

# FEELING YOUR BEST CAN BE A PUZZLE

All of us want to feel our absolute best, but how many of us can say we do? Many people are feeling stiff and sore, lack energy, are under stress, and are having trouble reaching their optimal weight. Finding the right solution is often puzzling.

## NUTRITION

**I'M FEELING STIFF AND SORE.  
I'M NOT AS FLEXIBLE AS I  
USED TO BE.**

## WEIGHT

**NO MATTER WHAT I DO,  
I'M STILL GAINING WEIGHT.**

## ENERGY

**I'M FEELING FATIGUED.  
I DON'T HAVE THE  
ENERGY I USED  
TO HAVE.**

## STRESS

**I'M SO STRESSED OUT.  
I NEED SOME REST.**



# SOLVE THE HEALTH PUZZLE WITH MONAVIE

With a solution for each piece of the daily health puzzle, MonaVie delivers products to help you feel better, live better, and be your best.

## NUTRITION

SOLUTION

### MAXIMIZE NUTRITION

#### HEALTH JUICES

PRODUCTS WITH PURPOSE

From powerful nutritional support to joint, heart, and immune health, MonaVie body-beneficial products provide the nutrition you need for a healthy and active lifestyle.



## WEIGHT

SOLUTION

### STABILIZE BLOOD SUGAR

#### WEIGHT SOLUTIONS

REVEAL YOUR BEST SELF®

With the MonaVie RVL Premier Weight Solutions, you can lose weight, balance your blood sugar, and improve your overall nutritional wellbeing.



## ENERGY

SOLUTION

### INCREASE ENERGY

#### ENERGY BLENDS

HEALTHY. SUSTAINED. ENERGY.™

Recharge your body and mind with a boost of sustained energy that will kick up your energy level and keep it there.



## STRESS

SOLUTION

### CONTROL STRESS

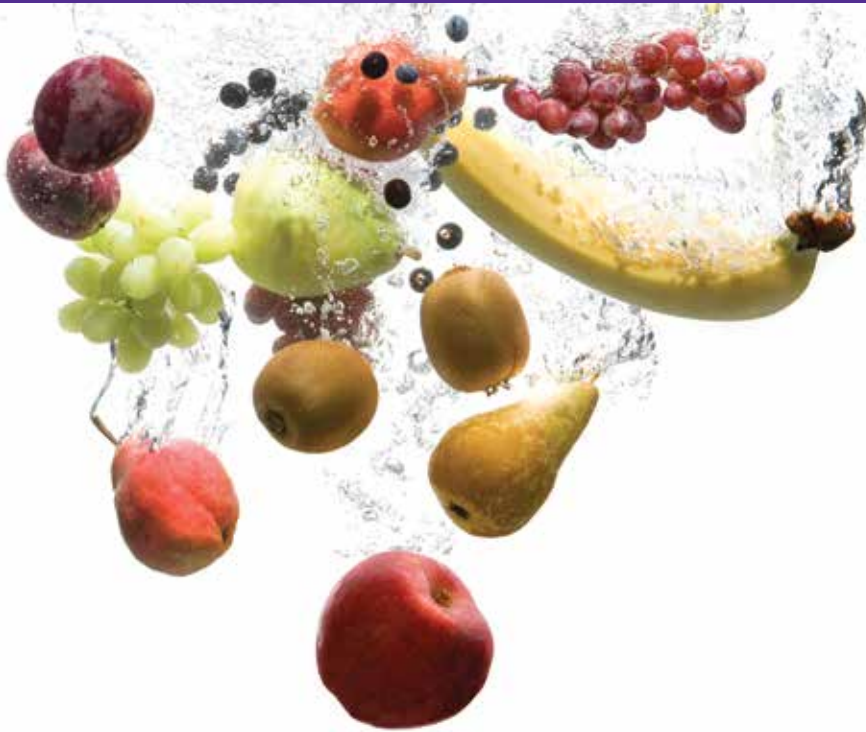
#### REST AND BALANCE

RELAX, UNWIND, AND KEEP YOUR STRESS IN CHECK.

Promote a naturally calm, relaxed state and help your body adapt to stress while creating a sense of wellbeing.



PRODUCTS ALL DAY EVERY DAY



SOLUTION:  
MINIMIZE OXIDATIVE DAMAGE

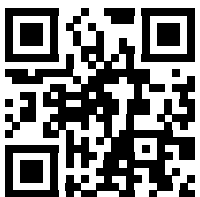
## MONAVIE PREMIUM HEALTH JUICES PRODUCTS WITH PURPOSE

From powerful antioxidant support to joint, heart, and immune health, MonaVie body-beneficial products provide the nutrition you need for a healthy and active lifestyle.

Delivering a wide array of antioxidants, vitamins, and phytonutrients, as well as other beneficial ingredients like Wellmune®, plant-derived glucosamine, and plant sterols, every serving is as efficacious as it is delicious.



**READ MORE!**



[www.monaVie.com/products/health-juices/](http://www.monaVie.com/products/health-juices/)

# PREMIUM HEALTH JUICES

## MONAVIE MX<sup>®</sup> MAXIMIZE YOUR HEALTH

MonaVie MX is a three-in-one juice cocktail that provides powerful antioxidant support while promoting joint and immune health. Bursting with fruit flavonoids and vegetable carotenoids, this wellness drink offers:

- A broader array of antioxidants than ever before
- A body-beneficial blend of 19 fruits and 11 vegetables
- MonaVie BioEssence™ technology for greater bioavailability

### KEY BENEFITS

#### *Overall Health and Wellness*

Fortified with powerful superfruits, beneficial fiber, and key vitamins A, C, and E, MonaVie MX delivers key nutrients to meet your body's needs.

- Promotes overall health\*
- Fights oxidative damage and the signs of aging\*

#### *Joint Health*

Featuring plant-derived, scientifically validated glucosamine, MonaVie MX targets joint health and mobility.

- Encourages healthy connective tissue and joint cartilage\*
- Increases joint mobility and flexibility\*
- Helps maintain a healthy range of motion\*

#### *Immune Health*

Made with clinically proven Wellmune®, MonaVie MX safeguards your health by strengthening your body's immune defenses.

