

Lifestyle

Summer/Fall 2022 • USA/Canada



NEW PRODUCT!

UPBEET™

SUPERFOOD DRINK MIX

**MEET OUR ★★★
RISING STARS**

Jamie & Matt Summers
Josephine Kemathe Marangu

**2022
CHALLENGE
CHAMPIONS**



Becoming a leader has two parts: Knowledge and Action

I'm writing this message for anyone who has ever felt unsure of whether or not they are a "leader". I know I have. So here's a little truth.

In life, we are all leaders in some form or another. If someone in your life looks up to you, you are a leader. If you have children, you are a leader.

In NeoLife, the process of becoming a leader is simply becoming a more effective business builder. There are two parts to the process: (1) knowledge and (2) action.

We all need knowledge. Knowledge becomes a tool you can use. Whether it's training, or reading, or school, etc. But it doesn't require much knowledge before we should start taking action. Because the truth is, **we don't actually benefit from knowledge until we put it into practice.**

Look at how many people go through college and are told that if you get an education you'll earn more money and you'll be successful. They get a student loan, go through the 4 years, and pick up a little knowledge. Now they owe all this money and, if they don't put that knowledge to use, they'll never make enough to pay it off and will be buried in student loans for years.

I have a family member who spent over \$100,000 to go to an elite culinary school, graduated top of his class and never did anything with it. He won't be able to pay off the loan unless he decides to go to work and apply what he learned. That's an example of how useless knowledge is just by sitting in a course.

You can hear a motivational speech, set goals, have a plan and then if you don't take action nothing will happen. You'll probably feel good and be immersed in positive thinking but you can get the same feeling by taking a hot bath.

I think it's important to be aware of companies and people who'll try to take advantage of our feelings of uncertainty when we aren't sure if we are a "leader." They'll try to feed off our insecurity by offering courses that cost an exorbitant amount of money, telling you they are going to "make you a leader." They even invent fake levels of leadership so that you'll keep buying more courses because if you're only a level 2 then you're unworthy to talk to or do business with a level 3. That's a clever way to get someone to keep giving you money, but how many thousands of people have gone through those courses who don't have any visible benefit? It's a big number. Some may benefit, but your improvement will never take place when you keep going to course after course.

You don't learn until you take action and have the experience. You don't learn how to swim until you jump in the water. You don't learn to be a pilot until you get in a plane. You don't learn how to meet a new friend until you actually do it.

This is true for any area of life where we want to be a leader. Gain some knowledge, put it to action and repeat. The improvement happens gradually as we do this and people will see the results and follow us.

Nothing is more powerful than community. We've intentionally created a transformational community in NeoLife that ignites personal growth and leadership development. No matter where a person starts, they'll have the training, knowledge, tools and mentorship to learn and grow into the leader they want to become. I've seen so many examples of this transformation, myself included.

A person that comes to mind is Irene Radar. She put on her application, "I won't sell your products". She swore she'd never sell anything but she ended up building a business worth millions of dollars and now it's a 3rd generation business and counting. That's what a transformational community does.

Another one is Joanne Martin. She was a housewife who wanted to earn a little extra money. Her husband Norville wanted nothing to do with her business. But when it exceeded his income, he joined her and worked for her the rest of his life. They've built a global business that is also 3 generations and counting.

We don't need to know everything before we start to take action. As long as we are consistently putting ourselves in experience mode, we're going to see the growth.

Shifting gears, in NeoLife, the main area where most people are lacking growth is talking to people.

Meeting new friends is one of the most important skills in life and in your NeoLife business. Telling people what you know, telling stories, talking to someone new. I see too many people go from not talking to anyone and then trying to sell to everyone they come in contact with.

The step I see missing is that there's a difference between selling and prospecting. Prospecting means we are building a relationship and trust. Some people will believe us right away if they're in our circle of influence, people we know. But to expand beyond that circle, a big mistake is trying to sell people before we prospect.

Prospecting is simply saying hello. If you pass up the relationship building and go straight to selling, you will be much less effective. You'll be 2-3 times more effective if you prospect first. Develop relationships with the people you meet. I prospect constantly. When I sit beside someone on a flight, I get to know them by showing an interest in them. Ask questions and let them tell you about themselves. Prospecting is the act that takes place where you are evaluating whether or not you want to even involve yourself with this person. You don't want to blah blah about your product before you go through this prospecting phase.

You're not pitching NeoLife to everyone you see. You might go through 10 or more prospects where you're just getting to know them and have them like you, before you even tell one about what you're doing. I used to talk to 10 prospects a day, but I didn't give 10 presentations a day.

The method doesn't matter. You could just do it randomly or by joining groups or staying after the church service to meet others. I look for people with a good attitude that are pleasant, not a grouch, not negative. Negative people are too much energy. Surrounding ourselves with encouragers is powerful. That's part of what makes our NeoLife community so powerful.

Our program is centered around encouraging people. Believing in others when they don't even believe in themselves. Discouraging people is an evil act. The government is actually trying to legislate what you can't say about different types of people. Even they recognize the damage that's done by discriminating and saying hateful things. We're not called to hate, we're called to love our neighbors as we love ourselves.

No matter what path you go on, you'll have more discouragers than encouragers when you're doing anything of value or when you strive to have an above average life. Don't fall victim to the nay sayers. You have to put on your bullet proof vest and decide you're not going to listen. You're going to persevere and not going to let nay sayers kill your dreams. They won't understand what you're trying to do and that's okay. You know where you're going and the NeoLife family will be here to encourage you.

God Bless,

Jerry Brassfield

SCIENCE & PRODUCTS

04 News You Can Use

The Power of Nitric Oxide



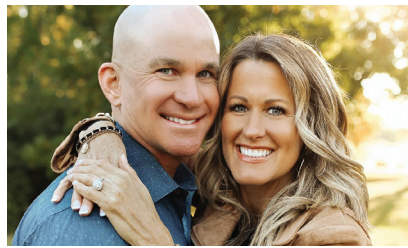
10 Introducing UPBEET™

Superfood Drink Mix for Stamina, Endurance & Circulation*



PEOPLE

20 2022 Top 3 President's Team



21 2022 Top 10 World Team



BUSINESS & EVENTS

12 Convention 2022

Highlights from Nashville



19 2023 Impact Summit

We're going to San Antonio, TX!



