JOHN C. MAXWELL Improvement doesn't just happen. It takes time, effort and a plan.

FROM THE PUBLISHERS OF SUCCESS MAGAZINE

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Zurvita's products offer scientifically proven results to fight daily pressures and stress.

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SERVE WHERE YOU ARE

Zurvita's mission is always to give back.

DELICIOUS & NUTRITIOUS

.

One taste just might make Zeal your favorite beverage.

UME 13 • ISSUE 5 • MAY 2017

COVER STORY



Helping

You VIII
LIFE'S BATTLES

ZURVITA'S PRODUCTS OFFER
SCIENTIFICALLY PROVEN RESULTS
TO FIGHT DAY-TO-DAY PRESSURES
AND STRESS.

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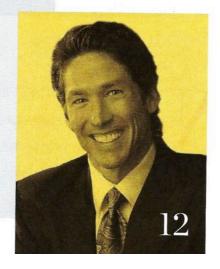
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CAME ACROSS A QUOTE the other day that goes to the heart of what Zurvita, our featured company, is all about: True success, true happiness, resides in freedom and fulfillment. All the money in the world can't buy the things in life that matter most: health, joy, peace and a fulfilled life.

Zurvita Co-Founders Mark and Tracy Jarvis also understand that true fulfillment

ALL THE MONEY IN THE WORLD CAN'T BUY THE THINGS IN LIFE THAT MATTER MOST: HEALTH, JOY, PEACE AND A FULFILLED LIFE.

is dependent upon learning how we react in the face of adversity. For so many, daily struggles tend to distract from living the kind of lives we want. Many are looking for ways to make extra income, but for them, starting a traditional business or taking on a second job just isn't an option.

And that's why being a Consultant for Zurvita makes sense. It's a business that you can work part-time as you go about your day. In fact, many of Zurvita's top leaders started part-time and grew their business into a full-time source of income. And it was Zeal, Zurvita's flagship product, which was the deciding factor in their getting involved, because of how it made them feel throughout the day. Hearing customer testimonials sharing the same results, Zurvita commissioned independent third-party research firm KGK Synergize to confirm that the positive benefits of drinking Zeal included improved mood, vigor and vitality.

In this issue you will hear from many of Zurvita's Consultants who will share their stories of Zeal and how their involvement with the company is helping them live a fulfilled life. These people are from all walks of life-people just like you, who made the decision that they wanted more out of life and took action. I would like to thank them for allowing us to take a peek into their lives. Their stories are amazing

> examples of what can happen when you put forth effort, patience and perseverance into accomplishing your goals.

We are also pleased to share with you valuable content from some of the legendary thought leaders of our day. John C. Maxwell shares why you should want to be bigger tomorrow than you are today.

Learn from today and use those lessons to make tomorrow even better. Joel Osteen advises us that when negative, discouraging thoughts come into our minds, we should delete them before they start affecting how we live. And lastly we have the wise words of the late Jim Rohn, who says the time for action is when emotion is most high. Don't wait for your ideas to cool, for if you don't translate them into action quickly, the urgency will soon diminish.

We thank everyone who contributed to this issue of Success from Home. I feel confident you will find something in the following pages that inspires you to begin living a long, prosperous and fulfilling life.

SHELLEY ROJAS

EDITOR-IN-CHIEF

CORNER

NEWSWORTHY INFORMATION FOR YOUR EVERYDAY LIFE.

Find Inspiration From Within

niversity of Amsterdam studies demonstrate that powerful people—those who have the most capacity to influence others—are inspired by what they say to others more than by what others share with them. The more powerful the person is, the more potent the inspiration.

"Our results suggest that powerful people can easily inspire themselves by reliving an inspirational event they have experienced," says researcher Gerben van Kleef. "Less powerful people may be somewhat less inspired by their own experiences, but they are better able to draw inspiration from others' experiences."

The takeaway: Awareness of this behavioral phenomenon could help you find inspiration when you need it. So if you're feeling beat-down, seek inspiration from, for example, a boss, professor or expert. But if you're on top of the world, relate one of your recent big triumphs to a pal, colleague, family member, etc., and then go forth to conquer new challenges.

IN A MINUTE You could...

- → PICK UP THAT STACK OF MAIL ON YOUR COUNTERTOP. Sort through and toss out the junk. Feel more relaxed already?
- → MAKE A WEEKEND TO-DO LIST.

 Transferring your tasks to paper frees brain space and will improve your weekend productivity.
- CUT OUT AN ARTICLE FROM A MAGAZINE you want to share with someone. Clip and connect.
- → DON'T LOOK AT THE CLOCK! The minutes go by so fast every day. Sit back and enjoy one quiet minute. You'll be surprised at how long it seems.

THE TAKEAWAY:
AWARENESS OF
THIS BEHAVIORAL
PHENOMENON COULD
HELP YOU FIND
INSPIRATION WHEN
YOU NEED IT.

BREAKING POINTS

The carrot, not the stick, fuels persistence.

Time for a break? Your brain tells you when to stop and when you're refreshed enough to resume, adjusting the signals to the tasks. For instance, the brain is likely to delay that break while you finish easy tasks or strain toward a big reward, according to researchers at the Motivation Brain and Behavior Laboratory of INSERM in Paris.

Here's how the process works: As you apply yourself, your brain constantly evaluates the upside and downside of pausing. The "take a break" signal becomes intense during great effort but is dialed down—even during rest periods—when a big reward hangs in the balance, indicating people will spend more effort and need less rest when stakes are high.

So now we understand how Agent 007 keeps clobbering all the bad guys to save the day.



DECISIONS TO CREATE ABUNDANCE

The choices we make each day determine the direction our lives take. Here are seven decisions you can make that will create abundance and prosperity in all areas of your life.

- choose to empower themselves by taking real action such as exercising, saving more money or waking up earlier. Make a decision today to be on the neverending journey of personal growth.
- 2. TREAT OTHERS RIGHT. We come across all sorts of people, many of whom will treat us poorly. We can choose to treat them right, no matter how they treat us. We may get the short end of the stick sometimes, but in the long run, we will prosper. And more importantly, we'll be able to sleep at night.
- 3. BREAK A BAD HABIT. Take the big one first and tackle it head-on. Then use every effort you can to break that habit.
- 4. WORK SMARTER. Feel like you're out of balance? Figure out how much time you waste at work and why. Being productive will free up your life extraordinarily.
- 5. BECOME BALANCED SPIRITUALLY, EMOTIONALLY AND PHYSICALLY. Our lives are best when we balance these three major areas. Spend some time cultivating your spirituality, becoming emotionally grounded and staying physically fit.
- 6. SOW MORE THAN YOU REAP. There are many takers in this world, but not as many givers. Our lives are better when we become generous. Share your time, donate your money and give away your love.
- 7. EAT DINNER AT HOME MORE OFTEN.

Your family is the most important group of people you will ever belong to. Grow your relationship with them by sharing more meals together.

-Chris Widener, author and motivational speaker





A MOVEMENT IS ALTERING THE COURSE OF
ENTREPRENEURSHIP AND CREATING OPPORTUNITIES
FOR PEOPLE TO EARN INCOME ON THEIR TERMS.



or most people, a limitation of time or money holds them back from taking the plunge into the deep end of traditional entrepreneurship, with all its risks and requirements. If this is your experience but you still have a big desire to take control of your life, direct selling may be your launching point.

Direct selling is a channel of distribution that in many respects has long been ahead of its time. For millions of independent business owners, this social selling model has opened up a transformation in all areas of life.

This is because direct selling doesn't just focus on a financial opportunity, but on the opportunity to improve the lives of independent business owners over the long term. The success of the direct selling channel depends on an approach that focuses on the professional and personal development of an independent yet highly connected network of people, all dedicated to serving the needs of others.

WHAT WOULD YOU DO WITH AN EXTRA \$500 TO \$1,000 A MONTH?

Direct selling has a rich history of tapping the inner potential of people from all backgrounds, some with no previous entrepreneurial experience.

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

For many people, there just never seems to be enough money. So what could you do with an extra \$500 to \$1,000 every month?

Pay off debt. Consumer debt in the U.S. has reached an alarming high, and it only continues to grow. The Federal Reserve has reported that consumer debt in the U.S. had reached nearly \$3.2 trillion by July 2014. This translates into \$10,200 for each man, woman and child, according to data from the Census Bureau. Americans have nearly \$900 billion in credit card debt alone. As if causing financial problems isn't enough, debt also is a major contributor to stress levels. But think of how quickly an extra \$1,000—or even half of that—could reduce the debt of the typical American

MILLIONS OF

PEOPLE ARE

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SATISFACTION

THAT COMES

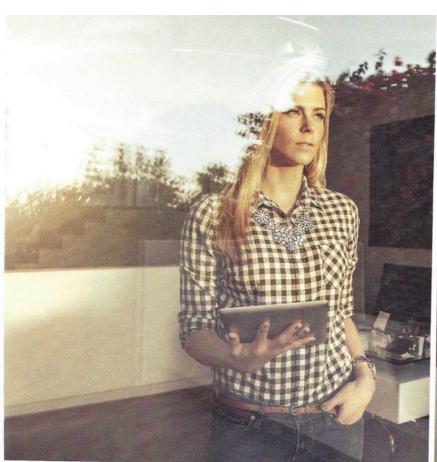
FROM CHARTING

YOUR OWN

COURSE AND

BUILDING THE LIFE

YOU WANT.







family. No debt equals much less stress, along with the ability to budget and save for other things. That extra income would be money well spent!

Avoid-or reduce-student loans. The Consumer Financial Protection Bureau reports that the grand total of student-loan debt in the U.S. has passed the \$1 trillion mark. This kind of debt is a huge burden for recent college graduates in their early 20s who are starting out in their careers and trying to build lives for themselves. The amount of debt they owe could delay home ownership, and even marriage and starting families. If you have a child beginning college soon, an extra \$1,000 a month could help him or her avoid racking up student loans by generating \$48,000 over the course of four years. What a great way to help college students successfully launch their adult lives by avoiding the levels of debt that hold so many people back.

Get a much needed second car. You say you can't afford a new car, but you pour thousands of dollars a year into keeping that old clunker running. An extra \$500 to \$1,000 a month can cover a payment on a new car that will save on repairs. You can also save money at the gas pump, since many of today's new models have more efficient engines. Most important, newer cars have advanced safety features such as rear-view cameras and blind-spot monitoring. You can't put a price on increased safety and peace of mind.

Money for a rainy day. The Bankrate study found that the majority of Americans lack funds in their savings accounts to handle even minor emergencies, such as a \$500 home or car repair, or an emergency room visit. Twenty-eight percent of survey respondents said they would have to handle such calamities by borrowing from family members or using credit cards. Judging by these numbers, many Americans are one emergency or major illness away from financial devastation. Protecting yourself and your family by saving \$500 to \$1,000 a month can create a cushion in your savings account, as well as an invaluable sense of security.

SUPPLEMENT YOUR INCOME WITH A DIRECT SELLING BUSINESS

Of course, an extra \$6,000 to \$12,000 a year will not simply appear in your bank account. But a career in direct selling can supplement your current income and help you achieve a healthier financial situation.

