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# BE THE CHANGE

YOUR GUIDE FOR ALL THINGS YOUNGEVITY

## ONE MAN'S MISSION

A **LIFETIME OF RESEARCH** and  
experience stand behind the  
Youngevity mission.

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### TAP THE POWER OF PERSONAL DEVELOPMENT

Direct selling as a channel of  
distribution and as a business  
opportunity is unmatched.

### YOUR LIFE . . . THE YOUNGEVITY WAY

Youngevity provides a clear  
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# A PEEK INTO YOUR FUTURE

## When Asked

to think about your future, where you see yourself in 20 years, what legacy you wish to leave behind, or even what your plans for retirement may be, do you have the answers? If there ever were a time to think about your health and financial security, now is the time.

Our world has changed dramatically over the last century. We've been witness to some of the greatest technological advances, but also to the greatest number of health concerns around the globe. This problem did not go unseen by Youngevity Founder Dr. Joel Wallach, who spent most of his early career researching nutritional deficiencies in both animals and humans. He found that most chronic illnesses could be prevented with adequate nutrient intake. All he needed was a massive network of health-driven individuals who would help him spread the word that a healthy lifestyle starts with proper nutrition.

In 1997, along with his son, Steve Wallach, and daughter-in-law, Michelle Wallach, Dr. Wallach was able to pave the path that would change the health and wealth of many. They founded Youngevity with a mission to improve the lifestyle of individuals by promoting vibrant health through high-quality and innovative health care products, and by providing a proven business opportunity. What started as a small



STEVE WALLACH  
*Chief Executive Officer*  
MICHELLE WALLACH  
*Chief Operating Officer*

company of ambitious individuals working out of a garage has resulted in a multimillion-dollar corporation, offering a wide range of consumer products and services that have improved the lives of countless individuals.

At its inception, Youngevity offered a small line of highly researched vitamin and mineral products. These nutrients were backed by years of research conducted by Dr. Wallach, who found that there was a fundamental group of 90 essential nutrients that had the greatest impact on one's health. These 90 essential nutrients (90 For Life™) are at the center of Youngevity's core product, the Healthy Body Start Pak™. These high-quality nutritional Paks are offered in a variety of combinations that target specific lifestyles or health conditions, and establish the foundation of all other products to follow.

Now, Youngevity not only delivers high-quality nutritional products but also offers a growing, innovative line of consumer products and services that support a variety of lifestyles. From great-tasting coffee grown at Youngevity's own plantation in the Nicaraguan rainforest to personalized VersaStyle™ jewelry that is transforming women's fashion, to creative memory-keeping products that help share and preserve memories to last a lifetime, the product line continues to grow.

Still one of the greatest impacts made by Youngevity has been through the establishment of its very own Be The Change Foundation, a nonprofit organization founded by Youngevity and its distributors in 2013. Over the years, the foundation has helped countless people around the globe—victims of natural disasters, children suffering from terminal illnesses, and poverty-stricken families of the Nicaraguan community. Youngevity is truly able to be the change the world needs through its esteemed foundation.

Whether you are looking to change your health, wealth or simply to give back, Youngevity has something for everybody. It is a company truly walking the walk in the health and lifestyle industry. With a dynamic management team and a wealth of expert leaders, Youngevity continues to grow and be the change in the lives of countless individuals around the globe.

# CONNECT WITH US

**Online at:**

[youngevity.com](http://youngevity.com)

**Socially:**

[facebook.com/youngevity](https://facebook.com/youngevity)

[twitter.com/youngevity](https://twitter.com/youngevity)

**By Phone or Email:**

800-982-3189

[support@youngevity.com](mailto:support@youngevity.com)



**YOUNGEVITY.**

2400 BOSWELL ROAD  
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## BE THE CHANGE

YOUR GUIDE FOR ALL THINGS YOUNGEVITY

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Chula Vista, CA 91914  
youngevity.com

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### DSHEA DISCLAIMER

Food and dietary supplement products sold by Youngevity are intended to contribute to the daily diet and overall health and are not intended for use in the prevention, treatment, mitigation, or cure of any disease or health-related condition. Individuals who have or suspect they have an illness or who wish to commence a diet or exercise program should consult an appropriately licensed health care practitioner for a medical history evaluation, diagnosis, treatment, and health recommendations.

### INCOME DISCLAIMER

Youngevity prohibits its distributors from making income earning claims in association with the promotion of Youngevity business opportunities. Whether an individual who becomes a Youngevity distributor will earn more than he or she pays for the business opportunity depends on multiple independent and dependent variables that are impossible to predict, such as economic factors unique to each location where product sales are attempted and the sales talents of each individual distributor.



/ DIRECT SELLING FEATURE /

# LOUD AND CLEAR

*Direct selling's  
unparalleled  
opportunity.*

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Direct selling as a business model provides more opportunity for easy engagement than any other channel of distribution in existence.

NOW IN OUR 12TH YEAR AS A TRUSTED JOURNALISTIC RESOURCE IN SUPPORT OF THE DIRECT SELLING CHANNEL, WE AT *DIRECT SELLING NEWS (DSN)* WOULD LIKE TO TURN UP THE VOLUME ABOUT WHO WE ARE AND WHAT SETS OUR MODEL APART. WE BELIEVE THAT THERE ARE A FEW KEY COMPONENTS WITHIN THE BUSINESS MODEL OF DIRECT SELLING THAT ARE NOTHING LESS THAN EXTRAORDINARY ATTRIBUTES.





The outcomes are as unique and personal as the people involved, but the desired end result is the same: Discover the highest and best version of you, and impact the world for good with this new self.



At *DSN* we are observers; we are not policy makers. However, we do represent a point of view that is aggregated from the many interviews we conduct, the many conversations we have, the stories we write and the observations we experience attending some of the most important events in the industry. We also benefit from the fact that we review and digest information about the industry on a daily basis. We take it all in when it comes to direct selling, and we are proud to write about what we believe is a unique business model in the free world. *DSN*, after all, is simply a reflection of collective thought in the channel.

This article offers our point of view on what direct selling companies offer to individuals and to the well-being of economies, both in the U.S. and on the global stage.

## **NO. 1 CUSTOMERS ARE AT THE HEART OF DIRECT SELLING**

Successful direct selling companies maintain an ever-present laser focus on their sales organizations. This group of independent business owners is the heart of the distribution of a company's products or services. Without the sales organization of independent contractors, nothing in direct selling gets bought or sold. Technology makes it much easier for a company to identify customers than in decades past.

Direct shipment to a customer is possible with most direct selling companies, and e-marketing tools provide a link between the company and the customer that did not exist in previous years. This new ability to connect directly with customers no longer interferes with the company/direct seller/customer relationship. Customer purchases can be automatically attributed to their direct seller, while at the same time the company can collect specific customer information. The direct selling business model has improved dramatically over the past 10 years, and both independent contractors and consumers are experiencing the benefits.

Customers are always the heart of any successful enterprise, and the new possibilities for greater customer focus through technology serves to position direct selling companies to really become best-in-class when it comes to personalized customer service.

## **NO. 2 PERSONAL GROWTH IS HARD-WIRED INTO THE OPPORTUNITY**

An oft-repeated phrase in the companies that make up the direct selling channel is "leave people better than when you found them." Nothing fulfills this mantra better than the personal development opportunities hard-wired into most company offerings. Indeed, the fundamental concepts of bettering oneself and one's place in life are



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## Leave people better than you found them.

woven into the very fabric of direct selling. Personal growth is something individuals keep with them the whole of their lives, whether or not they stick with the direct selling opportunity that provided the materials for that growth.

Often called “soft skills,” goal setting, time management, handling rejection and selling techniques are only a part of the education provided by most companies within our channel. Becoming an empowered individual, believing that you can be more and do more than your current circumstances would allow, taking charge of your life and helping others to do the same—these are the transformative pursuits that create a ripple effect throughout one’s life that can never be undone.

Personal development is a journey. And yes, it’s a journey that must be undertaken by the individual; no one can grow on another’s behalf. But no other business opportunity offers, as a basic component, such easy access to books, articles, videos, audios, even live training and coaching, as this great channel. The outcomes are as unique and personal as the people involved, but the desired end result is the same: Discover the highest and best version of you, and impact the world for good with this new self.

### **NO. 3 RECRUITING IS ESSENTIAL TO SUCCESSFUL DIRECT SELLING**

Regardless of the words used—recruiting, sponsoring or building a team—this activity is a vital part of the direct selling business model. Direct sellers have two key paths for developing their independent businesses: sell products or services to customers, and, if they wish to build a sales organization, recruit others who will also sell products and services to others as well as share the earning opportunity with others. Direct selling compensation plans reward a distributor for both opportunities.

The preceding is a wonderful business model and, through a direct selling company of their choice, is available to a most diverse population. There is no discrimination relative to gender, age, past experience or inexperience, nor current economic or professional status. Most importantly, direct sellers have fun doing what they do, and that is why direct sellers share with others (recruitment) what someone shared with them. Products and services being sold by everyone recruited makes for a most unusual and rewarding business opportunity. Those who make

it work often refer to the business opportunity as their dream come true, irrespective of whether the direct selling business is being worked part-time or full-time.