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THE POWER OF NITRIC OXIDE

The human heart beats approximately 100,000 times per day, or about 35 million times per year, and sends a whopping 2,000 gallons of blood through our bodies every day!¹ All that blood flows through about 60,000 miles of blood vessels. That's enough to circle the earth more than twice. It's critical to do everything we can to support healthy circulation and blood pressure because the circulatory system is what allows oxygen and nutrients to be delivered to every part of our bodies. Nitric oxide is a compound that is essential for maintaining vascular (blood vessel) health and thus impacts blood pressure and exercise performance. For optimum vitality and health, it's important to make sure our bodies have what they need to produce enough nitric oxide. Nitric Oxide is increasingly being referred to as "the miracle molecule" because of its potential to improve our health. Yet, researchers estimate that we can lose up to 85% of our body's ability to produce nitric oxide by the time we're 60 years old!² One key to keeping our hearts healthy and getting the most out of our workouts relies on us making sure we consume enough dietary nitrates, which our bodies then turn into nitric oxide.

KEY POINTS TO KEEP IN MIND



- Nitric oxide is an essential compound that plays a key role in vasodilation, or the widening of blood vessels, allowing for increased blood circulation.
- There are two ways for our bodies to produce nitric oxide: endogenously and exogenously.
- Dietary nitrate supplementation can enhance sport and exercise performance and duration.³
- Consuming at least 60 mg of dietary nitrates per day may reduce the risk of cardiovascular disease.⁴

What is Nitric Oxide?

Nitric oxide (NO) is present in most living creatures, and it functions as a potent signaling molecule, which means that it is needed to transmit information between our cells. Specifically, NO plays an essential role in controlling blood pressure as a vasodilator – it signals smooth muscle cells to relax, thereby causing the walls of the blood vessels to dilate, increasing blood flow throughout the body.⁵ The heart doesn't have to pump as hard and so blood pressure is lowered. NO's vasodilatory abilities, along with its anti-inflammatory and antioxidant properties, are critical for maintaining vascular health.⁵

Insufficient levels of nitric oxide results in improper functioning of vascular endothelium, which is the gatekeeper of cardiovascular health. Endothelial dysfunction contributes to a wide variety of cardiovascular illnesses, including atherosclerosis, hypertension, obesity, and diabetes.⁶



TWO Ways to Produce Nitric Oxide

Endogenous Pathway

The endogenous (inside) pathway involves synthesizing nitric oxide internally from the amino acid L-arginine via the enzyme nitric oxide synthase.⁵ NO is synthesized in the endothelium, which is the inner layer of our blood vessels. NO is also produced by neurons (nerve cells) and is used as a neurotransmitter to regulate blood flow relating to memory. In addition, NO is produced by white blood cells (macrophages), thereby playing an important role in immune function. Macrophages release NO which then kills bacteria, parasites, and tumor cells.⁵

Exogenous Pathway

The exogenous (external) pathway starts when we eat foods containing dietary nitrates, such as green leafy vegetables like kale, spinach, lettuce, and beets. (Figure 1) This exogenous route is referred to as the “nitrate-nitrite-nitric oxide” pathway since this route relies on outside dietary factors to produce nitric oxide.⁵

Absorption of dietary nitrates begins in the mouth via the enterosalivary pathway, with an assist from a surprising partner—organisms in the mouth called commensal bacteria. These beneficial flora perform many health-related functions, including defending against opportunistic pathogens and supplying essential nutrients. They also play an instrumental role in NO production by reducing dietary nitrates to nitrite.⁷ Converted nitrite travels to the stomach via saliva by swallowing, where it is further reduced into bioactive NO by vitamin C or polyphenols made available from the foods we eat.⁸ This further illustrates the importance of eating a well-rounded diet, rich in a diverse array of nutritional constituents to provide critical co-factors for important biochemical processes that support optimal health.

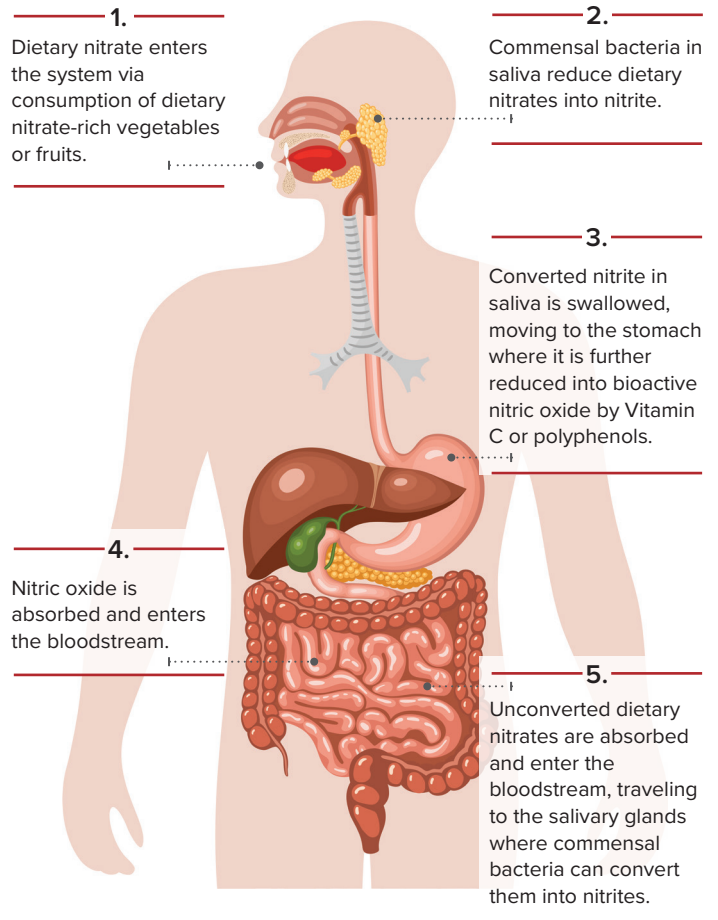
Unconverted dietary nitrates that remain are rapidly absorbed from the stomach and duodenum of the small intestine and enter the blood stream. Up to 25% of nitrate in circulation is actively taken up by the salivary glands, and as a result, its concentration in saliva can increase 10- to 20-fold.⁹

