

YOUR GUIDE FOR ALL THINGS YOUNGEVITY

BE THE CHANGE

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?'



BORN TO INNOVATE

EACH YEAR, THE YOUNGEVITY TEAM INVENTS NEW WAYS TO PROVIDE HEALTHY PRODUCTS, QUALITY SERVICES AND LIFE-CHANGING OPPORTUNITIES TO OUR CUSTOMERS AND DISTRIBUTORS AROUND THE WORLD. GROWTH IS OUR GENETIC CODE.

Twenty-one years ago, Youngevity was already a life’s work and we hadn’t even opened the garage door yet. Dr. Joel Wallach had spent years studying nutritional deficiencies in humans and animals. What he found was that most chronic illnesses can be prevented with adequate nutrition. He didn’t stop there though. His ongoing research determined that there is a fundamental group of 90 essential nutrients that has the greatest impact on a person’s health. That was the game changer.

So, in 1997, along with his wife, Dr. Ma Lan, his son Steve and daughter-in-law Michelle, Dr. Wallach started the company that would change the health of many. Those 90 essential nutrients – 90 For Life™ – are the center of Youngevity’s core product: the Healthy Body Start Pak™.

They started Youngevity with a mission to improve the lifestyle of individuals by promoting good health through high-quality and innovative health-care products, and by providing a business opportunity that’s limited only by your ambitions.

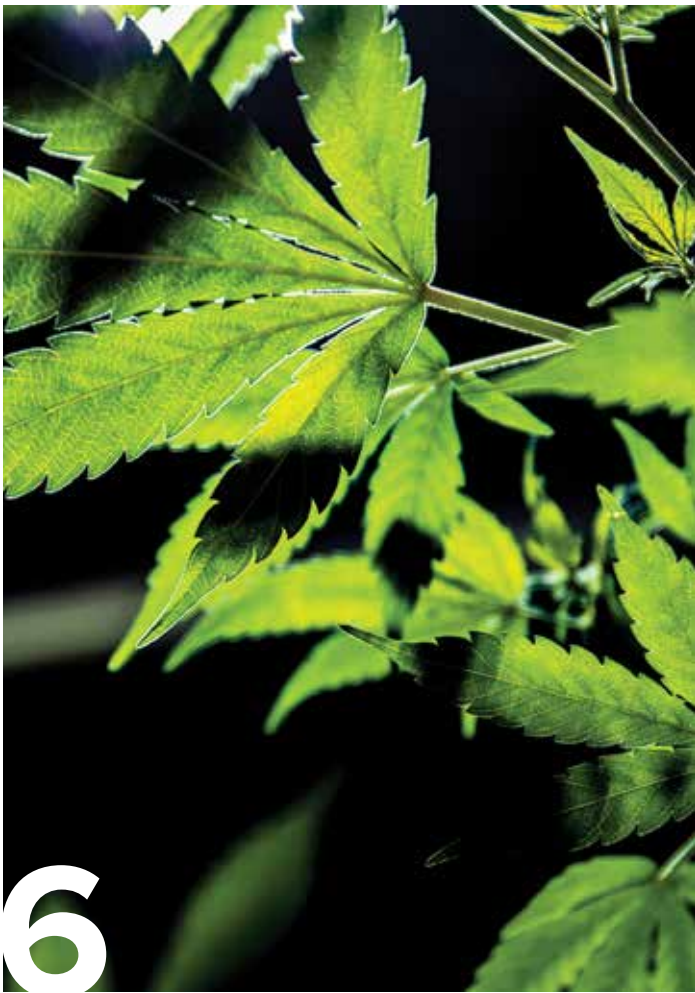
Today, Youngevity not only offers high-quality nutritional products,



we provide a growing, innovative line of consumer products and services. Today, Youngevity is fulfilling dreams for individuals and families with a business opportunity that really works. Today, Youngevity is making a real impact with our own nonprofit Youngevity Be The Change

Foundation. Youngevity today is a community that offers you healthy growth and boundless potential. But the reason it works goes all the way back to the research at the beginning: The science behind our 90 For Life™ and the research that goes into our all our product

lines. Youngevity is the right choice today because we got it right from the start. We invite you to become part of the family. If you are committed to living your best life and helping others to do the same, you’re in the right place and this is the right time. Welcome to Youngevity!



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CONVENTION 2019

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SAN DIEGO, CA

SEPTEMBER 19 - 21

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!



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DISCOVER THE POWER OF CONVENTION:



THE PRODUCT EXPO

Hands-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

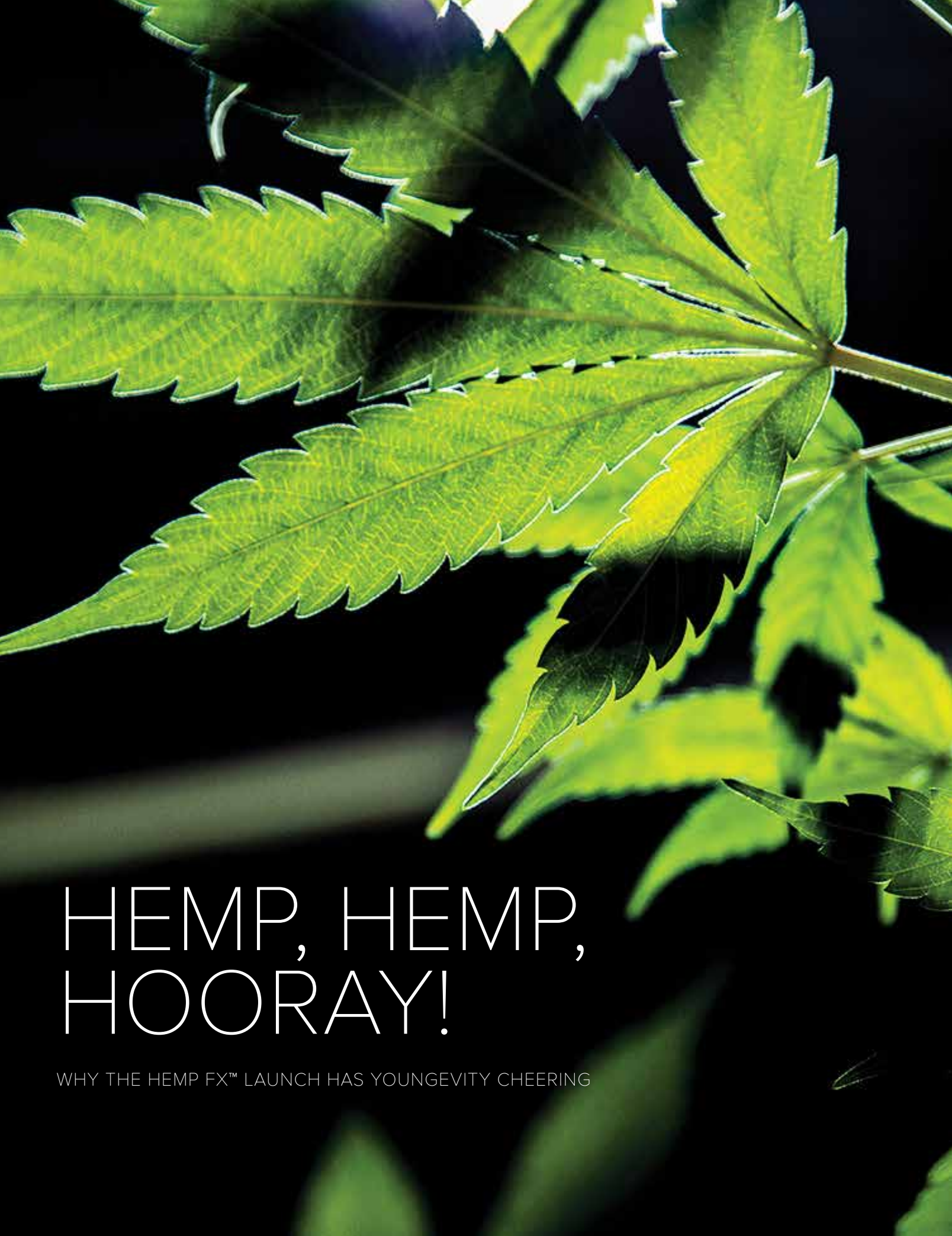
Network with Top Leaders like our Youngevity Ambassadors. Hear them speak from main stage and during special breakouts!



