 50 million Americans suffer from chronic pain — that’s an estimated 20.4 percent of adults in the United States. Youngevity has found a natural approach to that unfortunately common discomfort. Hemp FX™ Soothe™ provides relief without the harsh side effects. The remedy comes in a topical cream and helps support relief of the muscle and joints by enhancing a healthy immune response and reducing free radical stress in these areas. Soothe contains our organically grown hemp-derived CBD, as well as a variety of herbs, minerals and a powerful antioxidant — glutathione — to provide the maximum relief.

**UPLIFT**

Elevate your mood and cognitive energy

Although a positive outlook can improve mood, sometimes a real chemical imbalance can impact overall disposition. Hemp FX™ Uplift™ brings positive energy to your mind and mood. Uplift naturally boosts cognitive performance and provides sharpness, and clarity, to enhance outlook. Uplift can also create an overall sense of calm, making stress management a manageable task. Our hemp derived CBD — combined with St. John’s Wort and a specialized set of terpenes and cannabinoids enhancers — takes your mind to a new level.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.*
GIG ECONOMY SWINGS OPEN THE DOOR TO NETWORK MARKETING

By 2020, half of Americans will be involved in the gig economy. This 20/20 foresight is largely due to the millennial generation growing up with technology in their hands and in their earbuds. But it’s not just the younger crowd flocking to this tried-and-true business model. As cliché as it sounds, direct sales has something for everyone.

Direct sales is in a different place than it was 5, 10, 15 years ago,” says Youngevity CEO Steve Wallach. “The explosion of the gig economy and the evolution of the side hustle is because people crave that time freedom where they can work as much or little as they want. Their side gig allows them to earn extra money while still maintaining quality of life and the ability to manage their time.”

For example, companies such as Lyft and Uber allow drivers to plug into the app whenever they choose and to plug into personal time whenever they want. Although these companies are fairly new, direct sales is not.

“We have always been an alternative to the traditional world of brick and mortar,” Steve says. “With the advent of back offices, personal websites and mobile technology, network marketing is a profession you can manage 24/7 from wherever you want. The reality is that our way of doing business hasn’t been as embraced or as prevalent until the past five years when technology has advanced to create the right experience.”

The demographics of those who make direct sales their ambition range from stay-at-home moms who want to get products at a discount, to serious entrepreneurs who are looking to replace their salary and create a legacy income. There is a piece of pie for everyone in this $100 billion industry.

“Have time, will work.”

Direct sales is the ultimate side gig because it doesn’t require office hours.

“One of the greatest things about direct selling is that you can work as much or little as you want,” Steve says. “You can be sitting in the stands at your children’s sporting events and be doing business on your smartphone. You can check social media posts, log in to the back office, help someone out with a text message, or send an email from the palm of your hand.”

While enjoying the most important parts of your life, you can also be building a business.

“Ten years ago, you couldn’t do this as quickly and as easily as you can now,” Steve says. “Our industry
leverages technology in the best possible way to fit people’s lives and lifestyles!”

Part time with full purpose
Although Steve and Michelle Wallach are leading Youngevity from the corporate offices today, they started in the industry as distributors. They built a business in the middle of their busy lives as newlyweds who were going to school full time and working full time. Then they became parents. “We found a way to create success as distributors within our busy lifestyle,” Steve says. “It wasn’t easy, but it was rewarding and we enjoyed doing it together.”

Like the young Wallachs, the majority in Youngpy and across the industry work part time. A small percentage pursue the opportunity as a full-time profession and business. “Our distributors often have goals to earn enough to make the house payment or the car payment,” Steve says. “Just an extra $500 a month can save houses, marriages, careers. It makes a huge difference. It’s not a huge amount of money by comparison. But it changes people’s lives and their way of thinking.”

Motivation station
Each person is motivated by different factors. While not all career fields match motivations, direct sales does meet people wherever their motivation lies. For example, some are motivated by products and health benefits. They enjoy sharing their results and helping others to achieve increased health and wellness. Others are motivated by income and they find the entrepreneurial options to be highly motivating as they pursue direct sales as their vehicle of choice. For others, it’s all about the lifestyle and work-life balance, and direct sales delivers that in abundance.

When it comes to generating significant income, network marketing is one of the few industries without salary caps or limitations. Through hard work, distributors can earn bonuses and map out their path to success.

Global marketplace
The network marketing industry is not limited by geographic boundaries. Youngevity, for example, sells in 13 countries with plans for expansion. Even within the United States, network marketing is increasingly culturally diverse. For example, approximately 17 percent of the U.S. population is Hispanic, while 21 percent of direct sellers are Hispanic. This illustrates the inclusive nature of network marketing and the massive potential in stone as cultures about the business model and accompanying products.

Age is just a number
Millennials born in the 1980s and 1990s are a robust part of the industry as they are drawn to the flexible schedule, travel opportunities and flexibility of the business model. They crave the open-ended career path and have a tribe-seeking mentality.

Another reason network marketing is so popular with young people is that it is highly personalized. The uniqueness of the individual is valued by millennials. They aren’t content with being a cog in the wheel or a number in a large corporate machine. They want to share their story and identify through their business. Many of them make serious money over time, and network marketing helps them achieve both.

Social media savvy is one of the best tools millennials have at their fingertips. They spend 6-12 hours per day online, and they can see that knowledge to build their network marketing empire. According to the DSA, 2 in 5 Americans learn about new brands and products from social media sites.

Golden years
While millennials grab the headlines, the senior population is also well-represented in direct sales. Pension plans are all but extinct, and empty nesters and retirees are taking matters into their own hands instead of relying on the government or employers to fund their retirement. They are building supplemental income streams when and how they want to. A survey by the DSA reports that 74 percent of Boomers want the option to work off and on after retirement. Network marketing fulfills this desire while not sacrificing their lifestyle.

