



Lifestyle

USA, CANADA & CARIBBEAN
Issue 2-2014

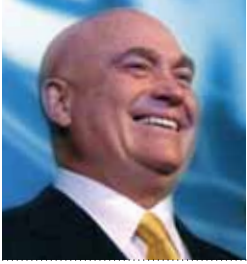


NEOLIFE
ATHLETES

SPRING
INTO **ACTION**

SNACK SMART
NEOLIFEBAR

Founder's Message



Dear GNLD Family Members,

Recently I have encountered many people who ask me how I have managed to have multiple successful businesses and still find time to be with my family and live a balanced life.

This seems to be a challenge that many of us face as responsibilities compound in our daily lives, and I am not exempt facing struggles of this nature in my own life. But one thing I have realized is that focus is the key to a balanced life.

Over the years, with the profits I have made from being a Distributor and founding GNLD, I have made successful investments, but the majority have been into companies that already have strong management in place and therefore don't take up much of my time, if any at all. That has allowed me to focus the majority of my work related efforts into GNLD because that is my passion and where I can have the biggest impact on those around me.

For example, I have a group of auto dealerships but have never

given a presentation to them or had communication with the sales staff. I also own equity in restaurant chains, but I don't present or give talks to the restaurant staff or customers. Instead I focus on being the best I can be and have the most value in one company.

Focus is the only way we can live a balanced life. It allows for the maximum amount of effort to be put into the activities that yield the highest results, and then the rest of your time can be spent focused on the other important areas of life like family, physical health, and spiritual health.

A balanced life is so important to maintaining a fruitful and happy life. If you neglect any of the important areas I mentioned like work, family, physical health, or spiritual health, then it tends to have a negative impact on all the other areas. Imagine not taking care of your health, then getting morbidly obese, and then trying to play with your children. Or imagine the problems

you could have with your family if you only focused on work and became a slave to your job with time for nothing else.

Something so unique about the GNLD and NeoLife opportunity is that it allows for the integration of all the areas of a balanced life and actually benefits from that symbiotic relationship. We are able to have a focus on our health and the health of those we care about and make that into a fruitful business. Our families can be a part of our business and benefit from it for generations to come. Then we can simultaneously go through a continuous process of personal development including strengthening our spiritual health, which will lead to becoming a better version of ourselves.

I look forward to partnering with you to change more lives around the world than ever before.

God Bless,

A handwritten signature in black ink, which appears to read "Jerry Brassfield". The signature is fluid and cursive.

Jerry Brassfield
Founder

SCIENCE & PRODUCTS

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Snack Smarter

**NEW
PRODUCT**



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Spring Cleaning



PEOPLE

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Former Navy Seal
Powered by Neolife



23 | Elite Athletes
Powered by Neolife



BUSINESS

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Neolife Club!



22 | New Tools!
Tools For
Your Business



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■ NEWS YOU CAN USE

Nutrition & Fitness for Moms-to-be

How exciting to be getting ready for this special time of your life! You can plan for that dream nursery, those cute little baby outfits and everything else to welcome your precious little one into this world; but the single most important thing you can do for your baby and yourself is to ensure adequate nutrition and fitness during this defining time of your lives.

A healthful diet is a woman's best friend. It helps boost energy levels, supports mental health, helps you maintain a healthy weight and look your best no matter what stage of life you're in. But, a woman's reproductive years are especially demanding

when it comes to good nutrition. In fact pregnancy and breast feeding are two of the most nutritionally demanding times in a woman's life because it's the time when the body needs enough nutrients to support the growth and development of a baby while maintaining the health of the mother's body. Recent research also reveals the importance of mom's nutritional status on the future health of her child. That's why this

particular issue of *News You Can Use* is dedicated to moms-to-be around the world bringing you the latest research highlights in the area of proper nutrition before, during and after pregnancy.