THE GLOW PARTY

End Convention with a party that will knock your socks off! Celebrate and enjoy an evening surrounded by your Youngevity community.





HEMP, HEMP, HOORAY!

WHY THE HEMP FX™ LAUNCH HAS YOUNGEVITY CHEERING

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

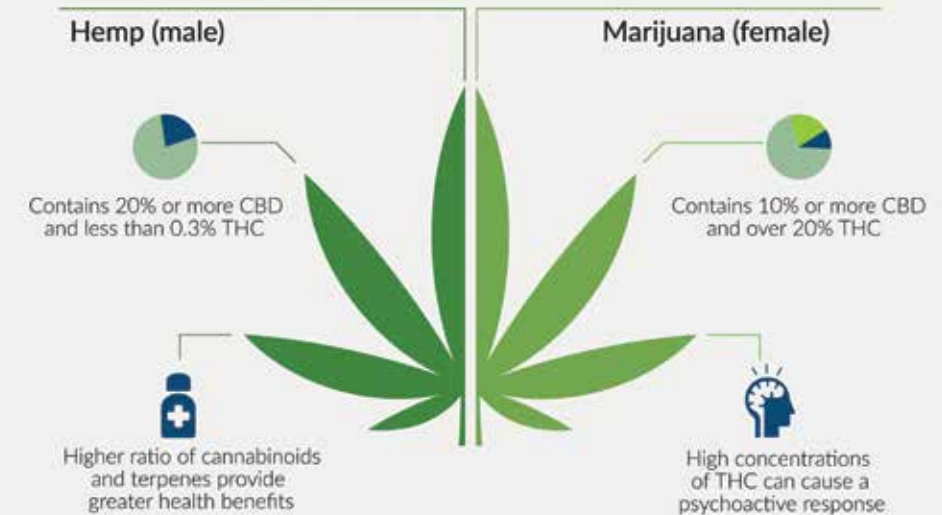
support of the Youngevity family.

"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."

The Cannabis family Two Species



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



Approaching it systematically

When Youngevity decided to bring hemp products into the direct sales model, they didn't pursue the hype of hemp. Rather, the company was motivated by decades of proven scientific research. The two strains of the cannabis plant — hemp and marijuana — are “cousins,” but hemp offers a higher number of benefits. The hemp strain is the powerful ingredient in the Hemp FX product line. Cannabidiol, or CBD for short, brings therapeutic benefits because human bodies already have a biological system capable of interacting with the cannabis chemical compounds — the endocannabinoid system, or ECS. Our bodies actually produce their own cannabinoids as part of ECS. The ECS is a network of cannabinoid receptors found in the brain and abdominal organs

that help regulate the biochemistry inside of the body. The ECS assists regulation in various processes in the body, including relaxation, appetite, mood, pain perception, sleep, certain inflammatory reactions and cognitive function. It also helps regulate homeostasis and repair damaged cells. In short, the ECS protects bodies and makes sure they run optimally. Researchers confirm that CBD interacts with many different receptors, proteins and other chemicals in the brain. These interactions create changes in the activity of neurotransmitters, hormones and other cells throughout the brain and body. Through these interactions, CBD appears to be able to affect many of the body's functions, from sleep-wake cycles and emotional regulation to inflammation, pain perception and seizures. The conclusions of these studies

BEAUTIFULLY BALANCED

One proven benefit of CBD is the ability to regulate the body on several levels. Homeostasis is the concept referring to the process that most biological systems are actively regulated to maintain conditions within a narrow range. The human body doesn't want its temperature to be too hot or too cold, blood sugar levels too high or too low, and so on. Conditions need to be just right for cells to maintain optimum performance, and exquisite mechanisms have evolved to draw them back to homeostasis. The body's ECS is a vital molecular system for helping maintain homeostasis — it helps cells stay in their perfect zone.

have found that CBD is safe to use, has fewer side-effects when compared with prescription medications and can be used as supplemental therapy in many instances. Surrounded in fortified research, the Youngevity team created a hemp oil-based line of products to improve the lives of customers. To address the controversy

surrounding CBD products, Youngevity's marketing team launched a series of videos for distributors and customers, answering the most commonly asked questions about CBD and addressing the differences between hemp and marijuana. “Education is important for those people sitting on the fence of the issue,” Sanjeev says.

Making the choice

With Youngevity's reputation and solid standing at the top of the industry, the company doesn't choose to hop on every wave and trend, but they are determined to combine well-researched CBD products with the direct selling space. “Hemp-derived CBD aligns with what we do very well,” Steve says. “We've taken what we know about essential nutrients, along with decades of knowledge specializing in natural, plant-based nutrition and their most beneficial nutrients and put that knowledge to work to

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 never-before-seen circumstances in the company's history. Youngevity 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

“All of those things come together with this Hemp FX™ product line. There isn't another nutrient that has its own physiological system. The body has a whole system specifically for cannabinoids.”

develop high-end CBD products.” Youngevity's leading products have always centered around the plant-based 90 For Life philosophy. Hemp oil and CBD simply align with that philosophy. CBD has long been recognized by scientists and nutritionists as being powerful. But the legal status and research weren't in place until recently for Youngevity to be ready. “It's an exciting time now that this door has opened,” Steve says. “It feels like the gold rush, but this is a nutrient rush. This is the westward expansion, and we don't take this lightly. We've put a lot of time and research into finding the highest quality ingredients so we can bring the finest formulations to the market.”