Beyond money, direct sellers are finding fulfillment in retirement as they connect to a like-minded community and keep busy with purpose and meaning as they participate in a personal-development-focused industry.

This one’s for the girls
Women have been making double-strikes in every industry, and direct sales is no exception. In fact, 74 percent of all direct sellers are female. The majority who are drawn to the industry range from stay-at-home moms who are bringing in extra income to seasoned women in their 40s, 50s and older who bring their wisdom and work ethic to the business model.

No other industry gives women the flexibility to have babies and enjoy their self-determined length of maternity leave while receiving residuals checks. They can build their business in small pockets of time throughout the day and throughout their years.

Many women are drawn to direct sales because it is an industry with zero glass ceiling. In addition to finding the ideal deals and best products comes easily to women, and network marketing capacties on those innate strengths.

The trend is your friend
A decade ago, women used to hit the mall for school shopping and the grocery store for dinner ingredients. Today, clothes and groceries can be ordered online and delivered with ease. Many customers prefer to avoid brick-and-mortar options and shop via technology. Direct sales has smartly led this trend with online shopping experiences, often introduced by friends and family who also share their experiences with the products.

Networking is also synced up with the growing trend to focus on health and wellness. The largest product category within direct sales is wellness, clocking in at more than 50% of the products sold within the industry. People want to live longer, healthier lives and network marketing helps them fulfill those goals. While this category is the largest — and Youngevity’s product line matches this percentage — there are a wide variety of products and services being sold through direct sales, including jewelry, clothing, financial services, memory-making and memory-saving products and more. Virtually everyone can find a product or service to be oven-the-moon passionate about as they share with friends, family and online communities.

Tear down the wall
“Staring a traditional business is fraught with barriers to entry. Finding the capital to purchase a storefront, ordering inventory, paying advertising and hiring employees can drain a bank account or line of credit quickly. When partnering with a direct sales company to share a product or service, the company provides the inventory and infrastructure. Distributors plug into an established system and reap the rewards without the high barrier to entry. Distributors can start their direct sales business for the amount they might spend on a Friday night out with their partner. The barrier to entry is simply the mental desire to jump in and give it a try.”

Let’s be direct
In every way, direct sales has a tremendous upside and a limited downside. With all ages being
down to the business model, Youngevity is the right company at the right time in the right industry with the right mix of products. The only thing Youngevity is missing is you.

“When it comes to generating significant income, network marketing is one of the few industries without salary caps or limitations.”

1. Passionate.
This is true for anything you do if you “choose to be passionate to find success.”

2. Goal-oriented.
It’s important to have the business as a vehicle to achieve your goals.

3. Perseverance.
This can’t mean direct sales or traditional business. It’s important to not give up easily. You’ve got to keep working at it. There’s a subset of doing business, but it’s a subset of people will overcome them. Stay committed.

3 TRAITS OF SUCCESSFUL DISTRIBUTORS

Youngevity CEO Steve Wallach has met with the heads of both a successful and industry executive. Here are the three traits he has been able to see in those who find success and follow-through in building a direct sales business.

3. Persistent.
This can’t be direct sales or traditional business. It’s important to not give up easily. You’ve got to keep working at it. There’s a subset of doing business, but it’s a subset of people will overcome them. Stay committed.

“30 TRAITS OF SUCCESSFUL DISTRIBUTORS”

Youngevity.com

Youngevity is the right company at the right time in the right industry with the right mix of products. The only thing Youngevity is missing is you.

“When it comes to generating significant income, network marketing is one of the few industries without salary caps or limitations.”

“Youngvity is the right company at the right time in the right industry with the right mix of products. The only thing Youngvity is missing is you.”

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YOUNGEVITY GROWS IN NOTORIETY AS IT TAKES HEALTH AND WELLNESS TO THE WORLD

Although YoungEvevity has been spreading Dr. Joel Wallach’s mission for more than two decades, the company took its rightful place in the spotlight when it uplisted to Nasdaq at the end of 2017.

“Going public has given us an incredible amount of validation and notoriety,” says Dave Briskie, president of Youngevity. “In a space where credibility really matters, our distributors are partnering with a company and putting their livelihood in our hands. They are doing that in increasing numbers because they are backed by a strong company that has the credibility of being a Nasdaq listed company.”

The “deep dive” that Nasdaq takes into the company before approving it to be listed on the exchange is significant.

“Will of the third party validation that comes with this has given us a boost and we’re seeking respect for our company and a prestige that we have earned with our strong financial history and our track record of building a great company with amazing products,” CEO Steve Wallach says beigng on Nasdaq has been a long-time goal for this family-owned business.

“Ringing the bell on Nasdaq was the culmination of years of planning and dreaming of that day,” Steve says. “So many of our top distributors and family members were there in New York during a blizzard to ring that bell.”

Let’s start at the beginning

Although the company has an impressive timeline, the truth is that the world wasn’t quite ready for YoungEvevity in the beginning, Dave says.

Dr. Wallach put his degree in agriculture and his passion for the environment and conservation in play when the company began in 1997.

His scientific approach to the world wasn’t quite ready for YoungEvevity in the beginning, Dave says.

Dr. Wallach put his degree in agriculture and his passion for the environment and conservation in play when the company began in 1997. His scientific approach to the world wasn’t quite ready for YoungEvevity in the beginning, Dave says.

Dave believes the company’s longevity is based on people understanding what the company does and how they do it. And he’s not just talking about the direct sales space.

“We compete with everyone,” Dave says. “Youngevity has created the opportunity to compete with everyone and it’s because of our stick-to-it-veness to our mission that we’ve succeeded. We’ve stuck to our guns, and now we’ve seen other companies copying us, which is another reminder that the multi-vertical approach wasn’t such a bad idea.”

Growing pains and gains

While YoungEvevity’s growth trajectory has been impressive for more than two decades, it hasn’t come without its growing pains.