NO ANTIBACTERIAL MOUTHWASH

People with a higher level of commensal bacteria in their mouths generated more salivary nitrite and consequently were able to form more nitric oxide faster than people who had less of these bacteria.¹¹ Antibacterial mouthwash kills off these helpful bacteria, thus reducing the ability to absorb dietary nitrates. A systematic review of studies has shown that use of antibacterial mouthwash leads to a reduction in salivary nitrite concentrations which tends to be accompanied by an increase in blood pressure.¹² Mouthwash is still a powerful tool for maintaining oral health, just avoid antibacterial ones.



FIG. 1 EXOGENOUS NITRIC OXIDE PRODUCTION⁷⁻¹⁰



The Power of Dietary Nitrates

Dietary nitrates have been extensively studied and have a broad impact on human health. They have been found to reduce the risk of people developing insulin resistance, vascular endothelial dysfunction, osteoporosis, chronic obstructive pulmonary disease, and cancer.¹³ Increasing dietary nitrates by eating more fruits and vegetables has been shown to regulate blood pressure, limit the progression of atherosclerosis, and improve myocardial contractility in healthy individuals as well as those with cardiovascular disease.¹⁴

Vegetables are the biggest and most important source of nitrates in the human diet and constitute at least 85% of nitrate consumption.^{15,16} A recent study found that both high and moderate amounts of vegetable nitrate intake (141 and 60 mg/day respectively) were inversely associated with cardiovascular disease.⁴ Also, a moderate vegetable nitrate intake was associated with a significantly lower risk of hospitalizations due to ischemic heart disease, heart failure, ischemic stroke, and peripheral artery disease. The study found that consumption of at least 60 mg of

vegetable nitrates per day (about 1 cup of leafy green vegetables) may mitigate the risk of cardiovascular disease.⁴

Additionally, dietary nitrate supplementation has been shown to have the ability to enhance sports and exercise performance.³ A review of clinical studies revealed that nitrate supplementation reduced the oxygen cost of moderate exercise, which prolongs time until exhaustion. The studies also showed an increase plasma nitrite concentration and reduction of resting blood pressure.³ A different meta-analysis found that both acute and chronic intake of dietary nitrates improved maximal muscle power in humans, and this boosting effect was seemingly independent of age, sex, or amount of muscle mass engaged in the activity.¹⁷ Dietary nitrates have a range of effects on the body, including relaxing blood vessels to improve blood flow (and thus oxygen flow), enhancing glucose uptake in muscles, and boosting mitochondrial efficiency, that work together to augment exercise performance.^{18,19} (Figure 2)

Beet the Competition

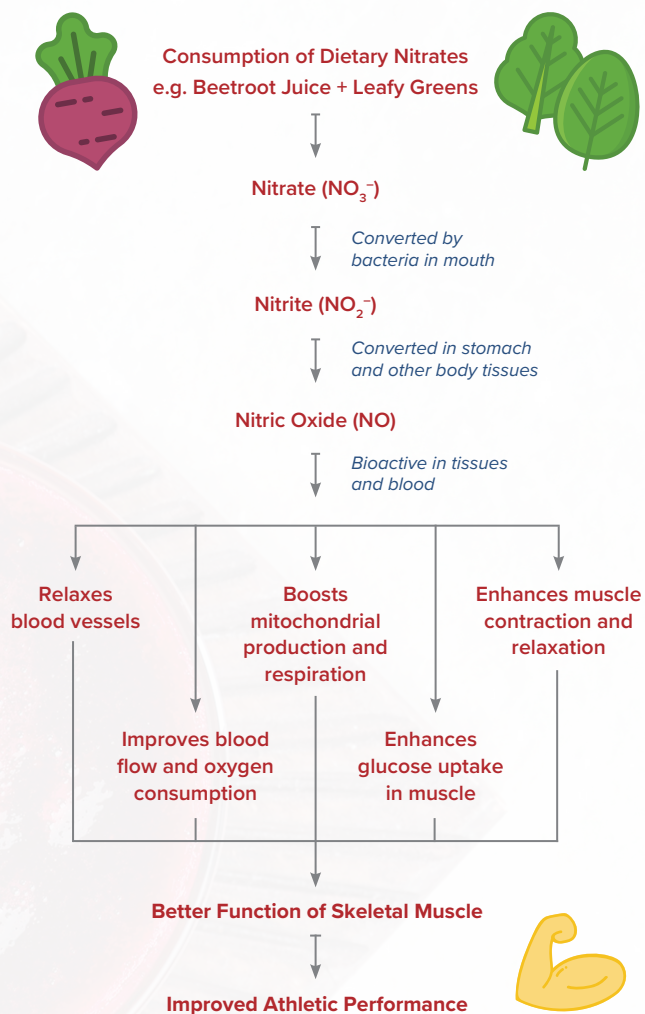
Beets are one of the America's least favorite vegetables according to a survey of 2,000 people.²⁰ That is a shame because recent studies have shown that beets are nutrient powerhouses and contain important anti-aging properties. Beets are chock full of iron, folic acid, betaine, magnesium, calcium, potassium, and other antioxidants.²¹

Beetroot is one of the most potent food sources of dietary nitrates. In addition to the benefits dietary nitrates provide in terms of **normalizing blood pressure** and **supporting heart health**, they can also **optimize exercise by increasing time to exhaustion and improving recovery time** between sessions.²²

