



YOUNGEVITY

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"THIS IS MORE THAN A CUP OF
COFFEE. THIS IS
changing lives."

Dave Briskie, President and CFO,
Youngevity International

WHAT MAKES OUR COFFEE SO

unique?

**OUR COFFEE IS GROWN WITH
A MISSION TO CHANGE LIVES**

It all begins at our 1,000-acre coffee plantation in Matagalpa, Nicaragua, where our coffee beans are hand cultivated, picked and processed in rich, chemical-free soil.

But we have bigger dreams for our estate grown, quadruple-certified, single origin coffees. Which is why we created Youngevity's Be The Change Foundation. Through our foundation, 100% of the proceeds (Youngevity covers all the administrative costs for the Foundation) help support the families who work on our plantation, as well as these life-changing organizations:

- The American Red Cross
- Make-A-Wish® Foundation
- My Story Matters
- Catarina's Club
- The Mike Glenn Foundation
- Gary Sinise Foundation
- The Gesundheit! Institute (Patch Adams)

Drink the best coffee, give the best coffee—
every purchase helps others!



join today

What could be better than sharing premium coffee with your friends, building your own business and changing lives through our Be The Change Foundation?

YOUNGEVITY OFFERS SOMETHING FOR EVERYONE:

-  **Whole Bean Coffee** – highest quality exclusive blends
-  **Ground Coffee** – roasted to perfection
-  **Fortified Coffee** – packed with added nutritional ingredients
-  **Flavored Coffee** – using the same high quality beans as our regular coffee
-  **Decaf Coffee** – made using a chemical-free fresh water decaffeination process
-  **Instant Coffee** – easy and convenient
-  **Javalution Club** – exclusive coffees from around the world delivered fresh to your door each month
-  **Tea** – two tasty alternatives to coffee

IT'S EASY TO BECOME A DISTRIBUTOR!

Here's what you do:

1. Contact your distributor—they can help you get started
2. Drink the best coffee—and share with others
3. Build your business with coffee—all while changing lives!

WHAT MAKES THIS BUSINESS

opportunity

SO UNIQUE?

As a Youngevity distributor, you have the opportunity to build a lucrative business selling our premium coffee while being part of our mission to make extraordinary changes in everyday lives.

COFFEE IS A HUGE MARKET

- Second most widely consumed beverage
- Second most sought commodity in the world
- Everyone understands coffee—no explanation needed. You can simply help people get the **BEST** coffee

CREATE YOUR OWN BUSINESS

- When's the last time the coffee you drank sent you a check? Be The Change coffee rewards you for enjoying it!*
- Coffee is the perfect way to introduce new people to the business

COFFEE IS AN EVERYDAY PURCHASE

- Over 100 million cups of coffee consumed each day
- Most households regularly spend money on coffee
- Perfect “swap where you shop” opportunity—When you swap where you shop, you can save money on products you buy every day, while supporting a great cause!

YOU'LL BE CHANGING LIVES

Here's how we change lives in a big way: if just 20,000 Youngevity distributors buy one 12 oz bag of coffee each month, we'll be donating \$1 million dollars by the end of the year!

“People sometime forget to take their morning supplements but nobody forgets to drink their morning coffee. Youngevity has fortified coffee that not only tastes great, but may provide incredible health benefits at the same time.”

- Lance Gordon, 4 Star Executive



 YOUNGEVITY.

*Actual results may vary based upon many factors. Youngevity prohibits distributor income claims; each distributor's earnings, if at all, will vary based on differing economic and demographic conditions.