Now in 13 countries, YoungEvevity focuses on getting the right information into the hands of all the sellers.

“The YoungEvevity Go-To App has been the best tool we have to communicate,” Dave says. “Technology has allowed us to put the product information and training in the hands of our constituencies very easily.”

Dave says YoungEvevity’s international offices are helping to build a worldwide contingent of YoungEvevity distributors who are sharing the exacting message the company has to offer about health, wellness, financial prosperity and quality of life.

Future so bright

YoungEvevity’s future is bright, and the spotlight for 2019 and beyond is squarely on the Hemp FX line.

“Going public has given us an emotional currency. Be The Change is our mission and name worldwide.”

Dave Wallach

Steve says. “We’re also focused on international expansion and on acquiring companies that fit our mission as a company. The Hemp FX line is our biggest opportunity to date to spread the YoungEvevity mission and name worldwide.”
SUCCESS PROFILES

**Coming in Business**

LOUISE ADRIAN BRINGS 28 YEARS OF CONSISTENT EFFORT TO YOUNGEVITY

BY KAYLA BAGGERLY

Louise Adrian is an industry leader with 28 years of experience in the network marketing industry, but every story has a beginning.

Louise’s first chapter as a marketer began with a party plan company. After two years, she became a six-figure income earner. She stayed with the company for 16 years while she consistently earned a significant income. Louise then discovered Mialisia, and she joined and helped founders Sean and Annelise Brown build the company. When Youngevity acquired Mialisia in 2015, Louise says her career highlights include becoming part of the robust and supportive Youngevity family.

“Not only has network marketing changed her life, but Louise says she has seen it change the lives of others as well. For example, some members of her team needed out of abusive situations. Direct sales provided them the opportunity to get back on their feet.”

“This business gives people self-esteem, gives them confidence and helps build them up.”

Youngevity is my home.”

**Beyond ‘Plan A’**

RICARDO ARELLANO FINDS A HOME FOR HIMSELF AND OTHERS IN YOUNGEVITY

BY KAYLA BAGGERLY

Even at his young age of 29, Ricardo Arellano is always looking for opportunities to learn and improve his life. For example, his current choice of leisure reading is, “The Laws of Success” by Napoleon Hill. His ambition to learn and then share his knowledge with others has led to success for this hard worker.

Ricardo grew up in Tehuacan Pubela, Mexico, and came with his family to the United States at age 12. When he was 18, he began working in the restaurant business as a busboy and waiter. Three years later when he was 21, Ricardo’s brother Alberto introduced him to network marketing. Ricardo initially resisted. His brother had been pursuing direct sales for about five years with little success. But he stayed persistent and eventually became a millionaire in his 20s. After watching his brother’s hard work pay off, Ricardo decided to give network marketing a try.

He spent four years growing and learning the industry. Then Ricardo, along with Alberto and their business partner Raul Luna, created their own network marketing company, Ricolife, which focused on nutritionally-charged teas and supplements.

“Youngevity, Ricardo became a 4 Star Executive. He is grateful for mentors who taught him the basics and staying open to learning more. Within a month of starting as a distributor with Youngevity, Ricardo became a 4 Star Executive. He is grateful for mentors who taught him the importance of always remaining humble, regardless of money and success.

“I attribute much of my success to my wife, Mariela,” Ricardo says. “She has been patient and encouraging whether we are working hard or enjoying the payoff from our hard work.”

When the couple was dating, it was hard for them to see each other because Ricardo would often host multiple presentations in a day. Through his long work hours, Mariela always encouraged Ricardo to achieve his goals.

“I have accomplished a lot of things in my career because of the support of my wife,” Ricardo says.

After almost seven years of dating, the two married last September. Now that they’re married, they are traveling together and spending more time side by side. Ricardo’s goals are to share his success with others. He wants to help people create the residual income they are looking for. He hopes to show others there are more options than just “Plan A” and to introduce direct sales as a viable option. To do this, he also speaks on his podcast, Universidad Youngevity, where he teaches others in Youngevity the secrets to success.

“Youngevity is my home,” he says.
Marketing Maestro

MANFRED RAUNIGG GOES FROM MOZART TO MAJESTIC EARTH ON AROUND-THE-WORLD JOURNEY TO SUCCESS
BY GREG BENNETT

Manfred Raunigg has come a long way from where he started life — in every conceivable way. A classically trained conductor and flautist originally from Austria with degrees from the Carl Orff Institute in Salzburg, Manfred found himself drawn to the greenery and scenery of New Zealand in 1983.

“That’s when I started my journey toward optimum well-being — working toward a balance in all aspects of my life, physical, mental, emotional, spiritual, financial and social,” he says. That journey involved moving off the grid — living off the land on the South Island of New Zealand — with the nearest neighbors with phone and electricity 10 miles away.

Business success has allowed Manfred and his daughter to travel the world. They discovered their second company, Escape, when they were drawn in by their product Zradical. Having experienced the positive effects of its key ingredient Ixora Ten, they joined Escape which became part of YoungEvy in 2010. The power couple has been sharing their enthusiasm for Zradical and 90 For Life ever since. They have been sharing the website YoungEvy.com.

Dynamic Duo

RAYMOND AND YOLANDA HELP OTHERS TAKE FLIGHT
BY KAYLA BAGGERLY

Before they found network marketing, Yolanda Brown was a sales executive and Raymond Brown was the owner of a business that was named one of the fastest growing small companies in Houston. Although they were successful, they felt they weren’t in a place that was right for them and began searching for something that fit their lifestyle more closely. Their purpose in life is to help others, and they wanted to maximize their opportunities to do so.

When Raymond learned about network marketing, he was intrigued by the idea of creating his own residual income and the freedom that came along with the industry. Although it was an unfamiliar world to him, he was willing to do whatever it took to be a part of it. Yolanda joined him in the pursuit, and within two years of starting at their first company, Raymond retired and sold his business. They discovered their second company, Escape, when they were drawn in by their movie outings, gala and recognition rights.