Growing and formulating

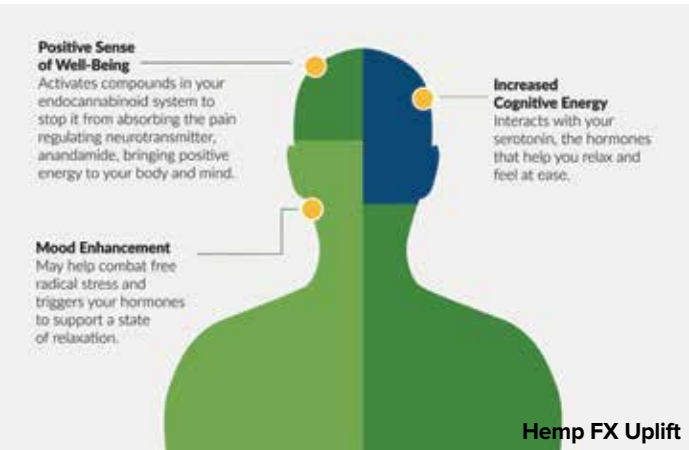
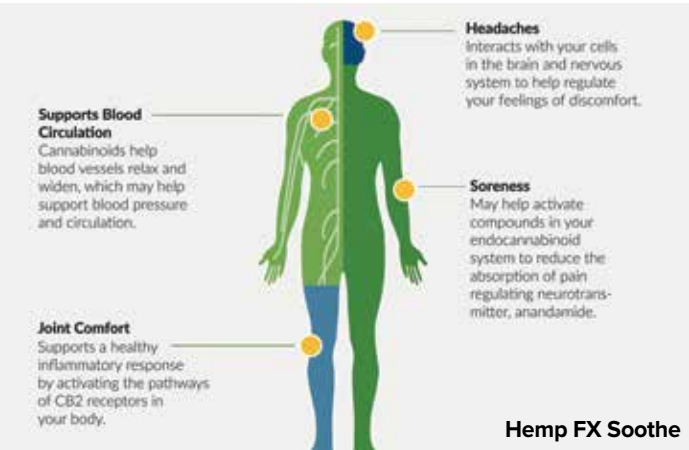
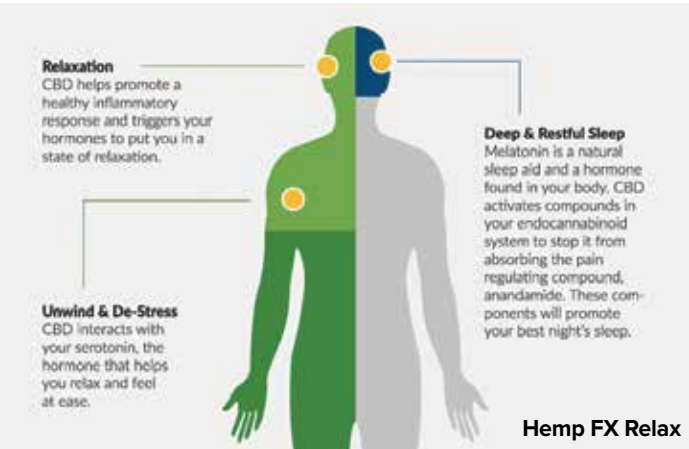
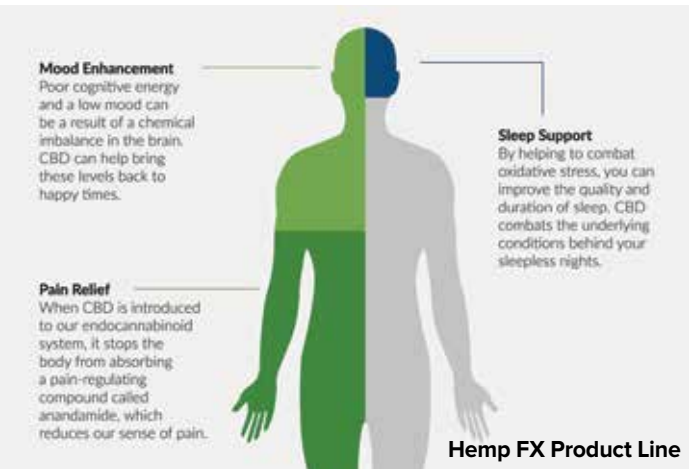
Although Youngevity's growth strategy often involves acquiring technology, products and even companies, Youngevity knew their CBD additions had to be homegrown. “Steve wanted Youngevity to create its own formulations,” Sanjeev says. “We wanted to be the ones to put the diligence and research into it and know how it's being processed. Everything had

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. Youngevity'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 line complements 90 For Life and illustrates Dr. Wallach's and Youngevity's philosophy.”



HEMP FX™

NURTURING THE BODY FROM THE INSIDE OUT

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.

■ 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 cannabinoid 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.



SOLD ON DIRECT SALES

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 on 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

"One of the greatest things about direct selling is that you can work as much or little as you want."



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 Youngevity 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, cars. 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 store as cultures adopt 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 fluidity 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 identity through their business. Many of them also seek meaning over money, and network marketing helps them achieve both.

Social media savvy is one of the best tools millennials have at

3 TRAITS OF
SUCCESSFUL
DISTRIBUTORS

Youngevity CEO Steve Wallach has worn the shoes of both distributor and industry executive. Here are the three commonalities he sees in those who find success and fulfillment in building a direct sales business.

1. Passionate.

“This is true for anything you do in life. You have to be passionate to find success.”

2. Goal-oriented.

“It’s important to see the business as a vehicle to achieve your goals.”

3. Perseverance.

“Whether in direct sales or traditional business, it’s important to not give up easily. You’re going to run into obstacles. That’s a fact of doing business, but successful people will overcome them. Stay committed.”

their fingertips. They spend 6-12 hours per day online, and they can use that know-how 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 great strides in every industry, and direct sales is no exception. In fact, 74 percent of all direct sellers are female. The women 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 residual checks. They can build their business in small pockets of time throughout the day and throughout their years.

Career-minded women are drawn to direct sales because it is an industry with zero glass ceiling. In addition, sharing the latest deals and best products comes easily to women, and network marketing capitalizes 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 24/7. 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.

Network marketing 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 1/3 of the products sold within the industry. People want to live longer, healthier lives and network marketing products help them fulfill these 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 over-the-moon passionate about as they share with friends, family and online communities.

Tear down the wall

Starting a traditional business is fraught with barriers to entry. Finding the capital to purchase a storefront, ordering inventory, placing 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

drawn 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.”

IN THE PUBLIC EYE

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

Although Youngevity has been spreading Dr. Joel Wallach's mission for more than 21 years, 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.

"All of the third party validation that comes with this has given us a boost and we're seeing 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 being 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 Youngevity 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 business model began to draw in health and wellness experts, as well as product users who were blessed with the growing line of products.

"We created the multi-vertical approach to direct selling," Dave says. "When we first did it, there were a lot of folks sitting on the

sideline not sure it was going to work. Many people said this industry needs a simple line of products and a simple way of marketing them. But because of advances in technology and our ability to arm folks with technology, we've put our distributors in a place where they can market multiple lines."