Those who misunderstand the direct selling business model attempt to characterize recruiting activity as somehow sinister because the direct seller earns more money with a team than by selling product alone. It just makes sense that this is how it works. Every organization that sells something leverages multiplication and duplication of effort, whether it’s a franchisee purchasing multiple locations, a bank that desires to expand, a store opening new properties in the chain, or a regional sales manager hiring a team of salespeople. In direct selling, when the independent contractor grows a sales organization in which other people also sell products and services of value to end consumers, that distributor is appropriately rewarded with higher earnings, as is the head of any business organizational structure that rewards multiplication and duplication of effort.

### **NO. 4 DIRECT SELLERS DO NOT HAVE TO MAKE LARGE INVESTMENTS IN INVENTORY**

It would be unthinkable to start any type of traditional business focused on consumable products without some level of inventory. However, you can start a direct selling business with minimal investment in inventory, and there are virtually no minimal requirements.

Prior to the e-commerce era, nearly every direct selling products company sold physical inventory to distributors, who kept it on hand to sell to their customers. This is simply how the process worked. And it worked well when distributors pursued a base of customers and appropriately maintained inventory in service of those customers.

The risk is even more minimal today, as direct-to-customer shipping practices and online ordering technology have all but eliminated the need for an individual distributor to hold onto large quantities of product. Many distributors today do the bulk of their business by taking customer orders and having product shipped directly from the company to the customer. This, in turn, has put pressure on companies to provide excellence in delivery. Amazon has set the standard for efficiency in customers’ minds, and if a customer has to wait too long for product, their enthusiasm can diminish quickly.

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**THE OPPORTUNITY WITHIN THE  
DIRECT SELLING INDUSTRY IS  
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ALL WHO ENTER WILL BECOME  
SUCCESSFUL, BUT THAT ALL WHO  
ENTER WILL BE REWARDED IN  
PROPORTION TO THEIR SUCCESSFUL  
EFFORTS IN SELLING AND SERVICING  
CUSTOMERS AND RECRUITING  
OTHERS WHO DO THE SAME.**

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Of course, some direct sellers may choose to carry inventory at some level to facilitate “cash and carry” sales, because some customers prefer to take their product home at the point of purchase rather than wait for it to be shipped. Many companies find that it works well to have a mechanism in place so that the distributor can decide how much inventory is a reasonable amount. One distributor may want to bring samples of product to a party or a gathering and to place orders for each customer from those samples or supplemental catalogs. Another may choose to have an inventory from which to draw. This empowers direct sellers, giving them the flexibility to work their businesses in the way that works best for them.

### **NO. 5 DIRECT SELLERS EARN IN PROPORTION TO TIME AND EFFORT INVESTED**

The opportunity within the direct selling industry is not one that advocates that all who enter will become successful, but that all who enter will be rewarded in proportion to their successful efforts in selling and servicing customers and recruiting others who do the same. The access to a direct selling business opportunity offers a very diverse population a favorable chance to learn basic business fundamentals associated

with opportunity. When compared to many other new business offerings, such as purchasing a franchise, being solely responsible for designing a business on one's own or taking advantage of the new YouEconomy, the direct selling opportunity affords any individual a low-cost option for entry into entrepreneurship and a pathway to success with a specific startup process and ongoing training and development.

No other business model provides as much opportunity in relation to startup costs and risks. Direct sellers, unlike employees, actually choose how they desire to work and what amount of time they are willing to invest. It's a beautiful business model.

### **NO. 6 SELF-REGULATION IS IMPORTANT TO THE FUTURE OF THE DIRECT SELLING INDUSTRY**

It is an unfortunate truth that fraud and deception exists in every industry. This is a fault in human nature, not in a specific type of business model. Therefore, wherever there are individuals or companies that attempt to use deception as a means to success, they will always be eventually removed or penalized, often by the regulatory agencies that uphold the laws of the community and country where business is being conducted. Fair, unfair and unclear use of laws will remain an ongoing challenge in the democracy in which we live, which is why self-regulation is such an important component and attribute of the direct selling industry.

Bad actors have the ability to hurt the reputation of independent contractors as well as peer companies, no matter what the industry or channel. It is therefore of utmost importance that the direct selling community exercise tight regulatory control over itself. Independent contractors who misrepresent industry or company codes, policies, principles and values should be held accountable to the highest ethical standards and consequences.

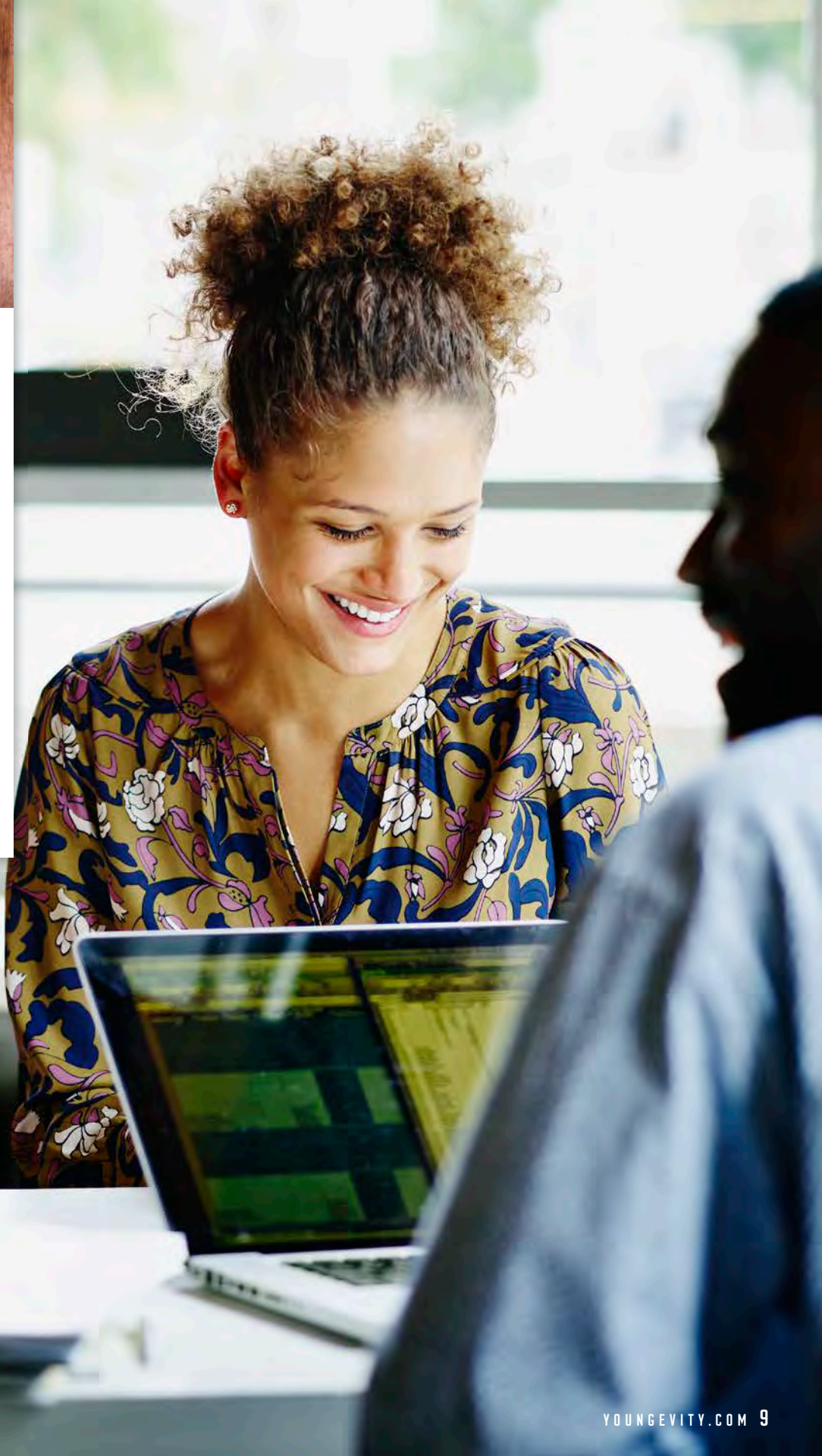
Companies, of course, must lead by example, and whenever a company practice violates a code of conduct itself, we know that it is virtually impossible to hold the sales organization accountable to any ethical standard. The U.S. Direct Selling Association's Code of Ethics offers a strong framework for behavior and practice. How codes and policies are implemented and integrated into the fabric of the entire training and development process ultimately determines the quality and effectiveness of how all involved hold themselves accountable. ■





## IT'S ALL INCLUSIVE

There is no other business model based on individual entrepreneurship and ownership that comes close to the business model direct selling companies offer. Products and services that benefit from the personalized introduction and presentation of an individual is a major reason why a company chooses direct selling as their preferred way of conducting business. When people from all walks of life can become involved in a channel of distribution without discrimination or judgment based upon past experience or inexperience, all people benefit.





/ OUR STORY /

# ONE MAN'S MISSION

*A lifetime of research and experience stand  
behind the Youngevity mission.*

By Sarah Paulk





→ HE RESEARCHED theories of how nutrition can affect disease and began getting real-world results.

## Joel Wallach

was supposed to become a farmer. At least, that's what everyone around him, including himself, assumed in his rural hometown in Missouri. But even as he was surrounded by chickens and cornfields, Wallach couldn't help but dream of safaris and distant adventures. Dreams became a reality when his participation as an Eagle Scout landed him a summer job at the St. Louis Zoo.