*Nutrients in Neolife
healthy pregnancy products**

Daily Nutritional NEEDS During
Pregnancy & Lactation



NeoLifeShake
Creamy Vanilla #3840
Berries n' Cream #3844
Rich Chocolate #3842



Pro Vitality+
#3143



Chelated
Cal-Mag
#3404

NUTRIENT				FUNCTION
	non-pregnant	pregnant	lactating	
<input checked="" type="checkbox"/> Protein (g)	46	71	71	Overall health, growth and for blood production*
<input checked="" type="checkbox"/> Omega-3 fatty acids/DHA (mg)* ²	600-1200 <small>total omega 3s</small>	200 DHA	200 DHA	Brain and vision development*
<input checked="" type="checkbox"/> Choline (mg)	425	450	550	Cell formation membrane and brain development*
<input checked="" type="checkbox"/> Vitamin A (IU)	2,333	2,567	4,333	Growth and development, healthy skin, teeth, bones, immune function and vision.*
<input checked="" type="checkbox"/> Vitamin B ₆ (mg)	1.3	1.9	2.0	Red blood cell formation.*
<input checked="" type="checkbox"/> Vitamin B ₁₂ (mcg)	2.4	2.6	2.8	Red blood cell formation.*
<input checked="" type="checkbox"/> Vitamin C (mg)	75	85	120	Wound healing, resistance to infection, and collagen formation.*
<input checked="" type="checkbox"/> Vitamin D (IU)	600	600	600	Aids in calcium absorption, and bone mineralization.*
<input checked="" type="checkbox"/> Vitamin E (mg)	15	15	19	Antioxidant and protects cell membranes.*
<input type="checkbox"/> Vitamin K (mcg)	90	90	90	Blood clotting, bone development and prevents a rare bleeding disorder in newborns.*
<input checked="" type="checkbox"/> Calcium (mg)	1,000	1000	1,000	Bones and teeth formation and proper muscle and nerve function.*
<input checked="" type="checkbox"/> Folate (mcg)	400	600	500	Prevents neural tube defects in the fetus; for blood and protein production and cell division.*
<input checked="" type="checkbox"/> Iodine (mcg)	150	220	290	Thyroid hormone production, regulation of metabolism.*
<input checked="" type="checkbox"/> Iron (mg)	18	27	9	Production of hemoglobin, that helps transport oxygen.*
<input checked="" type="checkbox"/> Magnesium (mg)	320	350-360	310-320	For strong bones and proper nerve and muscle function.*
<input checked="" type="checkbox"/> Niacin (mg NE)	14	18	17	Healthy skin, nerves, and digestion; helps the body metabolize carbohydrates.*
<input checked="" type="checkbox"/> Phosphorous (mg)	700	700	700	For the growth and health of bones and teeth.*
<input checked="" type="checkbox"/> Riboflavin (mg)	1.1	1.4	1.6	Aids in the release of energy to cells.*
<input checked="" type="checkbox"/> Thiamin (mg)	1.1	1.4	1.4	Helps metabolize carbohydrates into energy.*
<input checked="" type="checkbox"/> Zinc (mg)	8	11	12	Aids in the production of many different enzymes and insulin.*

Source: Food and Nutrition Board
Institutes of Medicine Dietary Reference
Intake Reports www.iom.edu.

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

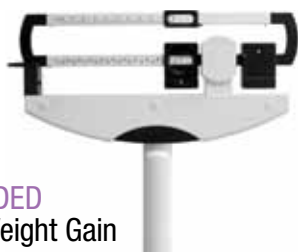
Pregnancy Planning Starts with Good Nutrition

While many women may wait for a positive pregnancy test as the green light for improving their diet, stopping alcoholic beverage consumption, and generally adopting healthy lifestyle habits; research suggests that a mom's habits before conception also influence her baby's well being at birth and for his or her entire lifetime. Because many pregnancies are not planned and the developing fetus is highly susceptible to birth defects and other problems during the first few weeks of pregnancy (when many women may not even realize that they are pregnant) **achieving healthy weight** and getting the recommended amounts of essential nutrients like **calcium, folic acid, essential fatty acids and choline** before pregnancy is particularly important. Striving to eat a healthful diet rich in a variety of foods is key to getting proper nutrition to ensure optimal maternal health, most nutrition experts agree that preconception planning for all women should include advice to start taking a prenatal multivitamin/mineral supplement.¹



A Healthier Weight Equals a Healthier Pregnancy

In the United States, more than one half of pregnant women are overweight or obese, and 8% of reproductive-aged women are extremely obese, putting them at a greater risk of pregnancy complications³. Reducing calorie consumption by cutting back on portions and burning more calories through physical activity, can help achieve a healthier weight before becoming pregnant. The use of meal replacement drinks rich in high quality protein may help boost success, too. In a recent randomized, controlled study, researchers investigated the effect of an energy-restricted diet with or without meal replacements in a group of overweight women. After 12 weeks, both groups lost weight, however the rate of responders (a weight loss of >5%) was higher among the meal replacement users (77%) compared to the control group (50%)⁴.



RECOMMENDED Pregnancy Weight Gain

Pre-pregnancy BMI (kg/m ²)	Total Weight Gain (lbs)	Rates of Weight Gain* 2nd and 3rd Trimester (lbs/week)	
Underweight	<18.5	28-40	1 (1-1.3)
Normal weight	18.5-24.9	25-35	1 (0.8-1)
Overweight	25.0-29.9	15-25	0.6 (0.5-0.7)
Obese (includes all classes)	≥30.0	11-20	0.5 (0.4-0.6)

Chart adapted from:

IOM's 2009 report *Weight Gain During Pregnancy: Reexamining the Guidelines*.

To calculate BMI go to www.nhlbisupport.com/bmi or www.gnld.com



Common Myths About Pregnancy Weight Gain

MYTH 1: I need to "eat for two".

Not True! Eating for two is not necessary. In fact eating for two may cause you to gain too much weight, which is not good for you or your baby. During the first trimester, you don't require any extra calories. During the second trimester 340 additional calories a day are recommended and during the last trimester that number increases to 450 additional calories per day.

MYTH 2: The more weight I gain, the healthier my baby will be.

Wrong Again! Gaining too much weight can increase your risk of having a C-section, early delivery, or a bigger baby, which can complicate the birthing process.