Beetroot supplementation has been found to increase nitric oxide in plasma, lower blood pressure and vascular resistance at rest and during exercise. It appears that beetroot supplements can enhance oxygen delivery and reduce how hard the heart works.²³ Beetroot juice supplementation has specifically been shown in



FIG. 2
HOW DIETARY NITRATES ENHANCE
ATHLETIC PERFORMANCE^{18,19}





several studies to reduce muscular fatigue associated with high-intensity exercise. Furthermore, supplementing with beetroot powder or juice given as a single dose or over a few days may improve performance at intermittent, high-intensity efforts with short rest periods.²⁴

Interestingly, beetroot juice supplementation was also found to have a protective effect against dental cavities by decreasing the population of acidogenic cariogenic bacteria and increasing oral pH.²⁵ Good oral hygiene has been linked to reducing risk of cardiovascular disease.²⁶ The plentiful health benefits of beets beat many other vegetables, but unfortunately many people are put off by the taste of this amazing plant. Luckily there are more delicious and convenient ways to harness the power of beets and their dietary nitrates.

Introducing UPBEET™!

Enter NeoLife's newest product, UpBeet, an innovative, unique powdered drink mix created from the highest quality organic beetroot and kale, plus Joseph's coat and three important botanicals which have been shown in clinical trials to increase stamina and endurance, boost nitric oxide levels, and support cardiovascular health.* Get the benefits of beets without the beet-y taste thanks to UpBeet's delicious and refreshing mixed-berry flavor.

UpBeet is a clean, plant-based way to support stamina and endurance without caffeine or other stimulants.* Its Activation Blend provides dietary nitrates to support heart health.* The antioxidant-packed ingredients support the production of nitric oxide, critical for relaxing and dilating blood vessels, which in turn supports healthy circulation and healthy blood pressure.*

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Item #3216
30 sticks

DESIGNED FOR ABSORPTION*

UpBeet's ingredients and format were carefully designed with bioavailability in mind.

- Black ginger has been studied for its ability to enhance both the production and bioavailability of nitric oxide.^{30*}
- Powdered drink mix delivery boosts bioavailability by starting the absorption process in the mouth then continuing in the stomach when saliva is swallowed.* In contrast, taking dietary nitrates in the form of pills bypasses the critical oral phase.



Power UP Your Workouts

UpBeet is scientifically formulated with clinically backed botanicals to help improve fitness levels by helping you exercise longer.* It goes beyond other pre-workout, fitness products because it has ingredients that support both endogenous and exogenous pathways for producing nitric oxide.* It supports NO production exogenously by providing 70 mg of dietary nitrates, and endogenously by enhancing the body's own NO-producing ability.*

UpBeet contains a powerful **Activation Blend** of GMO-free Beetroot, Kale, and Joseph's coat that provides dietary nitrates. The dietary nitrates in UpBeet activate the exogenous "nitrate-nitrite-nitric oxide" pathway.* Red beetroot is a rich source of dietary nitrates and has been studied extensively for its beneficial effects on heart health.²² Kale is another nutritious vegetable consumed widely around the world and has become popular as a "superfood" because of its dense phytonutrient composition.²⁷ Joseph's coat (*Amaranthus tricolor*) has been shown to have antioxidant, antiviral, and liver-protecting activities.^{28*}

UpBeet includes a **Fitness Blend**, specifically designed to help improve stamina and endurance by promoting nitric oxide production in the body and enhancing its bioavailability to



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the tissues.* The blend features a unique combination of Moringa leaves, Pomegranate peel, and Black Ginger root, clinically shown to elevate available nitrate and nitrite levels while decreasing proinflammatory markers.^{7*} It was shown to reduce oxidative stress in muscles and tissues during exercise, while showing a significant increase in time to exhaustion in the study participants.^{7*} A single dose of Fitness Blend increased both plasma and salivary nitrate and nitrite levels significantly and they remained elevated for up to 12 hours after.^{29*}

Say Yes to NO

Nitric oxide is one of the most important factors in healthy circulation. It is a key component of optimal endothelial function, helping control the dilation and contraction of blood vessels which impacts the flow of blood with all the nutrients and oxygen it carries.⁵ Cardiovascular health and exercise performance all rely on a ready supply of dietary nitrates to fuel the exogenous NO pathway. And even when they do eat vegetables, beets, one of the most potent food sources of dietary nitrates, are among America's least favorite vegetables.²⁰

Enter UpBeet – this powerhouse blend of fruit, vegetables and botanicals activates nitric oxide production in the body via both endogenous and exogenous pathways.* UpBeet is scientifically formulated with clinically backed levels of ingredients that help improve fitness levels by allowing you to exercise longer.* All in convenient, individually packed sticks for an on-the-go boost with a refreshing, un(beet)able taste.



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SAY HELLO TO **UPBEET™**

A refreshing powdered drink mix made from a powerhouse blend of superfoods and botanicals that helps **boost stamina, endurance and circulation.***

UP YOUR NITRIC OXIDE*

Support athletic performance and heart health with 70 mg of dietary nitrates.*

- Breakthrough formula supports both internal and external pathways for producing nitric oxide.
- Activation Blend of beetroot, kale and Joseph's coat provides external dietary sources of nitric oxide.
- Fitness Blend of moringa, pomegranate and black ginger stimulates production of nitric oxide inside the body and enhances bioavailability of nitric oxide.*

UP YOUR ENDURANCE & STAMINA*

Fitness Blend clinically shown to delay time to fatigue allowing for longer workouts.

UP YOUR CIRCULATION*

Supports healthy circulation and healthy blood pressure.*

- Activation Blend promotes nitric oxide production in the body.*

UP YOUR HEART HEALTH*

- 70 mg of naturally occurring dietary nitrates, exceeding the 60 mg shown in research to have cardiovascular benefits.*

Vegan • Stimulant Free • Caffeine Free • GMO Free • Gluten Free

Drink **UPBEET™** for:



Pre-Workout



Daily For
Optimal Health*



When The
Time Is Right*



ORDER TODAY!

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Item #3216
30 sticks

UP YOUR CONFIDENCE IN UPBEET™

With words from people like you!