The couple believes that the most important step to achieving success is to constantly work on personal development. They say it isn’t possible to help others until you’ve helped yourself — and in that, one of their favorite parts of being leaders is watching others grow and succeed.

One of their biggest accomplishments was when one of their members won Rookie of the Year. “We love seeing our team members succeed and be recognized for their growth and contribution,” Yolanda says.

The dynamic duo plans to continue down this path of helping their team members reach their aspirations.

“We want people to reach their highest capacity. We love seeing that.”
Youngevity’s Better Health Challenge moves weight loss beyond the scale

For more than 10 years, Youngevity has inspired people to work toward their wellness goals with some healthy competition. At its core, the Better Health Challenge aims to improve overall physical wellness through a three-month nutrition program supported by a movement regimen and lifestyle improvements. Participants subscribe to one of three innovative diet plans — Keto 90, Rev 90 or Wellness 90 — based upon their personal preferences and abilities. Just like a wardrobe, there is not one diet fits all. All three programs are based in the 90 for Life philosophy and come with a series of recipes and meal plans that qualify both as nutritious and delicious.

“Most people lose weight with these diets,” says Sanjeev Javia, Youngevity’s nutrition expert. “The issue is, which one of the three will fit your lifestyle? Which one can you realistically do and enjoy?”

New this year is the team option, where participants can create a group of up to five people. Working with a team can create more collaboration, support and encouragement. The team’s total body weight and successive body weight loss percentage are considered for the overall competition.

Each team selects a captain who can elect whether or not to participate in the weigh-ins or to just act as a mentor and resource to the other people on the team. Previously, the Better Health Challenge only reached people who actively tried to lose weight. Many people — if they have been with Youngevity for a while — have already hit their wellness goals, but on a team, they can coach and mentor other people. The team option has brought more people into the fold,” says Karen Thompson, marketing director for Youngevity.com or find us on Instagram (@ygybetterhealth).

The Positive Outcomes are as Abundant as the Number of Participants

“It is amazing to watch that transformation,” Karen says, “We want to expand our reach and bring that opportunity to more people — because we see what an impact it makes in their lives.”

The Diet is

In the Detail

For more information, visit yggybetterhealth.com or find us on Facebook (@yggybetterhealth) and Instagram (@yggybetterhealth).

TALK HEALTHY TO ME

Each week, Coach Sanjeev hosts a 30-minute motivational Facebook Live Event and invites a guest to provide expertise in the topic of nutrition, exercise, mindset and the Better Health Challenge program itself.

For an extra pick-me-up, just say the word — to Alexa or your Echo Dot. After installing the correct app and technology, if you simply say, “Alexa, what’s my flash briefing?” the device will play the daily message from Coach Jeevers.
A Dash of Delicious

Explore the tastes behind Youngevity’s Better Health Challenge

Diets get a bad rep for passing over flavor and breaking for hunger. Call it Bland Central Station. Youngevity is not in the habit of letting down their customers — or their stomachs. Matched with the three Better Health Challenge nutritional strategies, here are three Youngevity shake recipes to shake up any breakfast routine with a burst of flavor and three dinner dishes that taste more like a restaurant special than a list of dos and don’ts.

**Keto 90**

**TrueKeto Strawberry Shake Mix**
1 scoop TrueKeto Shake Mix
2 Tbsp. Heavy Cream
1 cup water
3-5 ice cubes
Blend and enjoy

**Quick and Spicy Shrimp Sauté**
27 g fat, 9 g net carb, 22 g protein
2 Tbsp. lime juice
2 Tbsp. coconut cream
½ tsp. Saveur Caylon Curry
½ tsp. chili
½ tsp. garlic paste
½ tsp. ginger paste
1 serving of no-carb Miracle Noodles

Directions
In a sauté pan, melt butter and sauté red peppers, mushrooms, green onions and romaine lettuce until well cooked. Then mix in lime juice, coconut cream, chili, garlic paste and vegetable broth. Then add in shrimp and stir over low heat. Serve over cooked Miracle Noodles.

**Rev 90**

**FitShake Blueberry Smoothie**
469 calories
1 scoop FitShake Banana Creme
1 cup cold water
25 fresh blueberries
3-5 ice cubes
Blend and enjoy

**Taco Soup**
146 calories
4 oz. boneless skinless chicken breast
2 cups water
2 Tbsp. diced onion
2 tsp. Saveur Taco Spice
2 tsp. green onion, chopped
1 tsp. chicken bouillon
Dash of cayenne pepper
Saveur Himalayan Salt & Pepper, to taste
Handful of cilantro, roughly chopped
(1 cup)

Directions
Boil the chicken in 2 cups of water and the bouillon until well cooked. Take out of the water and shred the chicken. Add the shredded chicken back in along with the Saveur Taco Spice. Cook over medium heat for 5-10 minutes. Top with chopped green onions and cilantro.

**Wellness 90**

**Almond & Banana Shake**
290 calories
2 scoops TMR Vanilla Shake mix
1 cup cold water
1 small frozen banana
1/2 tsp. almond extract
3-5 ice cubes
Blend and enjoy

**Saveur Italian Eggplant**
129 calories
1 medium eggplant
1 small tomato
2 Tbsp. feta
2 tsp. Saveur Pizza Spice
Fresh basil
Lemon

Directions
Steam eggplant until just soft to touch. Place immediately into cold water. Once cool, slice eggplant lengthways while still keeping intact. Spread out or baking tray, top each slice with sliced tomato, crumbled feta & Pizza Spice. Bake in oven at 180 (350F) for 10-15 minutes or until feta is browned. Top with fresh basil and squeeze of lemon juice. Serve with salad greens and greek yogurt mixed with lemon juice and a sprinkle of Pizza Spice.
In 2017, Youngerity got a whole lot spicier. Youngerity launched their Saveur Natural Foods line of products exclusively in Australia and New Zealand in June of 2017 and later launched the products to the United States, Canada and United Kingdom in September. In August of 2018, Youngerity added balsamic vinegars to the spread of tastes.