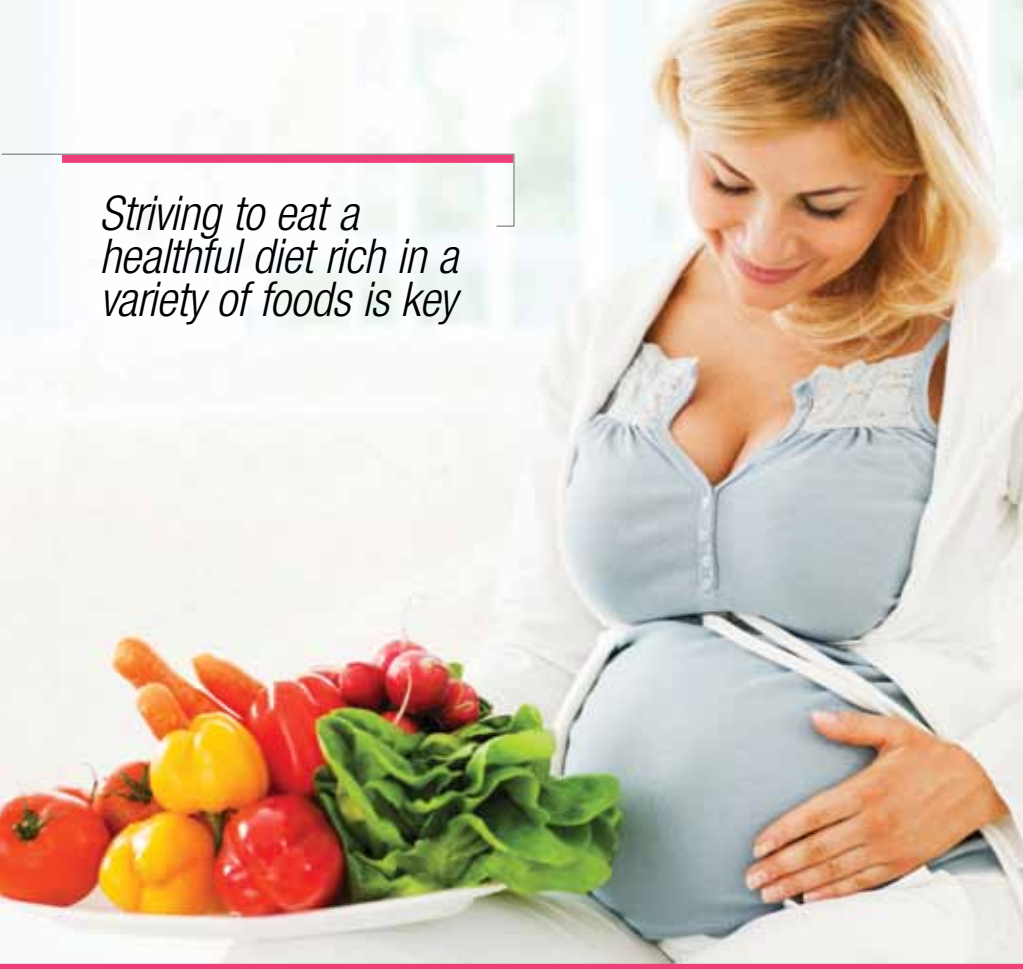
MYTH 3: I'm at my ideal weight so I don't have to worry about how much weight I gain during pregnancy.

Truth: How much weight you need to gain during pregnancy should be discussed with your doctor. If you are at an ideal body weight at the time you become pregnant, the average recommended weight gain during pregnancy is between 25-35 lbs.

Intake Reports www.iom.edu.

NOTE: Women in their reproductive years should know that the excessive use of vitamin A shortly before and during pregnancy could be harmful to their babies. 1,000 RE=5,000 international units (IU). 10,000 IU per day is considered the tolerable upper limit of preformed vitamin A during pregnancy and lactation.

Striving to eat a healthful diet rich in a variety of foods is key



How Much Weight Gain is Right?

The amount of weight gained during pregnancy can affect both the health of the mother and baby. Gaining too much or too little weight can lead to premature births and babies that are born too small or too big, which in turn can impact a baby's future health. Studies have found that excessive weight gain during pregnancy can actually increase the risk of childhood obesity. In one study that followed more than 2,000 pregnant women and their offspring, children of mothers who gained excessive amounts of weight had more than four times the risk of being overweight at age 3, compared to children of mothers who gained an "inadequate" amount of weight⁶. In another population-based study following 513,501 women and their 1,164,750 offspring, found that compared to infants of women who gained 18-22 pounds during pregnancy, infants of women who gained more than 53 pounds during pregnancy were twice

as likely to weigh more than 8.8 lbs. at birth⁶. Based upon these studies and other evidence the Institutes of Medicine recommends the amount of weight gained during pregnancy be adjusted depending on a woman's pre-pregnancy body weight and Body Mass Index (BMI).

Calcium to Help Build Strong Bones

It has been frequently reported that women of childbearing age do not consume the dietary reference intake for calcium. Women who chronically consume suboptimal amounts of calcium (<500 mg/day) may therefore be at risk for increased bone loss during pregnancy⁷. The recommended dietary intake for calcium for pregnant women is 1,000 mg a day and some of the best food sources include milk, yogurt and cheese and some dark leafy green vegetables. Taking supplemental calcium may also be helpful to ensure needs are met, especially for women following a vegan diet.

Vitamin D is Important for Both Mom and Baby

Recent evidence suggests that vitamin D deficiency is common during pregnancy especially among vegetarians, women with limited sun exposure, and certain ethnic groups with darker skin. In newborns, maternal vitamin D deficiencies have been associated with skeletal disorders such as rickets and bone fractures⁸ and recent studies suggest that insufficient maternal vitamin D levels may also increase risk of mothers developing gestational diabetes (diabetes during pregnancy)⁹. In a 2012 meta-analysis, researchers found 83% of the studies identified reporting an inverse relationship between circulating vitamin D levels and markers of glucose homeostasis associated with gestational diabetes or an increased risk of gestational diabetes associated with reduced maternal levels of vitamin D¹⁰. Although more studies are needed to determine if optimizing vitamin D status during pregnancy with supplemental vitamin D can help, ensuring adequate vitamin D intakes during periconception seems prudent. Especially when uncontrolled gestational diabetes is associated with a number health challenges for newborns and mothers, including excessive birth weight, premature birth and an increased risk of developing of type 2 diabetes later in life in newborns and an increased risk of high blood pressure, pre-eclampsia and eclampsia and a future increased risk of type 2 diabetes in mothers.