*"I'm excited about UpBeet. As a fitness instructor I'm excited that this helps support your stamina, energy and overall health!"**

Chelsey Clark

*"My stamina and endurance are through the roof."**

Gina Ellis

*"I used UpBeet as a pre-workout for the first time and hit a PR, which is exciting being 7 weeks postpartum! I'm excited to see how my workouts improve."**

Courtney Clark

*"I cannot believe how much better my workouts are now! They were good before but great now! I lift heavier weight, do more reps, and can run further without tiring. It's crazy!"**

Allan Blain

The NeoLife Sampling Program

A FUN AND SIMPLE BUSINESS BUILDING SYSTEM TO SHARE NEOLIFE

Sampling is a great way to share products with friends, family and people you meet. It is a powerful strategy that has been proven successful not only at NeoLife but across all industries. Whether you are sharing NeoLifeTea and UpBeet through our digital sampling fulfillment (Team NeoLife App) or in person, the NeoLife Sampling Program is a fun and simple business building system that provides a low pressure way to share NeoLife.

NEOLIFE SAMPLING PROGRAM FEATURES AND BENEFITS:



- Personal Sample Sites:**
 You (the Promoter) have your personal Sample Site that will allow you to offer a free sample to customers who pay the \$6.50 shipping and handling.
- Sample Credit:**
 New Promoters receive a FREE sample credit. Expires within 14 days of enrollment.
- All-in-One Sample Mailer:**
 A trifold mailer that includes two NeoLifeTea sticks or two UpBeet sticks. Includes product information, testimonies, and a personalized letter signed with your name and contact information.
- Automated Email Drips & Follow-Up Notifications:**
 The automated follow-up system includes customized email campaigns that educate the sampler and encourage prospects to purchase—and they can also help Promoters on when and how to follow up.

Available to all active Promoters in the US.

Download the TNL App and start sending samples!





We brought Convention 2022 to the **Music City, Nashville!**

NeoLifers came together and enjoyed a one-of-a-kind resort experience at the Gaylord Opryland Resort & Convention Center. From celebrating leaders to incredible business-building sessions, a product launch, recognition, and so much more!



Crowned 2022 Challenge Champions

This year's Challenge competition was fierce – but our four big winners stood out amongst the rest and were crowned Challenge Champions based on their inspiring transformations!

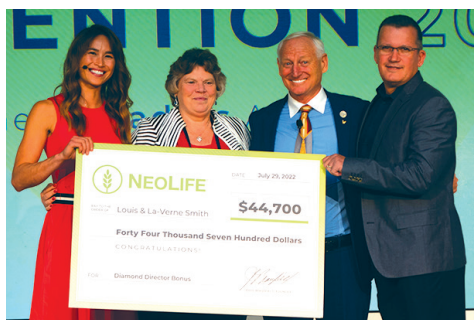




UPBEET™ Revealed



Dr. Susan Beck, NeoLife Chief Science Officer and Scientific Advisory Board Member unveiled the new product, UpBeet – a Superfood Drink Mix! Attendees received UpBeet samples and an UpBeet bottle to try it and everyone who tried it loved the delicious and refreshing flavor!



Celebrated Top Promoters

Promoters were recognized for their achievements throughout the weekend!



Shared The Science



Scientific Advisory Board Members (SAB) shared the power and science behind NeoLife products.

New Scientific Advisory Board Member, Dr. Todd Miller!





Keynote Speaker Rick Loy!

Rick Loy shared his knowledge and experience with the keys to success.



Interactive Custom Swag Station



Neolifers got hands-on experience creating t-shirts from the Swag Station!



Inspiring Tips For Building The Business

Incredible business-building sessions from Promoters and Executive Speakers!



Denim & Diamonds Dinner Party



The event wrapped up at the Denim & Diamonds party, where everyone partied the night away. The party started with line dancing; the band played music all night long and kept everyone on their feet!



MEET★YOUR 2022 RISING STARS

Josephine Kemathe Marangu

Before NeoLife, I was a retired healthcare professional specializing in respiratory therapy, and I never thought I would be one of the patients with respiratory issues. I was constantly exposed to chemicals at work and then developed a lot of reactions, so my sister Sapphire introduced me to NeoLife. As I started using the nutrition, my life changed because they are quality products that really work.

Just within two weeks, I started feeling the differences. Now, I'm more energetic, more focused, and feel amazing all the time compared to when I used to be tired, exhausted, and fatigued. I started sharing widely with all the people I knew so they could benefit because what I love most about in life is building relationships.

I'm able to meet so many exciting people through this journey just by sharing my story with others. All we must do is use the products personally and realize there is also an opportunity. Even though I'm a grandma taking care of my grandbabies, I could have time freedom to do this business and change lives. My happiness is to see how many people we have touched on our team.

When we talk to people and sponsor them on our team, credibility and follow-up are key. When we sponsor our downlines, within 48 hours, we must make sure we train them one-on-one. Sometimes it takes persistence, courage, and determination because as we are doing this, we experience a lot of challenges. I realized duplicating yourself in your promoters helps, because even when situations arise, if your team knows what to do, they own their business. By believing in others, I'm believing in myself, and that has helped our team grow, giving me a community that I embrace every day.



Matt & Jamie Summers

We were leaders in another health and wellness company for 6.5 years before NeoLife. We made a difference, built a team, and changed many lives. Then, we lost that business and tried another company, but it wasn't a fit so went back to work. But when our health started slipping, we needed to figure something out. In 2019, after seeing the video, "Charged Up on Good Nutrition," we were blown away by how NeoLife has been changing lives since 1958 with science, clinical proof, whole food, and nutrition- and we were shocked that nobody ever told us about it.

We ordered products and started seeing changes. We eliminated brain fog and had more energy and motivation every day. It was really a testament to when you put good things into your body, good things happen. Others took notice and we shared with three of our favorite people. They decided that NeoLife was a yes for them too, resulting in us earning our 3 For Free the following month. We became Executive Managers, but the past was still holding us back, so we quit our jobs and went to our first convention.