Colleen Walters, an Australian resident and spice connoisseur, is the brand champion of the products. Before joining Youngerity, Colleen owned a company that developed all-natural spices and blends. She has blended her more than 20 years of direct sales experience with her spice expertise to create the Saveur Natural Foods — a line of over 40 pure spices, rubs, salts and mixes inspired by flavors from around the world.

When talking with people about the spice line, Colleen’s first instinct is to talk about “what’s not in the jar.” Saveur Natural Foods are nut-, dairy-, gluten-, ETO- and PPO-free. There are also no calories, GMOs, preservatives, anti-caking agents or MSG in the products. Also, did we mention they’re vegan and kosher? Because Colleen sure talks about that!

To ensure the highest quality of clean spices, Youngerity’s manufacturer steam-sterilizes every product — instead of using chemicals like most manufacturers. To maintain the integrity of the flavor and essential oils, the ingredients are not ground to a fine powder, but instead kept as bits and flakes.

The Pizza Spice and Pasta Spice — both inspired by Italy — are the easiest flavors for most people to integrate into their diet. After falling in love with the ease and cleanliness of the spices, it’s time to branch out into flavors like the Tandoori Spice inspired by India or the Ceylon Curry Spice inspired by Sri Lanka. This array of spices, rubs, salts and mixes have inspired the creation of Saveur Make, Take and Freeze Workshops. Anyone — distributors or customers — can gather a group of friends together to cook freezer meals using the Saveur products. Not only is it a Make, Take and Freeze Workshop a good food strategy for busy families, but it turns cooking into a social and bonding experience.

“Our distributors have embraced the products. They love it. It fits with our healthy lifestyle and eating and living younger for longer,” says Sonja Torborg, Youngerity’s Vertical Marketing Director. “The spices can enhance the simplest dishes — even scrambled eggs.”

WHAT’S SHAKIN’? NOT SAVEUR.

After opening a new jar of Savour spices, at-home-chefs will quickly notice no shaker top like a traditional container of spices. It’s not a budget-cut blunder — it’s very much on purpose. Here’s why: spices, are often added over a steaming dish or pot. The steam can enter into the holes, clumping up the particles and shortening the shelf life. (It’s always about longevity with Youngerity.) Instead, use your fingers to pinch and sprinkle, use a teaspoon to toss or pour what you think you’ll need into the lid and then add to the recipe.

Also unique to the Saveur jars is the amber color. Although it’s classy and earthy, the functional reason behind the color choice is preservation. Amber blocks sunlight from reaching and damaging the essential oils within the spices.

A World Tour of TASTE

Inspired by cuisine from across the world, Saveur Natural Foods adds variety and flavorful delight to a clean-eating diet.
90 FOR LIFE

A
90 reasons to love 90 For Life™.

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 the 90 essential nutrients form the foundation of the Youngevity Healthy Body Start Pak.

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™.

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

16 Vitamins. Vitamins are crucial to 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.

The Healthy Body Start Pak includes a 30-day supply of nutrients in three flavorful components: Beyond Tangy Tangerine 2.0, Ultimate EFA Plus and Beyond Osteo FX™.

Beyond Tangy Tangerine supports your body’s mineral defense systems. Ultimate EFA Plus supports heart, joint and skin health. And Beyond Osteo FX supports optimal bone and joint health.

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.

All humans have basic nutritional needs — our Healthy Body Start Pak 2.0 supports those needs — but we understand that 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 you questions about your goals and preferences and comes back with real health solutions — like a really in-tune personal trainer. It suggests the Healthy Body Start Pak and other Youngevity products to address your health concerns and goals.

Spend ten 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.

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Looking Out For Uniquely You

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Looking Out For Uniquely You

To take the quiz, visit youngevityhealthquiz.com or scan the QR code with your phone to take a healthy step forward.
Dreams Come True

LEADER CARMEN OSUNA TEACHES BY EXAMPLE THAT ANYTHING IS POSSIBLE

BY KAYLA BAGGERLY

When Carmen Osuna was 15 years old, she came with her family to California from Sonora, Mexico, looking for new opportunities. Along the way, she owned a restaurant in Denver and an interior design business in California.

“I learned you can change your life. You can make all your dreams come true just by changing the way you think,” Carmen says. In November 2010, Carmen joined True2Life when a friend took her to a presentation where she met Dr. Luis Ariaza. Later, Dr. Ariaza introduced her to Youngevity, and she started down the path with the company. Starting out was challenging because people looking for new opportunities.

“For me, it’s not. It’s a pleasure. It’s something that makes me feel good when I’m doing it. So that’s why I’m doing it all the time,” she says. She spreads the word whenever she can, passing out flyers to people and talking to whomever will listen. Her own family is involved in the company as well. Her five sisters are distributors, and her three brothers and parents love the products. Her 8-year-old son, Ulisses, found his favorites in the Tangy Tangerine and smoothies. Unlike most children who ask their mother for candy, he asks for vitamins.

“A lot of people call me and say ‘Thank you, Carmen. They tell me this product or this opportunity helped them get their life back,’” Carmen says. She also attributes much of her success to her partner, Norma Salgado.

“Without her, I don’t think I could make it. She is always supporting me with my events. When I’m studying, she helps me with my son and she is always making sure I have everything to make things happen,” Carmen says.

“For Carmen, Youngevity has been the ideal opportunity. The freedom of network marketing has allowed her more time for family, as well as the opportunities to design her schedule to learn and to help others with health and finances.”

From Start to Finish

LEVI CABELLO FINDS HIS VOICE IN YOUNGEVITY

BY KAYLA BAGGERLY

When Levi Cabello was 15, he made a bold decision — to never, ever work for somebody else — and he has been his own boss ever since.