"It fueled his passion and imagination of working with exotic animals," says Steve Wallach, Youngevity Chief Executive Officer and Joel's son. From there, Joel went on to become Dr. Wallach, earning two graduate degrees, in Agriculture and Soil Science and in Veterinary Medicine at the University of Missouri in addition to partaking in fellowship at Washington University in St. Louis in Comparative Pathology; he continued to take graduate courses in pathology while teaching at Iowa State University. That interesting combination, in addition to his farming background, gave him a unique perspective and expertise that very few people in the scientific community could offer. As a result, he was hired for specialized jobs like helping preserve the African Elephant and White Rhino in South Africa and studying the effects of urban pollution on zoo animals.

In 1977, while working as a pathologist at the Yerkes National Primate Research Center, his experience culminated in a startling discovery that would polarize the scientific community. During his assignment to uncover what led to the death of a baby monkey, he determined that the young monkey had suffered from cystic fibrosis. The assertion that a monkey could suffer from such a human disease provoked uproar from peers, but Dr. Wallach boldly took his findings one step further and went public with evidence that it was the primate's nutrient-deficient diet, not solely genetics, that led to his disease and ultimately his death.

"It became world news," Steve says. "Ultimately, my father had discovered the first documented instance of what is now a hot topic: epigenetics."

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**“My father’s life’s work winds up in every health and wellness product we create. It’s the secret sauce.”**

—STEVE WALLACH.

YOUNGEVITY CHIEF EXECUTIVE OFFICER

### A REVOLUTION IS BORN

Most people assume that genetic diseases are simply that—genetic. What epigenetics asserts is that diseases and people are more complex, and that instead, environmental factors like pollution, climate change and nutrition can influence a genetic outcome. “You can calculate the frequency of the outcome of blue eyes or blond hair through genetics,” Steve says. “But cystic fibrosis is not something that can be calculated. Not every generation will get it. It didn’t make sense to my father that it was purely genetic—something more than genetics led to that disease.”

Dr. Wallach was enraptured. He earned yet another degree and became a Naturopathic Physician, opening three clinics to treat human patients using his “epigenetics” knowledge. He researched theories of how nutrition can affect disease and began getting real-world results as people diagnosed with cystic fibrosis experienced great benefits through his treatments.

In hindsight, epigenetics, although unnamed at the time, was a large part of Dr. Wallach’s background. His groundbreaking hypothesis that animals and humans alike are not simply at the mercy of their genetic code, but can instead influence their health and longevity through nutrition and environmental factors, was well ahead of his time. Four decades ago, his findings were ignored and ridiculed. The zoological community ostracized him for his theory that nutrition could affect genetics. That bold claim, however controversial in its time, is today a revolution.

### THE PERFECT STORM

Dr. Wallach had discovered his mission. He wanted to spread his message of how choosing good nutrition and making healthy choices can affect longevity and quality of life. But to spread his message he needed an army of people and to assemble one he needed a movement. Network marketing proved to be the ideal vehicle.

He was introduced to network marketing as a young widower with four children and became a successful distributor while continuing his career as a partner in medical clinics, a doctor in the Air Force Reserve and partaking in a grueling 90-minute daily commute. “The idea of network marketing caught his attention because he could replace some of the things he was doing with income that took less time,” Steve says.

As he began to lecture across the country, one of his recorded talks, *Dead Doctors Don’t Lie*, went viral in the 1990s before the term was even coined. His message was duplicated, one cassette tape at a time, and became the most widely distributed health lecture in history, with more than 150 million copies in circulation. It was also his lightbulb moment.

“Combining his message with the network marketing industry was an epiphany for my father,” Steve says. “His message resonated with the general public, even if it didn’t resonate with researchers back then. He could leverage his life experience, his knowledge, and go to the grass roots of educating people on the benefits of nutrition.”

His expertise, research, professional experience and history of success in network marketing created the perfect storm, and in 1997, Youngevity was born. Calling on his lifetime of research, Dr. Wallach helped formulate a group of products to include the 90 nutrients he discovered were essential for survival and then put it in a form that would be more absorbable than any multivitamin customers were buying off the shelf.

Dr. Wallach’s revolution was gaining momentum, but unlike many of his competitors, marketing nutraceuticals was not about money or power. “It wasn’t ‘Nutrition sounds trendy, let’s jump into that and sell supplements,’ ” Steve says. “This has been my father’s life’s work.”





DR. WALLACH HAD DISCOVERED his mission. He wanted to spread his message of how choosing good nutrition and making healthy choices can affect longevity and quality of life.



## HEALTHY VINDICATION

The world is a different place today than it was in the 1970s and '80s when Dr. Wallach began to recognize his purpose and mission. Many of his beliefs and practices that had gone against the conventional wisdom of that time are now commonly accepted. He sounded the alarm on nutrient-depleted soil when chemical fertilizers were being heralded as the answer in the 1980s, called out sugar as an enemy to health when fat was thought the villain, and promoted whole foods before it was popular.

"My father was all about butter when the world was all about margarine," Steve says. "He was ridiculed about these very things back then. The things critics attacked him on most, he has been vindicated for today." With the tables turned, and mainstream science now standing on his side, Dr. Wallach's revolution is contagious in an age when supplementation is mainstream and the importance of nutrition has its rightful place in the public eye. Youngevity's product portfolio has expanded over the years to speak to the needs of its customers—like bone and joint health, recovery and endurance for athletes, and weight loss. But what makes Youngevity's products and its 90 essential nutrients better than the millions of other supplements on the market today?

"My father is what makes Youngevity different," Steve says. "My father's life's work winds up in every health and wellness product we create. It's the secret sauce." For many network marketing companies, the product is secondary and profit margins are the focus.

"My father's idea was to create a direct sales company around his life's work and reward people for spreading his message," Steve says. "Over the last 40 years, my father was one of a handful of people talking about how nutrition is the main factor in healthful longevity when it seemed like no one was listening. It's not just about the length of life; we want to have a high quality of health—for longer. That's been his passion and mission and drive all along." ■

## THE MAGIC NUMBER

Ninety essential nutrients. That unique combination, discovered by Dr. Joel Wallach during a lifetime of clinical research, is what the body needs in order to survive. These 90 nutrients are at the core of Youngevity's staple product offering, the Healthy Body Start Pak™:

- ➔ 60 MINERALS
- ➔ 2-3 ESSENTIAL FATTY ACIDS
- ➔ 16 VITAMINS
- ➔ 12 AMINO ACIDS



**GIVE YOUNGEVITY 90 DAYS,**  
**AND THEY'LL GIVE YOU LIFE-CHANGING BENEFITS.**  
**THAT'S THE PROMISE BEHIND THEIR 90 FOR LIFE™**  
**HEALTHY BODY CHALLENGE. WITH A CONVENIENT**  
**NUTRITION PLAN AND PRODUCTS BACKED BY DR. JOEL**  
**WALLACH'S LIFETIME OF RESEARCH, A TOTAL HEALTH**  
**TRANSFORMATION COULD BE JUST 90 DAYS AWAY.**





# SHARING WHAT SHE LOVES

*Actress and author Marilu Henner encourages people to be their best with Youngevity.*

BY NICOLE BYWATER

Marilu Henner is thrilled to be spreading her message of health and wellness as a Youngevity Ambassador. The energetic actress has deservedly earned the nickname “Perpetual Motion,” having starred in more than 30 films, six Broadway shows and two hit classic sitcoms, *Taxi* and *Evening Shade*. She is also a best-selling author of nine books on health, parenting, memory and lifestyle improvement. At the age 64 she was even a contender on the hit show *Dancing with the Stars*, and attributes her youthfulness to a good diet and Youngevity.

“When you feel good about yourself, the first thing you want to do is not only share yourself with the world, but also help other people feel as good as you do,” Marilu says of her Youngevity partnership. “That’s just human nature—to want to share something that has helped you.”

***“There’s nothing like this out there. Trust me, I’ve looked.”***

— MARILU HENNER

## MARILU HENNER

Home: California

Not only is Marilu the face of healthy living, she’s also known for having a highly superior autobiographical memory. Within Youngevity, she’s most passionate about their ProLine™ brain-supporting supplement, Synaptiv™.

“There’s nothing like this out there. Trust me, I’ve looked,” she explains. “I’m very excited about Synaptiv because, every day, I see how people are losing their memories or losing loved ones to a lack of memory. This is an incredible product that’s easy to take. It’s something we can all do to try to preserve who we are and keep the memories—our stories—within us.” ■



/ DIRECT SELLING FEATURE /

# LEVELING THE PLAYING FIELD

*Five reasons direct selling is leading the way in  
helping people from all walks of life to escape  
living month to month.*





Let us set the stage and focus on what makes direct selling one of the most effective, efficient and rewarding ways to escape living the month-to-month rat race.

### **1 PUREST FORM OF ENTREPRENEURSHIP**

A direct selling business may represent the purest form of opportunity. It's a movement that's catching on, both in the United States and across the globe. According to the Direct Selling Association, more than 20 million people were involved in direct selling in the United States in 2015, with retail sales reaching \$36.12 billion, a 4.8 percent increase from 2014. The direct sales channel continues to experience steady growth in the United States. In June 2016, the World Federation of Direct Selling Associations announced that global direct sales increased 7.7 percent, from \$170.6 billion in 2014 to \$183.7 billion in 2015, a new global record. Not only was there year-over-year growth, but the direct selling channel has shown sustained growth with a three-year compound annual growth rate of 7.2 percent (2012-2015).