We saw how special the products were at that Convention. We talked to people who had been on product for over 30 years and looked young, healthy, and full of energy. When we came home, we wanted to get back to impacting lives the way that we know how. The opportunity was wide open, so within six days of Convention, we locked in Director and made our list. We got consistent and started sharing our story with strength, and here we are, a year later as World Team Members. We found our path back to amazing, and together we can make an impact in this world, not just an impression.

MEET YOUR 2022 CHALLENGE CHAMPIONS

The competition was fierce but our 4 big winners stood out amongst the rest and were crowned Champions based on their inspiring transformations! But don't take it from us check out their incredible results!






STEVE GOWER LOST 50 LBS.[†] & 10% BODY FAT using Weight Loss Solution

My wife and I have a blended family with five kids. Both of our first spouses passed away. From past experiences, I knew how fragile life could be; at any moment we could breathe our last breath and the Lord would take us home. Six years ago, my wife, Rorie, was diagnosed with breast cancer and because of the treatment, she developed a rare autoimmune disease in her lungs. I knew that I had to improve my own health so I could be there for my wife. So, I 100% committed to taking care of my health for my wife, kids, and grandkids.

With NeoLife, I felt better after 1 week. Before I started this journey, I struggled to run even one mile. Now, I've completed my first marathon and I'm training for my second. I'm back to my high school weight, and my blood pressure, cholesterol, and full blood panel are in the normal range. My endurance and overall health noticeably improved

enabling consistent workouts five days a week and running four days a week. I shaved 20 minutes off my half marathon time and am bench pressing 300 lbs. I admit that I failed with the 30-Day Challenge three times before I took it seriously. At 54 and I feel healthier now than I've felt for 30 plus years. My health now is amazing thanks to the whole food-based nutrition from NeoLife. I am never going back with my weight and health; I am only looking forward to my exciting years ahead.*






-  Down 4 jean sizes
-  Races: 5K, 10K, 2 Half Marathons, 1 Marathon
-  Training: 20 Half-Marathons



JEN WINTER LOST 80 LBS.[†] & 20% BODY FAT in 9 months using Breakfast Solution

I'm a wife, mom and work full-time. I'm a typical mom who puts their family first. I was so worried about taking care of others that I didn't take care of myself. I commute two hours a day on the train, come home and make dinner, and do the daily routine and prep for the next day. By the end of the night, I was exhausted and cranky. My clothes stopped fitting, I woke up with aches every day. I had low self-esteem and really didn't recognize the person looking back at me in the mirror.

My husband, John was also on an unhealthy path. We reached out to our wonderful friend, Jamie Summers and that is when our lives changed. Within 2 weeks of taking NeoLife, I started feeling more energy and I didn't have the aches when I woke up in the morning. My brain fog is

-  BMI 35 to 21
-  Size 16 to 4
-  Down to High School Weight

completely gone. I get everything done that I want to accomplish daily plus have enough energy to keep up with my very active 8-year-old. After many months of focusing solely on my nutrition and just walking, I have started working out again. I was able to incorporate jogging and using the Couch to 5k app on my phone. Now I'm doing fun runs like I used to in my 20's and 30's. This has improved my muscle tone and overall stamina. But most importantly I no longer have low self-esteem. Now I look in the mirror and feel proud of myself and I know my family is too!*



First ever husband & wife weight loss duo!






JOHN WINTER LOST 72 LBS.[†] in 9 months using Breakfast Solution

Before NeoLife, I was the heaviest weight I had ever been. My blood pressure was out of control. I woke up with stiffness in my joints that I would take several minutes to get moving. Anytime I would sit for more than 15 minutes my joints would feel stiff all over again. This would make my job for 12 hours in a squad car an unpleasant day and left me unmotivated to get things done around the house. I felt like I was just going through the motions of life and not being the best husband and father for my family.

I knew I needed to make a big change in my life, so I joined the Challenge. I noticed with in 3-4 days that my energy felt great and within the first week I lost 7 pounds[†]. I also noticed within the first couple of days that my cravings and hunger was substantially better. My fitness level before was nonexistent. Now I work out with a men's group once a week and at home as well. I also have joined my wife using the phone app called Couch to 5k to join in on some fun runs. My fitness level has improved exponentially! Now I am able to run around the field taking a lead role coaching my son's Little League team. I have the energy and physical health to perform at work with no discomfort, and confidence that I will be able to help my fellow officers when the need arises. Even more importantly, I am a much happier and active Father and Husband to my Family. My life has completely changed with the future looking very bright.*



-  BMI 38 to 26
-  Size XXL shirt to Medium
-  Size 42 pants to 32



KRIS DYER LOST 45 LBS.[†] & 26 INCHES using Breakfast Solution

I grew up on junk food that affected my weight and energy levels from a young age. I was bullied for being overweight causing me to feel ugly and unaccepted. I went on my first diet at 14, but nothing was sustainable. Over the years I would try to lose weight, but I didn't have the support to eat healthy or encourage exercise. I was locked in my ways of fast food and faced severe health issues.

Marriage issues lead to divorce and financial issues. My dad passed away around the same time. I was completely devastated and through my pain I would eat until I was literally sick. One day I looked in the mirror, I looked like I could die at any time and that's when I knew I needed help. I found Nicole Blain on Facebook, and she poured into me over 3 months when I was skeptical, but her encouragement

- BMI 37.5 to 28
- Size 20 pants to 14
- Size XXL shirt to Large
- 570 boxing rounds since Jan. 2022

and friendship got me started in NeoLife.

NeoLifeShake not only tastes good, but it keeps me full for hours. NeoLifeTea and NeoLifeBar keep my snacking in check. NeoLife gives me the energy to work out – I have done 437 rounds of boxing since January 2022. I have gone from being a single mom just trying to survive to healthy from the inside out. It's a great feeling to try on clothes that fit, I feel so confident now! I have had many difficulties but through my challenge I have become stronger, healthier, and God has changed my life through this.*

THE GRAND PRIZE

- \$1,000 Cash**
- \$1000 Shopping Spree**
- Celebrity Inspired Makeover/Photo Shoot**
- Free Travel & Accommodations to Convention**
- On Stage Recognition**
- Media Package**



WILL YOU BE NEXT?