- Improves physical and mental well being\*
- Helps safeguard your body against potentially harmful microorganisms\*
- Optimizes your immune system\*

### PRODUCT AVAILABILITY

- Single 25.35 fl. oz. Bottle
- Case - 4 count 25.35 fl. oz. Bottles

### 30 FRUITS AND VEGETABLES



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



## MONAVIE ACTIVE® GET YOUR BODY IN MOTION

MonaVie Active is a delicious fusion of 19 body-beneficial fruits and scientifically validated glucosamine. Fortified with powerful superfruits, beneficial fiber, and key vitamins A, C, and E, this delicious juice targets joint mobility and flexibility while also promoting overall health and wellness.

### KEY BENEFITS

- Formulated to enhance joint health by increasing mobility and flexibility\*
- Uses plant-derived glucosamine to encourage production of glycoproteins, which help your body make and maintain healthy connective tissue and joint cartilage\*
- Delivers key nutrients to ensure your body maintains a healthy range of motion\*
- Fights oxidative damage using powerful antioxidants and polyphenols\*

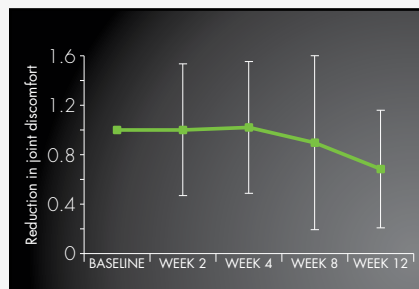
### PRODUCT AVAILABILITY

- Single 25.35 fl. oz. Bottle
- Case - 4 count 25.35 fl. oz. Bottles



### RANGE OF MOTION STUDY†

During a 12-week study on MonaVie Active, all participants showed a statistically significant improvement in range of motion with regard to the lumbar region and knees. In addition, participants noted a significant decrease in perceived generalized discomfort at weeks 8 and 12.



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†This study was conducted in a relatively small number of healthy adults. Further studies with larger sample sizes are needed before these results can be generalized to the population at large.

## MONAVIE PULSE®

### DISCOVER THE BEAT OF A HEALTHY HEART

Formulated with a heart healthy blend of fruits chosen specifically for their ability to nutritionally support cardiovascular health, MonaVie Pulse delivers powerful antioxidants to your body. With added heart benefits derived from plant sterols\* (which studies suggest play a key factor in lowering cholesterol) and resveratrol, maintaining healthy cholesterol levels has never been easier. With cardiovascular disease being the leading cause of death in the United States, maintaining your cardiovascular health has never been more important.†

#### KEY BENEFITS

- Boasts heart healthy levels of plant sterols to help maintain healthy cholesterol levels§
- Features resveratrol, which supports your cardiovascular system by helping protect healthy blood vessels§
- Delivers powerful antioxidant polyphenols to promote a healthy cardiovascular system§
- Features a wide array of essential nutrients for optimal health\*
- Offers potent antioxidant protection against free radicals§

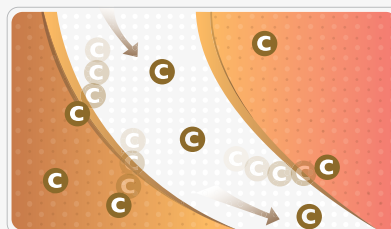
#### PRODUCT AVAILABILITY

- Single 25.35 fl. oz. Bottle
- Case - 4 count 25.35 fl. oz. Bottles

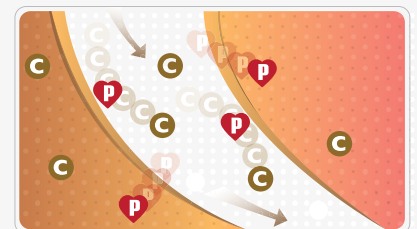


#### CHOLESTEROL STUDY†

Following an eight-week MonaVie Pulse study of 35 healthy adults with elevated cholesterol levels, participants showed a significant reduction in low-density-lipoprotein (LDL) cholesterol, or “bad” cholesterol. The study concluded that consuming two servings of MonaVie Pulse daily, when taken with food, can help lower overall LDL cholesterol.



The body absorbs cholesterol from food.



Studies suggest that when plant sterols\* are present, the body absorbs less cholesterol.

\*Foods containing at least 0.4 grams per serving of plant sterols, eaten twice a day with meals for a daily total intake of at least 0.8 grams and as a part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Two servings (4 ounces) of MonaVie Pulse contain 0.8 grams of plant sterols.

† [www.cdc.gov/HeartDisease/facts.htm](http://www.cdc.gov/HeartDisease/facts.htm)

§ These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease

† This study was conducted in a relatively small number of healthy adults. Further studies with larger sample sizes are needed before these results can be generalized to the population at large.

## MONAVIE (M)mūN® DAILY DEFENSE FOR A HEALTHIER LIFE

Safeguard. Optimize. Shield. The SOS approach of MonaVie (M)mūn arms your body against everyday challenges. Featuring a body-beneficial blend of 19 fruits and Wellmune®—a clinically proven beta-glucan shown to strengthen your body's immune defenses—this scientifically advanced juice combats cellular oxidation while helping protect your body year round.

### KEY BENEFITS

- Optimizes your immune system\*
- Helps safeguard your body from potentially harmful microorganisms\*
- Fights oxidative damage and aging\*

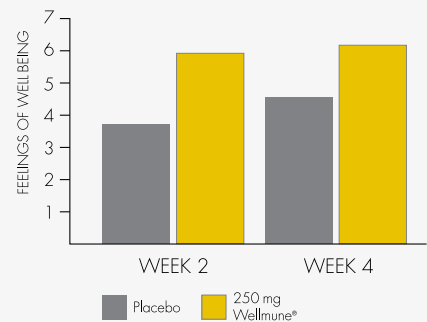
### PRODUCT AVAILABILITY

- Single 25.35 fl. oz. Bottle
- Case - 4 count 25.35 fl. oz. Bottles



### RESPIRATORY HEALTH AND WELL BEING STUDIES

- In a four-week, double-blind, placebo-controlled study of 150 subjects ranging in age from 18 to 65, participants who took Wellmune reported improvements in respiratory and overall health as well as a decrease in tension and fatigue.
- In a four-week study examining the effects of Wellmune in marathon runners who place their bodies under significant amounts of physical stress, participants who took Wellmune reported an improvement in their feelings of well being and in the maintenance of their overall health.