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-iveness to our mission that we've succeeded. We've stuck to our guns, and now we've seen other

BE THE CHANGE
YOUNGEVITY'S FOUNDATION IS THE CHANGE THEY WANT TO SEE IN THE WORLD

The name of Youngevity's foundation says it all. Be The Change donates 100 percent of its profits to the foundation.

"With no administration fees paid out of the money raised, we can make the world a better place for everyone involved," Steve says.

Several Youngevity products are designated "Be The Change" products, and 100 percent of profits from the sale of those items are donated to the foundation.

Other aspects of the foundation include a "Random Acts of Kindness Day" on the first of each month, where distributors and executives look for ways to leave their community better than they found it.

"My wife, Sunshine, and I get out of bed in the morning because this company pays an emotional currency. Be The Change is very gratifying. We are not just responsible to our shareholders, we are also socially responsible."

companies copying us, which is another reminder that the multi-vertical approach wasn't such a bad idea."

Growing pains and gains

While Youngevity's growth trajectory has been impressive for more than two decades, it hasn't come without its growing pains. Now in 13 countries, Youngevity focuses on getting the right information into the hands of all the sellers.

"The Youngevity 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 Youngevity's international offices are helping to build a worldwide contingent of Youngevity distributors who are sharing the exciting message the company has to offer about health, wellness, financial prosperity and quality of life.

Future so bright

Youngevity's future is bright, and the spotlight for 2019 and beyond is squarely on the Hemp FX™ line.

"The world is now ready for plant-derived CBD, and it will be the largest selling ingredient in our lifetimes," Dave says. "We're going vertical on hemp-derived CBD like we did with coffee."

Youngevity's approach has never been speed over quality. Entering the CBD market has been "a 5-year labor of love," Dave says. The company built their own plantation and has extremely high product standards. They aren't building a



company as a flash in the pan. This is a legacy strategy for the company and its international team of sellers. The Hemp FX line will continue to expand as Youngevity leads the industry in innovation and science related to CBD.

Just as Steve tells distributors to find and promote their

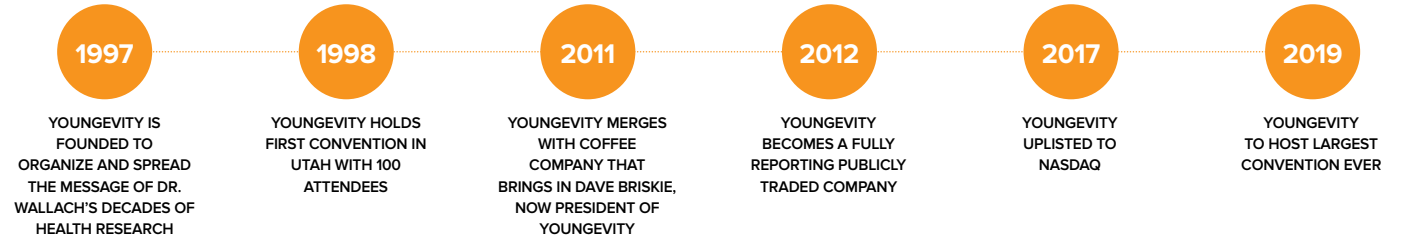
passion among the hundreds of Youngevity products lines, he and the rest of the corporate team have also found their passion as they build the 21-year-old company and its mission of promoting health worldwide.

"My passion is growing the business, developing products

and seeing people have great experiences with those products," 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 Youngevity mission and name worldwide."

YOUNG AND OLDER

YOUNGEVITY'S 21-YEAR TIMELINE



Coming in Clutch

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.

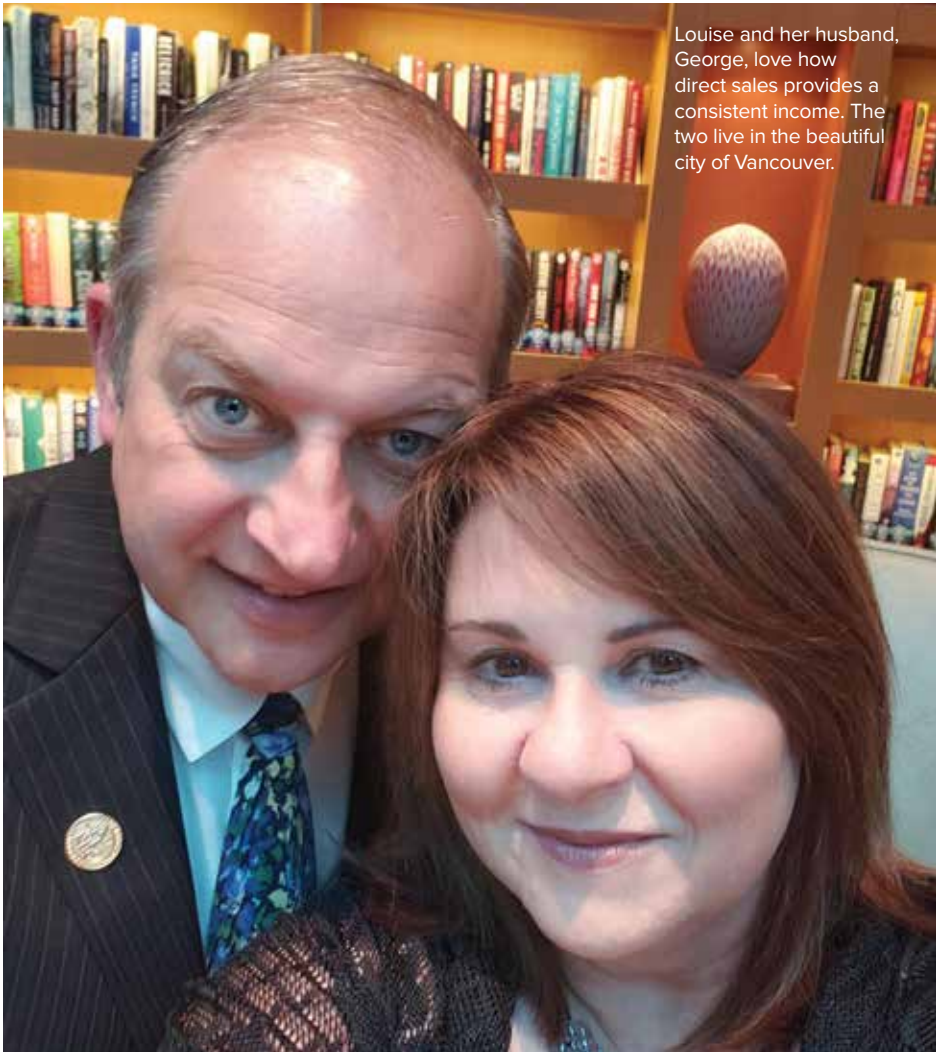
Louise's first chapter as a marketer began with a party plan company. After two years, she became a six-figure income earner. She stayed with the company for 16 years while she consistently earned a significant income.