Login to your Back Office to join the NeoLife Challenge today!



Challenge

IMPACT SUMMIT 2023

Learn More,
Grow More,
Become More.

Register
Today &
**SAVE
\$130**

July 20–22, 2023

Grand Hyatt San Antonio River Walk
600 E Market Street
San Antonio, TX 78205

Get ready, we're heading to **San Antonio, Texas** for the most anticipated event of the year! Come and celebrate NeoLife's 65th anniversary with two full days of recognition, the latest breakthroughs in wellness, a product launch, business-building best practices, a transformative community, and so much more!



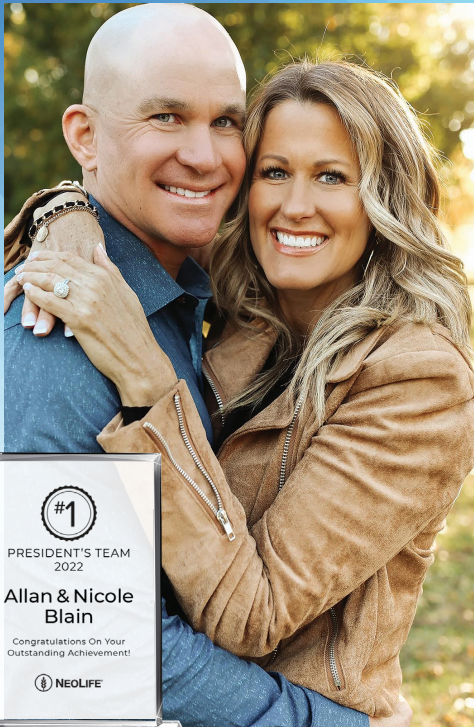
**Invest in your future! Login to your
Back Office to buy your tickets today.**

For more information visit neolifeimpact.com



CONGRATULATIONS!

TOP 3 PRESIDENT'S TEAM



#1 Allan & Nicole Blain

4 Ruby Directors

It's worth believing in: commit yourself to a compelling vision and build your business brick by brick.

How did we build our business? BRICK BY BRICK. Seven years ago after Convention, we went all in. We sat down and developed a plan together, then we put it into action. Sixteen months later, we went full time and it's been amazing! The fact is YOU can do the same if you will just believe in your potential. We believe that to be successful you simply must do the ordinary things with extraordinary consistency. How can you do this? By creating a "why" so big it moves you to action but more importantly it keeps you going. We now have time freedom and incredible income but we also have a greater purpose of helping others while getting to do very meaningful work that we love. All of this has happened because we had belief that led to our vision of NeoLife being a vehicle to change the world by becoming the #1 personal growth and leadership company, that's led us to build our business brick by brick, committing to persist until our vision is realized. At this point in the journey, we can easily see that it was certainly worth it for us to make short-term sacrifices for our long-term vision! A big key to our success thus far has been that whenever we fail, which is quite often, we look at it as an opportunity for growth and just reset, re-focus, and re-launch.



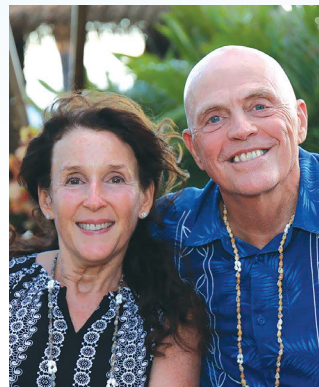
#2 Louis & La-Verne Smith

2 Diamond Directors

When you see other people's lives changing, it gives you the excitement to keep going.

We love to see people growing and sharing and helping others, so that's why it's so important for us to attend every single event.

There, we can listen to their stories and get even more excited about the changes in their lives. When thinking back to our first event, we were just hoping to get just one person there. Then, we hoped we could fill up with a row of people, and next, maybe a few more rows. We've experienced our own growth, so when we witness people who have nothing and yet they come to every single function just to rub shoulders with people who care, we get to experience their growth alongside them. Remember that everybody's got incredible potential because if we can build it, anybody can.



#3 Marjorie & Lawrence Clark

4 Ruby Directors

Try to consider others as more important than yourself.

Thinking of others and keeping them in our hearts has been all the encouragement we needed to get to where we are today. We know that people just need to be loved, so when we prioritize others, we're showing them that we care enough to help them change their lives, all while moving toward our own vision of changing our own. We've been in this community for so long and it's thrilling to see many great leaders out there that can touch so many lives. But it takes perseverance and remembering that you can't just give up on people. It's not about how great you are- it's about how much you let God help you so you can help others.

TOP 10 WORLD TEAM



#1 Marcie & David Williams

Sapphire Directors

Work consistently on your business and it will pay off. You don't have to be perfect. You don't even have to complete your plan. Just get in, get involved, and be consistent.

What you do consistently today may be what helps your family survive tomorrow. We started this business as a plan B. We didn't have any idea that our finances or job situation would change, so we're grateful that we built NeoLife before we needed that safety net. Through our obstacles, we decided to press forward and show up, whether that was at rallies, conferences, conventions, leadership, or calls. We planned to be at everything we could get to, and that consistency made a huge difference in laying the foundation for our team's growth and stability. From the abundance that we received from this business- benefits of health, finances, incredible friendships, and amazing trips- we're able to bless others and give people hope. There has never been a better time to build NeoLife than right now, so just be consistent, keep learning, keep growing, and God will put people in your path. There will be divine appointments that can change lives, just like how our lives have forever changed.