“To stay true to his plan, Levi is no stranger to the concept of hard work. When he was young, he worked on his family farm where he had to find the balance between taking care of the animals and doing his homework. The secret? Finish everything he started.

His success as an adult stems from his young motto of finishing every project.

“I will not leave the fight. I will fight until the end. In having that mindset, I am fully committed to finding the way, to figuring it out, to finding the answers. ‘I’m committed to finding the tools and resources I need to finish the goal,’ Levi says.

Right after Levi graduated high school, he moved to Los Angeles from Northern California, where he created multiple businesses. While working in insurance and tax services, Levi began looking for something new and fresh when he received the “Deadly Doctors Don’t Lie” CD in the mail. After researching Dr. Wallach’s story and Youngevity, he felt he found the gold mine. Youngevity checked all the boxes in what he was looking for — a business that had been in the market for at least 10 years, was focused on the wellness industry, was based in the United States, and had at least 300 products.

Levi began searching for a mentor who was right for him when he found Dr. Luis Ariaza, the leader of the Spartans organization. Dr. Ariaza was exactly what he had in mind and could help him focus on the Latino community like he wanted to, since that was his main circle of influence. Levi signed up with Youngevity on Jan. 1, 2013, and joined the Spartans as the year began.

When it came to starting fresh and beginning his business with Youngevity, Levi knew it wasn’t going to be easy. He understood that ups and downs would be a natural part of the process and that he’d have to be prepared for the time it would take to attain the success he was looking for. He also knew it would take a lot of work, discipline, organization and getting out of his comfort zone.

He found that Youngevity was a different type of business that opened up more time and freedom to build an income without being limited to a specific market. Within the first few months of working with Youngevity, Levi was already seeing financial results. Checks started to arrive quickly, growing from $5,000 to $50,000. Through working at Youngevity, Levi provides his family with financial support and has paid for his children’s college tuition without needing to put in countless extra hours. In achieving financial success, he says it is important to always remember the core of the company’s goal — listening and finding the right solutions for others.

“Whether it’s financial or health or anything else, it’s always about a solution for the problem. The reason I was so excited about Youngevity is because it fits that formula. We connect people who are going through a health crisis or people who need to increase their income with the solution of Youngevity,” Levi says.

For Levi, Youngevity is the perfect career that allows him to direct his own life and share that liberty with others.

“I have the power to speak, which I didn’t know I had,” he says. “One of the biggest things I have learned is that I have the power to impact people.”
“We were happy with the results,” Gemma says. “Then, we also found there was a business opportunity to put food on our table.”

The network marketing approach fit the Ko family well. They saw what the products did for their family members and shared the products with others. They began to receive incentive rewards, trips and income. “For 14 years we’ve been taking the product rewards, trips and income. We were happy with the results,” Gemma says. “I’m able to do that here. We can keep constant communication and follow up with people within a day or two.”

She appreciates the strength of the Youngevity corporate structure, admiring its debt-free stability. She also benefits from the company’s internet-based sales approach, allowing distributors to easily grow their income from anywhere in the world.

“The products are clinically proven and tested and consumable,” Gemma says. “They are unique and affordable.”

Plus, the relatively low cost of entry allows for faster earning and, eventually, income that has allowed Gemma to live in a luxury condominium and send her three children to the prestigious De La Salle University in Manila, where her two sons are studying engineering and her daughter is studying international language (Japanese).

“We can also now afford to travel around the world,” Gemma says. “For those considering the opportunities that come with Youngevity, Gemma suggests setting strong goals — and understanding why you want to accomplish those goals — then getting to work. “Use the products and then share them — consistently and proudly — in home meetings and business opportunity presentations,” she says. When building the business, she suggests always longed for.

“We focus on our goals and constantly unlearn what we already know in order to find that pure confidence in ourselves and in Youngevity.”

Youngevity has given Gemma Baluyot Ko and her family the fulfilling — and healthy — life she’s always longed for.

Go Time

DELIBERATE DECISIONS SPUR A SPEEDY SUCCESS
BY ANSALEE MORRISON

These two know how to avoid wasting any time when following a promising opportunity. Less than two years ago, Kuai Sheng Min (Kim) and his wife Zheng Anchun (Lisa), let the Youngevity products change their lives — both with their professions and their health — and the lives of their family members. “After using the products for two months, we began to see our health improve and started feeling young again,” they say.

This renewed youth persuaded this Taiwanese couple to join the Youngevity family as distributors. They took their new career seriously, booking a flight just two months after signing on to visit Youngevity headquarters. They wanted to get to know the roots of Youngevity and understand how to hone the business model for their own success.

“We wanted to immerse ourselves in learning how Youngevity could make a difference in our lives,” they say. “After we came back, we were fully energized by the passion and commitment of the leaders and we knew this was the time to develop our Youngevity empire.”

When their plane landed back in Taiwan, they hit the ground running. They practiced what they had learned at Youngevity headquarters and didn’t give up. “We kept looking for the right people to do the right things. We copied the system in a simple way so everyone on the team could do the same thing,” they say. “We strictly selected the people who were willing to join us. When the whole team is utilizing the system to change their lives and quickly advancing to the 1 Star rank, you know you are on the right track.”

It took only a speedy seven months from joining to becoming 4 Star Executives. The journey has not been without its challenges, but Kim and Lisa face them with a positive attitude. “Inevitably, we have encountered many difficulties along the way, but experiencing failure is the best way to keep our dreams alive. As we continue to envision our dreams, the smaller the difficulties become,” they say. “We focus on our goals and constantly unlearn what we already know in order to find that pure confidence in ourselves and in Youngevity.”

Before joining Youngevity, Kim and Lisa had previously worked as insurance brokers, providing people with safety and peace of mind. Now they provide their team — named JD1 — and customers with a new kind of safety and peace of mind through Youngevity’s compensation plan and products.