Louise then discovered Mialisia, and she loved the company's concept and versatility. She joined and helped founders Sean and Annelise Brown build the company. When Youngevity acquired Mialisia in 2015, Louise

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

became part of the robust and supportive Youngevity family.

Louise says her career highlights include earning 30 incentive trips and being interviewed by Zig Ziglar because of her business prowess. Growing her team comes



naturally to Louise. In 2017, she earned the Youngevity Clutch Award, which is given to those who show support for others and set an example of great leadership.

Louise developed her leadership skills by learning how to succeed in network marketing. She has earned significant and consistent income by helping others to do the same.

“I invested in myself to learn my craft. It's important to invest in yourself. I sought out people who could help me, paid for training, went to seminars, went to everything the company had and learned as much as I could,” she says.

Louise knows putting in the work and taking every opportunity to improve is essential to success. She says success really comes down to actions and effort. In fact, she believes distributors cannot have expectations without putting in the work.

“Consistent actions equal results — there's no shortcut,” Louise says.

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. It's a positive attitude zone,” Louise says. “When people are in abusive situations, they're not getting positivity and self-esteem boosts at home. Being involved in something like this can really give people the lift they need to make necessary changes.”

Direct sales has given Louise the flexibility to be a present parent for her two children and now she can do the same with her two grandchildren. Louise also spends her time using her knowledge and experience to coach and train others in the business. She is excited about her future with Youngevity and is working toward her goal of becoming a 5 Star Executive.

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 wisdom 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 was initially hesitant. 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 acquired RicoLife two years ago, and Ricardo was happy to join a company that matched his same vision of improving lives.

“Youngevity is my home.”



Ricardo Arellano attributes much of his success to his wife, Mariela, who has supported him every step of the way. Ricardo says the most important keys to success are sticking with 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.

“It's not just finding a new prospect,” Ricardo says. “You need to coach that prospect and help him or her to have success in network marketing.”

Ricardo plans on staying with Youngevity and working on his own growth, aiming to become an ambassador one day.

“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 is 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



Business success has allowed Manfred and his daughter to travel the world.



Zealand — with the nearest neighbors with phone and electricity 10 miles away. “I developed a keen passion for growing organic food and the idea of self-sufficiency,” he says. At a gathering of like-minded people, Manfred met Ana and the couple quickly built a life based on simplified living. Ana’s master gardening skills were put to good use and the couple loved carefree, remote living.



After becoming a father at age 40, Manfred Raunigg started his own movement — a non-musical one — into the world of network marketing.

Then, a miracle happened. “After five years together, our miracle happened and Ana, who had been infertile, became pregnant,” Manfred says. “We knew our idyllic lifestyle was no longer sustainable and I needed to get back into the ‘real’ world.” Visiting friends introduced Manfred to network marketing and he knew he had found a way to earn money while staying true to the freedom he had grown to love. “I didn’t want to go back to my past skills for making money, as that would have involved living a city lifestyle again,” he says. “I was not willing to make that kind of compromise for myself or my family.” The business model fit in well with Manfred’s lifestyle of simplicity and love. The mutual support, cooperation and abundance mentality found in network marketing allows Manfred to stay true to his ideals while earning a six-figure residual income as a 4-Star Executive. “Youngevity’s unique business model of bringing a lot of network marketing companies under one roof has created a global online shopping mall with the highest quality products combined with a compensation plan that gives

everyone a chance to have success,” Manfred says. Manfred has seen how internal training from other network marketers makes all the difference. “I learned everything I know from my upline mentors,” he says. “I went to every training event and convention. I participated in all conference calls. But the most important thing was what I learned while on three-way calls — following up with real prospects and hearing my upline answer their questions.” Business success has allowed Manfred and his daughter to travel the world. He has the freedom — and money — to support the arts in his local community and to be involved with The Rites of Passage Foundation. He even keeps up on his music as the conductor of the local community orchestra. Manfred and Ana live in their ideal place, with ocean on one side and mountains on the other. They have a large garden, an orchard, chickens, ducks and two cats. And no neighbors in sight. All while running an international business on his own terms.

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 life philosophy 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



“We want people to reach their highest capacity. We love seeing that.”



Raymond and Yolanda Brown who enjoy the opportunities to be inspirational speakers and international trainers. Along with winning multiple awards, they were selected to ring the NASDAQ bell in Jan. 2018.



product Zradical. Having experienced the positive effects of its key ingredient fucoidan, they joined Escape which became part of Youngevity in 2010. The power couple has been sharing their enthusiasm for Zradical and 90 For Life ever since. The two are great leaders for their Youngevity team, which is named Majestic Eagles, where the team focus is on community. “We didn’t want it to be about Raymond and Yolanda,” she says. “We want it to be about a team of people making a difference.” Their weekly business meetings — dubbed “happy healthy hours” — are focused on fun and love. It’s not about diving straight into a presentation — it’s about making sure each individual feels welcome. They begin by asking people about their lives and they make sure to give every individual time to talk about themselves and their experiences. Along with that, Yolanda and Raymond plan plenty of activities for Majestic Eagles to enjoy, such as

movie outings, galas and recognition nights. 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. That makes our hearts sing. As long as we can, we’re gonna be doing this to help people like Dr. Wallach,” Raymond says. “That’s our dream and vision.”

POWER UP

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 actively trying 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



the Better Health Challenge.

At the end of each quarter, a Youngevity committee selects winners based 50 percent on percentage of body weight lost and 50 percent on their transformation story.

The winners of each quarter become semifinalists for the annual convention. Finalists are chosen, with a Grand Champion announcement at Convention for the individual as well as team winners — who receive, among other things, thousands of dollars in prizes. Any weight loss journey has its battles, which is why Youngevity creates and fosters a supportive community to motivate participants.

"What we've realized is the diet — although important — actually comes secondary to

creating a community of like-minded and passionate people who are going through that same journey," Sanjeev says.

The Better Health Challenge Facebook and Instagram accounts help participants stay in touch with that community of uplifting individuals all working for improved health and wellness.

"In whatever program you're doing, we have a supportive and encouraging community," Karen says. "It's not unlike what we see in much of the direct selling industry. People have individual businesses, but they also have a network to support them. That's what's so great about the challenges. We have fabulous, proven programs based on core nutrition. But the part that makes it work is the community behind

it all, encouraging you on the great days and the unsuccessful days."

Those who embrace the Better Health Challenge receive plenty more than just weight loss. They feel refreshed and more motivated about life, have more energy and feel satisfied by accomplishing a difficult task. 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."

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.

Jennifer
80
LBS LOST

*Jennifer lost 70 lbs during the competition.

Russell
85
LBS LOST

The Diet is IN THE DETAILS

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



Keto 90

This diet plan is based on low carbohydrates, moderate protein and higher fat intake. Keto 90 works well for people wanting a diet with a lot of variety. Youngevity's keto plan differs a bit from other ketosis-inspired diets, so make sure you review and understand the dos and don'ts.