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## MONAVIE ESSENTIAL® TAKE A STAND AGAINST FREE RADICALS

Scientifically formulated to support your body's nutritional needs, MonaVie Essential is an efficacious juice that defends against the effects of aging while improving your overall health. Fortified with superfruits, beneficial fiber, and key vitamins A, C, and E, this delicious juice features a body-beneficial blend of fruits that nourish your body with powerful antioxidants and nutrients. Put the power of antioxidants to work for you by drinking MonaVie Essential today.

### KEY BENEFITS

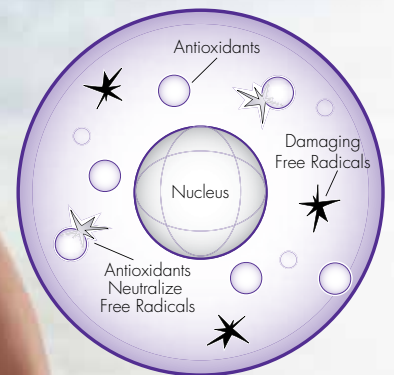
- Promotes overall health\*
- Protects your body at the cellular level\*
- Fights oxidative damage and the signs of aging\*
- Offers potent antioxidant protection against free radicals\*
- Provides nutritional benefits for all ages\*

### PRODUCT AVAILABILITY

- Single 25.35 fl. oz. Bottle
- Case - 4 count 25.35 fl. oz. Bottles



HUMAN CELL







SOLUTION:  
STABILIZE BLOOD SUGAR

## MONAVIE RVL PREMIER WEIGHT SOLUTION®

REVEAL YOUR BEST SELF

Whether you want to lose 5 or 75 pounds, maintain a healthy weight, or improve your overall nutritional well being, the MonaVie RVL Premier Weight Solution® is for you. Delivering more nutrition per calorie than leading brands, this advanced system gets to the root of weight management: healthy nutrition.\*

Packed with a diversity of macro-, micro-, and phytonutrients, MonaVie RVL® helps you manage your weight in a healthy way. Featuring delicious shake mixes, crave-worthy snack and protein bars, and an all natural, metabolism boosting supplement, this premier weight solution has everything you need to reach your ideal weight. Say goodbye to unwanted pounds and hello to your best self today.†



READ MORE!



[www.monaVie.com/products/weight-solutions/](http://www.monaVie.com/products/weight-solutions/)

## NUTRITION SHAKE MIX SHAKE UP YOUR EATING HABITS

Go beyond meal replacement to nutrition enhancement with MonaVie RVL® Nutrition Shake Mix. This wonderfully delicious, nutrient dense powder delivers a wider array of nutrients than a typical meal—in half the calories. Featuring AçaVie®, the purest, most potent form of açai available, each serving helps you manage your weight in a healthy way. With MonaVie RVL Shake Mix, nutrition never tasted so good.\*†§

### KEY BENEFITS

- The most nutrient-dense weight solution available\*†
- Promote lean muscle mass\*†
- Help maintain healthy blood sugar levels\*†
- Fight hunger so you consume fewer calories\*†

### A PERFECT BALANCE

The MonaVie RVL Nutrition Shake Mix provides the perfect balance of

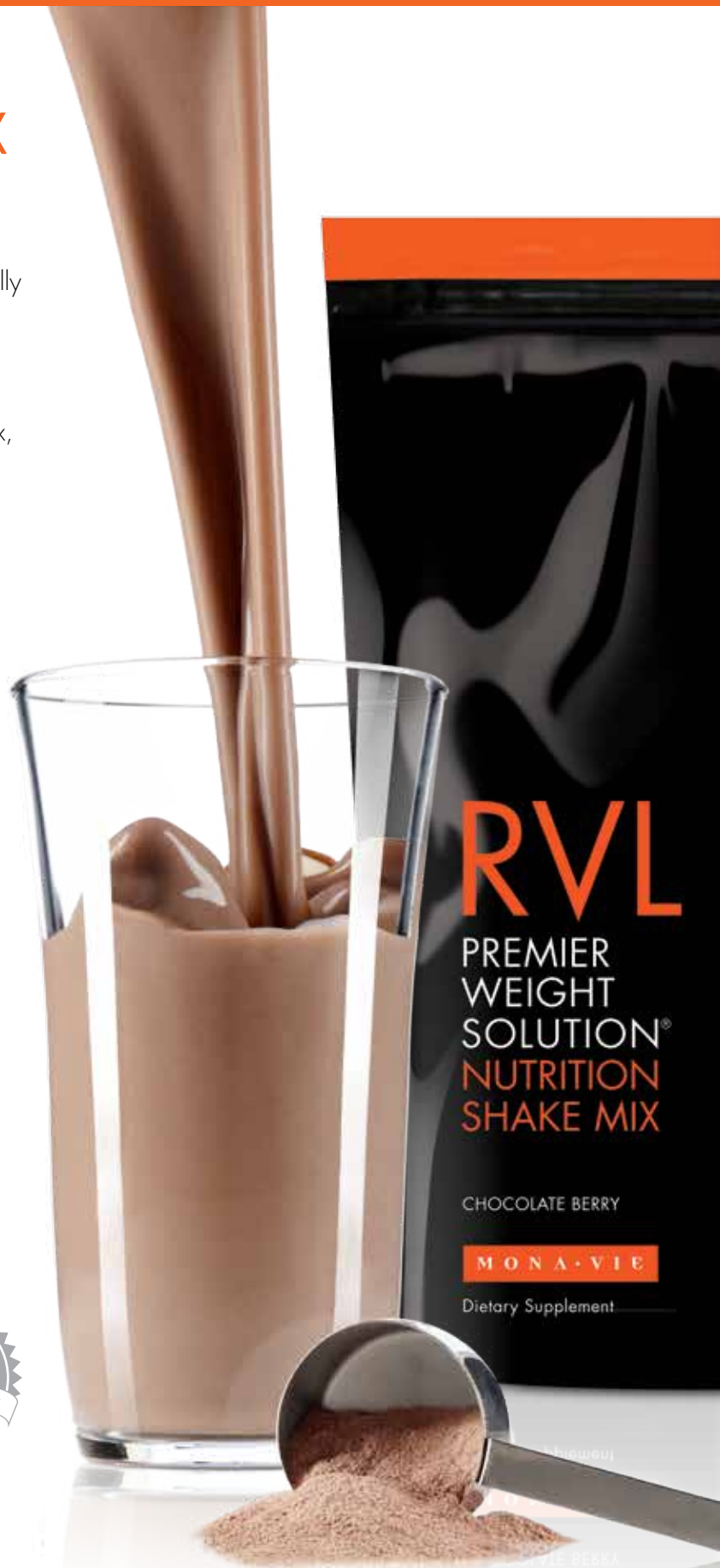
- High quality protein
- Low glycemic carbohydrates
- Essential fatty acids, including omega-3 fatty acids
- 26 essential vitamins and minerals
- A diverse array of antioxidants for full spectrum protection