The vast and diverse direct selling industry allows you to choose a product or a service that interests you, and then gives you a way to potentially generate enough extra income to improve your financial status and security. What would you do with some extra money each month?

DELICIOUS, and



NUTRITIOUS

BY BRITTANY GLENN



ZURVITA'S UNIQUE FUNCTIONAL FOOD BEVERAGE.

ZEAL FOR LIFE,

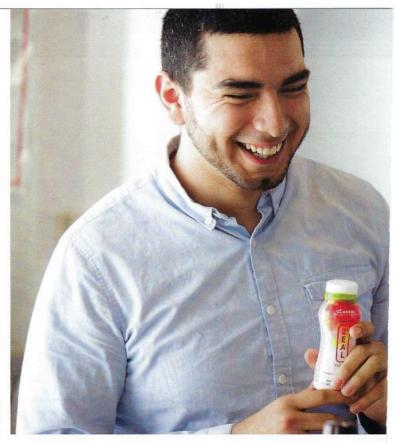
WILL BECOME YOUR FAMILY'S

FAVORITE BEVERAGE, ONE

THAT'S NOT

ONLY TASTY BUT

NOURISHING.



have all had that friend who is always eating ridiculously healthy. You know, the friend who drinks kale that's been pulverized in a blender for breakfast. While we admire them for their dedication to getting good nutrition, we don't think we could ever be them.

Finding the time to go grocery shopping for a bunch of produce each week can be difficult. Zeal for Life has changed all that, thanks to a company called Zurvita, who saw the market need for good nutrition and answered the call with Zeal.

"There is a big war going on today in health because of the competitiveness in the food market to grow things faster than ever before," says Zurvita Founder and CEO Mark Jarvis. "Food has always been our No. 1 source of nutrition. Unfortunately, the quality of food is not what it used to be, and that's the problem we're addressing with Zeal."

Zurvita Founder, Tracy Jarvis, agrees that nutrition is a critical issue Americans face today. "We're not getting the proper nutrition in the fruits and vegetables we eat with the soil being depleted," she says. "People aren't functioning at their best; they're overweight and have no energy. This is true for children as well as adults. I don't think there is any denying that, as a population, we need better nutrition."

SIMPLIFIED Answer

Getting good nutrition is much harder today, thanks to modern farming techniques. "No matter how hard you try, it is virtually impossible to get the nutrition you need simply through your food," Tracy says. "This is why we created Zeal as something that was simple, easy to use, has great value and could deliver results."

ZEAL IS A UNIQUE FORMULA THAT MAKES GETTING GOOD NUTRITION EASY AND AFFORDABLE.

And it's convenient, too. With Zeal, you don't always have to chop a bunch of vegetables and fruits or keep them stored in the refrigerator. Zeal is a unique formula that makes getting good nutrition easy and affordable. "Getting good nutrition is as easy as reaching for your favorite beverage," Mark says. "And we've really worked hard on making it taste good, on making it an enjoyable beverage to drink."

Along with the convenience and health benefits, it's also quite enjoyable. "The goal is to have people reach for their favorite beverage and not drink it because it tastes OK but literally drink it and enjoy it," Mark says. "We want to keep people drinking Zeal regularly and long enough that they feel better and experience the health benefits of consistent, long-term good nutrition."

Zurvita launches new flavors of its flagship product, Zeal, periodically. "The variety of flavors make Zeal something they would drink even if they weren't getting nutrition, because they love how it tastes and appreciate so many options," Mark says. "To be able to reach for a beverage that you enjoy, reap the health benefits and see results is amazing."



CHANGE ONE HABIT, TWICE A DAY

FOCUS - ENERGY - HEALTH NUTRITIONAL DRINK MIX NET WEIGHT 14 GRAMS (.5 0Z)

Let's say you reach for a soda twice a day. Why not replace the soda with Zeal instead? Zeal tastes good, and it's also nutritious so you're not ingesting empty calories. "We've had many people who were drinking multiple sodas a day," Mark says. "They've now been able to replace that habit with reaching for something they enjoy just as much, if not more, and they're helping their health instead of hurting it."

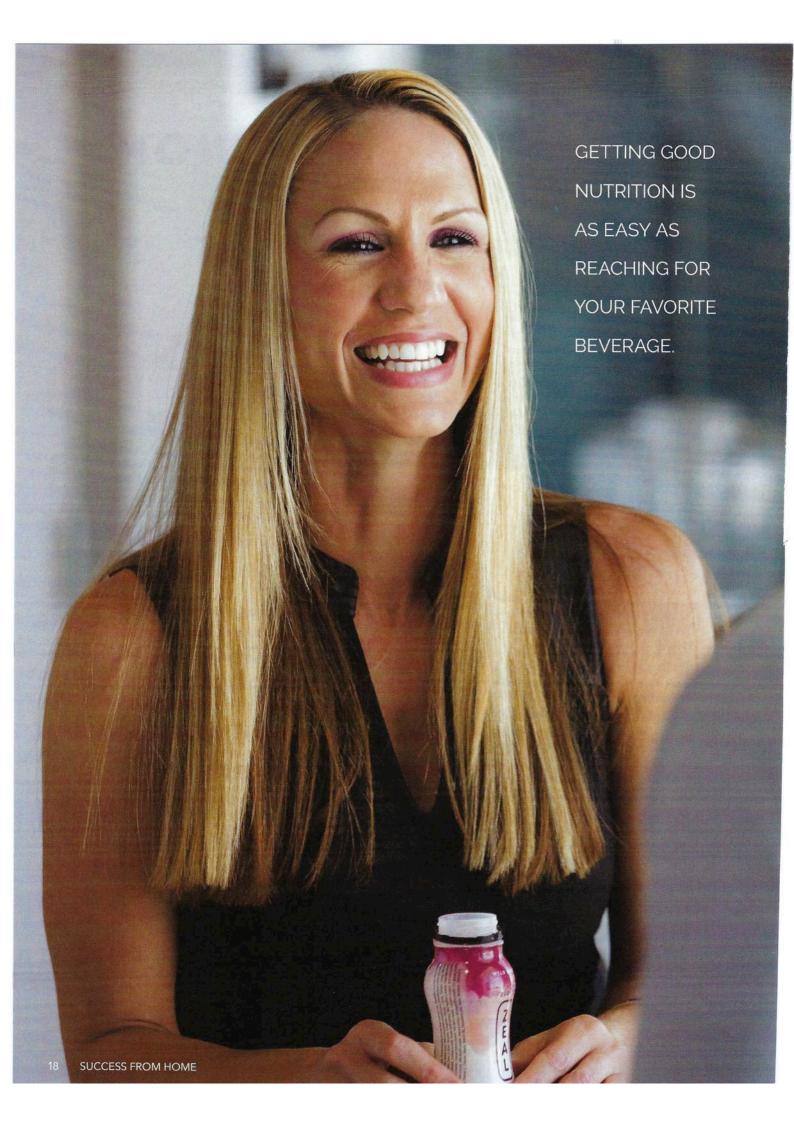
In fact, just changing one habit twice a day can lead to a breakthrough, notes Zurvita Co-CEO Jay Shafer. "Clinical trials show that reaching for your favorite beverage two times a day is ideal for optimal health," Jay says. "These were randomized, double-blind, placebo-controlled studies of healthy individuals. We conducted these studies to back up the science that we already knew to be true anecdotally."

The studies showed that subjects benefited significantly from the nutrition in Zeal if they drank two servings a day rather than just one, Jay says. "Eighty-five percent of them felt better with two servings a day," he adds. "The clinical trials show that Zeal will help improve your life and your mood. So it's

NO MATTER WHICH FLAVOR OF
ZEAL YOU CHOOSE, YOU CAN BE
CONFIDENT YOU WILL ENJOY
SOMETHING THAT IS NOT ONLY
DELICIOUS AND NUTRITIOUS
BUT ALSO EXCLUSIVE. IT'S
SOMETHING YOU CAN'T GET
ANYWHERE ELSE.

TRACY JARVIS

Zurvita Founder





Products have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease. A randomized, double-blind placebo controlled study of healthy individuals has now validated the benefits of Zeal Wellness when taken twice a day. Recent clinical trial results from independent third-party research firm KGK Synergize confirm that the positive benefits of drinking Zeal include improved mood, stronger vigor and vitality, and less anxiety and fatigue. Under the highest scientific standards, the study was conducted using the POMS (Profile Of Mood State) psychological profile on healthy and active people not trying to improve mood or enhance their current health. Yet, after just 28 days of drinking Zeal twice a day, 85% felt better.

pretty significant verification or validation of what we'd already been hearing from the field."

To ensure that Zeal will always remain timely and sought-after in a crowded marketplace, Zurvita has crafted a product strategy around launching new flavors every year that consumers will love. "The more flavors consumers can sample, the better the odds are in gaining them as customers," Mark says. "It keeps the product from becoming boring to people and provides variety."

No matter which flavor of Zeal you choose, you can be confident you will enjoy something that is not only delicious and nutritious but also exclusive. "It's something you can't get anywhere else," Tracy says. "It has a flavor that's special and that you just crave. When I wake up in the morning, the first thing I want is my Zeal. Zeal makes me happy."

WE HAD TO ARRANGE FOR TWO EMERGENCY PRODUCTION ORDERS FOR ONLINE SALES BECAUSE THE RECEPTION WAS SO MUCH GREATER THAN WE ANTICIPATED.

MARK JARVIS

Zurvita Founder and CEO



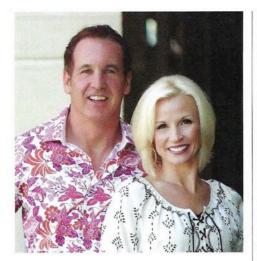
PROFILES

MAKING THEIR MARK

5 STORIES OF PEOPLE MAKING A DIFFERENCE.







GAME CHANGERS

BY KARI C. BARLOW

BRAD AND STASHA MURRAY WORK TOWARD GOALS AND REWARDS FOR FAMILY SUCCESS.

"I believe with every fiber in my body that we have a product no one else can compete with in the wellness industry!"

rad Murray's family was in the funeral business, but he had no interest in making it his career. He did, however, perfect his sales and marketing skills on those pre-paid burial plans. "I was highly motivated, and I got good at it," recalls Brad, who quickly realized he didn't want to conform to a traditional 9-to-5 job. "I've had my own schedule since I was 22. It wasn't that I never wanted a boss. I just didn't want a limited opportunity!"

MOVE THE NEEDLE

Years later, when his old friend Mark Jarvis founded Zurvita, Brad immediately recognized all the key ingredients of his dream opportunity and jumped in with no hesitation. "Mark and I go way back to 1987," he says. "I knew all of his beliefs and philosophies, and I knew he would build a brand that would outlive all of us." After educating himself about every aspect of Zurvita's products-and trying them for himself-he began to share them with a passion. "It's never been a matter of how much money I earned," he says, "I believe with every fiber in my body that we have a product no one else can compete with in the wellness industry!"