Omega-3 Fatty Acids for Vision and Brain Development

The amount of essential fatty acids (omega-6 and omega-3s) available to the fetus depends upon how much of each of these the mother eats. Studies suggest if the mother-to-be consumes a typical American diet the fetus will have access to a much higher concentration of omega-6 than



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Ensuring adequate intakes of omega 3s is particularly important before, during and after pregnancy.

omega-3s. This imbalance may be even more pronounced in pregnant women because many choose to avoid eating fish (one of the richest dietary sources of omega-3) because of fears of mercury and other toxins present in the fish supply. In fact, the Federal Drug Administration/Environmental Protection Agency Fish Consumption Advisory informs women who may become pregnant, pregnant women, nursing mothers and the parents of young children about minimizing mercury exposure by avoiding certain types of fish that are higher in mercury (for example, shark, swordfish, tilefish and king mackerel)¹¹. However, ensuring adequate intakes of omega-3s is particularly important before, during and after pregnancy. DHA is an omega-3 fatty acid that plays an important role in early brain and visual development and as such should be available to the growing fetus during gestation via the mother's diet and continued during lactation and throughout the first several years of a child's life. To ensure women of reproductive age are consuming enough DHA, use of a pure fish oil supplement starting at the time of conception and throughout pregnancy and lactation should be considered.

Prenatal DHA Intake also Associated with Infant Immune Support

The importance of DHA during pregnancy may not only help with early brain and visual development but according to a recent study, DHA intake during pregnancy may also help reduce the incidents of colds and duration of cold symptoms in infants. In a double-blind, placebo-controlled trial published in *Pediatrics*, infants born to mothers who took DHA supplements during pregnancy, experienced shorter duration of cold symptoms such as cough, phlegm and wheezing at 1 month compared to infants of mothers taking a placebo. At 3 months, duration of illness was 14% less for infants in the DHA group. At 6 months, infants in the DHA group had 20%, 13%, 54%, 23% and 25% shorter duration of fever, nasal secretion, difficulty breathing, rash and "other illness", respectively¹².

Folic Acid and Choline for Prevention of Birth Defects

The CDC, the US Preventive Health Task Force, and the Food and Nutrition Board of the National Academy of Sciences Institute of Medicine all recommend that women of reproductive age should be advised to consume 400 mcg of folic acid daily obtained from fortified foods or supplements, or both¹³. That's because this B vitamin is especially important during phase of rapid cell growth and because of its involvement in the synthesis of DNA and other critical cell components. It is clear from clinical trial evidence that when women take folic acid supplements preconceptionally, a substantial proportion of neural tube birth defects like spina bifida and anencephaly are prevented¹⁴. Scientists estimate that preconception use of supplemental folic acid has the potential to reduce neural tube defects by 50% to 60%¹⁵. In addition, all women are advised to consume a balanced, healthy diet that includes folate-

rich foods¹⁶. Folate, the form of the vitamin found naturally in foods is found in a variety of foods but some of the best food sources include spinach and other dark leafy greens, asparagus and brussel sprouts.

Many women in the childbearing years also fall short on choline, another nutrient that appears to play a role in brain development and in preventing neural tube defects. A case-controlled study published in the *American Journal of Epidemiology* found that insufficient maternal intakes of choline during pregnancy were associated with a fourfold increase in the risk of having a pregnancy affected by a neural tube defect¹⁷. Higher choline intake was also associated with a reduced risk of neural tube defects, independent of folate intake. Women require 425 milligrams of choline daily and more when pregnant and lactating¹⁸.

Iodine Deficiency In Pregnancy Tied to Kids' Poor Test Scores

Iodine is a trace mineral and essential component of the thyroid hormones triiodothyronine (T₃) and thyroxine (T₄), and is therefore required for normal thyroid function. These hormones also help regulate metabolism and are important for proper bone and brain development in infants, especially during pregnancy. According to data from the National Health Examination and Nutrition Survey (NHANES 2005-2008), more than 50% of pregnant women surveyed were considered iodine insufficient. And according to a new study conducted in Australia, mothers who are mildly iodine deficient are more likely to have children who perform poorly in spelling, grammar and literacy¹⁹. In this study, researchers compared the standardized test scores of nine year old children born to women whose urinary iodine levels indicated a mild



deficiency during pregnancy to the children of women whose iodine levels were considered sufficient. The children of women who were iodine deficient scored significantly worse in the areas of spelling and grammar and scored about 6% lower on English literacy scores compared to children of women with sufficient levels of iodine while pregnant.

Many Benefits of Breast Feeding For Mom and Baby

According to the United States Centers for Disease Control and Prevention, three out of four new moms start out breastfeeding their newborns, but less than half continue for 6 months or more²⁰. And while the American Academy of Pediatrics recommends exclusive breastfeeding for 6 months, research indicates only 15% of new moms meet this recommendation²¹. As a result, many newborns and their mothers are missing out on many health benefits associated with breastfeeding. Studies have found when compared with health outcomes among formula-fed children, the health benefits associated with breastfeeding include a lower risk of ear infections, gastroenteritis and diarrhea, severe lower respiratory infections, asthma, sudden

infant death syndrome, obesity and other childhood diseases and health conditions²². A recent study by Harvard Medical School published in *JAMA Pediatrics* shows that breast fed babies may score better on intelligence tests²³. For moms, exclusive breastfeeding has been associated with a more rapid return to pre-pregnancy weight and additional studies suggest an inverse association between lifetime duration of lactation and the development of rheumatoid arthritis, high blood pressure and blood lipids, heart disease, diabetes and premenopausal breast and ovarian cancer²².