### **2 ANYONE CAN DO IT!**

It involves men and women from all walks of life, all ages, and all racial, ethnic and socioeconomic groups. Success in direct selling doesn't require a specialized background or sales personality, and those who excel in direct selling are not always those with the most polished sales skills.

The real beauty of direct selling is the level playing field it offers. There are no barriers for those wishing to suit up and join the team. This means an 18-year-old fresh out of high school can create a business just as profitable as a more experienced person, even someone with impressive degrees. Direct selling offers the sophistication of franchise-type business support without the risk of losing tens or hundreds of thousands of dollars.

### **3 THERE IS POWER IN PART-TIME**

Dennis and Bonnie both enjoyed their full-time jobs until Dennis had to cut back to part-time work because of health issues. College loomed in the near future for their two teens, and the couple wasn't sure their combined income would cover everything. But Dennis thought surely it would work, if they could find a way to add a few hundred dollars to their monthly income.

Brad finished his first year of college with flying colors. He was proud of his hard work, but he really needed

some extra money so he wouldn't have to take out so many loans. Most of Brad's college friends were working in the fast-food industry, but that didn't really appeal to him. There has to be another way, he thought.

These stories are not uncommon. Most people could use extra cash every month, and for different reasons. Some just want a little mad money, but some people need it for survival. According to a recent survey by Bankrate, 76 percent of Americans are living month to month. Of the 1,000 adults surveyed, 27 percent had no savings at all. In another survey by CashNetUSA, 46 percent of respondents had less than \$800 in their savings accounts, and 22 percent didn't even have \$100 saved up. When asked why they hadn't saved more, these respondents revealed what is a grim reality for a lot of Americans: After paying expenses related to their homes, cars and childcare, there just wasn't enough left over to save at the end of the month.

For millions of people, direct selling has become a viable business opportunity that has given them the ability to make a different choice for themselves and their families. The Direct Selling Association says that 89 percent of direct sellers decide to work part time, offering busy parents, caregivers, military spouses, veterans and others flexibility and work-life balance.





In a world of economic ups and downs, growing job insecurity and dismal retirement portfolios, building a direct selling business makes perfect sense for many. For millions of people, it offers an opportunity to supplement their household income to meet a specific goal, such as paying for a new appliance, covering a child's private school tuition or managing a car payment. Some go on to expand their businesses to equal—or even exceed—their previous corporate paychecks.

#### **4 THERE IS TRUST IN WORD-OF-MOUTH**

Direct selling is based on a simple concept that advertising executives and Hollywood producers have used for decades: Nothing sells a product or service better than word-of-mouth. How many times have you seen a movie, liked it and then told a friend to go see it? Now imagine if the studio that made the film sent you a check for your recommendation? Well, that's essentially the concept behind direct selling.

**“The real beauty of direct selling is the level playing field it offers. There are no barriers for those wishing to suit up and join the team.”**

Instead of employing a separate sales force, direct selling companies compensate the people who use, love and enthusiastically recommend their product or service.

Today's direct selling distributors tell people they know about products and services that can improve the quality of their lives during the course of everyday, normal conversations. “How did you lose weight?” “What lipstick are you wearing?” It's as easy as that.

#### **5 IT'S ABOUT COMMUNITY**

What is it that draws people to a particular product in the first place? Function, style and price can be part of the equation, but sometimes it's the desire to be a part of something bigger. TOMS Shoes famously gives “one for one”—a pair of shoes is donated for every pair a customer buys. A shared value system and a sense of community buoy the most well-known and successful brands. As millennials grow to be the largest sector of the workforce, a company's focus on purpose will become even more important. A demographic known to prioritize meaning over money in choosing jobs, millennials want to be associated with causes that are life-changing.

More than 500,000 people each month say yes to a direct selling opportunity. Those who do not understand this channel of distribution often get stuck in their past perceptions of it. We are a nation built upon the creative genius and brilliance of entrepreneurship. This industry is well primed. It is time-tested, entrepreneurial to the core. ■





## IT'S ALL ABOUT BUILDING RELATIONSHIPS . . . CONNECTWORKING

*Jill and Brian Roach apply an adventurous spirit – inspiring others to pursue their dreams.*

BY CHRIS MAYS

This fun, energetic, free-spirited couple have been involved in many entrepreneurial endeavors during their 30 years of marriage. Brian and Jill began their venture into Network Marketing back in 1998, and they've never looked back! They loved the low cost of entry coupled with the unlimited income potential—with absolutely no risk! Without any experience, they jumped in, followed a proven, simple system, and became “sponges” (soaking up everything possible from books and successful industry people).

The Roaches consider themselves ordinary people . . . yet they have accomplished extraordinary things, including paying off a massive 6-figure debt in just their first few years! They now enjoy an amazing life,

traveling the world inspiring others to live happy, healthy and free!

Having been with only 1 company for their entire 20 year career, today they're thrilled about FreeLife's merge with Youngevity. “It's been an ‘awesome’ ride for us,” says Jill. “People see that if we can do it, they can do it too!”

According to Brian, “While the products and comp plan are integral to success in Youngevity, the true magic is YOU. And if you truly love what you do, let your passion shine. People will want to be a part of what YOU are doing!”

As Jill says, “This business is more about heart than talent, and by working together as one unified team, we ALL have

### JILL AND BRIAN ROACH

**Home:** Chicago, IL

**Rank:** 4 STAR

**Key Business Tip:** Believe in people.

**Everyone matters!**

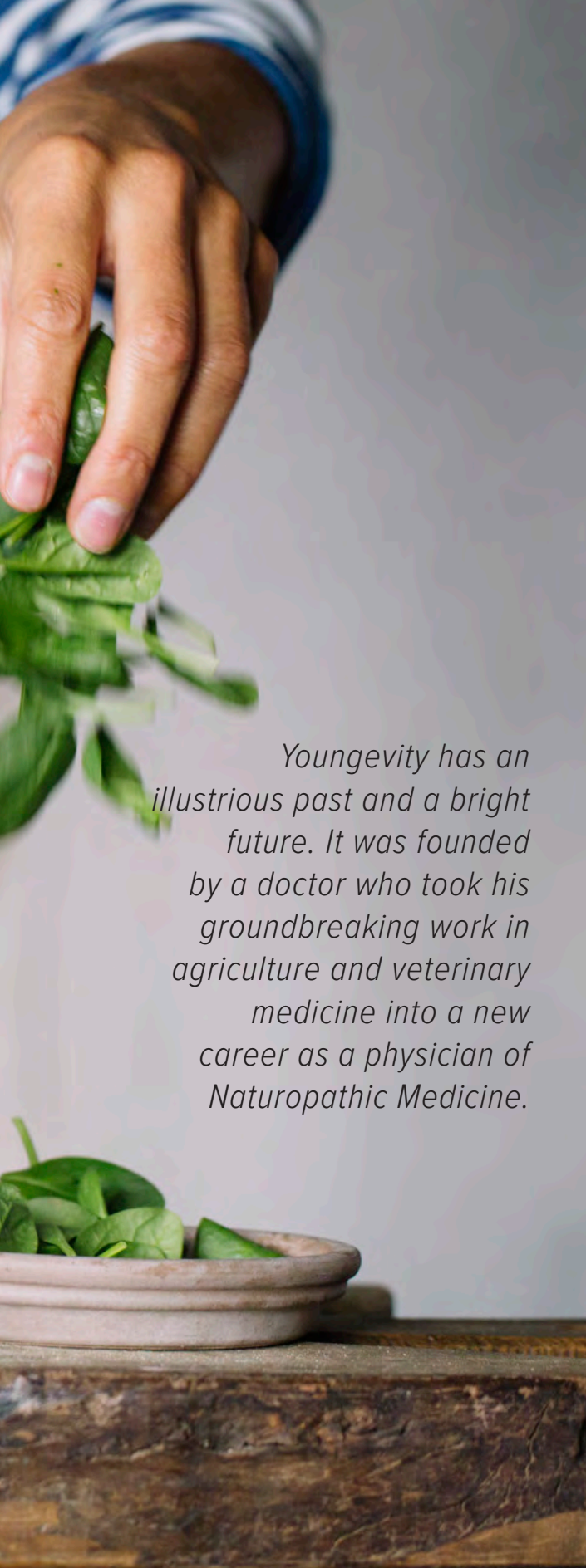
a limitless future ahead of us! Keep Loving! Keep Leading!”

The Roaches call their team the Momentum Makers! Pick your passion, swap where you shop, and take ACTION! It's N:OW O'Clock in Youngevity, and we've only just begun! Work with a sense of emergency . . . your dreams are waiting! ■

# YOUR LIFE... THE YOUNGevity WAY







*Youngevity has an illustrious past and a bright future. It was founded by a doctor who took his groundbreaking work in agriculture and veterinary medicine into a new career as a physician of Naturopathic Medicine.*

He applied his extensive research to create supplements that answer the human body's needs and optimizes one's health. Combining this with other products to support a healthy, active, creative lifestyle has made a winning formula for Youngevity customers. Everyday life takes its toll: sleep deprivation, poor diet, stress, environmental hazards, harsh chemicals and so-called "healthy foods" that lack nutrition. Youngevity has something for every one of these challenges and more.