Much to Brad's relief, his unconventional path was just fine with his wife Stasha. "She didn't blink an eye," he says. "She probably had a deeper faith than I did." Today he's a Crown Ambassador, showing others how to reach the top of the company. "I love this business," he says. "It's my favorite thing to do. I think it's the challenge-whether I can move the needle to the next mark."

'MY ENTIRE FOCUS'

That drive to conquer the next challenge grew even more intense after Brad and Stasha started a family. "When I had my first kid, my entire focus became about building something for them," he says. "You just want to provide for them at the highest level possible." Thanks to Zurvita, he gets to work from his home in California and be a handson dad to 5-year-old Hudson and 3-year-old Starli Grace. "The biggest benefit is the

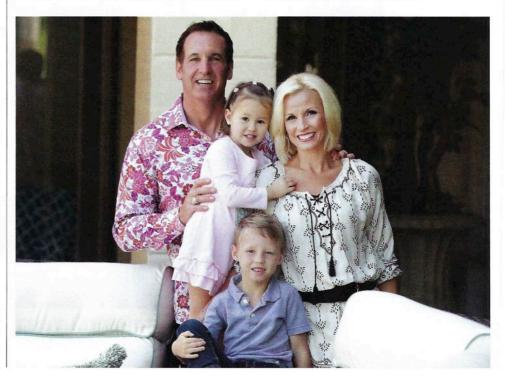
WHAT IS YOUR FAVORITE DAILY HABIT THAT HAS HELPED YOU **BECOME SUCCESSFUL?**

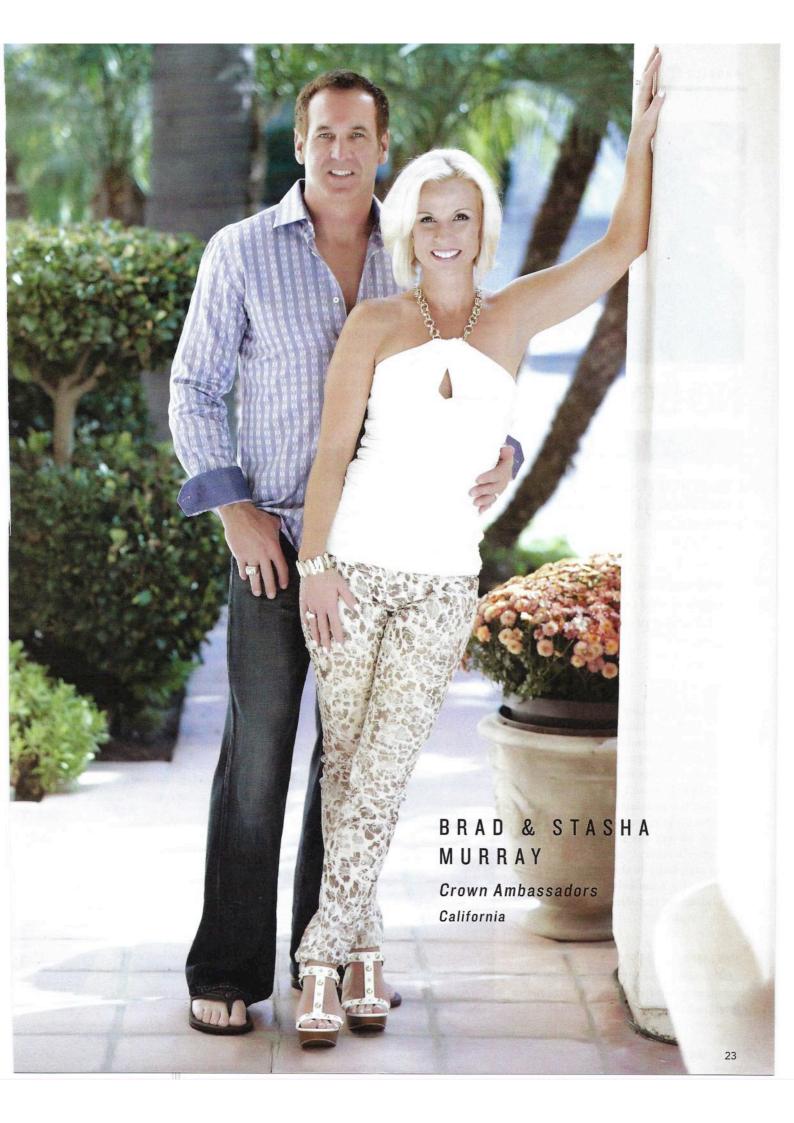
Time with the Lord. I finally realized that if all promotion, all increase comes from the Lord, then maybe that's who I should be talking to. That has really become a revelation to me.

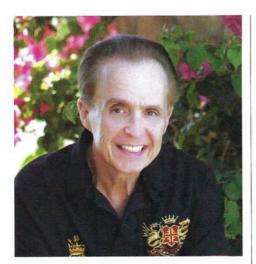
amount of time where I have influence over my kids," he says. "I'm not gone all the time, and I see them frequently. Whatever I'm learning through personal development, I'm imparting to my kids. That means goals, sacrifices and rewards. They see that, and they're very interested in how that goes."

A DIFFERENT BALLGAME

Along with Brad's success in Zurvita has come a responsibility to mentor other Consultants. "I want to be known as a servant leader," he says. "That's a different ballgame from most of the leadership in this industry. Here, the higher you go, the more you serve." The bottom line is understanding how vital others are to collective, shared success. "This is a team business-period," he says. "If anyone ever thinks they alone are largely responsible, they have lost their reality." ■







NO LIMITS

BY KARI C. BARLOW

COLTER BRINKLEY'S LEADERSHIP MAKES IT POSSIBLE FOR OTHERS TO SOAR.

"Mark and Tracy Jarvis designed a company and culture that was all about promoting people to success."

olter Brinkley's proudest moment in Zurvita came at the July 2016 convention in Dallas, where he was recognized as not only a Crown Ambassador but also the company's 2016 MVP. It wasn't so much the honor itself but the satisfaction of knowing he's fulfilling his purpose in life—to help people change. "Every day I am helping people feel better with Zeal," he says. "And thanks to the simplicity of the Zurvita business opportunity, I am helping thousands of people improve their financial situation and family happiness."

PROMOTING PEOPLE

Colter, who lives in California, joined the company about five years ago after being intrigued that Zeal's primary ingredient

was stabilized rice bran. "Most people don't know that stabilized rice bran is actually the most nutrient-dense whole food source on the planet," he says. "And stabilized rice bran was just one of a multitude of other amazing superfoods. Then to learn you could give people a sample and most would experience a difference within minutesthat was it!" The next thing that got his attention was Zurvita's compensation plan, which empowers people to make money immediately and push to the top. "Mark and Tracy Jarvis designed a company and culture that was all about promoting people to success," Colter says. "I can build my business knowing that there is no cap on how successful my team members and I can be "

LEADING BY EXAMPLE

Since day one, he has created a culture of camaraderie and collective support on his team. They're never left on their own, and Colter and other leaders work alongside them every step of the way. "I lead by example and prove it by helping others move up in rank," he says. "Don't tell your team what to do, do it with them. You must be doing everything you want your team to be doing!"

That hands-on education is one of his favorite aspects of growing his Zurvita business. "I love teaching people how to actually win in direct selling," he says. His approach requires a genuine concern

WHAT IS THE BEST WAY TO BUILD LASTING RELATIONSHIPS WITH YOUR TEAM?

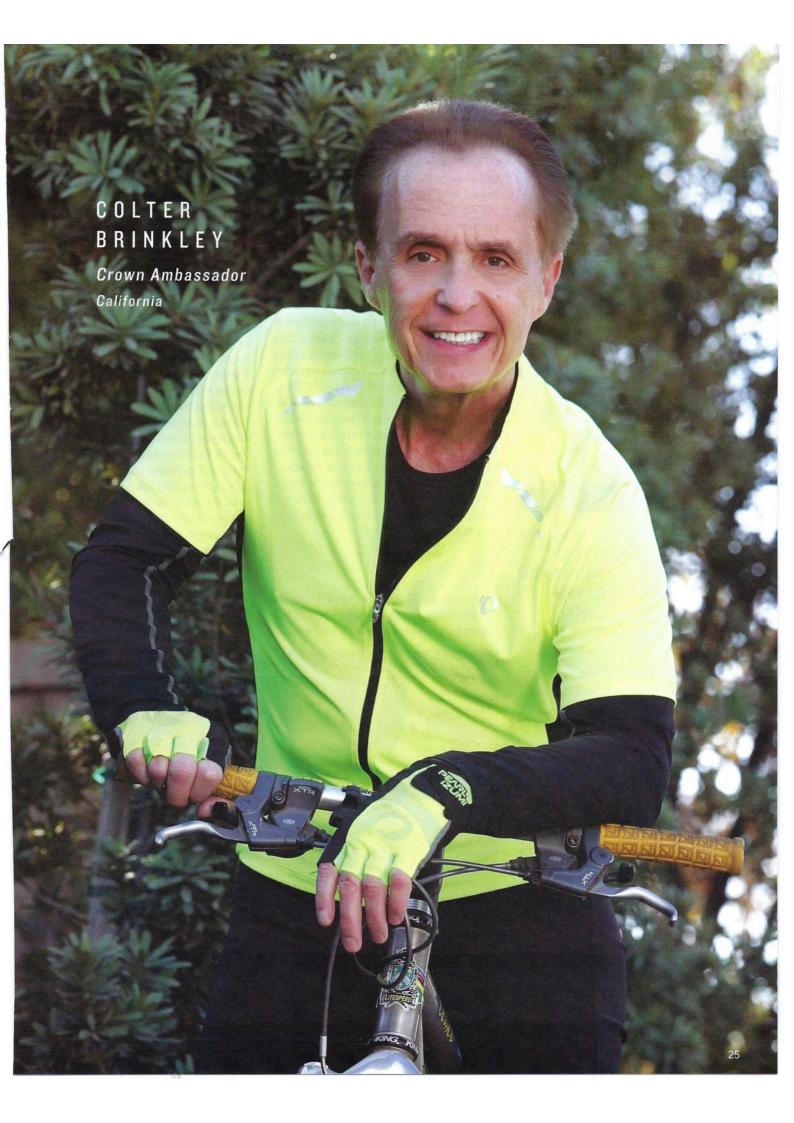
Get in the trenches and work with them. This is evidence that you care about them and their success. When you are really working with them, they are learning, becoming confident and experiencing consistent success. Get in the trenches and lead by example.

WHAT IS THE BEST ADVICE YOU CAN GIVE TO SOMEONE LOOKING TO ACQUIRE MORE CUSTOMERS?

Get your family and friends on the Zeal for Life product. Their results will capture the attention of everyone they know. This is not just another nutritional product. This is the most comprehensive wellness formula in the world. If most people have more than one health issue and most people feel a difference on one free Zeal sample, let the product do the selling!

for those around him and a willingness to reach out and ask what he can do to help them move forward. "I like to see the physical and lifestyle transformations that take place," he says. "Helping a family to have more time and earn a growing residual income makes for a happier household."