Rev 90

This one keeps the calories low and the nutrient density high, resulting in high energy. Designed for supporting metabolism, Rev 90 helps the body burn fat like is was designed to do. If you like a short list of regimented foods, Rev 90 is your cup of healthy tea.



Wellness 90

Wellness 90 combines the superpowers of fruits, vegetables, lean proteins, legumes, and healthy fats. This Mediterranean-inspired diet is ideal for someone wanting to ease into a sustainable meal plan.

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.





Wellness90

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 length ways while still keeping intact. Spread out on 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.





Keto90

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
1/4 cup cooked shrimp
2 cups romaine lettuce, chopped
1/4 cup diced red pepper
1/4 cup mushrooms
2 green onions, sliced
2 tsp. butter
2-3 Tbsp. water or vegetable broth

Directions

2 Tbsp. lime juice
2 Tbsp. coconut cream
1/2 tsp. Saveur Ceylon Curry
1/4 tsp. chili
1/4 tsp. garlic paste
1/4 tsp. ginger paste
1 serving of no-carb Miracle Noodles

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, ginger paste and water/vegetable broth. Then add in shrimp and stir over low heat. Serve over cooked Miracle Noodles.





Rev90

FitShake Blueberry Smoothie

169 calories
1 scoop FitShake Banana Creme
1 cup cold water
25 fresh blueberries
3-5 ice cubes
Blend and Enjoy

Taco Soup

145 calories
4 oz. boneless skinless chicken breast
2 cups water
2 Tbsp. diced onion
2 tsp. Saveur Taco Spice
2 tsp. green onion, chopped

Directions

1 tsp. chicken bouillon
Dash of cayenne pepper
Saveur Himalayan Salt & Pepper, to taste
Handful of cilantro, roughly chopped (1 cup)

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.

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

BITTER IS BETTER

In August 2018, Youngevity added balsamic vinegars to the Saveur party of flavors — Spiced Fig, Maple & Pear Balsamic Vinegar and Mango, Apricot & Strawberry Balsamic Vinegar.

These naturally sweetened vinegars can enhance savory recipes like salsas, salads, and seafood or complement sweet dishes like ice cream, cocktails or compote.



In 2017, Youngevity got a whole lot spicier.

Youngevity 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, Youngevity 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 Youngevity, 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, Youngevity'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 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, Youngevity'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 Saveur 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 Youngevity.) 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.

SUPPORTING A HEALTHY LIFESTYLE

YOUNGEVITY OFFERS IMMEDIATE SOLUTIONS THROUGH NEW HEALTH QUIZ

At the core of Youngevity's wellness product line is the Healthy Body Start Pak™ – a part of the 90 For Life™ system. 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™.

HEALTHY BODY START PAK 2.0

Weight Loss

YOUR INTEREST 1

OUR PICK FOR YOU!

For support with weight loss, we recommend...

Healthy Body Weight Loss Pak™ 2.0

\$285.64 Retail
\$199.95 Wholesale*

SKU #10253

With this Healthy Body Start Pak, you get the 90 essential nutrients you need for optimal health plus a unique formula known to support weight loss. It

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.

Beyond Tangy Tangerine supports your body's natural defense systems. Ultimate EFA plus supports a heart, joint and



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.

LOOKING OUT FOR UNIQUELY YOU

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.

Section 4 is complete.

✓ Joints, Bones & Teeth

✓ Metabolism & Energy

✓ Brain & Heart Health

✓ Digestion & Immunity

5 Anti-Aging

6 Athletic Performance

7 Weight Loss

8 Targeted Nutrition

< Back

Have any physical wellness goals?

SELECT ALL THAT APPLY

WEIGHT LOSS

BUILDING MUSCLE

IMPROVE A PERFORMANCE

ENERGY

NEXT



Alejandra, we have your results

Great job! You just took a big step towards better health.

View recommendations below:

- Recommended Health & Body Start Paks
- Recommended Targeted Nutrition
- All Products



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



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.

*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.

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 Arriaza. Later, Dr. Arriaza introduced her to Youngevity, and she started down the path with the company.

Starting out was challenging because people



“I don’t do Youngevity. I am Youngevity.”



told her that achieving success through a direct sales company was impossible. Still, her strong sense of focus and desire to serve others kept her motivated.

In addition, good leadership is the key to any successful business — and Carmen is no stranger to the concept. Carmen worked hard to become a 5 Star Executive and has won the Circle of Excellence and Circle of Honor awards for amazing leadership and guidance.

She also recently earned a spot in the Global Revenue Share Bonus Pool — an elite bonus that is very difficult to earn and has been achieved by very few people..

“I don’t do Youngevity. I am Youngevity,” Carmen says, “People think doing Youngevity



Carmen shares her knowledge and success by hosting weekly leadership and training.

is work. 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 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 18, 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 “Dead Doctors Don’t Lie” CD in the mail. After researching Dr. Wallach’s story and Youngevity, he felt he had found the gold mine. Youngevity checked



“One of the biggest things I have learned is that I have the power to impact people.”



Levi Cabello is grateful to be a part of Youngevity, which gives him peace of mind for the future of both health and finances.

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 Arriaza, the leader of the Spartans organization. Dr. Arriaza 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.”

Living Billboard

GEMMA BALUYOT KO AND HER FAMILY ARE WALKING EXAMPLES OF HOW YOUNGEVITY WORKS

BY GREG BENNETT

Gemma Baluyot Ko and her late-husband, Nick Ko, were looking for something to help their daughter's eczema. Nick turned to the internet from their home in the Philippines and was intrigued by what he read about the goji berry.

"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

"We were happy with the results. Then, we also found there was a business opportunity to put food on our table."



and we are healthy," Gemma says. "We have built a legacy and have recovered our financial standing from zero and have become instruments to touch people's lives and make a difference."

Youngevity has given Gemma even more opportunities to succeed. And she's seeing much of that success through face-to-face contacts in and around her hometown of Pasig, Philippines.

"Success comes from building relationships," 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 being teachable and enthusiastic, while maintaining a thick skin to keep the naysayers at bay.

And to remain persistent.

"Never give up," Gemma says.

It's this drive that has her and her family living a healthy life — financially and physically.

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

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



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 JDI — 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 of 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."

LEADERSHIP PRINCIPLES

This article is a transcript of
Simon Sinek's wildly popular
TED talk "How Great Leaders
Inspire Action."

THE GOLDEN CIRCLE

Author of *Start With Why* and *Leaders Eat Last*
explains a powerful model for inspirational leadership
that asks the question 'Why?'

By Simon Sinek

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 year, after year, they're more innovative than all their competition. And yet, they're just a computer company. They're just like everyone else. They have the same access to the same talent, the same agencies, the same consultants, the same media. Then why is it that they seem to have something different?