## ◀ HEALTH & NUTRITION ▶

The genesis of Youngevity is Dr. Joel Wallach's 90 For Life™ formula, a unique blend of 90 essential nutrients for optimal health and longevity. Building on this blend, the company has developed several health packs and products combining nutrition for different needs, such as packs designed to fulfill athletic, blood sugar, bone & joint, brain & heart, digestion, and weight-loss needs. There are also liquid nutrition options that are ready to drink. All Youngevity Healthy Body Start Paks™ include Plant Derived Minerals™ taken from rich, organic ancient soils from an untouched deposit in Southern Utah.

### Benefits include ➔

- Highly absorbable, high-quality nutrients
- Weight loss support
- Healthy blood sugar support
- Digestive support
- Joint and bone support
- Heart health support
- Improved energy and mental clarity
- Overall wellness



Healthy Body  
Weight Loss Pak 2.0™

## ◀ SPECIALTY FOOD & BEVERAGE ▶

Youngevity has an excellent variety of food and beverage products that support active lifestyles, anti-aging, energy demands and exercise recovery, many of which include probiotics and antioxidants for additional nutritional benefits. From chocolate to energy drinks to GreenFed dairy, the choices are diverse. Youngevity's specialty "Be The Change" coffee gives even the most gourmet coffee drinker a treat in their mug with flavors like caramel coffee cake, French vanilla and chocolate crème. There are also blends for extra energy and fat-burning support as well as a wide variety of breakfast, dark, medium and organic options. On the specialty food aisle at Youngevity, you can find conveniently packaged entrees, beverages and snack items filled with nutrition.

### Benefits include ▼

- Convenience of energy-boosting nutrition in cans or ready-to-mix powders
- Anti-aging nutrients from delicious food and drinks
- Comfort and health through hot chocolate
- Support against free radicals with antioxidant-rich dark chocolate
- Post-exercise recovery and replenishment
- Probiotic chocolate and beverages to please the palate and belly
- Weight-loss support through coffee and special blends
- Ready-to-prepare food items that deliver easy, portable meals
- Shelf-stable, bioavailable nutrition



## ◀ HOME & FAMILY ▶

Picture your home life and its many activities and needs. Youngevity products fit right in. There are special products designed to replenish depleted lawn and garden soils (depleted soils have decreased vegetable nutrition by 14-32%), keep your pets healthy, make household cleaning effective and nontoxic, and showcase your photos.

### Benefits include ▼

- Freedom from harmful chemicals in household cleansers
- Clean laundry that is nontoxic to your skin and the environment
- Beautiful, healthy, great-smelling pets treated with skin, coat and paw products
- Reinvigorated soil for home gardens of all types (flowers, vegetables, nuts, fruit, etc.)
- Enjoying the outdoors with your pet thanks to insect repellents for animals
- Calmer, happier pets through specially formulated mists and nutritious treats
- Shared memories with digital and traditional photo projects and scrapbooks







## ◀ FASHION & JEWELRY ▶

When you feel good, you look good. Youngevity wellness products keep you feeling good, and the company's fashion and jewelry products provide the finishing touches. Youngevity buyers work with the best in the industry with the exclusive Mialisia™ jewelry collection.

### Benefits include ▼

- Fashion-forward casual, business and evening looks
- Great prices on designer and VersaStyle™ jewelry
- Access to the latest trends
- Collection of timeless bracelets, earrings and necklaces
- Updated clothing and jewelry for every season
- Jewelry that increases potential with each purchase thanks to Mialisia™
- Online videos that show you how to complete your outfit... every day



## ◀ SPA & BEAUTY ▶

In addition to looking radiant, customers find health benefits through Youngevity's spa and beauty products. Essential oils, aromatherapy, hair & skin care, mineral makeup and other personal care items ensure a healthy glow from the inside out.

### Benefits include ▼

- Shiny, fuller and healthy hair
- Clean, clear, smooth skin
- Great pricing for top-quality products
- Natural solutions that improve sleep, stress and digestive problems
- Purity in makeup that is free of harsh chemicals, dyes or preservatives
- Clear pores with 100% mineral makeup
- Cardiovascular and circulatory system support
- Freedom from paraben, sulfates, artificial fragrances and dyes



## ◀ SERVICES ▶

Youngevity is all about service. From access to health care services to new online technology that makes tasks such as shopping easier, customers are the priority every time. With the addition of CartRipple™, an online shopping center, customers find themselves at the front of the line. Simply type CartRipple.com into your computer, find the app in the iTunes store or on Google Play, and download it. With all of Youngevity's nutritional products helping customers feel great, they can continue to enjoy their lives with some easy online shopping. It's part of daily life. CartRipple sends savings and cash rippling back their way.

### Benefits include ▼

- Easy access via computer, iPhone or android device
- Discounts at thousands of retail stores via CartRipple™
- Price-compare tool with search and integrated bar code reader tools
- Cashback for every purchase from the "friends and family" referral service
- Printable coupons usable in person at retailers
- Shopping assistant that trolls for best prices on items that customers identify



# ALL IT TAKES IS A WILLING HEART

*Youngevity's Be The Change Foundation encourages every individual to serve others.*

**Y**oungevity International is a vibrant company made up of incredible customers, employees and distributors. When the opportunity to establish a charitable giving foundation was presented, it came quite naturally to Youngevity and its family of distributors. In 2013, after rapid growth and success, Youngevity International developed a 501(c)(3) nonprofit organization and named it Youngevity Be The Change Foundation. The mission was born following Mahatma

Gandhi's famous quote, "You must be the change you wish to see in the world," and exists to help those in need. With the vision and guidance of Foundation Director Lisa "Sunshine" Briskie, and the blessing of Steve and Michelle Wallach, Youngevity's CEO and COO, as well as that of Dave Briskie, Youngevity's President and CFO, Youngevity Be The Change Foundation has truly separated itself from any other known nonprofit entity. The foundation pays no expenses and employs no staff.

Mrs. Briskie serves as the Foundation Director in this strictly voluntary position as appointed by the Foundation's Board of Directors. Youngevity International pays all operational expenses.

## **100 PERCENT OF PROFITS GO TO CHARITY**

The funds generated to Youngevity Be The Change Foundation are likewise unique in the industry. Specified Youngevity Be The Change products are available for purchase by customers



and distributors, and Youngevity International donates 100% of the profits from these sales to the Youngevity Be The Change Foundation, while still paying the selling distributors their earned sales commission. These funds are then dispersed through the family of charities that Youngevity Be The Change Foundation supports, which currently includes the American Red Cross, Make-A-Wish Foundation®, My Story Matters, Caterina's Club—all of which are 501(c)(3) nonprofit entities—and Youngevity International's wholly owned coffee plantation in Nicaragua. Indeed, one of the product categories available for purchase as designated Youngevity Be The Change products is the entire line of coffee grown and processed right there on that plantation in Matagalpa, Nicaragua.

When Youngevity purchased the coffee plantation in the Nicaraguan rainforest in 2014, it became apparent that the plantation was in need of improvements. The school and day care center had been shut down, families were in need of basic necessities and conditions were unsanitary. Youngevity Be The Change came to the aid of their Nicaraguan family and re-opened the school and day care center, which serves the children of over 180 workers who live on the plantation. A hydroelectric plant to generate green power and improve sanitation was installed on the property, and a three-story housing center has been built through a partnership with the Fair Trade Organization. With the help of Youngevity Be The Change Foundation, Marisol Silas, Managing Director of the plantation, has also recently started an "End Illiteracy" program in the

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FILLED WITH HOPE  
AND HEALTH.**

community. This program is accessible not only to our plantation workers, but also to surrounding neighbor plantation workers as well, proving that all it takes is a willing heart to be the change the world needs.

#### **EACH CUP IS FILLED WITH HOPE AND HEALTH**

Youngevity's Be The Change Coffee is Fair Trade Certified™, Certified Organic and Rainforest Alliance Certified™ Bird-Friendly. It is roasted and packaged in Youngevity's wholly owned subsidiary, CLR Roasters in Miami. Each cup is delicious, not only because it is grown in the strictest, highest-quality conditions, but because it is also filled with hope and health. You can change the world simply by changing the coffee you drink every day. What's in your cup?

In addition to working with the Nicaraguan community, Youngevity Be The Change Foundation has made it part of their mission to also roll up their sleeves and work alongside the charities it supports. While the Foundation has made many donations to people in need throughout the world, perhaps the biggest contribution was made

recently, by the open and willing hearts of Youngevity distributors.

Over the last year, in partnership with the American Red Cross and local fire departments, the Foundation joined in a national Smoke Detector and Fire Safety Campaign. In a coordinated effort, Youngevity distributors installed over 500 smoke detectors in needy communities in Oklahoma and the Chicago area, where the loss of life due to fire is high.