PIONEERING THE FIRST WAVE

BY WENDY RUDMAN

ELIAS CALLEJO, ZURVITA'S FIRST AMBASSADOR IN HAWAII, WAS SO IMPRESSED BY THE PRODUCTS THAT HE AGREED TO LEAD THE LAUNCH.

"I loved the vision of the company, loved the product and felt a responsibility to make a move in this industry, to give others their shot at success."

hen Elias Callejo first dabbled in direct selling, he was only 21 and didn't know what he was doing. He had the charisma and the drive, but lacked the marketing background. He also hadn't found the right company. A few years later, he and his wife, Guinevere, opened a restaurant in their home state of Hawaii and spent the next three years working from 4 in the morning until 9 at night. "I'd much rather work 100 hours for myself than 40 hours for someone else," he says of his mindset.

BIG TRACK RECORD

Five years after his first attempts, he tackled multilevel marketing again, and this time he was successful, so successful, in fact, that he was approached by a friend in Zurvita who recognized that Elias could pioneer the product in Hawaii. "They knew that I was heavily involved in direct selling, that I had a big track record," he says. "They sent me a big box of Zeal. I tried it and have been taking it every day since." But he was not ready to invest in the business. "I didn't tell anybody about it for a while, actually," he says. "I just didn't have room on my plate for Zurvita at the time." At their request, he shared it with his parents and few close friends. Each month, he'd go through hundreds of singleserving bottles. "I wasn't there mentally," he says of expanding it into a business. Early in 2016, he changed his mind. "We had a couple of things off of our plates," he says. "I said, 'Let's go turn up the heat a little bit.' I knew how to launch. I knew if I were to put myself and my brand behind this, it would go very well."

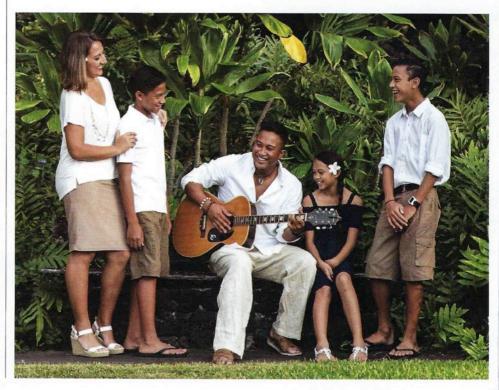
PIONEERING THE PUSH INTO HAWAII

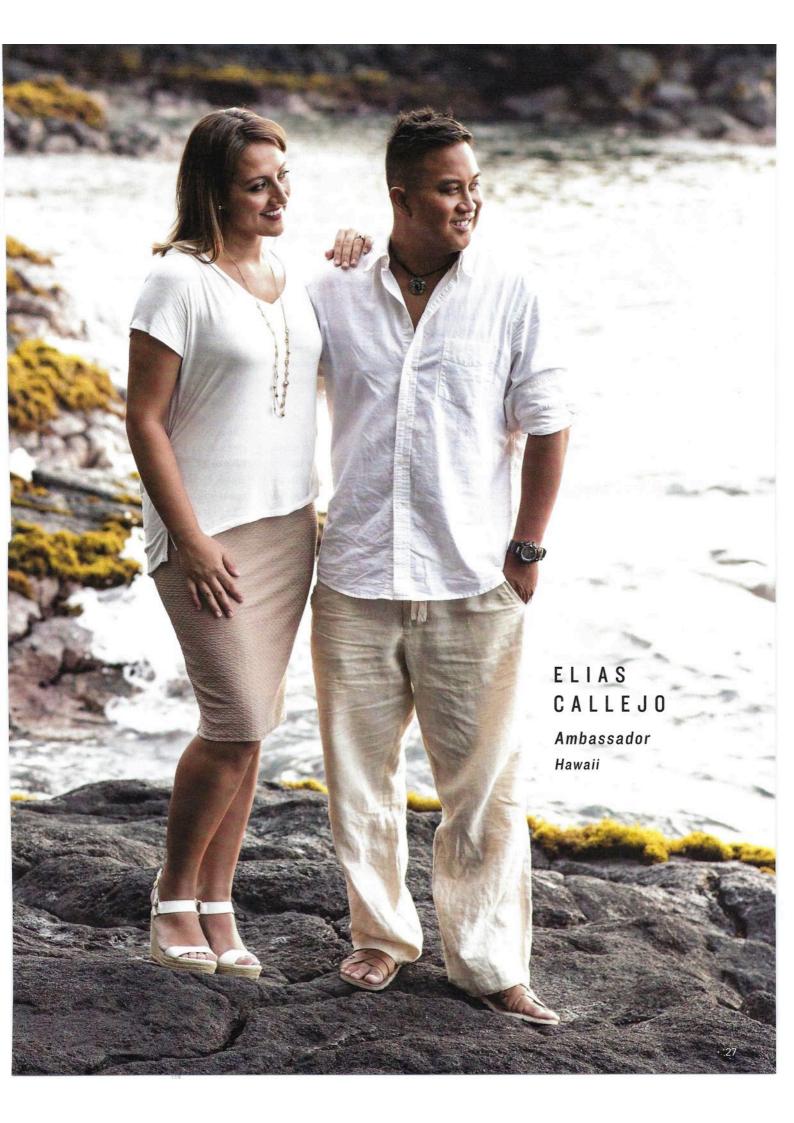
He applied the same work ethic to Zurvita that he'd used to succeed in the restaurant business and quickly reached

WHAT IS THE BEST ADVICE YOU CAN GIVE A CONSULTANT LOOKING TO ACHIEVE THE NEXT LEVEL?

Get comfortable with being uncomfortable. Get used to doing things you aren't great at but will eventually pay you back in large amounts with consistency.

Ambassador, the first to achieve that status in Hawaii. It was the first time he'd agreed to be on the "first wave" of a company heading into a new market. Experience had taught him that it was easier to let others go first and work out the kinks that are inevitable with a big launch. A mentor had even told him not to pioneer anything. "I kind of came to Zurvita kicking and screaming," he says. "I loved the vision of the company, loved the product and felt a responsibility to make a move in this industry, to give others their shot at success." He was right about the front-runners being the problem solvers. "We're still working through issues and we continue to push forward," he says. "Welcome to business. That's just what it is. You've got to have a bigger vision and a bigger mission than just yourself." ■







THE RIGHT EVERYTHING

BY NICOLE BYWATER

BECAUSE OF HIS
PASSION FOR FITNESS
AND WELLNESS, ERIC
TABERNERO HAS TRIED A
LOT OF HEALTH PRODUCTS.
BUT HE'S NEVER SEEN
ANYTHING LIKE ZURVITA.

"This is the right product, right company, right compensation plan and right leadership team."

ric Tabernero has been in the industries of health and wellness and direct selling for over 20 years, but has never seen an opportunity like Zurvita.

"This is the right product, right company, right compensation plan and right leadership team—all in one complete package," he says. "That's something I've never been able to find."

SOMETHING DIFFERENT

In all of his other ventures, Eric says, he was able to earn money, but that's where it stopped. With Zurvita, it's different.

"Now, it's not just myself having success. It's my mom, my mother-in-law, my uncle, my friends and my network of people—they're all making a difference in their communities and getting healthy and wealthy together, thanks to Zurvita."

Eric first became interested in the company when he learned about the 39 whole superfoods and nutrients contained in Zeal for Life.

He has always had a passion for health and nutrition and is the owner of a martial arts training center/wellness clinic. "Those 39 superfoods really got my attention because that's everything that our bodies need to perform at their best," he says. "This product is unique in that you feel an immediate benefit. All you have to do is try it."

PURSUING PASSIONS

Having been in Zurvita for nearly three years, Eric is proud to be creating a legacy for his family—as well as other families—that will last for generations. He and his wife have four children, ages 18, 13, 9 and 7. He coaches basketball for their three younger kids and also operates an anti-bullying nonprofit organization that provides kids' programs and women's self-defense classes.

"Needless to say, we're pretty busy," Eric says. "Zeal really helps with our energy, our focus and the ability to live an active lifestyle. And this business model really is the best at giving financial and time

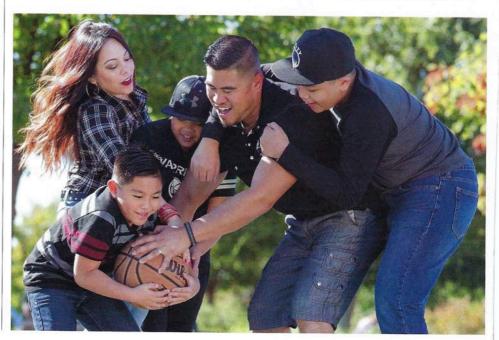
WHAT IS YOUR FAVORITE DAILY HABIT THAT HAS HELPED YOU BECOME SUCCESSFUL?

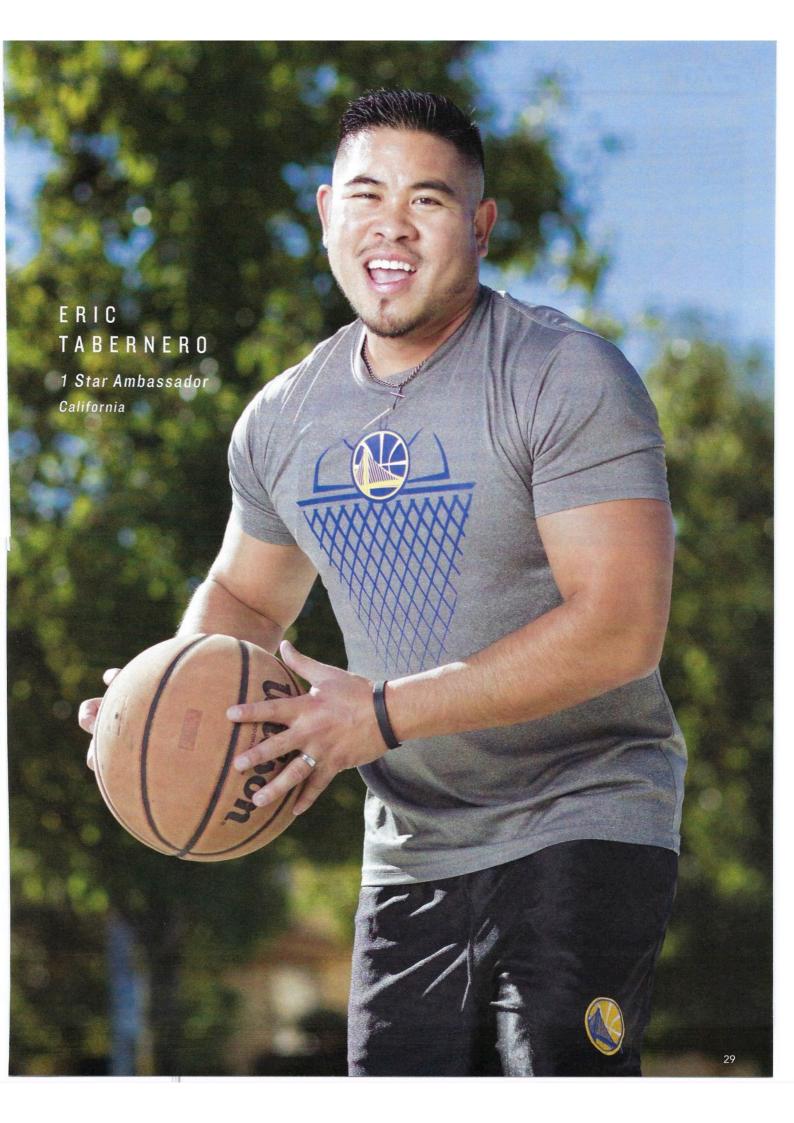
I start every day with prayer, giving Glory to God and reading the Bible. I take our Wellness formula, play some basketball, and then hit the weights. Then, I'm ready to start my day.

freedom to both individuals and families, at whatever level they choose. This is what allows me to pursue my passions."