“The reason we love Youngevity so much is because Dr. Wallach’s philosophy of changing the world’s health concept. Also, the incredible compensation plan is second-to-none,” they say. “This allows us to help ordinary people create extraordinary income.”
how do you explain when things don't go as we assume? Or better: How do you explain when others are able to achieve things that seem to defy all of the assumptions? For example: Why is Apple so innovative? Year after year, after you, after year, they're more innovative than all their competition. And yet, they're just a computer company. They're just like everybody else. They have the same access to the same talent, the same agencies, the same technology. They're all a computer company. They're just a computer company. They're more innovative than all the organizations in the world — whether it's Apple or Martin Luther King or the Wright brothers — they all think, act and communicate from the inside out. They're all doing it. And it's the complete opposite to everyone else. All I did was codify it, and it's probably the world's simplest idea. I call it the golden circle. Why? How? What?

This little idea explains why some organizations and some leaders are able to inspire whose others aren't. Let me define the terms really quickly. Every single person, every single organization on the planet knows what they do. 100 percent. Some know how they do it, whether you call it your differentiated value proposition or your proprietary process, or your USP. But very few people or organizations know why they do what they do. And by "why" I don't mean "to make a profit." That's a result. It's always a result. By "why," I mean: What's your purpose? What's your cause?

What's your belief? Why does your organization exist? Why do you get out of bed in the morning? And why should anyone care? Well, as a result, the way we think, the way we act, the way we communicate is from the outside in. It's obvious. We go from the clearest thing to the fussiest thing. The inspired leaders and the inspired organizations — regardless of their size, regardless of their industry — all think, act and communicate from the inside out. Let me give you an example. I use Apple because they're easy to understand and everybody gets it. Apple were like everyone else, a marketing message from them might sound like this: "We make great computers. They're beautifully designed, simple to use and user friendly. Want to buy one?" "Meh." That's a result. It's always a result. By "why," I mean: What's your purpose? What's your cause?

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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 a series of personal, group, and global residual compensation plans to do so. The plan is designed to help individuals build a business through their own efforts and the efforts of their downlines. Yungevity prohibits its distributors from making income earning claims in association with the promotion of Youngevity business opportunities. Whether an individual who becomes a Youngevity distributor will earn more than he or she pays for the products, the business opportunity depends on multiple independent and dependent variables that are impossible to predict, such as economic factors unique to each location where product sales are attempted and the sales talents of each individual distributor.

**COMPENSATION PLAN SUMMARY**

**TEAM**

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<td>5 Star</td>
<td>Diamond</td>
</tr>
<tr>
<td>PQV</td>
<td>Personal wholesale orders plus personal retail customer volume.</td>
<td>Group Qualifying Volume (GQV) extends through 3 levels of the Global Residual Comp. Plan (including your own) with compensation Compensation accrues when volume from a dilutive/purchased customer roll-up 1 or more levels due to volume less than 50% GQV in those levels.</td>
<td>1 Star Executives and above require a minimum of 1 Star rank. 6% of Total Group Qualifying Volume (TGQV) coming from any single downline leg.</td>
<td>Only 1 Star Executives are required to maintain a 1 Star rank.</td>
<td>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.</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>GQV</td>
<td></td>
<td></td>
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<td>PQV</td>
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<tr>
<td>Total</td>
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</tbody>
</table>

**Coding Bonus**

Refer to page 2 for details.

**Car Bonus**

Refer to page 3 for details.

**Global Revenue Share Bonus Pool**

Qualified 5 Star Executive and up receive proportionate share of company global business volume.

**Recognition: Rank Advancement, Circle of Honor**

See training manual for details (coming soon).

**CEO QUALIFIED REWARDS**

Refer to page 3 for details. Training manual coming soon.

<table>
<thead>
<tr>
<th>Levels</th>
<th>Commission Percentage</th>
<th>Levels</th>
<th>Commission Percentage</th>
<th>Levels</th>
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<tbody>
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<td>5%</td>
<td>2</td>
<td>8%</td>
<td>3</td>
<td>8%</td>
</tr>
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<td>6%</td>
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<td>8%</td>
<td>6</td>
<td>8%</td>
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<tr>
<td>7</td>
<td>8%</td>
<td>8</td>
<td>8%</td>
<td>9+</td>
<td>8%</td>
</tr>
</tbody>
</table>

**I. Coding Bonus**

Refer to page 2 for details.

<table>
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<tr>
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<td>8%</td>
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<tr>
<td>7</td>
<td>8%</td>
<td>8</td>
<td>8%</td>
<td>9+</td>
<td>8%</td>
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</tbody>
</table>

**II. Car Bonus**

Refer to page 3 for details.

<table>
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<tr>
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<td>6</td>
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</tr>
<tr>
<td>7</td>
<td>8%</td>
<td>8</td>
<td>8%</td>
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<td>8%</td>
</tr>
</tbody>
</table>

**III. Global Revenue Share Bonus Pool**

Qualified 5 Star Executive and up receive proportionate share of company global business volume.

**IV. Recognition: Rank Advancement, Circle of Honor**

See training manual for details (coming soon).
## CEO Mega Pak Bonus Qualifications

- Become CEO-qualified by purchasing any CEO Mega Pak.
- Must have a lifetime rank of Sales Associate (SA-A) or above.

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

## Cumulative Payout Details
- The cumulative payout received depends on the rank of the enroller on the day the enrollee joins, not the rank of the enroller on the date product is purchased.