### PRODUCT AVAILABILITY

- Chocolate Berry - 48.2 oz. bag - 28 servings
- Vanilla Cream - 47.5 oz. bag - 28 servings



\* When combined with a sensible diet and regular exercise.  
† These statements have not been evaluated by the Food and Drug Administration.  
‡ This product is not intended to diagnose, treat, cure, or prevent any disease.  
§ Compared to leading U.S. brands.





## HDH PRO 10 PROTEIN BAR TAKE A BITE OUT OF CRAVINGS

Designed for maximum protein absorption and featuring the antioxidant power of açai and high-DH hydrolyzed whey protein—one of the most advanced, fastest absorbing proteins available—the MonaVie RVL HDH Pro 10 Protein Bar encourages fat burning, weight maintenance, body repair, and the building of lean muscle mass while fueling your body and curbing your appetite. Use this bar prior to working out or to satisfy your hunger anytime!

### KEY BENEFITS

- Helps build lean muscle mass\*\*
- Encourages fat burning\*\*

### PRODUCT AVAILABILITY

- Peanut Butter Crème - 15 count box - 1.13 oz. bars



\* When combined with a sensible diet and regular exercise.

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## DIETARY SUPPLEMENT TURN UP YOUR BURN

Exercise and a sensible diet are the key to any weight management plan, but sometimes they just aren't enough. When running laps and counting calories aren't getting you where you want to be, you can naturally boost your metabolism with the MonaVie RVL Dietary Supplement.

Boasting a powerful antioxidant blend of eight vegetables in each capsule, this all-natural formula features AçáVie and a synergistic blend of clinically validated green tea, African bush mango, and lychee. Turn up the burn and accelerate your weight management progress today.

### KEY BENEFITS

- Helps naturally burn more calories with green tea\*\*
- Aids in the reduction of body fat with lychee\*\*
- Helps curb appetite with African bush mango\*\*
- Provides powerful antioxidants for your overall health\*\*

### PRODUCT AVAILABILITY

- Bottle - 56 capsules - 28 servings



\* When combined with a sensible diet and regular exercise.

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SOLUTION:  
INCREASE ENERGY

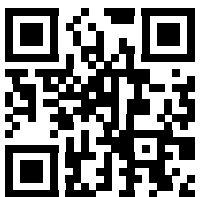
## ENERGY BLENDS BY MONAVIE®

HEALTHY. SUSTAINED. ENERGY.™

No jitters. No crash. Just pure, natural energy. That's the power of MonaVie E<sup>MV</sup> and MonaVie E<sup>MV</sup> Lite. Free of synthetic stimulants, these advanced and healthy alternatives to traditional energy drinks feature a proprietary, 100 percent natural energy blend of revitalizing ingredients for a quick "pick me up" and longer lasting energy. Escalate your energy anytime—without worrying about unwanted side effects.\*



**READ MORE!**



[www.monaVie.com/products/energy-blends/](http://www.monaVie.com/products/energy-blends/)

## MONAVIE E<sup>MV</sup><sup>®</sup> AND E<sup>MV</sup> LITE<sup>®</sup> RECHARGE YOUR BODY AND MIND

Recharge your body and mind with a boost of sustained energy. MonaVie E<sup>MV</sup> and MonaVie E<sup>MV</sup> Lite feature a proprietary blend of antioxidant-rich fruits, including the Brazilian superfruits açai and maqui, and natural sources of energy. Great tasting and lightly carbonated, these healthy formulas increase performance, endurance, and concentration by kicking up your energy level and keeping it there—without a subsequent crash. Finally, two healthy solutions to your body's everyday energy needs.

### KEY BENEFITS

- Increase Energy\*
- Enhance Performance\*
- Promote Alertness\*
- Support Endurance\*
- No artificial flavors, colors, sweeteners, or preservatives.

### E<sup>MV</sup>

- 80 percent juice

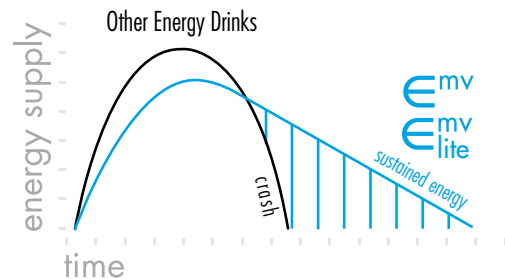
### E<sup>MV</sup> LITE

- 28 percent juice
- Sweetened with calorie free stevia
- Reduced Calories
- jaboticaba
- Features revitalizing ingredients like guarana, green tea, and yerba mate

### PRODUCT AVAILABILITY

- Case - 28 count 8.4 fl. oz. cans

### SUSTAINED ENERGY WITHOUT THE CRASH



PROVIDES LONGER LASTING ENERGY.\*



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## SOLUTION: CONTROL STRESS

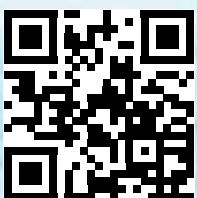
## REST AND BALANCE

### RELAX, UNWIND, AND KEEP YOUR STRESS IN CHECK

Stress is a part of everyone's life, but left unchecked, chronic stress can lead to many problems. Fighting chronic stress, anxiety, and fatigue is an important part of any health regimen. MonaVie Balance utilizes a blend of herbs based on traditional medicine to bring your stress levels into check while MonaVie Rest helps promote relaxation so that you can get the restorative sleep you need.