In building his team, Eric recommends that people build connections with their success coach or upline. "This business is a personal development program with a compensation plan attached," he advises. "Tap into your success line so you don't get off track. Be coachable. Be open to suggestions and willing to learn. Realize that for things to change, you must change."

Eric has also found three-way calls to be particularly effective in connecting prospects to leaders in the company. "Sometimes the easiest thing for someone to do is not to get a meeting or a one-onone, it's just finding five or ten minutes to chat on a three-way call," he explains. "We tell people 'Your relationship brings the prospect, but your leader will bring the credibility.' Plus, two people with the same message are more powerful than one."









THE START **OF A HEALTH** REVOLUTION

BY NICOLE BYWATER

ALL THEY HAVE TO DO IS TRY THE PRODUCTS, SAYS MARY PEARSON, AND PEOPLE JOIN HER IN ZURVITA.

"This was the best financial decision I've ever made!"

urvita proved to have a life-changing product that helped her and two of the most important people in Mary Pearson's life: her boyfriend, Robert Strahan, and her direct selling business partner, Chet Finley.

When God brought Zeal into their lives. Robert and Chet began drinking it and experienced health improvements. "Within two days, Chet had his first good night's sleep in over two years," Mary recalls. "After three weeks, he felt better than he had in years and began to have hope again for his future."

Although Mary and Chet were sixfigure earners in another company in the industry, they developed a desire to become Consultants after learning more about Zurvita.

Mary has heard countless stories from people who have been helped by Zurvita. "Although my Robert has passed away he is my strongest inspiration," she says. "Once people start, it's like watching changes occur every day."

SEARCH IS OVER

While Mary and Chet knew right away that Zurvita had an amazing product, it's the other parts of the business that make it stand out. "It's also the ownership, the compensation plan, and the support available that make this the company we've been looking for our entire careers," Mary says.

In her first 30 days as a Consultant, Mary replaced the income it took her two years to build in her other company. "This was the best financial decision I've ever made!" she says. In 18 months, she rose to Ambassador. The following month, they helped someone on their team do the same, making her a 1 Star Ambassador.

Mary also has the prestigious honor of reaching the 100 Million Dollar Club seven months in a row. She builds her business by celebrating her team's accomplishments, WHAT INSPIRES YOU THE MOST ABOUT THE ZURVITA CULTURE?

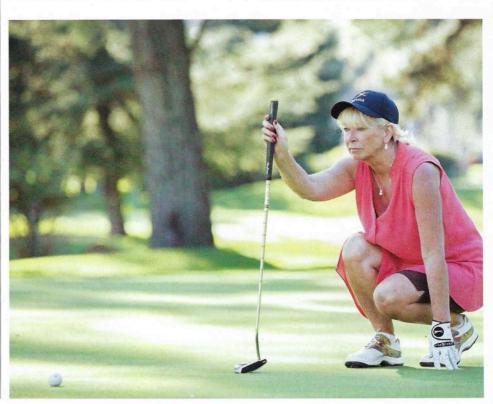
As I researched the company, what sealed the deal for me was the Founding Principles. Each one of them really resonates with me and shows me that I can build a long-term business with a company that cares that much about me and my team!

WHAT IS THE BEST ADVICE YOU CAN GIVE A CONSULTANT LOOKING TO ACHIEVE THE NEXT LEVEL?

Simply reach down into their team and see who really wants to make it happen and change their life. Find those who have that burning desire and run with them-that is the key to advancing your position. And by helping those in your downline go up, you go up too.

hosting month-end closeout parties, and encouraging them to step out of their comfort zone.

"We teach people to be 10 times bolder not all day-but just in that moment," she explains. "If there's someone in line in front of you, God put them right there.





DON'T CHANGE YOUR LIFE

TRANSFORM IT

TRANSFORMATION IS
CHANGE OF THE
PERMANENT SORT,
AND IT TOUCHES
MULTIPLE AREAS OF
YOUR LIFE AT ONCE.

BY BRITTANY GLENN

uick fixes and fad diets are popular but the chances of a person staying on a program that promises to quickly shed pounds, usually in an unhealthy amount of time, is slim to none. In order for someone to achieve their health goals, they would need a complete lifestyle transformation.

Zurvita Coach, Peter Nielsen, has helped thousands do just that.

There's a difference between changing your life and transforming it. When you change a TV channel, you can also change it back. But when you transform, you don't go back—you can only go forward. Transformation is change of the permanent sort and it touches multiple areas of your life at once.

This is the kind of transformation that happened to Peter, who endured a mentally and physically abusive childhood. At 15, he was diagnosed with incurable Crohn's disease. The challenge of having Crohn's motivated him to make his own transformation to physical and spiritual health. He became a fitness expert and champion bodybuilder, and has won many accolades, including Trainer of the Year by Self magazine.

"I was on a pity party at a very early age," Peter says.
"But I ended up seeing that happiness is a decision,
not by chance but by choice. That's where my spiritual
journey started. I knew there was a calling in my life to
help people."

Today, Peter helps people transform their lives through Zurvita's challenge incentives. As Zurvita Coach, Peter provides fitness and nutrition tips as well as motivation and inspiration to Zurvita customers and Consultants.

"Being called to help Zurvita with their weight management and transformation programs has been amazing," Peter says. "Thousands of people have changed their lives by believing in themselves again and getting their hope back. How we think is how we live our lives. And once you believe something, what ends up happening is you embody that."

THROUGH ZURVITA'S

MOST RECENT

CHALLENGE
INCENTIVES—APTLY
NAMED TRANSFORM

YOUR LIFE—
PARTICIPANTS ARE
TRANSFORMING THEIR
LIVES, MIND, BODY

AND SPIRIT.







"THOUSANDS
OF PEOPLE
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BELIEVING IN
THEMSELVES
AGAIN."

Peter Nielsen Zurvita Coach

TRANSFORMATION TRACTION

Through Zurvita's most recent Challenge incentive—aptly named Transform Your Life—participants are transforming their lives, mind, body and spirit. "Whether it's enriching their marriage, building a business or just being a better version of themselves, it's happening," Peter says. "By truly transforming their lives, challengers go through this metamorphosis within a short period of time. At Zurvita, we get such a joy at seeing people transform their reality from being beaten up by life to believing in life again."

Transformation is a state of mind, Peter explains. "You can reach a point when you're down on yourself and feel broken on the inside. But you can really get to that core and have breakthroughs in personal growth. Your body wants to nurture itself."

Zurvita holds challenge incentives with Peter as leader: Body Transformation, held in 2013; Transformation Vacation, held in spring 2016; and Transform Your Life, also in 2016.

"More and more people participate in the challenges," Peter says. "The challenges keep growing, and it keeps people plugged into our products," he adds. "Through the years, every challenge has grown and it's just picked up traction. More and more people are seeing the power of transformation through these incentives. They are creating a community within social media where they can motivate

each other and be each other's cheerleaders. We've had the most applicants we've ever had in this last challenge because of this."

TAKE THE CHALLENGE

The Zurvita Weight Management Program contains all of the Zurvita products, including Zeal, Zurvita Protein, Zurvita Burn and Zurvita Cleanse, along with an exercise DVD, journal and meal plan designed by Peter.

Many of the challengers use the Weight Management Program as a guide to jumpstart their new lifestyle.

"We give you everything you need to succeed and lower the chances that you fail because of how we've packaged everything together," Peter says. "We want to give people the tools to really understand nutrition, because 60-70 percent of how you look and feel has to do with what you eat. You have nothing to lose and everything to gain."

From the Transform Your Life challengers, winners were chosen to receive an all-expensespaid trip to Houston, where Zurvita is headquartered. Winners received airfare and lodging at the luxurious Hotel Sorella, a makeover and personal training session, dinner with Mark and Tracy Jarvis, a tour of the Zurvita corporate office, and more.

Peter notes that the most significant prize, which he hopes that not just grand-prize winners, but all challengers receive, is optimal health.

"You could have all the money in the world, go to the greatest school and have the nicest house," Peter says. "But there are two things you can never buy back. You can't buy back today, which is your time, and you can't buy back your health. We at Zurvita want to embody hope and a purpose."

CHALLENGE WINNERS CIRCLE

PATRICK QUIROZ

LORI BAKER

"The Transformation Vacation has completely changed my body, mind and spirit. Peter's words at our National Convention, 'It starts and ends with you,' resonated in my heart. He gave me hope. I embraced this journey with open arms, and wanted to be a product of the product with Zurvita. So I chose one habit, only one, and began journaling my intake, since it was 60-70 percent of how I looked. This began a rippling effect

throughout other areas of my life, and took me in a fitness direction I never perceived was possible at my age. Today, I realize this journey is about changing one day at a time, a lifestyle change, and to not give up. The beginning is always the hardest, and it takes discipline to achieve success. Life rewards those who work hard at it. I got my health back, and I now believe."

THE TOP THREE **GRAND-PRI7F** WINNERS OF THE **TRANSFORMATION** VACATION CHALLENGE, HELD IN SPRING 2016, REVEAL HOW THEY WERE TRANSFORMED.

"I transformed myself by committing to Zurvita's Challenge. In addition to Zeal products, the Weight Management Program serves as a life-saving guide. It helps me to plan out my eating, daily water consumption and a workout routine-all the things I've struggled with my entire life. When I first found out about Zeal,

my health was out of control and I weighed 394 pounds. I committed to a proper diet, exercise and took Zeal daily, and before I knew it, I was the biggest loser of all, as I have lost 130 pounds. I have the energy

to keep up with my kids' high energy levels and other daily activities. That's why I believe in this program, not just for me but for anyone who has the will and drive to make a positive change."







BROOKS MARTIN CUMBIE

"My transformation started with a mind shift. I was in need of a whole transformation—physically, mentally and spiritually. This challenge allowed me to see that by applying the total package of diet, Zurvita products, exercise and lots of prayer, I have transformed from 'train wreck to testimony.' Now others can see that with hard work and perseverance, you can achieve your goals, no matter what age or circumstances. Through my journey I have learned to push myself and my body further than I ever have. I am stronger now-mentally, physically and spiritually-than I ever have been. My mindset today is that I strive to be better today than I was yesterday."