Distributors united with their teams and people of influence and dedicated many hours and days to help save lives. Upon knocking on doors with local Red Cross volunteers and fire department personnel, they were met by people filled with gratitude who were emotionally overwhelmed by this unusual act of kindness taking place in their communities. They then assisted these families with developing and practicing a fire safety and exit plan. The initiative did not go unnoticed by the national office of the American Red Cross. This year, the American Red Cross will recognize Dave & Lisa "Sunshine" Briskie as Humanitarians of the Year. They will accept the award on behalf of



YOUNGEVITY'S BE THE  
CHANGE COFFEE IS FAIR  
TRADE CERTIFIED™



YOUNGEVITY'S COFFEE PLANTATION  
IN MATAGALPA, NICARAGUA

the many Youngevity distributors and customers who contributed their time and efforts to the Smoke Detector and Fire Safety Campaign. This type of community outreach stemmed from Youngevity Be The Change Foundation's Random Act of Kindness Day movement. Random Act of Kindness (RAK) Day was made a core tenet of Youngevity Be The Change Foundation from its inception, and exists to inspire others to make an effort to change the world in their own communities. RAK Day is a day in which Youngevity distributors, customers and team members "put others first on the first" day of each month by doing a good deed, extending compassion and their hearts to a friend, family member and especially to strangers in need. President & CFO Dave Briskie explains, "When we change people's lives, we change people's hearts and we change the way they see the world." ■



## BE THE CHANGE DAY

This year, in partnership with My Story Matters, one of the Foundation's supported family of charities, over 100 volunteers have come together at Youngevity's Annual Convention in Salt Lake City to Be The Change. In Salt Lake City, volunteers united to interview and photograph children, including refugee children from 76 countries, and present them with a detailed memory book of their lives completely free of charge to them. This heart-touching experience, called Be The Change Day, has plans to go into every community, nationally and internationally, with a day of service to that community each time Youngevity International gathers as a group. "Kindness costs nothing to the giver and gives hope to the receiver," says Sunshine Briskie, who continues, "when we give, even something as simple as a smile or a prayer, our generosity is intended for the recipient, but we are the ones who walk away just as changed ourselves."

You can also be the change the world needs simply by purchasing Youngevity's Be The Change products, and change your heart, and your outlook on life, in the process.

"YOU MUST BE THE CHANGE  
YOU WISH TO SEE IN THE WORLD."

— MAHATMA GANDHI





## STRIKING THE PERFECT WORK-LIFE BALANCE

*As a dedicated mother, Hallie Redd loves the flexibility of working for Youngevity, which empowers her to help other women find their niche.*

BY CHRIS MAYS

Hallie's network marketing career began nearly 20 years ago. At the time, she was a busy mother with kids at home, and decided to look for a non-traditional job. It didn't take her long to find success with Memory Makers. "I remember my husband saying he gets a cost of living increase only once a year," recalls Hallie. "You're already getting your own raises every month!"

Hallie enjoys the growth, progress, and flexibility of network marketing, and has a passion for helping women find their niche. She feels the industry also has advantages as a parent. "Showing my kids that I'm a capable business woman is important," says Hallie. "They see the benefit of this business, and the opportunity is there if they want it."

According to Hallie, "I challenge my leaders to try Youngevity's products, like 90 for Life, which has helped me tremendously. Now they've all found

*"Showing my kids that I'm a capable business woman is important."*

— HALLIE REDD

### HALLIE REDD

**Home:** Orem, UT

**Rank:** 5 STAR

**Key Business Tip:** Set goals, do your toughest task first thing in the morning, and don't ever quit.

their own forte. With the amazing breadth of our products, there's a huge opportunity for everyone to find something they love!"

Her best advice? "Don't be afraid to talk about what you do. Don't be afraid to share what you're passionate about. Be a product of the product, and always work hard." ■

/ PERSONAL GROWTH /

# HOW TO TAP THE POWER OF PERSONAL GROWTH

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**“You must take personal responsibility. You cannot change the circumstances, the season, or the wind, but you can change yourself. That is something you have charge of.”**

—JIM ROHN

## IN THE DIRECT SELLING INDUSTRY,

we’ve all had the extraordinary privilege of witnessing independent representatives command the stage during company events—leaders who, only years earlier, couldn’t have imagined possessing the confidence required to inspire an audience. Often, you’ll find their team members within arm’s reach on that stage, their very presence reflecting the interconnectedness of the entire group.

We all know that the genuine direct selling success stories are based on a long, patient climb—a continual striving to reach a little further, to ask “what’s next?” Perhaps why we continue to run up against misconceptions of the industry is because we still keep company with some individuals who want to portray direct selling as a means to get rich quick. We all know it’s not—it’s never been, nor will it ever be. Taking that approach to direct selling is akin to the lottery winner who spends his windfall overnight, then files for bankruptcy. The instant gratification of rapid recruiting and frontloading builds a very shaky foundation that inevitably will crumble, and from which nobody benefits.

### **SLOW AND STEADY WINS THE RACE**

When approached correctly and according to its design, direct selling requires a keen focus on the objective directly in front of you—the potential customer, the team member, the next personal goal. Collectively, the accumulation of these individual wins is transformative not only for the initiator, but also for the beneficiaries of his or her actions. What the “get rich quickers” never grasp is that, in actuality, taking the slow road would have been far more lucrative, financially and personally. The foundation of the slow road is solid, the personal relationships deeper, the trust infinitely greater. And trust isn’t just the grease in the wheel of the direct selling industry; it’s the grease in the wheel of life.

The bottom line is that, in direct selling, your success is derived from helping others achieve their potential. What you give comes back to you—and then some. That’s what makes this industry unlike any other. You simply won’t get far if you don’t take others with you. Assuming a leadership role is mandatory. And therein lies the transformative power of direct selling. The leader on the stage didn’t start there. Her ultimate attainment of leadership probably had less to do with textbooks and college degrees than it did with an unceasing pursuit of personal development. Our very industry is built on this incredibly powerful concept.


### **WHEN DID PERSONAL DEVELOPMENT BECOME A ‘THING’?**

Improving self-awareness, self-knowledge, self-leadership. Renewing identity and self-esteem. Becoming a self-leader. Fulfilling your calling and therefore your destiny. It’s easy to wave off personal development as just another movement that belongs on the self-help bandwagon, but its roots are deeper than that. The idea that realizing one’s potential enhances quality of life and contributes to the betterment of society was on the mind of ancient Chinese philosopher Lao Tzu in the sixth century B.C. “Knowing others is intelligence; knowing yourself is true wisdom. Mastering others is strength; mastering yourself is true power,” he said.

Other ancient cultures, major religions and, yes, even New Age philosophers similarly have embraced the concept, although personal development really gained traction when it became linked to psychology in the late 1800s. It was the end of the Progressive Era. The Industrial Revolution was down to its last embers, but a tiny spark remained: the “rags-to-riches” dream inspired by such giants as Andrew Carnegie, Cornelius Vanderbilt, J.P. Morgan and John D. Rockefeller. The spark







caught flame, setting forth the belief that our greatest resource as a nation didn't lie with faster machines; it was within man himself.

In the 20th century, American psychologist and professor Abraham Maslow introduced the "hierarchy of needs," with self-actualization at the top, a concept he defined as "the desire to become more and more what one is, to become everything that one is capable of becoming." Further, Maslow believed that only an estimated 1 percent of people self-actualize. Over time, as companies grew and reached beyond international borders, it became clear that the weight of responsibility for personal development had shifted from the company to the individual, as management consultant Peter Drucker wrote in a 1999 issue of *Harvard Business Journal*:

"We live in an age of unprecedented opportunity: if you've got ambition and smarts, you can rise to the top of your chosen profession, regardless of where you started out. But with opportunity comes responsibility. Companies today aren't managing their employees' careers; knowledge workers must, effectively, be their own chief executive officers. It's up to you to carve out your place, to know when to change course, and to keep yourself engaged and productive during a work life that may span some 50 years."

While it's true that personal development has to be self-directed, smart companies know it makes good business sense to make it as easy as possible for their people to pursue self-transformation. They offer their employees the tools to enhance their knowledge of such topics as diplomacy, holding effective meetings, overcoming rejection, negotiation and the like. Within the direct selling industry, independent business owners are out in the field, and it's all too easy for them to slip through the cracks without a rallying cry to stretch for a cause larger than themselves. They need a mission-driven pursuit which ideally results in their own personal transformation while they shape the lives of customers and team members in a positive way.

Personal development isn't intended to be a one-and-done crash course. Instead, it's a higher calling that should introduce itself early, lead the procession of business training that follows and infiltrate the consciousness at every opportunity, ultimately transcending the confines of work and spilling over into everyday life.

## TIME TO REWRITE THE TEXTBOOK FOR SUCCESS?

Let's imagine there was an official "route to success" in the United States. What would it look like? It's likely that education would be on your itinerary. After all, the traditional path to achievement has been defined by such quantifiable skills as reading, writing, math and science—subjects that can be tested and measured. What about conflict management, confidence,

time management, emotional intelligence, goal setting and other soft skills? We can't quantify those, and yet they're no less important. Arguably, such skills may be even more vital to our success.

Those self-motivated individuals who continually work on developing themselves—and who subsequently are able to navigate the murky waters of interpersonal relationships, whether or not they have a college degree—in fact have enormous potential. Years of education and college degrees will only get you so far. When we're given opportunities to tap into our inner strengths, capitalize on them and use them toward a higher purpose, that's when the magic happens.

In this sense, direct selling was truly ahead of its time, building the entire concept of personal development into its very foundation. In fact, the direct selling arena is one of the few places, if not the only place outside self-guided study, that a person can receive personal development training at little or no cost, and in fact, as a part of the "package" deal. For a direct selling brand to gain traction, expand into new markets and establish firm roots globally, it's integral that its independent representatives reach their upmost potential, and inspire their respective team members to do the same. In perhaps no other industry are the futures of so many so intertwined.