**READ MORE!**



[www.monaVie.com/products/rest-balance/](http://www.monaVie.com/products/rest-balance/)

NEW!

## MONAVIE REST RELAX AND UNWIND

MonaVie Rest is based on a natural remedy used for generations by the people of Brazil. This delicious beverage helps promote a naturally calm, relaxed state with a blend of fennel, lemon balm, chamomile, inositol, and 16 fruits.

### KEY BENEFITS

- Traditionally used by ancient cultures to promote relaxation and sleep.
- Natural and non habit forming.
- Gluten free.

### PRODUCT AVAILABILITY

- Case - 28 count 8.4 fl. oz. cans

NEW!

## MONAVIE BALANCE KEEP YOUR STRESS IN CHECK

Help your body adapt to stress while creating a sense of well-being with MonaVie Balance. Use the day formula to help promote feelings of energy and happiness so you can deal with every day stresses. Then trust in the night formula to promote a relaxing evening to help you fall asleep more quickly.\*

### KEY BENEFITS

- Balances Your Biochemistry to Beat Burnout.\*
- Promotes a Restful Sleep to Rejuvenate Your Body.\*
- Increases Physical and Mental Energy.\*

### PRODUCT AVAILABILITY

- Box - 56 capsules  
28 "AM" - day formula capsules  
28 "PM" - night formula capsules



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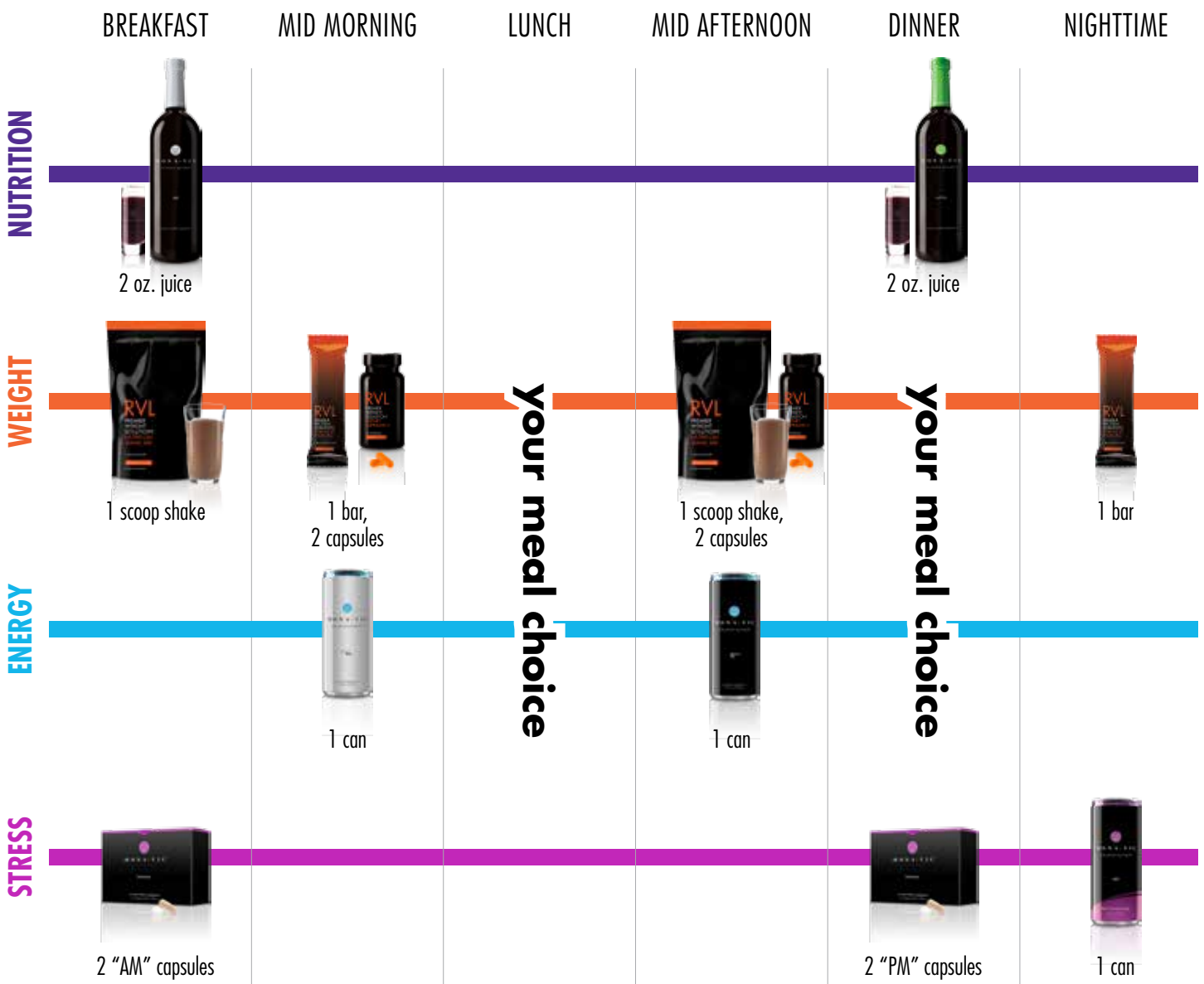


# FEEL YOUR BEST, EVERY DAY

MonaVie's high-quality natural products help you rebalance your body to help you feel better. If you feel better, then you will do better. You'll have more energy and motivation to enjoy each day. MonaVie products are designed around the idea of helping you feel your best so you can achieve what MonaVie was established to do: help you live A More Meaningful Life.

## PRODUCTS ALL DAY EVERY DAY

Below are some suggestions on how you can supplement MonaVie products into your regular daily routine of feeling your best.



## PROVING THE VALUE OF MONAVIE PRODUCTS

You want to know that the health products you're taking are doing what they're supposed to do. The MonaVie VIEW Antioxidant Scanner provides proof of the efficacy of MonaVie VIEW certified products. In fact, a better Life Score is guaranteed with MonaVie.