HELPING YOU'S LIFE'S BATTLES

ZURVITA'S PRODUCTS
OFFER SCIENTIFICALLY
PROVEN RESULTS TO
FIGHT DAY-TO-DAY
PRESSURES AND STRESS.

RV SARAH DAIII K

very day can feel like a battle zone for so many. Work projects, deadlines and quotas add pressure, hectic schedules keep the family dinner table empty most nights, and the mailbox presents new bills each week. These hurdles create a pace that can leave people feeling out of breath and like they're falling behind. Many people actually are indeed lagging—on their health, their financial potential and time with family that can never be regained.

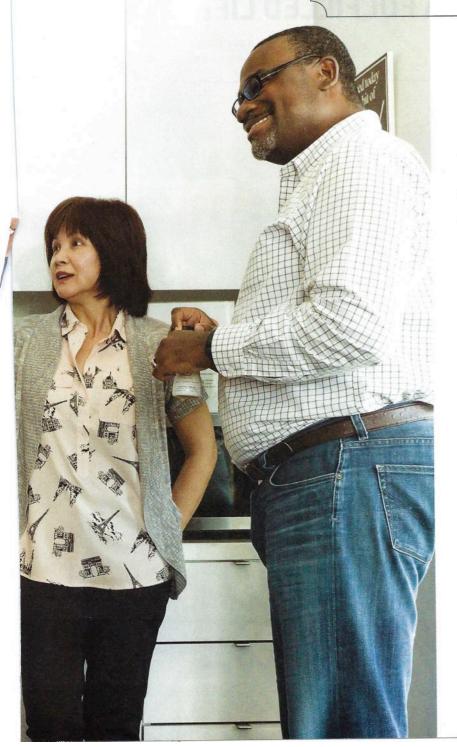
Now, more than ever, people are bombarded with an abundance of information received from different forms of the media that offer quick and unrealistic options. These may include taking a pill, joining a program or latching on to the latest trend. These suggestions often over-promise and underdeliver while providing lackluster results that are costly and difficult to understand. That's what Zurvita Founder and CEO Mark Jarvis discovered when he began his journey to better health. "I used to look for healthy ways to supplement and improve my personal nutrition, but the problem was I didn't know what to buy," he says. "It was complicated regimens and very expensive."

It's an experience he relied on as a resource while building Zurvita. "The vision for our flagship product, Zeal, was to make nutrition simple," he says. "We made it simple from an ingredient and delivery standpoint, and then we focused on different flavors that would make it your favorite beverage."



"WE'VE ALWAYS BEEN FOCUSED ON OUR PURPOSE AND THERE IS NO CRISIS THAT IS GREATER THAN OUR PURPOSE."

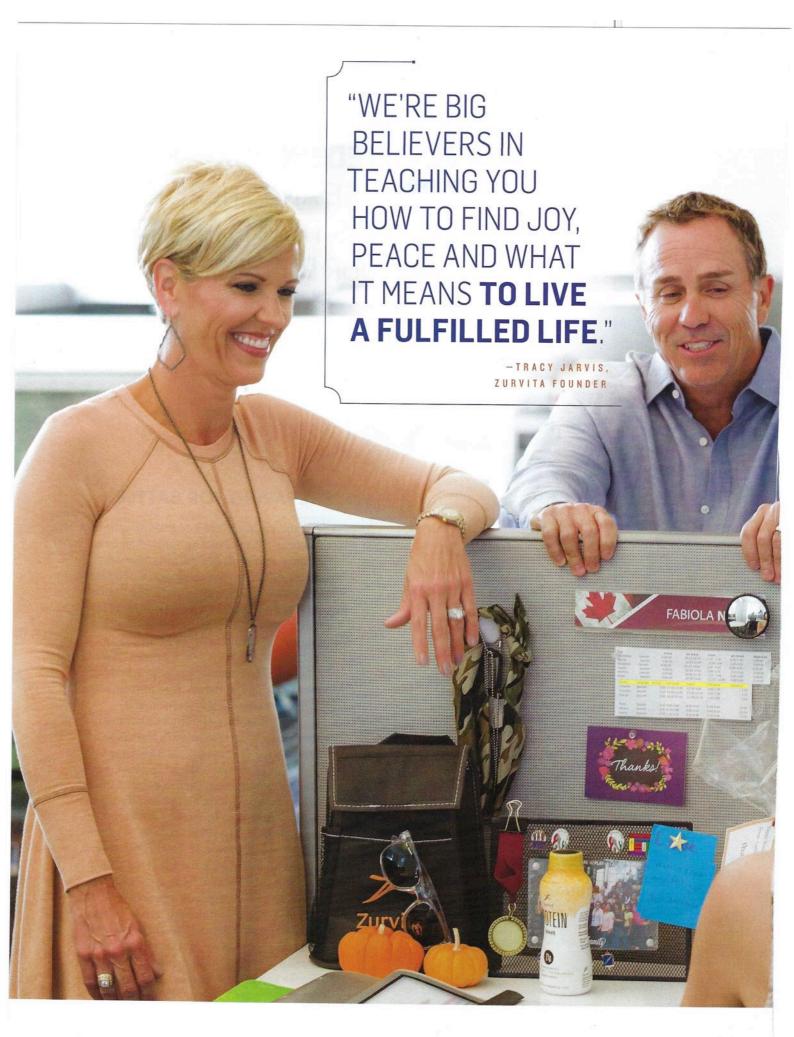
-- MARK JARVIS, ZURVITA FOUNDER AND CEO



PREPARING FOR BATTLE

All the money, time and good health in the world can't protect an individual from potential hardship. It's a reality that Mark and Tracy Jarvis spend a large portion of their face time with employees and Consultants explaining. "We have people who, after exuding dedication, built a solid residual, but that doesn't necessarily make you happy," says Zurvita Founder Tracy Jarvis. "We're big believers in teaching you how to find joy, peace and what it means to live a fulfilled life. It is truly a family helping each other."

Part of that fulfillment is dependent upon learning how to thrive in the midst of adversity. Battles that people face, whether they consist of marital strife, too many commitments or unexpected health setbacks, can be minimized or multiplied based on how a person prepares beforehand. "If you're prepared, you respond," Mark says. "If you're not prepared, you react. No leaders have been defined just by riding out the good times. All leaders are defined by how they handle situations and communicate in the midst of adversity. For Tracy and me, it has always been easy to not overreact because we believe that God put in our heart that this company is our calling. We've always been focused on our purpose and there is no crisis that is greater than our purpose. That keeps us grounded."





ON THE BATTLEFIELD

Armed with Zeal, Zurvita's signature product, the company's Consultants share the simple nutrition delivery system with friends, colleagues, neighbors and acquaintances as they spread the news about Zurvita. In the process, they gain customers, many of whom decide to become Consultants themselves at some point. Team building is a high priority for Zurvita, but unlike many of their competitors, it's not the main strategy. Instead, the leadership encourages Consultants to invest their energy into finding new customers and puts their money where their mouth is, offering cash bonuses through incentives like the Customer All-Star Program.

"That's what it's really all about—the end customer," says Zurvita Co-CEO Jay Shafer. "You find that regulators tend to focus on companies who are just business builders, who load all this product on you and expect you to recruit. In those cases, the customer isn't talked about a lot. We love recruiting, but we focus on customers because it's where we're comfortable and because, frankly, customers make a great company. The more customers we have, the better off our Consultants are."

Focusing heavily on customer acquisition is key to unleashing the company's ongoing increased and steady growth. "In 2015, we finished at around \$80 million," Mark says. Between the past two years, we added an average of around 7,800 – 8,000 Preferred Customers each month. Just recently we looked up and over 52 percent of our business was customer volume rather than Consultant volume."





- JAY SHAFER, ZURVITA CO-CEO

THE WAR ON TIME

DROPS WHEN YOU TAKE

ZEAL TWICE A DAY."

Time: It's something that can easily be wasted, especially when people have to focus on staying afloat amid looming bills and tugs for attention from every direction. When people don't have the freedom to use their time as they choose, it amplifies all their other frustrations and struggles. That's why establishing Zurvita and putting others first has become a personal mission for its leaders.

"We believe in family, in our relationship with God and in not

selling out to money," Jay says. "While many are trying to make a living—the risk of starting a businessis not an option. Yet, many of our present leaders started with a part-time approach and grew it to their full-time source of income. They can have more time with family. We have many moms who work Zurvita part-time, and the comment we hear most often is, 'I get to spend time with my kids.'"

For people stuck in the 9-to-5 rut, even vacation days can be difficult to enjoy after becoming accustomed to living at a

breakneck pace. Consultants and customers describe how drinking Zeal improves their ability to enjoy simple moments with their families, rather than multitask nonstop. But it was an independent clinical study that proved scientifically what loyal Zeal users had been feeling for years.

"We heard stories like 'I feel more alive, I feel like I can do more, I'm not as discouraged,' from the field but we needed the science to back up what we were hearing," Jay says. "Healthy participants were placed in a double-blind placebo study, the gold standard in clinical studies, conducted by a world renowned third-party clinical trial company, KGK Synergize. It was found that taking two Zeals each day, a person could significantly improve their mood factors. Almost 85 percent of the people involved were positively affected by participation in the study."

INTERVIEW

While financial independence wasn't a factor in the study, the leaders have seen how that—coupled with Zeal—can dramatically alter the way families interact with each other. "It's one of the things we noticed in the clinical trials; people were more content and less fatigued when taking the product. If you're already fatigued when you face your day-to-day challenges, it just seems to multiply them. This study proved that your fatigue level significantly drops when you take Zeal twice a day," Jay says.

WINNING YOUR WAR

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Optimism is something that many people seem to be losing, and something Zurvita's Founders believe their product and opportunity provides. So many of their new Consultants, the leaders say, had stopped believing that they could feel better and that their families could have more time together and life could be enjoyable, before they discovered Zurvita. Watching the transformation of customers and Consultants brings great joy to Mark, Tracy and Jay, who created a company culture that more closely resembles a family than a corporation.

"We have a big vision for loving on people and giving them the hope that they can find great health and wealth in this company, but it's so much more than that," Tracy says. "It's a ministry for us to love on people and help them get past struggles."

Finding equilibrium between career and family is no easy task, but Zurvita's leaders believe that, with their opportunity, and with great-tasting Zeal to back it up, balance is a battle that can be won.

"It's hard to be good when you don't feel good," Mark says. "I really believe that with this product people literally feel a difference, most within a couple of days, some within 15 minutes of drinking Zeal. You can't win your war if you don't feel like fighting."



SUCCESS
FROM HOME
SAT DOWN
WITH ZURVITA
FOUNDERS
MARK AND
TRACY JARVIS.

What type of growth has Zurvita experienced in recent years?

It has not been explosive growth, but a very steady growth. We try to explain to our leaders that we're not impatient. It's not our goal to go from \$100 million to \$500 million overnight. I believe that the organic type of growth that we have provides the best opportunity for our leaders to grow at the same pace as our company. It's really not hyper growth, and we prefer it that way. The goal of the company is to stay focused on the purpose, not on the number.