Fitness During Pregnancy

It is vital to maintain an active lifestyle during pregnancy to stay fit and prepare for the arrival of your new baby. Gentle exercise is good both for the mom and the baby. Staying active can also help with common complaints such as back pain or even sleep troubles. Swimming is one of the best exercises, gentle on your joints and it also eases some of the weight of your baby bulge. Yoga can help relax you as well as help build core strength. Avoid the 'hot' Yoga. Walking and light strength training can help tone muscles and elevate your mood as well. ■

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NEW
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5g
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AM SNACK



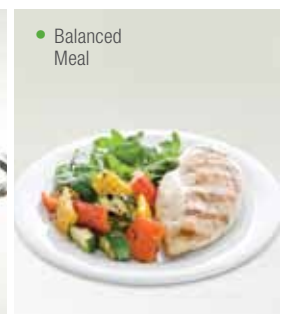
LUNCH



PM SNACK



DINNER



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DIAMOND DIRECTOR LIFESTYLE
DUBAI





Distributors Living The Diamond Lifestyle!

This year's Diamond Director Lifestyle event took place in an ultimate luxury destination, the city of Dubai. Here are some photos from the fun-filled event.



SPRING INTO THE SEASON



In the spring, we are all witness to the beauty of nature. The sun is shining, the birds are chirping, the flowers and trees are blooming. But for many of us, spring means the onset of respiratory sensitivities and distress. Each of our herbal formulas provide broad, synergistic effects of carefully selected ingredients that optimize their ability to support enhanced wellness throughout the season.* ■

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OLANIKE & AFEEZ BELLO,

5 DIAMOND DIRECTORS, NIGERIA



LIVIN' THE DIAMOND DREAM

The past year has been a remarkable year for Olanike and Afeez Bello. This dynamic mother and son team from Nigeria has made it to the pinnacle of GNLD success by stepping up to the coveted title of 5 Diamond Director.

What do you attribute your recent 5 Diamond step-up to, we asked Olanike? "We attribute our success to the system we use that transformed our lives and the lives of other people around us from generation to generation and to the practice of showing others, through example, what this Opportunity can do. We teach, show and share the success that can be achieved with everyone we meet.

When I first joined the GNLD Business my focus was just to make enough money to feed my family, work for myself and become a Director—that's all" says Olanike. Has that focus changed? "Of course it's changed! When I became a Director I saw that with GNLD you can do more, earn more, touch people's lives positively. My focus changed to helping others to improve their lives, now it's a habit and we are unstoppable. **The more we touch people's lives the more our Business grows and the more we and our team achieve.**

Afeez and I have benefitted through personal development—mentally, spiritually and through improved health. We have met all kinds of wonderful people and are proud to have a team who believe and trusts in us. This Opportunity changed our perspective on life and we now see that anyone can better themselves, no matter what their background. We enjoy unparalleled financial freedom.

The Opportunity and Products of this great company are ample enough to allow everyone to succeed. Before I started supplementing I would get tired easily—to walk short distances or exercise was very difficult for me. Now, I am always healthy, strong and energized" Olanike explains.

"This is the only opportunity that supports your destiny to move from where you are to where you want to be, it takes you out of nowhere to somewhere and from poverty to prosperity. It's the equal opportunity for all. With GNLD, everybody is a winner!" ■



GOOD TIMES

NORTH AMERICA
CONVENTION 2014
SAN FRANCISCO





IN THE CITY



THIS YEAR'S CONVENTION WAS THE BEST YET, FILLED WITH INSPIRING DISTRIBUTOR STORIES, POWERFUL BUSINESS AND PRODUCT SESSIONS, AND SO MUCH FUN!





CHRIS HEBEN

POWERED BY NEOLIFE

Chris Heben is a former U.S. Navy Sea Air Land Warrior (SEAL), a special operations force, who stumbled upon our products in an interesting way. In 2007 he was stationed in Africa as part of his duty as a member of SEAL Team 8 and happened upon a pharmacy run by a Distributor of GNLD products. He purchased our supplements, which at that time was all he could find, and “knew within days that these are amazing products”.

In case you might not realize what an elite group the Navy SEALs are, here is



“ these are amazing products



a statistic that surprised us. Only about 1,000 people a year qualify to go through SEAL training. And of that small group, only about 125 make it through training! That's almost a 90% failure rate, which has been the case since the program's inception. These are the most fit individuals on the planet that defend our country.

Chris' love and appreciation for good nutrition didn't start during his military days. Chris' parents actually owned a natural food store in the 1980s, where he would spend his summer vacations stocking shelves and trying just about every company's supplements on the market. He "could tell right away if products worked, and most of them didn't".