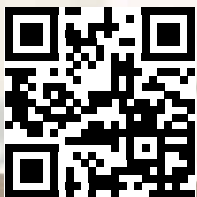
1. Get scanned and establish your baseline Life Score.
2. Sign up on AutoShip for any of the VIEW certified products.
3. Use the products as directed for 60 days.
4. Get your new Life Score. If your score doesn't improve, you'll get your money back.



### MONAVIE CERTIFIED PRODUCTS

- MonaVie MX®
- MonaVie Essential®
- MonaVie Pulse®
- MonaVie Active®
- MonaVie (M)mūn®
- RVL Nutrition Shake®

**READ MORE!**



[www.monaVie.com/view/](http://www.monaVie.com/view/)





# MONA·VIE QUEST FOR GOLD

"To me," explains Dallin A. Larsen, MonaVie Founder and Chairman, "the most important rank in MonaVie is Gold Executive. It's at the rank of Gold Executive that most distributors will start to see the positive and significant effect that their MonaVie business can have on their family. Also, by working through the levels before Gold (Star, Star 500, Star 1000, Bronze, and Silver), you'll be creating a solid foundation for your business as well as learning a base of business knowledge that you'll use to rocket through the next levels. When you achieve Gold Executive, you'll be turning the corner toward achieving financial freedom."

With such importance placed on achieving the rank of Gold Executive, is it any wonder that MonaVie celebrates Gold distributors in such spectacular fashion? The most recent class of Gold Executives enjoyed a luxury cruise to the Bahamas aboard the palatial *Monarch of the Seas*.

Ask anyone who has achieved Gold, and they'll tell you it's well worth the effort—not just for the exciting benefits to your business, but for the fantastic fun and excitement to be had on the Quest for Gold trip.



**QUEST FOR GOLD**  
Bahamas Cruise  
February 18–22, 2013





ROSE UMOAH

"My dream was to take my parents on a Gold Cruise as they are both from Africa and had never been on a cruise. Through hard work and perseverance, I qualified. But, unfortunately, right before the cruise, tragedy struck and my mother passed away. With the support of my MonaVie family, I overcame the hardship and was permitted to take my father on the next Gold Cruise. It was the best experience of his 80-year life and has launched him into full support of my MonaVie business."



TATE AND CALLI TINLEY

"Quest for Gold gives you a glimpse of what MonaVie can really do for your life and what residual income really is. You experience just how much MonaVie really values its people. Set a goal with a date and do the income generating activities relentlessly. There is no point in dreaming unless you're going to make it happen."



ANGIE AND MIKE HARDISON

"We are so excited to share our experience with others because it has been truly life-changing. We have been blessed to qualify for two cruises and the trip to Israel this past year! As a very busy family with six children ranging in age from 1 to 18, it is easy to get caught up in the day-to-day routine. Life is about choices. Surrounding ourselves with positive people, deciding to do the actions, and getting up each and every day with the determination to move forward with our goals no matter what life throws at us, are elements we believe got us to where we are today. The work is so worth the reward, and MonaVie continues to reward its distributors royally. Having our 18-year-old daughter join the business with us and qualifying for the Black Tie Event in Salt Lake City makes us even more thankful for this company and the blessing it has been for our family. We are looking forward to blessing many more lives in the future with the MonaVie products and opportunity! MonaVie for LIFE!"

**QUEST FOR GOLD:** 2013 Salt Lake City Conference, August 29–September 1, 2013

**QUEST FOR GOLD QUALIFICATIONS**

There are three requirements to achieve Quest for Gold:

1. Rank advance to Gold Executive during the qualification period.\*
2. Be Junior Executive Kit or Senior Executive Kit qualified.
3. Be active and qualified at 200 PV.

**QUALIFYING RANK**



STAR



STAR 500



STAR 1000



BRONZE



SILVER



GOLD

Gold Executive

\*For current qualification periods, please visit your Virtual Office.





# More Than Just an Incentive

## BLACK DIAMOND CELEBRATION Alaska Cruise

Across cultures, one of the hallmarks of success has always been the title of world traveler. Successful people have always been identified by their opportunities to tour the sights and wonders of the world. These trips to foreign places were molding experiences, enhancing a person's insights and creating opportunities to build incredibly diversified networks. For generations, successful people have been more cultured because of defining opportunities found in their travels.

Following in this same vein, MonaVie distributors have the same opportunities to discover the world as they build successful businesses. Through surpassing certain milestones of achievement, MonaVie distributors can participate in fantastic incentives offered through the MonaVie compensation plan.

# RUBY FLY-IN

The first incentive trip comes about as a result of a demonstration of a distributor's commitment to be a business builder and leader. New Ruby Executives are flown to the MonaVie corporate offices to celebrate their achievement. While at the corporate offices, they also receive exclusive training on leadership skills and business-building strategies from MonaVie executives.



## RUBY FLY-IN QUALIFICATIONS

To qualify for Ruby Fly-In:

1. Rank advance to Ruby Executive during the qualification period.\*
2. Remain active and qualified during the qualification weeks.\*

### QUALIFYING RANK



STAR



STAR 500



STAR 1000



BRONZE



SILVER



GOLD



RUBY

..... Ruby Executive

\*For current qualification periods, please visit your Virtual Office.





DIAMOND DESTINATION  
**MAUI, HAWAII**  
MONA·VIE

Many recognize achieving Diamond Executive as climbing to the pinnacle of the industry—so why not enjoy it? Diamond Destination takes Diamond and above ranked distributors to a premium, world-class resort for a week of relaxation and fun. Accompanied by MonaVie founders and executives, these top-ranking distributors have the opportunity to forge ties with the MonaVie corporate team and with each other as they enjoy the fruits of their labors.