## TRAIN THE BASICS, INSPIRE IN PERSONAL DEVELOPMENT

Assimilation into this industry will always include training on such topics as compensation structures, salesforce promotions and goals. Learning the complexities of direct selling is challenging in and of itself, but for those who truly want to excel, adding personal development to the mix could move them closer to success—and faster.

Companies who regard personal development as imperative to their success will offer the means and the methods for their employees and independent representatives to achieve it—and offer it to others. That means offering up resources in a variety of contexts to accommodate multiple ways of learning, whether through coaching groups, one-on-one mentoring sessions, book clubs, rotational opportunities, webinars and/or online courses. There's no one way to do it, but the inspiration and the means have to be an omnipresent part of the culture.

## THE JOURNEY HAS NO END

We represent an industry based on open-ended opportunities, and that's why the quest to reach one's fullest potential—so fundamental to our shared principles—has no limit, either. This ever-changing itinerary has no destination, but it's filled with rich rewards. And the further we travel, the more company we keep, enabling us to draw on each other's strengths. That's not only an exciting prospect from a personal standpoint; it's an exciting prospect for the growth potential of the direct selling industry. ■

# YOUR JUST REWARD

*Youngevity provides a clear roadmap to your goals, and gives you all of the tools for success, regardless of your education or previous work experience.*

By Leslie J. Thompson



**The beauty of  
being a Youngevity  
distributor is that  
you determine your  
own worth.**





## AMERICA IS VIEWED WORLDWIDE AS THE LAND OF OPPORTUNITY,

but millions of Americans have traded the vision of limitless possibilities for the drudgery of a 9-to-5 job. They have settled for the status quo and let their employer determine their quality of life, from how much time they spend at work to how much money they can earn.

**YOUNGEVITY OFFERS** something different. As a leader in the direct selling industry, the company gives average Americans the opportunity to live extraordinary lives by becoming their own boss. Youngevity distributors are setting their own schedules, experiencing the joy of entrepreneurship, and earning money to achieve their financial goals. Their work revolves around their life, instead of the other way around.

### YOU DETERMINE YOUR WORTH

The beauty of being a Youngevity distributor is that you determine your own worth. No longer is your earning potential tied to a yearly salary; your income is a direct reflection of the time and energy that you devote to your business. Youngevity's Simple System provides a clear roadmap to your goals, and gives you all of the tools for success, regardless of your education or previous

work experience. Live events, from road shows to local meetings to Youngevity's annual conference, provide abundant opportunities to learn from top leaders, while Daily Dose calls and webinars provide the motivation and product education to make your business successful.

The company's compensation plan is also second to none, with countless opportunities to earn bonuses and commissions. Not only will you receive residual income from repeat product sales, but you can earn a monthly cash bonus based on the production of your whole organization. The more your team grows, the greater your income!

"We offer a diverse number of bonuses for our distributors," says Fernan De Los Reyes, Youngevity Senior Qualifications Elite Manager. "We have the 30



# BONUSES & BENEFITS

*Youngevity offers distributors numerous ways to earn income and incentives.*

## → Weekly Fast Start Bonuses

Earn \$100 for each distributor you personally enroll who purchases a CEO Mega Pak.

## → Weekly Quick Start Bonuses

For the first 30 days after you enroll a new customer or distributor, and are at least an active Brand Associate yourself, you'll earn a 30% bonus on the BV for their purchases, up to 750 total per new enrollee.

## → Retail Profits

Purchase Youngevity products at a 30% discount and keep the profits when you resell them at the suggested retail price.

## → Free Products

Get your next Healthy Body Start Pak™ for free when you refer three new Healthy Body Start Pak customers in the same calendar month.

## → Monthly Residual Bonuses

Starting at the Associate level, you can earn between 5% and 8% of your personal and group BV, up to 8 levels deep within your organization.

## → Infinity Bonuses

Starting at the 1 Star Executive level, you can earn bonuses to a potentially unlimited number of levels for continuing to grow your organization.

percent Quick Start Bonus, our Fast Start Bonuses, our coding bonuses, all tailored to the individual and what they want to achieve.”

### MORE THAN MONEY

The financial benefits of being a Youngevity distributor are reason enough to get started, but the rewards don't stop there. From featuring rising stars and top distributors in company newsletters and videos to handing out Award Credits to our Success Store, Youngevity is generous with recognition. Each bonus serves to boost your confidence and offers a tangible reminder that you are on track to long-term success. Not only will you have the time and financial freedom to enjoy the lifestyle you've always

## CEO QUALIFIED REWARDS

Once a distributor becomes a CEO either by accumulating 500 Personal Qualifying Volume through retail customer sales and personal purchases, the CEO Qualified distributor can earn special coding bonuses every time an enrolled member of his or her downline purchases a CEO Product Pak. They are also eligible for Car Bonuses and Car Giveaways, TAC Dream Vacations, Award Credits to our Youngevity Success Store, Lifestyle Bonuses, Diamond Trips, profit sharing, and more! Youngevity's CEO training system and CEO training events can put you on the fast track to achieving your business goals.





dreamed of, but you will have a feeling of accomplishment for doing an exceptional job.













Youngevity distributors are representatives for a better way of living, introducing people to products that promote better health, and a business opportunity that can provide financial security for their family. With a robust package of incentives, top-quality training events and the support of exceptional leaders, Youngevity offers everything you need to break free from the status quo. You can find meaning in your work, achieve your personal goals, and dramatically change your family's future.

Says Distributor Relations Specialist Damon Kelly, “It's not an easy thing to step out of your comfort zone, but when you have people encouraging you and who you can relate to, it puts a whole new face on what you're doing.” ■

# > COMPENSATION PLAN SUMMARY >

	Associate	Brand Associate	Sales Associate	Senior Associate	1 Star Executive	2 Star Executive
QUALIFICATIONS	<b>PQV</b> (Personal Qualifying Volume) 50	100	150	200	250	300
	<b>PQV = Personal wholesale orders plus personal retail customer volume.</b>					
	<b>GQV<sup>1</sup></b> (Group Qualifying Volume)			1,000 (1st 3 levels)	5,400 (1st 3 levels)	7,500 (1st 3 levels)
	<b>OQV</b> (Overall Qualifying Volume)					
	<b>Team</b>		(3) Active Preferred Customers or Associates or above (1st level)	(3) Active Preferred Customers or Brand Associates or above (1st level)	(3) Active Sales Associates or above (1st level)	(3) Individual Active 1 Star Executive legs
GLOBAL RESIDUAL COMP. PLAN	1	5%	8%	8%	8%	8%
	2	5%	8%	8%	8%	8%
	3		7%	7%	7%	7%
	4		6%	6%	6%	6%
	5			6%	6%	6%
	6				8%	8%
	7 Infinity Bonus <sup>2</sup>				2%	2%
	8				2%	2%
	9+				2%	2%
CEO QUALIFIED REWARDS & RECOGNITION	<b>Coding Bonus</b> Refer to back page for payout breakdown.		\$15	up to \$35	up to \$100	up to \$140
	<b>Car Bonus</b> See training manual for details (coming soon).				\$300 <sup>5</sup>	\$600
	<b>Dream Car Giveaway</b> Amount of award is based on 3,000,000 GQV or 6,000,000 OQV for three consecutive months, with no more than 50% coming from any single downline leg.					
	<b>Global Revenue Sharing Pool</b> Qualified 5 Star Executive and up receive proportionate share of company global business volume.					
	<b>Recognition: Rank Advancement, Circle of Honor</b> See training manual for details (coming soon).					
	<b>Diamond Trip of a Lifetime</b> See training manual for details (coming soon).					



3 Star Executive	4 Star Executive	5 Star Executive	Emerald Ambassador <sup>4</sup>	Ruby Ambassador <sup>4</sup>	Diamond Ambassador	Black Diamond Ambassador
300	300	300	300	300	300	300
PQV = Personal wholesale orders plus personal retail customer volume.						
10,500 (1st 3 levels)	27,000 (1st 3 levels)	43,200 (1st 3 levels)	75,000 (1st 3 levels)	100,000 (1st 3 levels)	43,200 (1st 3 levels)	43,200 (1st 3 levels)
			750,000	1,500,000	3,000,000	6,000,000
(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 Out of those (4) must be at least 4 Star Executive legs	(12) Individual Active 1 Star Executive legs Out of those (6) must be at least 5 Star Executive legs	Qualified 5 Star Executive	Qualified 5 Star Executive
8%	8%	8%	8%	8%	8%	8%
8%	8%	8%	8%	8%	8%	8%
7%	7%	7%	7%	7%	7%	7%
6%	6%	6%	6%	6%	6%	6%
6%	6%	6%	6%	6%	6%	6%
8%	8%	8%	8%	8%	8%	8%
6% <sup>3</sup>	6% <sup>3</sup>	6% <sup>3</sup>	6% <sup>3</sup>	6% <sup>3</sup>	6% <sup>3</sup>	6% <sup>3</sup>
2%	6% <sup>3</sup>	6% <sup>3</sup>	6% <sup>3</sup>	6% <sup>3</sup>	6% <sup>3</sup>	6% <sup>3</sup>
2%	2%	2%	2%	2%	2%	2%
up to \$170	up to \$180	up to \$190	up to \$190	up to \$190	up to \$190	up to \$190
\$800	\$1,000	n/a	n/a	n/a	n/a	n/a
						
		YES	YES	YES	YES	YES
						
			YES	YES	YES	YES

- 1 Group Qualifying Volume (GQV) extends through 3 levels of the Global Residual Comp. Plan (including your own) with compression. Compression occurs when volume from a distributor/ preferred customer rolls up 1 or more levels due to volume less than 50 PQV in those levels.
- 2 1 Star Executives and above on level 7 and higher earn a 2% Infinity Bonus paid to a potentially unlimited number of levels through 6 generations of Sales Associates.
- 3 Already Includes 2% Infinity Bonus.
- 4 To achieve Emerald Ambassador or Ruby Ambassador ranks, you must achieve the applicable qualifications for three consecutive months, with no more than 50% coming from any single downline leg.
- 5 Only 1 Star Executives require a minimum of 12 personally enrolled qualified Brand Associates.