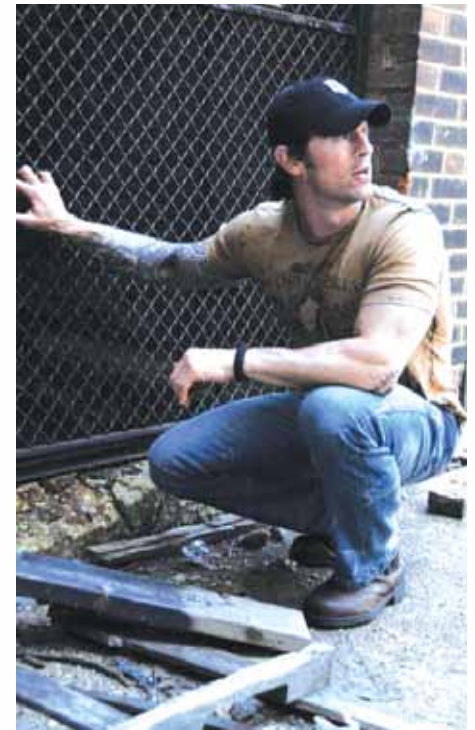
As an athlete in high school and college Chris "learned that fitness, nutrition, and diet are extremely important and good healthy habits will pay off in later

years". That focus on health later translated into an ability to perform in some of the most rigorous training conditions known to man.

Once a SEAL, Chris needed to take nutrition very seriously because "when you are a national asset, a protector of America, it can mean life or death. You don't get sick days".

Today Chris has his own consulting business in security assessment, he is a motivational speaker, and he is a television personality who can be seen from time to time on networks such as the History Channel, Military Channel, Fox News, and CNN.

"I am very excited about the NeoLife Club and will continue to use the NeoLife products, especially Pro Vitality+, PhytoDefense, Super C, Super B, and Super Ease". ■



BE YOUR BEST WITH

The 2014 North America Convention in San Francisco marked the official launch of the NeoLife Club. We are excited for the opportunity of both existing and future Distributors to take part in all the club has to offer!

▶ Be Your Best Challenges

There are 3 Challenges where you can WIN BIG!

30-Day Challenge – 4 winners of \$1,000 each for fitness and weight loss (1 male and 1 female from each of the 2 categories). 1 winner of \$1,000 for business. A total of \$5,000 paid out every month in the 30 Day Challenge random drawing!!

90-Day Challenge – 4 winners for weight loss and fitness (1 male and 1 female from each of the 2 categories) and 1 winner for business. Winners chosen based on the most inspirational 90 Day stories. Winners receive \$500 in NeoLifeGear and \$1,000 in NeoLife product.

Be a Champion – Challenge champions crowned once a year at convention. 1 male and 1 female from each of the 2 categories (weight loss and fitness) and 1 person for business. Winners receive a celebrity inspired shopping spree and makeover, professional photo shoot, VIP getaway, recognition, and media package.

▶ Lifestyle Coaches

Our Lifestyle Coaches are one of the many benefits of joining the club. Get access to valuable video sessions on subjects like health, wealth, personal growth, fitness, and challenge.

▶ How to activate if you are already a GNLD Distributor

Step 1:

Go to NeoLifeClub.com and login as a Distributor

Step 2: Say Yes to activating in the club and choose your complimentary website URL (you can choose whatever you want this to be ex. your name, your team name, etc.).

Step 3: Once you are in your back office, click on the '3 for FREE Auto-Ship' button and choose one of the 4 health packs to be conveniently delivered to your home every month.

▶ 3 For FREE

Get Your Health Pack Free!

Having a buddy to get fit and healthy with is a great way to stay motivated because you know your buddy is counting on you and you push each other to go further. When you help 3 people you care about with their health by referring them to a Health Pack, you can earn yours free.



*Weight loss and fitness entries are made by sending in a video to challenge@neolifeclub.com. Business entries are automatic and based on performance once you join the club.



*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

NEOLIFE CLUB!



Distributor Login



▶ Weekly Pay

There are 3 ways a NeoLife Club Distributor can earn weekly pay:

Fast Start: Get paid on the Distributors you sign up who get started with any of the three Distributor kits starting from the Business Builder Kit (250 PV) and above.

First Order: Get paid on the first order of product of the Distributors you sign up, who register with the basic \$49 Distributor Kit.

Sponsor's Pool: Get a piece of the NeoLife Club profit when you reach Gold Distributor level and sponsor others.



For more information on NeoLife Club, please visit www.neolifeclub.com.

HEALTH PACKS

ONLY
\$1.27
PER DAY



VITALITY PACK

Support for a healthy, active life*

ONLY
\$2.09
PER DAY



DRINK PACK

Energy and vitality in delicious drink form*

ONLY
\$3.57
PER DAY



BREAKFAST PACK

Healthy start to an energy-filled day*

ONLY
\$5.83
PER DAY



WEIGHT LOSS PACK

Save money while getting the body you've always wanted*

LIVE THE *NEOLIFE WITH* NEW TOOLS

NEW WEBSITE LOOK

Optimize business with a new and engaging website!



NEOLIFE FIT APP

Download NeoLife FIT, today! This easy to use, at your fingertips tool will guide you to achieving all your fitness and weight loss goals!

- Log your weight, food and physical activity
- Add friends and family to your Team—for support and friendly competition!
- Get even more by using the Eat Smart, Fitness Tips and Shake Recipes!
- Stay motivated by tracking your weight loss success!



Available on the  App Store

Get it on  Google play

WEEKLY CONFERENCE CALLS

Tune in to weekly conference calls and learn the science behind NeoLife's leading edge products! Invite everyone to listen to these informative calls! Friends, family, customers, past customers and distributors!