## DIAMOND DESTINATION QUALIFICATIONS

To qualify for Diamond Destination:

1. Rank advance to Diamond Executive or above during the qualification period.\*
2. Remain active and qualified during the qualification weeks.\*

Qualifications for existing Diamond Executives and above:

1. Re-qualify as Diamond Executive or above 50 percent of the time during the qualification period.\*





**QUALIFYING RANK**



EMERALD



DIAMOND



BLUE  
DIAMOND



PURPLE  
DIAMOND



WHITE  
DIAMOND

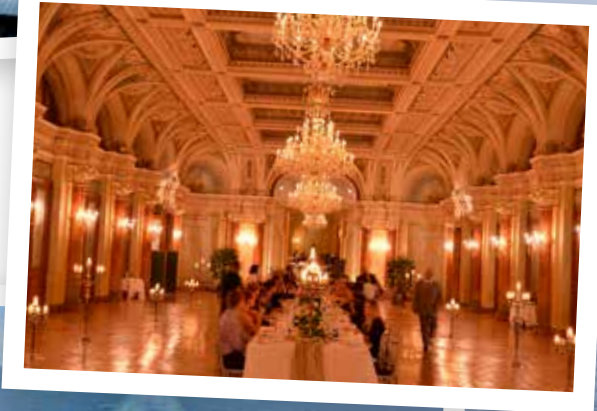
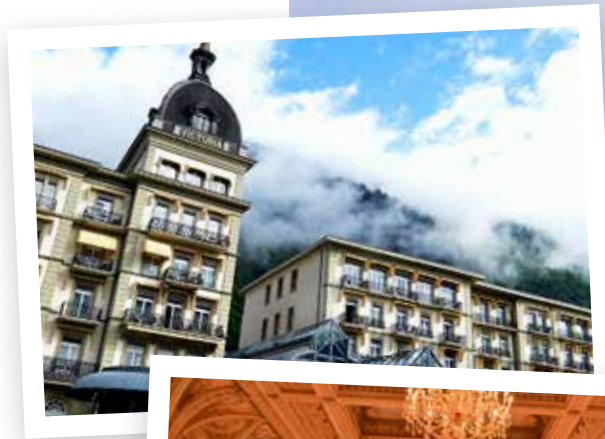
..... Diamond Executive or above

\*For current qualification periods, please visit your Virtual Office.



# BLACK DIAMOND CELEBRATION **MONAVIE**

If Diamond Destination celebrates reaching the pinnacle, then the Black Diamond Celebration recognizes exceeding all expectations. Only the most successful distributors enter the elite ranks of Black Diamonds. As such, they are celebrated with an incentive trip that is the envy of all other trips. Black Diamonds are invited to exclusive jaunts around the world where they are treated like royalty in unforgettable surroundings.



## **BLACK DIAMOND CELEBRATION** QUALIFICATIONS

To qualify for Black Diamond Celebration:

1. Rank advance to Black Diamond Executive or above during the qualification period.\*
2. Remain active and qualified for the qualification period.\*

Qualifications for existing Black Diamonds and above:

1. Re-qualify as Black Diamond Executive or above 50 percent of the time during the qualification period.\*





## QUALIFYING RANK

Black Diamond Executive or above



**BLACK  
DIAMOND**



ROYAL  
BLACK DIAMOND



PRESIDENTIAL  
BLACK DIAMOND



IMPERIAL  
BLACK DIAMOND



CROWN  
BLACK DIAMOND



DOUBLE CROWN  
BLACK DIAMOND



TRIPLE CROWN  
BLACK DIAMOND

\*For current qualification periods, please visit your Virtual Office.





## MonaVie Gives Back through the **MORE** Project

CHANGING LIVES AND RESTORING FAMILIES

Since its inception, MonaVie has been committed to giving back to Brazil, the country where MonaVie products derive their powerful ingredients. Positioned as the fifth star of the company, the MORE Project was established in 2005 as an international humanitarian charity with the mission of empowering individuals who live in poverty to break the cycle of fear and hopelessness.

What started as a humble program eight years ago, has evolved into a robust, multi-faceted outreach solution. The MORE Project is addressing the critical needs of people living in the favelas (or slums) of Niteroi, Brazil, in the state of Rio de Janeiro. The MORE Project has also touched lives through service and gifts in other parts of the world.





## Changing the Lives of Brazil's Most Vulnerable



"When MORE began its work in Brazil, we simply wanted to relieve the immediate suffering facing so many families in the favelas. We had a weekly soup kitchen and then we located a safe space to help get the kids off the dangerous streets of the slum," says MORE Project Executive Director Andrea Barnes. "It was a small but real way to serve people in dire need."

The families the MORE Project serves live in an urban, heavily populated series of hillside communities. Because these communities are essentially squatters' villages, they are considered unofficial and their governance is outside the law. In reality, rival drug lords rule the communities. Violence and gang wars are an everyday occurrence. Most of the families in the favelas lack access to the most basic services, such as clean water, electricity, sewers, and garbage pick-up. Children are born into these communities and grow up without hope, believing that their life path of poverty and violence is already set. The MORE Project seeks to change this bleak reality for these children and, through them, for their families.

The MORE Project quickly evolved its programs as it became clear that food and play space were not sufficient. These services eased the symptoms, but didn't address the underlying causes. A core factor chaining individuals to the favelas is failure in school. Children raised in homes with illiterate parents are at high risk for remaining illiterate. When children can't read, they fail in school and drop out at alarming rates. Teen pregnancy and recruitment in the drug trades are typical consequences for young adults in the slums.

"The MORE Project has created a safe place for children to learn and thrive," says Andrea. "We partner with the public schools to track attendance and the special needs our children face. We have a special literacy program

for children and teens who are behind in reading and writing skills. Our programs reinforce school subjects and expand the world and outlook for our children. As we concentrate on reading fluency, mathematics, science, homework support, art, dance, emotional and spiritual education, Christian principles, and mindset change, the results are remarkable. The MORE Project structured its programs around helping children achieve success in school because we believe that education creates the most sustainable solution for future independence and self-reliance."

"Life is dynamic and changing all the time. We are learning all the time," says Sergio Ponce, President of the MORE Project in Brazil. "Teenagers are a big, big challenge. Can you imagine what life is like in the favelas? These kids don't have a father or a functioning mom. You can imagine how difficult it is to work with kids to overcome these limits."



To address the specific needs for each age, the MORE Project has established three schools: the Crèche, Believer's Project, and Take Off Program. MORE serves families with children from newborn to 18 years old. Programs include education, nutritional meals, sports, and dance training. Due to the complex problems facing these kids, the MORE Project also provides psychological and social care.

In the eight years since it began, the MORE Project has grown from serving 48 people to serving five communities that impact 500 children and their families every day.



# MORE BRAZIL'S EDUCATIONAL PROGRAMS

MORE Brazil has three different education programs serving over 500 children and teens.