Where do you see opportunities for Zurvita to grow in the future?

We see tremendous growth as indicated in the positive results of our clinical trials and the ongoing expansion in the U.S. We plan to expand to Mexico and the Philippines because of our strong Latino and Filipino market, but I expect our biggest growth in the next 12 to 24 months will continue to be in the U.S.

How will you encourage continued growth?

We'll introduce new flavors and look for other innovative ways to expand.

LOYALTY

PAYS

Consultants who joined Zurvita in its early years struggled through growing pains, but are now enjoying the rewards of their faith and persistence.

BY NICOLE BYWATER

A TREE GROWS BEST WHEN ITS ROOTS ARE PLANTED DEEP.

That's the thinking behind Zurvita, and the (more than a) handful of people who signed on as some of the first Consultants back when the company launched in 2008 and are still with the company today.

FINDING A HOME

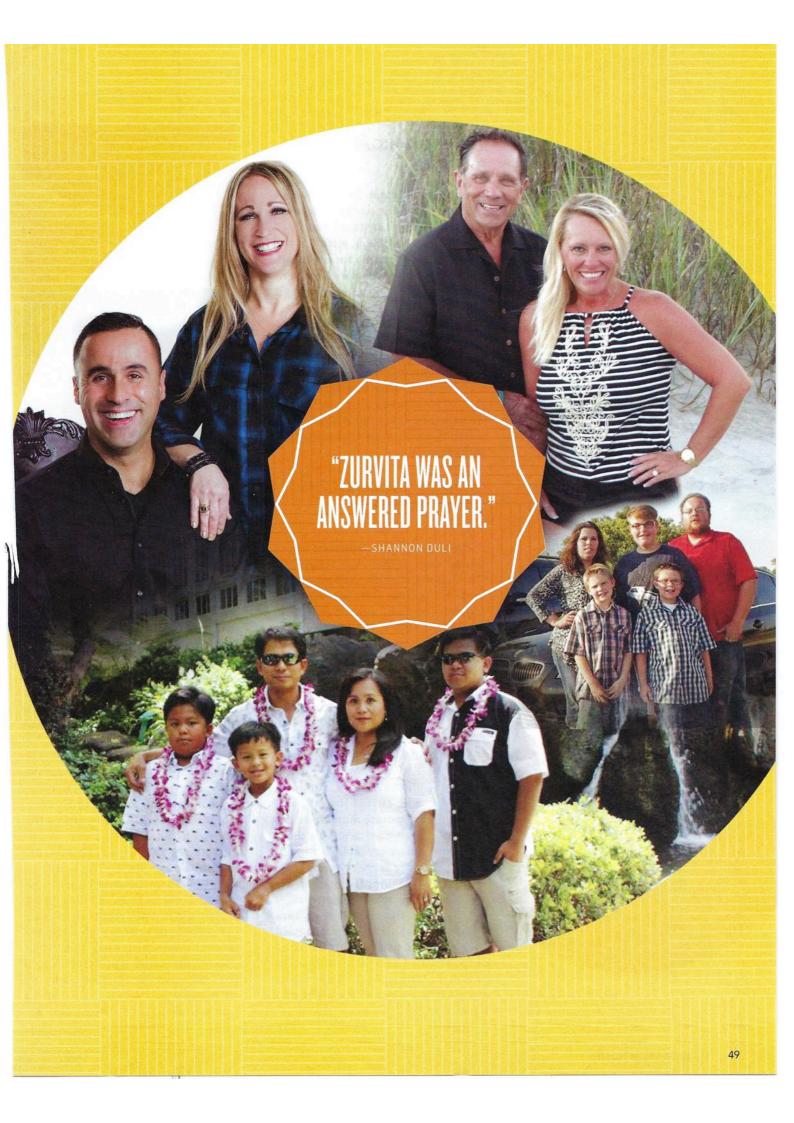
Many of these individuals and couples were looking for a home—a company they could grow and prosper with. Some had known the founders, Mark and Tracy Jarvis, for decades, while others were new acquaintances. What they have in common is that they all realized that Mark and Tracy were building a company that was here to stay. More importantly, this was a company that aligned with their personal values.

Chris and Sarah Smith were first attracted to Zurvita because

they wanted to be entrepreneurs, working "more than just a job" for the rest of their lives. "Being in business for ourselves symbolized all we wanted from a career—things like financial security and time freedom," Chris says. "Our children and the ability to spend time with them was our greatest motivation."

Mark and Tracy's vision for helping "normal people" succeed was a big factor, they say. "It's spelled out in the Founding Principles of the company," Chris adds. "It was our belief in Zurvita's commitment to those three principles that helped us decide to get started."

Danilo and Lanie Embernate say they are grateful for the encouragement they received from Mark and Tracy, which was especially needed in the early days. "It seemed like nobody believed in us when we started sharing this opportunity," Danilo says. "We had many rejections from close friends and co-workers. We felt discouraged, but we believed in Mark and Tracy and that this opportunity would help us achieve our dreams in life."



SEEKING A HIGHER PURPOSE

Andi and Shannon Duli worked as a pizza delivery driver and a school-teacher before Zurvita. They lived paycheck to paycheck, with a lot of debt, and were looking for a way out. "Zurvita was an answered prayer," Shannon says. "It was a perfect fit for us."

"We wanted to be part of a company with a higher purpose!" recalls Kirby Wright, who also served as Zurvita's VP of Marketing until 2014, and saw many of the internal corporate struggles. "The startup years were very stressful and tiring, but it has all been worth it and we are very grateful," Kirby says.

GETTING THROUGH THE GROWING PAINS

There were other challenges too, of course, especially in the beginning. "We had the normal challenges that come along with building any business from scratch," says Brad Murray, explaining that it took faith for he and wife Stasha to get started with

Zurvita. "But God is good and His plans are greater than our own."

Chris Gee remembers the challenge of working without business tools. "We were creating the way, day by day, mistake by mistake," he says. "We've always had amazing support, but in the beginning corporate didn't have the resources to give us those necessary tools to win. I'll never forget the horrible slide show presentations we used to create on our own."

"For the first three years before Zeal, we really struggled because we were trying to 'find' ourselves as a company," says Alan Masters. "Once Zeal came along everything changed. People really began to win!"



EXCITED FOR THE FUTURE

Patty Carson operates her business with the motto: The only way you lose is if you quit. "I'm excited that we have overcome challenges and have the systems in place so that we can be aligned to be the next legacy company in this industry!" she says. "I am blessed to be able to share the Zurvita and Zeal for Life story and change people's lives all across the world."

While some of those early Consultants still wonder how the company made it through their growing pains, one thing is clear. They're all looking forward to the future with Zurvita.

"Being on Zeal, we are happier and healthier than we have ever been," says Frank Jarvis about himself and wife Lori. "We are excited about being able to help so many other families feel better and find financial increase. We know that making the decision to be a part of Zurvita set us up for a future of both time and financial freedom, and we're excited to have the opportunity to share that blessing with others."



-ALAN MASTERS



PROFILES

MAKING THEIR MARK

5 PERSONAL GROWTH STORIES OF ZURVITA LEADERSHIP.









THE PERFECT **BALANCE**

BY KARI C. BARLOW

ZURVITA GIVES ALAN AND LEANNE MASTERS THE TIME FREEDOM TO ENJOY LIFE AND HELP OTHERS SUCCEED.

"What's really fantastic is we have the ability to significantly increase our income anytime we want to."

ongtime entrepreneurs Alan and Leanne Masters thrived on charting their own path. But for all their success, they longed for time to slow down so they could enjoy their lives. When their old friends Mark and Tracy Jarvis introduced them to Zurvita in 2008, they had a feeling it was the game-changer they were seeking. "We knew their hearts, and we knew their character," Alan says. That trust paid off, and Alan and Leanne soon witnessed the transformative power of residual income. "What's really fantastic is we have the ability to significantly increase our income anytime we want to," Alan says. "In a traditional business, that potential is quite limited."

A REAL LUXURY

As their Zurvita team has grown over the years, so has their time freedom. "Getting up when you want to get up, going where you want to go-there's a real luxury in that," Leanne says. "That's what has really meant a lot to us." Over time, they have come to appreciate that flexibility far more than material luxuries. "In fact, Alan fulfilled a longtime dream of hiking a portion of the Pacific Coast Trail. He took three and a half months off, logging 1,100 miles from Mexico to their home in Lake Tahoe, California.

Zurvita afforded Leanne to take her mother on an 18-day trip to Europe last year. "To have the freedom to do that was a huge thing," she says. They also cherish their small, day-to-day freedoms. "If a friend or a relative is ill or our dog gets sick, we can immediately take the time to deal with that situation," Leanne says. "These are precious things. They mean a lot."

HEALTH AND HOPE

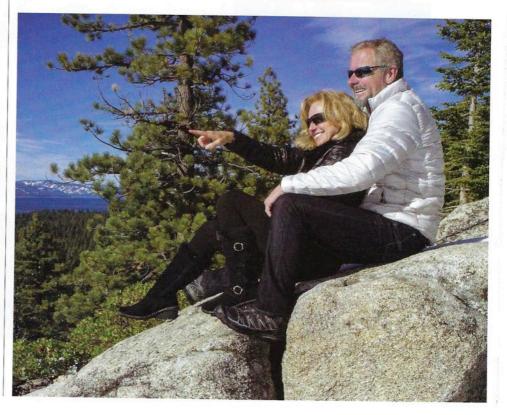
In the past eight years, Alan and Leanne have learned valuable lessons about the right ways and wrong ways to grow their business. One particular challenge they continue to tackle is the stress that can arise when a married couple also builds a business together. "We're still a work