About three and a half years ago I made a discovery. And this discovery profoundly changed my view on how I thought the world worked, and it even profoundly changed the way in which I operate in it. As it turns out, there's a pattern. As it turns out, all the great and inspiring leaders and

organizations in the world — whether it's Apple or Martin Luther King or the Wright brothers — they all think, act and communicate the exact same way. 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 where 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, 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 fuzziest thing. But 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. If 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." And that's how most of us communicate. That's how most marketing is done, that's how most sales is done and that's

how most of us communicate interpersonally. We say what we do, we say how we're different or how we're better and we expect some sort of a behavior, a purchase, a vote, something like that. Here's our new law firm: We have the best lawyers with the biggest clients, we always perform for our clients who do business with us. Here's our new car: It gets great gas mileage, it has leather seats, buy our car. But it's uninspiring.

Here's how Apple actually communicates. "Everything we do, we believe in challenging the status quo. We believe in thinking differently. The way we challenge the status quo is by making our products beautifully designed, simple to use and user friendly. We just happen to make great computers. Want to buy one?" Totally different right? You're ready to buy a computer from me. All I did was reverse the order of the

information. What it proves to us is that people don't buy what you do; people buy why you do it. ***People don't buy what you do; they buy why you do it.***

This explains why every single person in this room is perfectly comfortable buying a computer from Apple. But we're also perfectly comfortable buying an MP3 player from Apple, or a phone from Apple, or a DVR from Apple. But, as I said before, Apple's just a computer company. There's nothing that distinguishes them structurally from any of their competitors. Their competitors are all equally qualified to make all of these products. In fact, they tried. A few years ago, Gateway came out with flat screen TVs. They're eminently qualified to make flat screen TVs. They've been making flat screen monitors for years. Nobody bought one. Dell came out with MP3 players and PDAs, and they make great quality products, and they can make perfectly well-designed products — and nobody bought one. In fact, talking about it now, we can't even imagine buying an MP3 player from Dell. Why would you buy an MP3 player from a computer company? But we do it every day. People don't buy what you do; they buy why you do it. The goal is not to do business with everybody who needs what you have. The goal is to do business with people who believe what you believe. Here's the best part: None of what I'm telling you is my opinion. It's all grounded in the tenets of biology. Not psychology, biology. If you look at a cross-section of the human brain, looking from the top down, what you see is the human brain is actually broken into three major components that correlate perfectly with the golden circle. Our newest brain, our Homo sapien brain, our neocortex, corresponds with the "what" level. The neocortex is responsible for all of our rational and analytical thought and language. The middle two sections make up our limbic brains, and our limbic brains are responsible for all of our feelings, like trust and loyalty. It's also responsible for all human behavior, all decision-making, and it has no capacity for language.

In other words, when we

communicate from the outside in, yes, people can understand vast amounts of complicated information like features and benefits and facts and figures. It just doesn't drive behavior. When we can communicate from the inside out, we're talking directly to the part of the brain that controls behavior, and then we allow people to rationalize it with the tangible things we say and do. This is where gut decisions come from. You know, sometimes you can give somebody all the facts and figures, and they say, "I know what all the facts and details say, but it just doesn't feel right." Why would we use that verb, it doesn't "feel" right? Because the part of the brain that controls decision-making doesn't control language. And the best we can muster up is, "I don't know. It just doesn't feel right." Or sometimes you say you're leading with your heart, or you're leading with your soul. Well, I hate to break it to you, those aren't other body parts controlling your behavior. It's all happening here in your limbic brain, the part of the brain that controls decision-making and not language.

But if you don't know why you do what you do, and people respond to why you do what you do, then how will you ever get people to vote for you, or buy something from you, or, more importantly, be loyal and want to be a part of what it is that you do. Again, the goal is not just to sell to people who need what you have; the goal is to sell to people who believe what you believe. The goal is not just to hire people who need a job; it's to hire people who believe what you believe. I always say that, you know, if you hire people just because they can do a job, they'll work for your money, but if you hire people who believe what you believe, they'll work for you with blood and sweat and tears.

WHO IS SIMON SINEK

Described as "**a visionary thinker with a rare intellect**," Simon teaches leaders and organizations how to inspire people. A trained ethnographer, he is the author of two books: the global best seller, "Start With Why: How Great Leaders Inspire Everyone to Take Action" and his newest book, "Leaders Eat Last: Why Some Teams Pull Together and Others Don't." He speaks around the globe and has commented for local and national press, including The New York Times, Inc. Magazine, NPR, BusinessWeek. Simon is an adjunct staff member of the RAND Corporation, one of the most highly regarded think tanks in the world.

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 youngevity.com/opportunity#compensation.

COMPENSATION PLAN SUMMARY

Associate	Brand Associate	Sales Associate	Senior Associate	1 Star Executive	2 Star Executive	3 Star Executive	4 Star Executive	5 Star Executive	Emerald Ambassador ⁴	Ruby Ambassador ⁴	Diamond Ambassador ⁴	Black Diamond Ambassador ⁴
PQV (Personal Qualifying Volume)	50	100	150	200	250	300	300	300	300	300	300	300
PQV = Personal wholesale orders plus personal retail customer volume.												
CQV ¹ (Group Qualifying Volume)			1,000 (1st-3 levels)	5,400 (1st-3 levels)	7,500 (1st-3 levels)	10,500 (1st-3 levels)	27,000 (1st-3 levels)	43,200 (1st-3 levels)	75,000 (1st-3 levels)	75,000 (1st-3 levels)	75,000 (1st-3 levels)	75,000 (1st-3 levels)
TCQV (Total Group Qualifying Volume)									750,000	1,500,000	3,000,000	6,000,000
Team			(3) Active Preferred Customers or Associates or above (1st level)	(3) Active Preferred Customers or Brand Associates or above (1st level)	(3) Individual Active 1 Star Executive legs	(5) Individual Active 1 Star Executive legs	(6) Individual Active 1 Star Executive legs	(9) Individual Active 1 Star Executive legs	(12) Individual Active 1 Star Executive legs	(12) Individual Active 1 Star Executive legs	(12) Individual Active 1 Star Executive legs	(12) Individual Active 1 Star Executive legs
1	5%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
2	5%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%	8%
3		7%	7%	7%	7%	7%	7%	7%	7%	7%	7%	7%
4		6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
5			6%	6%	6%	6%	6%	6%	6%	6%	6%	6%
6				8%	8%	8%	8%	8%	8%	8%	8%	8%
7 Infinity Bonus ²				2%	2%	6% ³	6% ³	6% ³	6% ³	6% ³	6% ³	6% ³
8				2%	2%	2%	6% ³	6% ³	6% ³	6% ³	6% ³	6% ³
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CEO MEGA PAK BONUS BREAKDOWN

How Coding Works

- A 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 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

Michelle enrolls Steve on August 1st and is a 1 Star Executive (1SE). Steve waits to buy his CEO Mega Pak on August 8th. On August 8th, Michelle becomes a 2 Star Executive (2SE). Michelle receives \$100 Cumulative Payout (1SE rate) **not** \$140 Cumulative Payout (2SE rate) because she was a 1 Star Executive (1SE) at the time of Steve’s enrollment.