100+  
Children

**Nursery Program**  
Creché



300+  
Children

**Child Education**  
Believer's Project



130+  
Teens

**Teen Education**  
Take Off Program



**Shelter Care**  
2 Shelter Homes



**Health and Wellness**  
Meal Programs, Dental Care,  
Therapists



**Job Placement /  
Vocational Training**

## 2012–2013 ACCOMPLISHMENTS

The MORE Project completed three special projects in 2012 which enabled the expansion of educational programs for 2013.

- **Never Better Crèche:** An expedition group of MonaVie distributors constructed a generous expansion to the Crèche, allowing MORE to increase the number of students from 65 to 100.
- **Take Off School:** Newly refurbished, our original school facility now houses the Take Off Program. Teens have their own special needs and the exclusive use of this school will help to improve programs.
- **Soccer/Sports Court:** MORE now has its own urban soccer court. Formal soccer training is provided. In addition, students received training in Jujitsu and dance.
- **Adult Night Classes:** The MORE Project has teamed up with SENAC, a community adult education provider, to offer professional classes for teens and adults from Vila Ipiranga at no tuition. Classes started in July 2013.





BRAZIL



INDIA

THAILAND

## MORE MEANINGFUL LIVES AROUND THE WORLD IN 2012

*In 2012, the MORE Project expanded its reach from Brazil to other developing countries.*



In **Thailand**, we developed a close relationship with the Puttakaset School. In addition to teaching traditional subjects, Puttakaset School prepares children to become successful farmers for their hill tribe. In 2012, the MORE Project purchased a rice mill, rice

packaging machine, and other related agricultural equipment for the school. Additional training was provided to help the school use these new items to become more independent and self-sustaining. These tools help the students learn efficient techniques for processing their crops and marketing techniques to earn greater income for the school. Students help their school while learning invaluable life skills. Additional school service projects were conducted around Thailand.

The commitment to changing lives in the favelas of **Brazil** and to those living in poverty around the world, serves to unite MonaVie distributors, employees, and the children and families served to create a magical combination that continues to build on itself—and keeps everyone coming back for more.



MORE also began a pilot program in **India** teaming up with the charity Rising Star Outreach. Rising Star Outreach provides a boarding school for children whose parents are afflicted with leprosy. Determined to give these children a chance to grow and

thrive, the school provides an outstanding education. In 2012, the MORE Project sponsored Sports Day for over 200 children at the Rising Star Outreach Peery Matriculation School. Sports Day provides a platform where parents come to the campus to watch their children play and excel in contests, sports, and fun.

Says Sergio Ponce, President of MORE Brazil, "It's about you—because you are helping. You are doing everything you can in your MonaVie business to support the MORE Project. It's not a project, really; it's something much more. It is real. We are changing lives here—changing generations. We are teaching a boy to be a father not just a man. We are teaching girls to respect themselves and teaching others to respect them too. Do something. Do something more. Do something big. Thank you so much. May God bless you and give you grace for everything you need so that you can continue to help us."





# HOW YOU CAN HELP

Individuals and distributors who advocate for the MORE Project are called LeadMORE Champions. The MORE Project has made it easier than ever to help.

## 1 Become a donor

- a) Enroll in I Click for Kids by adding a gift to your AutoShip order, or choose to contribute a percentage of your commission. Find out how by clicking on the MORE Project link in your MonaVie Virtual Office. Teach your downline to do the same.
- b) Sponsor a Child: MORE Project offers a Sponsor a

Child program to create a personal connection between distributors and our Brazilian children. Change the life of a child today!

## 2 Visit Brazil

- a) Donate your time by participating in an expedition to the MORE Project charities. In the act of serving others, your life will also be forever changed.

## 3 Become a LeadMORE Champion by sharing the MORE Project's story

- a) Teach distributors in your group to enroll in I Click for Kids.
- b) Encourage your team members to contribute to the MORE Project—it's easy. Text the keyword BRAZIL to 55678 to make an immediate \$10 gift.
- c) Put together a team and raise money for MORE at every Run for MORE 5k event.
- d) Ask your team to adopt a MORE Project program and commit to raising money to underwrite the costs. Visit <http://theproject.kintera.org/LeadMORE> to find out how.
- e) Host a fundraiser, such as a 5k Race or Fundraising Night. The MORE Project can help you to create a custom website for each event. Visit <http://theproject.kintera.org/LeadMORE> to find out more.



## MORE 2012 STATS AT-A-GLANCE

### BRAZIL

- Total number of children in all educational programs: **529**
- Total children in shelter homes: **20**
- Meals served to nourish children each week: **5,090**
- Meals to children in shelter homes each week: **420**
- Servings of MonaVie juices provided weekly: **700**
- Youth given access to spiritual, psychological, and mental health professionals: **509**

### THAILAND

- Total number of students served: **620**

### INDIA

- Total number of students served: **200**

### HURRICANE SANDY EMERGENCY RELIEF

- Donated **75,000** RVL Bars to relief workers



More  
PROJECT

# A LIFE CHANGED

PAULA DA SILVA SOUZA  
CROSCÓPIOIS



Paula is a vivacious 16-year-old who attends high school at the public school near her home. She has been a student at the MORE Project for three years. Paula lives in Vila Ipiranga with her younger sister and three cousins. Her sister and two cousins also attend the MORE Project. Paula's family is fortunate because her mother is employed as a nursing assistant.

Because her mother works odd hours both days and nights, Paula has to care for her sister and cousins. She learned the weight of responsibility early on and has applied it to her own life. Since coming to the MORE Project, Paula has worked hard to get good grades in school and to believe that she can make something of her life.

Paula has been able to find a very nice part-time job working for Banco do Brasil, a local bank. With her job, she is now helping her mom pay for expenses—such as clothes for herself, her sister, and her cousins as well as school supplies. Paula has a dream to attend college so she carefully saves the rest of her money.

Under the guidance of the teachers at the MORE Project, Paula is carefully preparing for the very rigorous college entrance exams. Paula's participation in special study courses designed for college-bound kids will help her to achieve her goal of being promoted to a better position at the bank where she works. Because of the MORE Project and generous donations from MonaVie distributors, Paula can look forward to a bright future.

## MORE PROJECT MAKES A DIFFERENCE