Every Monday & Tuesday evening
6PM PST/9PM ET
Call Line: 1-605-475-5950
PIN: 8084947

JOIN NEOLIFE'S SOCIAL MEDIA FAMILY

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-  [@NeoLifeClub](https://twitter.com/NeoLifeClub)
-  youtube.com/NeoLifeClub
-  neolifeblog.com

ATHLETES POWERED BY NEOLIFE

All around the world there are a new class of athletes emerging. These are athletes powered by the best nutrition supplements in the world. These are athletes Powered by NeoLife.



MARKO ALBERT ▶ ESTONIA
IRONMAN CHAMPION

Marko is no newbie when it comes to Ironman Triathlons. In fact, Marko just won the title of Ironman Champion at Kellogg's Nutri-Grain IRONMAN New Zealand on March 1st, 2014! He crossed the line at just 8:17:32, which is the second fastest time in the history of the IRONMAN New Zealand.

Marko is Powered by NeoLife Nutritionals, allowing him to fuel his body for the win! "I'm 42 in June and I never thought I'd still be competing with these guys. I struggled last year and the whole year was pretty much a write-off. The rest has done me the world of good. I feel like I did five years ago and I'm glad to be back racing again."

FAVORITE PRODUCTS

- Vitality Pack
- GR² Control MRPS/NeoLifeShake
- Kal-Mag Plus D
- Sustained Release Vitamin C
- Wheat Germ Oil with Vitamin E
- Acidophilus Plus



RYAN SANDES ▶ SOUTH AFRICA
#1 TRANSGRANCANARIA

Ryan made his country proud this year at the 2014 North Face Transgrancanaria 125km trail run by taking home the victory! With an almost 10 minute lead over the 2nd place competitor, Ryan's dedication and commitment to quality nutrition truly paid off! Ryan has been Powered by NeoLife since 2010, and has seen tremendous results especially after suffering from numerous injuries just last year.

FAVORITE PRODUCTS

- PhytoDefence
- Full Motion
- Cal-Mag
- Acidophilus Plus
- Omega-3 Salmon Oil Plus
- NeoLifeShake



SAMI JAUHOJÄRVI ▶ FINLAND
WINTER OLYMPIC GOLD MEDALIST

Sami is a skier who gets his competitive edge with NeoLife Nutritionals. In fact, Sami just won Gold at the 2014 Sochi Winter Olympics in the men's Cross Country Team Sprint! He also has an extensive list of other prestigious wins earned throughout his career.

FAVORITE PRODUCTS

- NeoLife quality protein products
- Kal-Mag Plus D
- Vitality Pack
- Wheat Germ Oil with Vitamin E



Spring Cleaning



WITH GOLDEN HOME CARE

POWERFUL ■ ECONOMICAL ■ ECO-FRIENDLY

SPRING IS HERE AND THAT MEANS IT'S TIME FOR SPRING CLEANING. GET INTO THE SPIRIT WITH GOLDEN HOME CARE PRODUCTS! BIODEGRADABLE, CONCENTRATED FORMULAS PACK THE POWER TO GET EVEN THE TOUGHEST JOBS DONE, YET ARE EARTH FRIENDLY AND SAVE YOU MONEY. WITH NO TOXIC FUMES OR HARSH CHEMICALS, YOU CAN REST ASSURED THAT WHAT YOU ARE BRINGING INTO YOUR HOME IS SAFE FOR THE ENTIRE FAMILY. ■



- **LDC**
Concentrate
The mildest, most versatile household cleaner available today.
 - Wash dishes
 - Hand washables
 - Kitchen counters
 - Stovetops
 - Refrigerators
 - And many other soiled surfaces
- #4210 • 1 liter



- **Super 10**
Concentrate
The best choice for the toughest cleaning jobs.
 - Garages
 - Stubborn fabric stains
 - Floors
 - Outdoor furniture
 - Any surface where it's safe to use water
- #4200 • 1 liter



- **G-One**
Laundry Compound
Concentrated laundry powder
 - Powerful, non-polluting detergent
 - Free-rinsing formula helps keep clothes bright and eliminates potentially irritating residues
 - Safe for fine washables
- #4280 • 8 lbs.
#4282 • 50 lbs.
#4290 • phosphate free, 20 lbs.



- **NCB**
Natural Cleaning Booster
 - Makes any detergent or liquid cleaner go farther, last longer, and do a better job
 - Conditions water to minimize the negative effects of water hardness on cleaning
 - Promotes laundry brightness
- #4270 • quart
#4271 • gallon



- **Green**
Gentle cleaning concentrate
 - Hand soap
 - Shower gel
 - Fine, delicate washables
 - Baby clothes
- #4190 • quart
#4191 • gallon



DEMONSTRATIONS

Show the power of **GREEN PRODUCTS** with these simple demonstrations

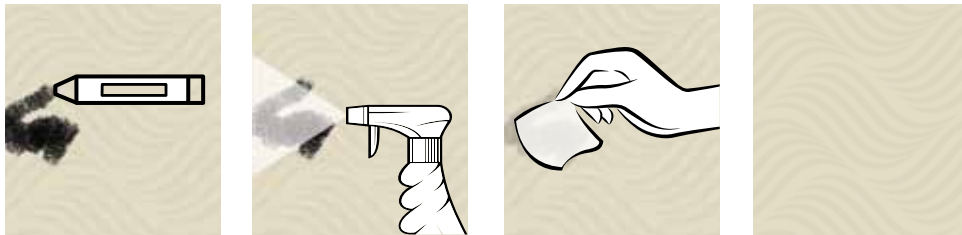


Green > THE ONION

Green is a “natural” for demonstrations — and a favorite among many Distributors as a “door opener” with new prospects.