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.*

*Also known as the Business Builder Kit
**Applies to US packs only. International CEO Paks are \$100. Any BellaVita Pak that is \$599 USD pays a \$200 FSB.

	Rank	Coding Bonus (Based on time of enrollment)	Cumulative Payout (Paid up to)
CODING BONUS PAYOUT BREAKDOWN	Associate	---	---
	Brand Associate	---	---
	Sales Associate (SA-A)	\$15	\$15
	Senior Associate (SR-A)	+\$20	\$35
	1 Star Executive (1SE)	+\$65	\$100
	2 Star Executive (2SE)	+\$40	\$140
	3 Star Executive (3SE)	+\$30	\$170
	4 Star Executive (4SE)	+\$10	\$180
	5 Star Executive (5SE) and higher	+\$10	\$190 (max group payout)

CUMULATIVE PAYOUT EXAMPLE

Week 1 – Michelle Enrolls Steve: Steve’s coding is shown below. Michelle has a lifetime rank of 5 Star Executive (5SE). Michelle gets \$190 payout + \$70 Fast Start Bonus (FSB) when Steve purchases a CEO pak.

	Rank	Who’s Coded to Enrollee	Coding Bonus Payout (Based on the time of enrollment)	Cumulative Payout (Paid up to)	Fast Start Bonus	Total (Includes Fast Start Bonus)
EXAMPLE #1	Sales Associate (SA-A)	Michelle	\$15	---	---	---
	Senior Associate (SR-A)	Michelle	+\$20	---	---	---
	1 Star Executive (1SE)	Michelle	+\$65	---	---	---
	2 Star Executive (2SE)	Michelle	+\$40	---	---	---
	3 Star Executive (3SE)	Michelle	+\$30	---	---	---
	4 Star Executive (4SE)	Michelle	+\$10	---	---	---
	5 Star Executive (5SE) (or higher)	Michelle	+\$10	\$190	+\$70	=\$260

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

	Rank	Who’s Coded to Enrollee	Coding Bonus Payout (Based on the time of enrollment)	Cumulative Payout (Paid up to)	Fast Start Bonus	Total (Includes Fast Start Bonus)
EXAMPLE #2	Sales Associate (SA-A)	Steve	\$15	---	---	---
	Senior Associate (SR-A)	Steve	+\$20	---	---	---
	1 Star Executive (1SE)	Steve	+\$65	=\$100	+\$70	=\$170
	2 Star Executive (2SE)	Michelle	+\$40	---	---	---
	3 Star Executive (3SE)	Michelle	+\$30	---	---	---
	4 Star Executive (4SE)	Michelle	+\$10	---	---	---
	5 Star Executive (5SE) (or higher)	Michelle	+\$10	=\$90	+\$0	=\$90

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.

	Rank	Who’s Coded to Enrollee	Coding Bonus Payout (Based on the time of enrollment)	Cumulative Payout (Paid up to)	Fast Start Bonus	Total (Includes Fast Start Bonus)
EXAMPLE #3	Sales Associate (SA-A)	Dave	\$15	---	---	---
	Senior Associate (SR-A)	Dave	+\$20	=\$35	+\$70	=\$105
	1 Star Executive (1SE)	Steve	+\$65	=\$65	+\$0	=\$65
	2 Star Executive (2SE)	Michelle	+\$40	---	---	---
	3 Star Executive (3SE)	Michelle	+\$30	---	---	---
	4 Star Executive (4SE)	Michelle	+\$10	---	---	---
	5 Star Executive (5SE) (or higher)	Michelle	+\$10	=\$90	+\$0	=\$90

CAR BONUS PAYOUT BREAKDOWN

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 1SE 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 qualified Brand Associates or higher. **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

	Breakdown	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
MARIA	RANK	*1SE	2SE	3SE	4SE	5SE NPQ	5SE NPQ	5SE NPQ	5SE NPQ	5SE NPQ	5SE NPQ	5SE NPQ	5SE NPQ
	PAYOUT	\$0	\$0	\$800	\$1,000	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500	\$1,500

*1SE requires minimum 12 personally enrolled qualified Brand Associates or higher) 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

	Breakdown	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
PEDRO	RANK	*1SE	*1SE	SR-A	3SE	*1SE	*1SE	SR-A	SR-A	5SE NPQ	5SE NPQ	5SE NPQ	5SE NPQ
	PAYOUT	\$0	\$0	\$0	\$800	\$300	\$300	\$0	\$0	\$1,500	\$1,500	\$1,500	\$1,500

*1SE (requires minimum 12 personally enrolled qualified Brand Associates or higher) 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 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. *1SE (requires minimum 12 personally enrolled qualified Brand Associates or higher) 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. 5SE (NPR) was made for Sep thru Dec, paying the car bonus of \$1,500 for each month.

EXAMPLE #3:

	Breakdown	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
JOHN	RANK	2SE	SR-A	3SE	3SE	*1SE	*1SE	SR-A	SR-A	5SE NPQ	5SE NPQ	5SE NPQ	5SE NPQ
	PAYOUT	\$0	\$0	\$0	\$0	\$300	\$300	\$0	\$0	\$1,500	\$1,500	\$1,500	\$1,500

2SE was achieved in Jan. SR-A in Feb and 3SE in Mar. Since 2SE & 3SE was not consecutive it does not satisfy the requirement of qualifying at any Star rank the first time. 2 consecutive months. 3SE was achieved in Mar and 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 for that Star Rank. *1SE (requires minimum 12 personally enrolled qualified Brand Associates or higher) 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. 5SE (NPR) was made for Sep thru Dec paying the car bonus of \$1,500 for each month.

QUICK START BONUS

- 26% PAID WEEKLY
- ½ NORMAL RESIDUAL PAID MONTHLY

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) 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. Any BV in excess of 750 within the month will be paid out in the regular upline unilevel commissions.

Requirements

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

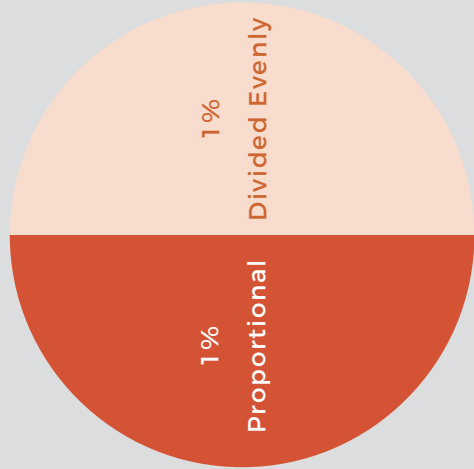
Quick Start Bonus Example

- 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.

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 2018 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 OGV for 9 out of the last 12 months.

ON THE HORIZON

A CHANGE FOR THE BETTER IS CLOSER THAN YOU THINK.

While it may be cliché, 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 those 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.