# < CODING BONUS >

## CODING BONUS DETAILS

- Generated when a CEO pack 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.

## EXAMPLE

Enrollee enrolled on 08/01/2017 and CEO Pak bought on 08/08/2017.

Enroller's coded CEO rank at the time of Enrollee's enrollment is 1SE.

	Rank	Who's Coded to Enrollee	Cumulative Payout (Paid Up To)	Actual Rank Payout
CODING BONUS PAYOUT BREAKDOWN	SA-A	Enroller	\$15	\$15
	SR-A	Enroller	\$35	\$20
	1 SE	Enroller	\$100	\$65
	2 SE	*Upline #1	\$140	\$40
	3 SE	*Upline #2	\$170	\$30
	4 SE	*Upline #2	\$180	\$10
	5 SE and higher	*Upline #3	\$190 (max group payout)	\$10

\*The remaining ranks are coded based on who is coded to the Enroller at those ranks.





## A STRONG BELIEF IN OUR CORE PHILOSOPHY

*Inspired by the words of Dr. Wallach, Paul Kroto builds on the 90 For Life ideology to help his team reach new heights.*

BY CHRIS MAYS

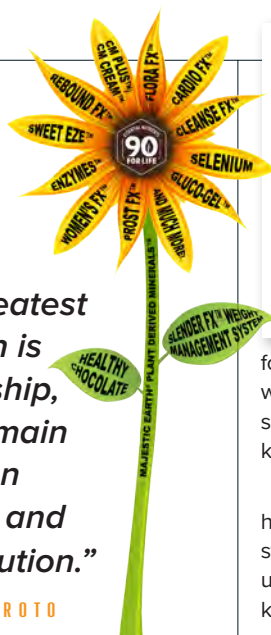
Paul Kroto, who has a Master's Degree in nutrition, got his start with ACT Energy Drink, but it was Dr. Wallach's explanation of "why we're all tired" that turned the lightbulb on in his mind. "He clarified that we're depleted throughout the day, and 90 essential nutrients are the solution," says Paul, who believes the 90 For Life sunflower visual is truly symbolic. "90 For Life is our core, and the surrounding flower petals represent all the products that distinguish Youngevity."

In addition to a nutrition focus, Paul's keen interest in business has driven his success, and he's accomplished his original goal of reaching 5 STAR Executive in just five years. Using his experience as an example to help others, he next wants to achieve a million dollars in monthly sales and reach Ambassador status.

"My greatest passion is leadership, with a main

*focus on growth and contribution."*

— PAUL KROTO



### PAUL AND VASO KROTO

Home: Depew, NY

Rank: 5 STAR

**Key Business Tip:** Success is nothing more than a few simple disciplines, practiced every day.

focus on growth and contribution," says Paul. "Nothing will make you feel more fulfilled in life than doing some personal growth every day and then using that knowledge to contribute to other people lives"

With this in mind, Paul's main focus is now helping his team repeat his steps to success: "I tell them to start by reading and reacting to people to truly understand their needs. This helps establish trust, a key component of successful network marketing."■



## ACHIEVING HOLISTIC CONTENTMENT

*Improving the personal and financial health of others is Helen Watt's greatest reward.*

BY CHRIS MAYS

After 10 years in the banking industry, Helen Watt felt it was time to start a family and become a stay-at-home mom. But four years and three children later she recognized something was missing, and that's when she decided to join a direct selling opportunity. Today, with over 20 years of success as a leader, Helen enjoys helping her Youngevity team establish true financial freedom, and loves helping folks reach their financial goals, whether it's covering ballet class fees or a new car payment.

A self-described "true Youngevity girl", Helen does her best to connect people to all of our brands, products, and services, meeting them where they are, listening to their needs, and, of course, introducing them to our business opportunity. But her influence on her team is certainly more than financial. "Our nutritional product support, education, and

***"Always remember to sprinkle kindness around like confetti."***

— HELEN WATT

### HELEN WATT

**Home:** Gainesville, VA

**Rank:** 5 STAR

**Key Business Tip:** Stay focused on your passion!

resources help people regain control of their health and make life-long improvements," says Helen. "I want to continue helping as many people as I can!"

Helen offers these words of inspiration to teammates and friends alike: "Remember, you can never cross the ocean until you have the courage to lose sight of the shore. Keep others who also have that courage close to you and adjust the sails as needed—and always remember to sprinkle kindness around like confetti."■



# SET THE STAGE FOR SUCCESS

*Take your business from zero to success in five simple steps.*

**A**s a Youngevity distributor, you're in business for yourself but not by yourself. Standing by your side will be an entire team dedicated to providing you with personalized support and training.

Your journey to success starts with a comprehensive Welcome Kit, which you'll receive shortly after you sign up. This comprehensive guide will provide step-by-step training so you can jump-start your success and start earning commissions immediately.

"When you are ready to go over the kit, simply call Youngevity's toll-free number to speak with our training team," says Damon Kelly, Distributor Relations/Analytics and

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**"When you're in the presence of people who have already succeeded, it reinforces the belief you have in yourself."**

**- DAMON KELLY**  
DISTRIBUTOR RELATIONS/  
ANALYTICS AND PROMOTIONS  
SPECIALIST

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Promotions Specialist. "These dedicated advisers are specially trained to work with new distributors and help them build their businesses. We partner with our distributors."

Even if you're new to network marketing, Youngevity's got you covered. The company hosts regularly scheduled events called road shows in locations across the U.S.

"These are a great way for new distributors to familiarize themselves with the company and find a community of like-minded people," Damon says. "When you're in the presence of people who have already succeeded, it reinforces the belief you have in yourself."

# 5 STEPS TO SUCCESS

As a Youngevity distributor, you don't have to wait until you're highly ranked to start succeeding. Follow this step-by-step guide, and watch your business grow.

## 1. START WITH WHY

Why do you get up in the morning? What motivates you to succeed? What is the purpose of your life? What's important to you? This might be your family, faith, career, hobbies, etc. Take a few minutes to answer the question, "What's your why?"

My Why 1: \_\_\_\_\_

My Why 2: \_\_\_\_\_

My Why 3: \_\_\_\_\_

**Next, set some income milestones that you'd like to achieve along the way.**

My income goal in 30 days: \_\_\_\_\_

My income goal in 90 days: \_\_\_\_\_

My income goal in 1 year: \_\_\_\_\_

## 2. CREATE YOUR CONTACT LIST

It's time to create your initial contact list. This is the easiest way to get your business off to a fast start. Make a list of everyone you know—friends, family, co-workers, business contacts, etc. Don't worry about the order, just aim for about 100 names.

**Next, prioritize your contacts by placing checkmarks for the following:**

- People with whom you share a mutual respect
- People looking for greater health or income

## 3. PREPARE TO SHARE

Now that your initial contact list is prioritized, it's time to invite some people to learn more about what Youngevity has to offer. Make an effort to learn all you can about Youngevity's history, product philosophy, income opportunity and what makes the company truly unique.

FOLLOW THIS  
STEP-BY-STEP  
GUIDE







#### Here's how.

- Read this magazine cover to cover—it will give you an excellent foundation.
- Visit Youngevity's Resource Center at [www.ygyresourcecenter.com](http://www.ygyresourcecenter.com) to download materials, watch trainings, view recognition, read announcements and more.
- Listen to weekly training and opportunity calls (see Upcoming Calls in Resource Center).
- Attend local and national meetings (see Meeting Locator in Resource Center).

## 4. SHARE YOUR STORY

### A. PRESENT THE OPPORTUNITY

Don't attempt to explain the opportunity over the phone; remember, if you confuse them, you'll lose them. Get them in front of the business presentation and let it answer their questions.

- One-on-one presentations
- Two-on-one presentations (two distributors)
- In-home meetings or parties (10-20 people)
- DVD, video or website presentations (share your site)
- Live or recorded opportunity calls

### B. ASK THEM TO JOIN

Once the presentation is over, get their thoughts by asking questions and listening keenly to their answers:

What did you like best about what you saw? Tell me more.

What products are you most interested in? (Take notes.)

**The next step is to ask for their order!**

### C. SIGN THEM UP

Help them complete the Distributor Application (online, on paper or through Youngevity's 90 For Life™ mobile app). Then give them a copy of *Be the Change* magazine to help them get started.

## 5. DUPLICATE YOUR SUCCESS

You're on your way to building a successful team. Now let's get you promoted with Youngevity's Simple System. This system is about building relationships.

If we accept the fact that nearly everyone needs improved health or improved wealth, then you just need to be there when people are ready to act.

**What are you waiting for? Get started today! Success is simply five steps away.**