### Example #1
- Sales Associate (SA-A) Michelle
  - Rank: Sales Associate (SA-A)
  - Coding Bonus: $15
  - Cumulative Payout: $65
  - Fast Start Bonus: $70
  - Total: $135

### Example #2
- Senior Associate (SA-A) Steve
  - Rank: Senior Associate (SA-A)
  - Coding Bonus: $20
  - Cumulative Payout: $170
  - Fast Start Bonus: $70
  - Total: $240

### Example #3
- 1 Star Executive (1SE) Michelle
  - Rank: 1 Star Executive (1SE)
  - Coding Bonus: $65
  - Cumulative Payout: $100
  - Fast Start Bonus: $70
  - Total: $170

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

### Cumulative Payout Example
- Week 1 – Michelle Enrolls Steve
  - Michelle has a lifetime rank of 5 Star Executive (5SE). Michelle gets $190 payout when Steve purchases a CEO pack.
- Week 2 – Steve Enrolls Michelle
  - Steve’s coding is shown below. Luke is building and achieves Senior Associate (SA-A) and enrolls Michelle. Steve gets $70 Fast Start Bonus (FSB) when Steve purchases a CEO pack.
- Week 3 – Dave Enrolls Jim
  - Dave is building and achieves Senior Associate (SA-A) and enrolls Jim. Dave receives $100 payout when Dave purchases a CEO pack.

## Coding Bonus Payout Breakdown

<table>
<thead>
<tr>
<th>Rank</th>
<th>Coding Bonus</th>
<th>Cumulative Payout</th>
<th>Fast Start Bonus Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Associate</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>Sales Associate (SA-A)</td>
<td>$15</td>
<td>$15</td>
<td>$70</td>
</tr>
<tr>
<td>Senior Associate (SA-A)</td>
<td>$20</td>
<td>$35</td>
<td>$100</td>
</tr>
<tr>
<td>1 Star Executive (1SE)</td>
<td>$65</td>
<td>$100</td>
<td>$170</td>
</tr>
<tr>
<td>2 Star Executive (2SE)</td>
<td>$40</td>
<td>$70</td>
<td>$140</td>
</tr>
<tr>
<td>3 Star Executive (3SE)</td>
<td>$30</td>
<td>$100</td>
<td>$170</td>
</tr>
<tr>
<td>4 Star Executive (4SE)</td>
<td>$10</td>
<td>$180</td>
<td>$190</td>
</tr>
<tr>
<td>5 Star Executive (5SE) or higher</td>
<td>$10</td>
<td>$190</td>
<td>$200</td>
</tr>
</tbody>
</table>
CAR BONUS PAYOUT BREAKDOWN

YOUNGEVITY.COM

1. Star Executive (1SE) Only

Requirements:
- Minimum 12 personally enrolled qualified Brand Associates or higher

Quick Start Bonus Example:
- Enrollee places his initial order for 250 BV on Aug 1st. The week the order is placed is called the 1st week.
- Enroller enrolls Enrollee on Aug 1st. Enroller is qualified to earn up to 30% Quick Start Bonus (26% actual QSB and ½ of normal residual payout, depending on placement) for the first 30 days from the join date.
- Enroller will also be paid ½ of the normal residual based on Enrollee's frontline placement = 250 BV x 4% = $10.

Global Revenue Share Bonus Pool:
- Any BV associated with the Enrollee will be paid at the normal level of 1% for each qualifier's Team BV.
- 1% is paid in proportion to each qualifier's Team BV.
- 1% is evenly divided among all qualifiers.

Quick Star Bonus Restart Requirements:
- Enrollee join date.
- Any BV associated with the Enrollee will be paid at the normal level of 1% for each qualifier's Team BV.
- 1% is paid in proportion to each qualifier's Team BV.
- 1% is evenly divided among all qualifiers.

Example:
Anyone who achieved 5SE or more in 9 of the last 12 months ending January 2018 will earn in 5SE pool.
A CHANGE FOR THE BETTER IS CLOSER THAN YOU THINK.

While it may be cliche, it’s also true. Youngevity has something for everyone. “I can take a room of 500 people and ask how many of them have their favorite products in our essential oil line, and some hands will go up,” Steve Wallach says. “Some will say they are most passionate about the services we sell or the cosmetics.” And just like distributors can pick which product lines to promote, they can also select their strategy for growing their business. “This isn’t a one-size-fits-all company,” Michelle Wallach says.

COMING TOGETHER
One of the primary benefits of network marketing is the community that develops within the organization and its suborganizations or downlines. “Youngevity has the benefit of tying everyone together through the community of Youngevity,” Steve says.

THE PERFECT COMBO
The convergence of the gig economy and the realities of the nation’s economy are converging to make it a perfect time to pursue network marketing. “It’s amazing that the idea of time freedom and working wherever you want is being touted like a new revelation to people,” Michelle says. “Uber and Lyft have exploded onto the scene with these traits for their operators. Millennials in particular crave control of their schedule. And network marketing has been offering these benefits for decades. And now people are seeing the brilliance of our business model.” In addition to perfect economic timing, it’s also ideal technological timing. With apps and social media extending people’s reach, the ability to grow a business is as easy as scroll, click, like.

Ten years ago, online shopping wasn’t as trusted or as common, but today shopping on our phones is second nature. “With all these factors coming together, the opportunity has never been more perfect for network marketing,” Michelle says. “There is zero reason you can’t be successful. When people put up their barriers and reasons they can’t do it, I share our history with them. We didn’t have any of today’s technological luxuries, and we still grew our business. Anyone can succeed today.”

TIPS TO BECOME A SUCCESSFUL DISTRIBUTOR
While Youngevity has old, young, male, female, educated and street smart distributors, the successful ones have mastered at least one of these traits.

Passion for the product. If you don’t adore them, how can you help other people to fall in love with them?

Passion for other people. Network marketing is a culture of people helping people. It’s in the DNA of the industry — I help you, you help me.

Passion for the mission. Any way you sell it, network marketing is all about giving people the best gift you can give — a better, freer, healthier tomorrow.

“The opportunity has never been more perfect for network marketing.”

ACTION!
Now that you know the vision and message of Youngevity, find out more at youngevity.com or talk to the distributor who introduced you to this way of thinking and living.