Rub a piece of raw onion across the palm of your prospect’s hand. Ask him/her to sniff the disagreeable odor. Point out that people who handle fish or meat, or work with animals, have a similar problem. Now, place a few drops of Green in their palm and ask them to rub it in thoroughly, then sniff again. The onion odor will have completely disappeared!

This easy demonstration proves just how effectively and gently Green cleans and protects working hands!

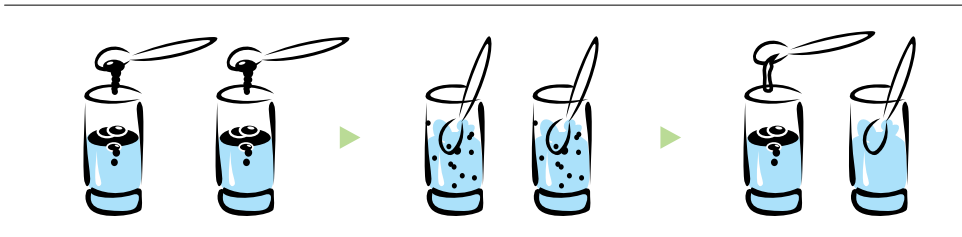


Super 10 > CRAYON ON CARPET

Rub crayon into a square of scrap carpet. Spray the Super 10 solution (mixed 10 to 1) on the carpet and allow it to soak for two minutes. Blot (don’t rub) stain with a clean cloth. Show your prospect that the carpet is clean and the stain is gone!

This easy demonstration proves Super 10 is effective and safe to use on all color-fast* carpet fibers!

*Be sure to test your carpet for color-fastness before attempting to clean it with Super 10 or any carpet cleaner.



LDC > OIL DROPLETS

Add one spoonful of oil to each glass of water. Note that the oil floats to the top. Next stir each glass with a spoon and show your prospect how the oil and water separate. Add one spoonful of LDC (diluted 5-to-1) to one glass and stir. The oil will disappear!

This easy demonstration proves that LDC made it possible for the water to capture and surround the oil globules for easy rinsing!

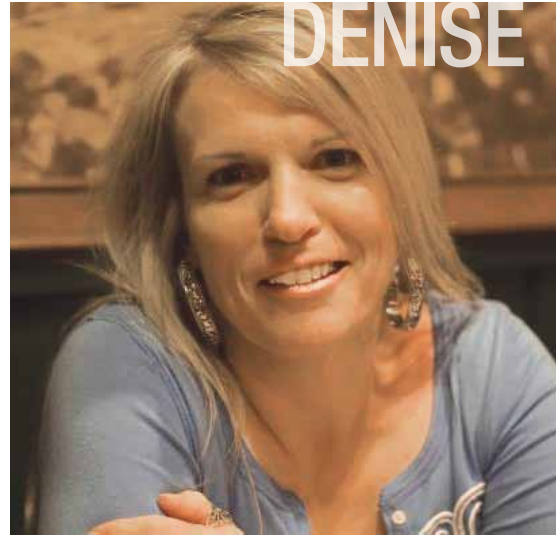


HOME CARE – How to share & testimonials from distributors on ways they use the products

BARB



DENISE



LDC LIGHT DUTY CLEANER & A COACH* PURSE

After months of use, my favourite Coach* purse finally needed a cleaning. Since it has a cloth shell I first took it to the dry cleaners. They wanted to charge me \$70. I was quickly reminded where that “taken to the cleaners” wording came from!

The next week I attended a women’s business networking dinner where each table was sponsored by a local business. Wow – was I lucky... my table was sponsored by GNLD Distributor, Nada St. Germain and her products. In my gift bag was a sample of LDC. After reading the list of possible uses I decided to wash my Coach* purse with it. It came out beautiful!! I now see how far a bottle of this can go and how affordable it is, not to mention that is 100% biodegradable and phosphate-free.

What a good feeling to save money and not harm the environment. Thanks Nada and GNLD!!

Barb Russell

Orangeville, Ontario

*Coach and the signature Coach “C” origin are registered trademarks of COACH SERVICES, Inc. Coach is not affiliated with GNLD in any way and does not endorse GNLD products or services.

SUPER 10 & LDC CLEANERS ARE EFFECTIVE YET GENTLE

While working through my business case and preparation for Startup, I began searching for an eco-friendly product to use for residential cleaning. While attending the Erin Ontario Rib Fest, I meet Shelley Sheridan a representative of GNLD at her booth where she was promoting the products. After speaking with Shelley about several different GNLD products, I decided to try two of the cleaning products (Super 10 & LDC Light Duty Cleaner). I immediately found the products to be versatile to use for different surfaces and allowed for diluting to different strengths. The products are effective yet gentle on most home surfaces without leaving ANY residue. The aroma is very light and dissipates quickly. My customers have commented positively on the cleaners and some have purchased the product as well.

I have been in business for 16 months and I still use the two products today. I even leave a sample for new customers! My business is growing and I just won SEB Entrepreneur of The Year 2013!

Denise F

Brampton, Ontario



August 18-22, 2014
Carnival Cruise Lines, Western Caribbean

Miami • Key West • Cozumel

CRUISIN'

WORLD TEAM CONFERENCE 2014



Set sail on a luxurious cruise to the Western Caribbean! All President's Team and World Team members are invited to come aboard and hear from top sales leaders and executives. In addition to exciting product sessions, enjoy five days and four nights of fun destinations, unique experiences and unforgettable memories.

For more information visit www.gnldevents.com