#2 Kathryn & Elisha Voetberg

1 Ruby Directors



#3 Josh & Chelsey Clark

3 Ruby Directors



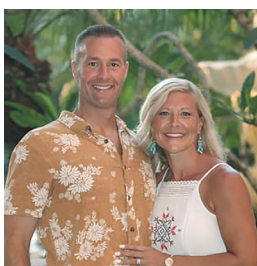
#4 Josephine Kemathe Marangu

Sapphire Director



#5 Barbara Chichester

Sapphire Director



#6 Joel & Gabrielle Merritt

Sapphire Directors



#7 Lee & Susan Adams

Sapphire Directors



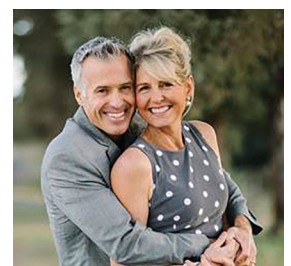
#8 Don & Laurel Holsinger

Sapphire Directors



#9 Martha Gonzalez

Sapphire Director



#10 Chad & Jenise Johnson

1 Ruby Directors



NeoLife Strengthens Its Scientific Advisory Board

Meet Dr. Todd Miller

Ph.D., Exercise & Sports Scientist,
Researcher



Dr. Todd Miller earned his B.S. in Exercise and Sport Science from Penn State University, and his Ph.D. in Exercise Physiology from Texas A&M. He completed his postdoctoral work in Microbiology at the University of Pennsylvania School of Medicine. He is currently an Associate Professor of Exercise and Nutrition Sciences in the Milken Institute School of Public Health at the George Washington University (GW) in Washington DC, where he is responsible for the creation and oversight of the M.S. degree program in Strength & Conditioning.

With more than 20 years of teaching experience at both the graduate and undergraduate levels, Dr. Miller is an expert at integrating and explaining the complex interactions of nutrition, metabolism and exercise in a way that is easily understandable for the lay person. He currently serves as the Chair for the Council for the Accreditation of Strength and Conditioning Education and has won the GW Excellence in Teaching award five times.

Dr. Miller's professional and research interests have varied widely and included studies of exercise adherence in commercial health clubs; caloric expenditure during interactive video gaming in school children; obesity treatment in retired US National Football League players, and most recently, the role of weight training in preventing and treating overweight/obesity in women. He is the former Director of the Weight Management and Human Performance Lab at GW's Virginia Science and Technology Campus, where he worked with people from all walks of life to help them learn sustainable eating and exercise behaviors, to optimize metabolic health and body composition.

We had the privilege to ask Dr. Miller a couple of key questions:

1. What attracted you to NeoLife's Scientific Advisory Board?

The credibility of the scientists that currently sit on the SAB is really what made NeoLife stand out for me. The wealth of experience that those folks

bring to NeoLife is critical to creating, safe, efficacious products that are evidence based and not driven by fad or marketing trends. I really like that product development is research/science driven. So many nutritional companies are not, and focus more on profit than creating high quality products.

2. What are you excited about in the future with NeoLife?

I'm very excited to see how NeoLife grows in the future. I think the North American market is relatively untapped, and once people realize the quality that goes into NeoLife products, the demand for them is going to rapidly increase. I'm also excited to see what new products we're going to be developing in the future. The world of nutrition changes quickly, and NeoLife appears to stay right ahead of those changes, ensuring that all of our products are cutting edge, and the best in the world.

“

The world of nutrition changes quickly, and NeoLife appears to stay right ahead of those changes, ensuring that all of our products are cutting edge, and the best in the world.

”



ACCOLADES:

- Associate Professor of Exercise & Nutrition Sciences for 20+ years
- Published numerous peer reviewed research articles
- Won George Washington University Excellence in Teaching Award 5 times
- Chair for the Council for the Accreditation of Strength & Conditioning Education
- Adjunct Researcher for the National Center for Earth and Space Science Education
- Veteran of the United States Coast Guard

NEOLIFE PROUDLY PRESENTS

THE 28TH ANNUAL
Arthur Furst Undergraduate Scholarship Award



ARTHUR FURST
1914-2005
Founding Member Emeritus,
Scientific Advisory Board
Ph.D., Sc.D., D-A.T.S.,
Toxicologist, Pharmacologist



KATE SKARDON - recipient of 2022 Dr. Arthur Furst Scholarship Award, with Director of SAB John Miller.

“I will be living out Dr. Furst’s legacy because it’s my legacy, too.”

The 28th annual Arthur Furst Undergraduate Scholarship was awarded to Kate Skardon. Kate is a student at the University of San Francisco. The award was presented by John Miller, NeoLife’s Director of the Scientific Advisory Board.

Kate had a very special reason for applying for the scholarship, she is suffering from heavy metal gadolinium poisoning, and she read about Dr. Furst and some of his papers. One of the medical therapies that Arthur Furst implemented in his research is the exact treatment that saved her life: chelation therapy.

Kate is working to educate others on her condition in hopes to help people understand the risks before they experience heavy metal poisoning. She is working alongside Dr. Richard Semelka (who is treating her for this disease) with ongoing research projects to increase awareness toward the role of toxic heavy metals in disease.


Dr. Semelka recommended Kate for this award because “She has turned a devastating condition that had afflicted her into a passion to help others with this disease,” through teaching videos and through scholarly endeavors, as well as just a compassionate ear to those suffering.

After she graduates, Kate would like to write more medical research papers. Her goal is to utilize not only her own research to save lives but to build off of Dr. Arthur Furst’s research, as well.



VIRTUAL RALLY 2023

RISE 2023


 Saturday, January 14, 2023
9:00 AM – 11:00 AM PT

OPEN TO ALL PROMOTERS

All Neolife Business Builders are invited to attend this virtual event designed to elevate your business potential in 2023.

- See the vision for 2023
- Hear inspirational stories & messages
- Celebrate and recognize top performers
- Leave with a plan-of-action to take your business to the next level in 2023

NEOLIFE WELLNESS KICK-OFF

 Saturday, January 28, 2023
9:00 AM – 11:30 AM PT

OPEN TO ALL

Discover a clear path to a better health!

- Life-changing testimonials
- Powerful and actionable health insights
- Health & wellness expertise from the Neolife Scientific Advisory Board (SAB)
- The Neolife product difference & product training



REGISTER TODAY

For more information visit:
NeolifeRally.com