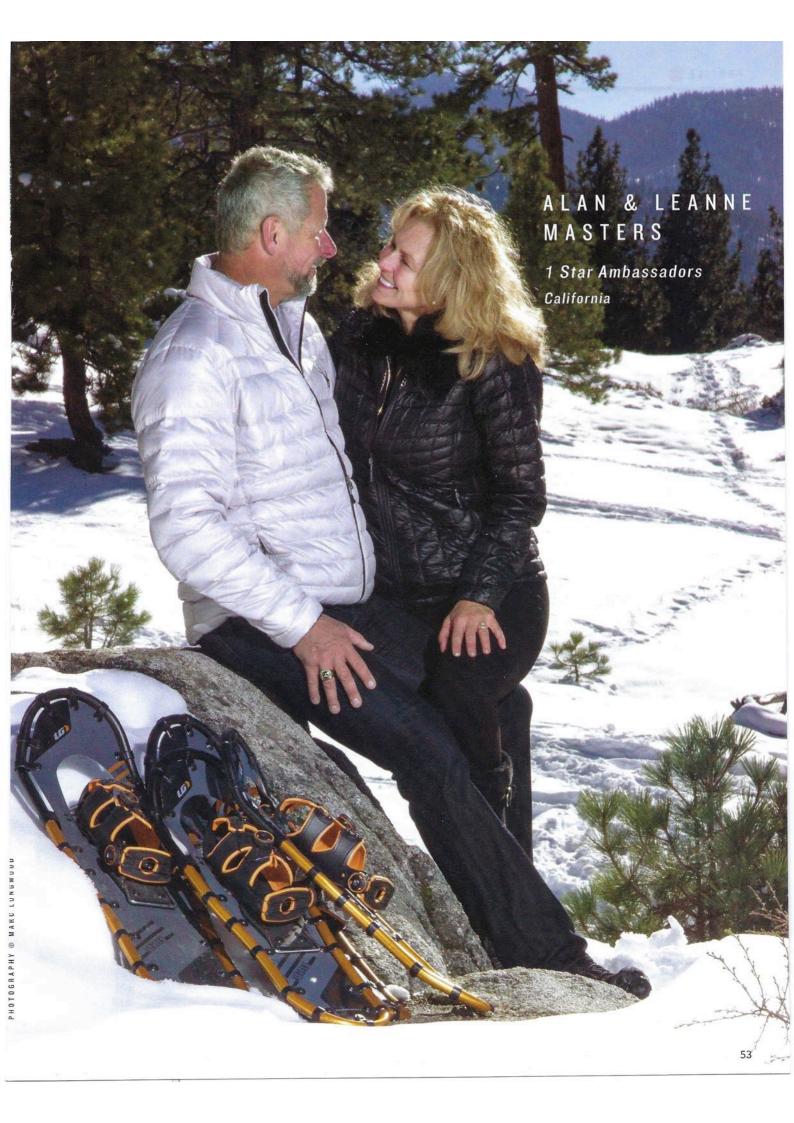
WHAT IS THE BEST ADVICE YOU CAN GIVE TO SOMEONE LOOKING TO ACHIEVE THE NEXT LEVEL?

At the end of each week, we do a big closeout, and it creates a sense of urgency for people to achieve their goals. On a monthly basis, we get people focused on not letting the month close out without meeting your goals. Because a goal without a deadline is nothing more than a wish.

in progress," Leanne says. "You have to respect each other and set your boundaries. There's a time when you are husband and wife and not business partners. You have to find the balance."

As 1 Star Ambassadors, Alan and Leanne see their future is bright, and are aiming for the top rank of Crown Ambassador. "By accomplishing that, we will know that we have been able to help many others reach their dreams and goals," Leanne says, adding that their mission comes down to spreading health and hope. "You turn people on to Zeal and they love it," she adds. "They feel better. They have more vigor. I love knowing that if I can get the product in their body, it'll speak for itself." ■







BELIEVING AGAIN

BY WENDY RUDMAN

ZURVITA RESTORED MARK AND PATTY CARSON'S FAITH IN DIRECT SELLING AND IN THEIR MARRIAGE.

"When I met Zurvita Founder Mark Jarvis, I believed him. I felt like everything I saw was real."

henPattyCarsonwasintroduced to Zurvita, she was broken. She had been in the direct selling industry for most of her life, and she was done. She and her husband, Mark, were struggling financially, facing health problems and fighting constantly, often about direct selling. "I wasn't looking forward to anything," she recalls of that time. "I was just a mess." She only agreed to go to a Zurvita event after watching a video that talked about Founder Mark Jarvis's vision. That he had walked away from \$1 million in residual income to start Zurvita also intrigued her. "I wanted to look him in the eye and ask, 'Who does that?' " she says. "When I met him, I believed him. I felt like everything I saw was real."

FACING OBSTACLES

That started Patty on her journey but it would be a long and difficult one. "My husband was adamant that I wasn't going to do another company," she says. "He was done with it." And their three children, who are now grown, watched them fight over and over again. "They didn't believe dreams could come true either," she says. But Patty was starting to believe again, thanks to Zurvita. She persevered during difficult times, including illness and family problems. She credits a conversation with Mark Jarvis for giving her direction professionally and personally. "He told me. 'Don't let this industry split your marriage up. Don't let that happen to you,' " she recalls

FAMILY SUPPORT

In 2014, she set a goal of reaching Ambassador by June 1, 2015, and almost immediately faced serious health and family setbacks. Less than 30 days away from reaching her deadline, she realized she couldn't do it if she stayed home. She needed to go to Nashville, Tennessee, and work with her team in person. She was leaving, again, but this time hoped for her husband's support. "I decided if he gave me his blessing, then I know we're OK. If he gives me grief, I

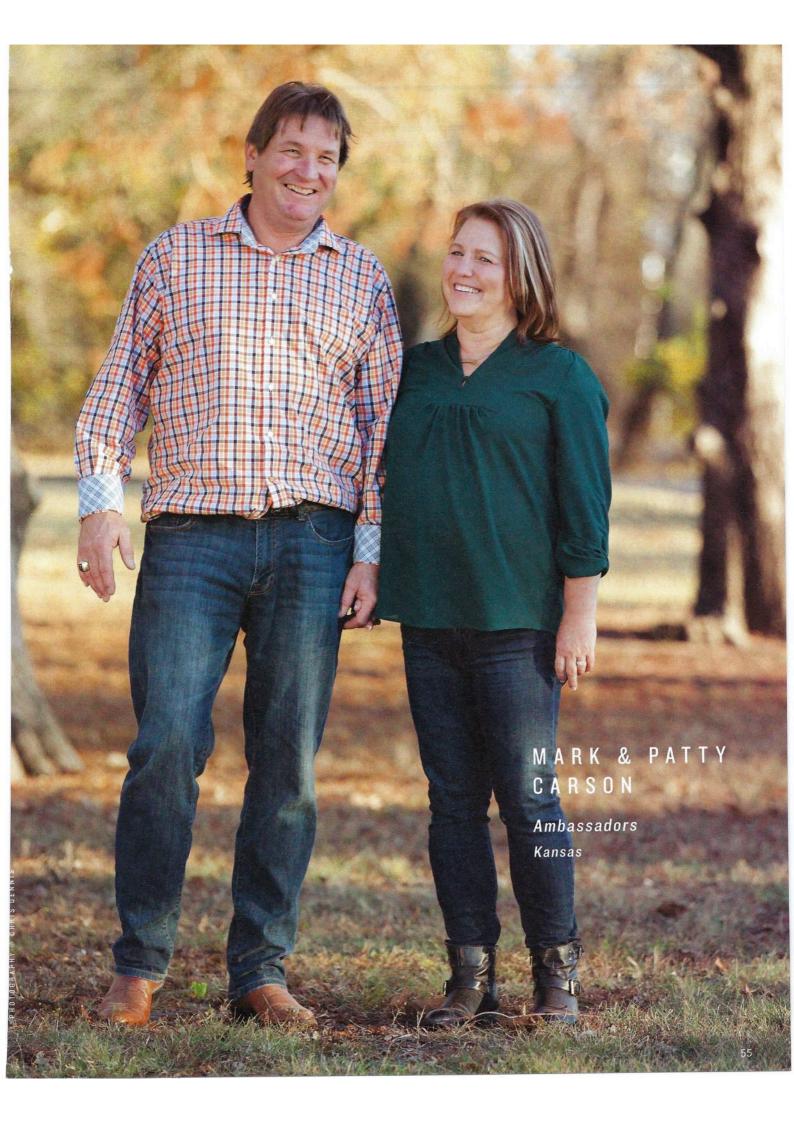
WHAT IS THE BEST ADVICE YOU CAN GIVE TO SOMEONE LOOKING TO ACQUIRE MORE CUSTOMERS?

Find ways to get around more people; e.g., join a gym, utilize social media, and learn to meet people when you are out and about doing your business. Be a great listener and hear when people say they or a family member are tired or stressed.

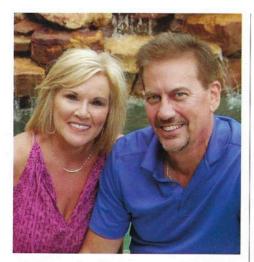
can't do it anymore with him," she recalls. "He said, 'Pack up your car and go if you think you can do it.' It was the first time he gave me his blessing. I went and we made it."

When she and Mark went to the Zurvita event to be recognized for reaching the Ambassador level, he accompanied her onstage. And although he had planned to be silent, he took the opportunity to personally thank Mark Jarvis for advocating for their marriage and to recognize his "hero," Patty. This year they celebrated their 32nd wedding anniversary. And she hopes she can reach others and save them some of the pain she and her husband felt. "Include the person you love so they know it's for the two of you," she advises. "Don't stop, and let them know you're doing it for the two of you."









COMMITMENT **AND TRUST**

BY WENDY RUDMAN

KIRBY AND CINDY WRIGHT WERE SO PASSIONATE ABOUT ZURVITA, THEY UPROOTED THEIR FAMILY TO COMMIT TO THE COMPANY.

"Our lifestyle is a dream come true. When finances aren't an issue, you can concentrate on things that matter most."

hen Kirby and Cindy Wright heard that Mark and Tracy Jarvis were launching Zurvita and had walked away from a seven-figure income, they were intrigued. They had known this couple for 20 years and had the highest respect for their integrity and vision. So when Kirby accepted the position as VP of Marketing at Zurvita's corporate office in Houston, it meant a significant lifestyle change for the Wrights. "We'd lived in Atlanta for 27 years and left everything, all of our friends, to help build Zurvita," Cindy recalls.

While Cindy worked from home to build their Zurvita business, Kirby spent long

days at the corporate headquarters. "We left another company to come to Zurvita because we believed in Mark and Tracy," Cindy says. "It wasn't a product. It wasn't a compensation plan. It wasn't anything except that we trusted them and were looking to find a home in a company that we could spend the rest of our lives in."

MAKING IT WORK

It's not enough just to climb on board with a new company, Kirby says. "Put your head down and listen to your mentors and stay with it until it bears fruit. It's not easy, but it is worth it and it never starts off as fast as you want it to." Their early years with Zurvita represented the first time in decades they hadn't worked together. Although those first vears were difficult, the sacrifice was worth it. After five years Kirby transitioned from the corporate office to join forces with Cindy right before their first granddaughter was born. "Now we have three grandbabies and we're just living our dream." Cindy says. The Wrights are free to travel when and where they choose and stay as long as they want to. "Our lifestyle is a dream come true," Cindy says. "When finances aren't an issue, you can concentrate on things that matter most."

A COMPANY WITH HEART

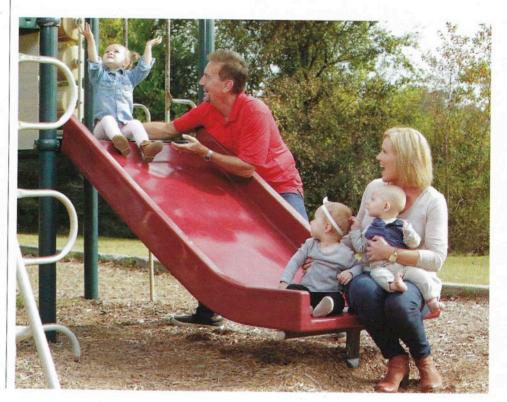
Commitment is important to Kirby and

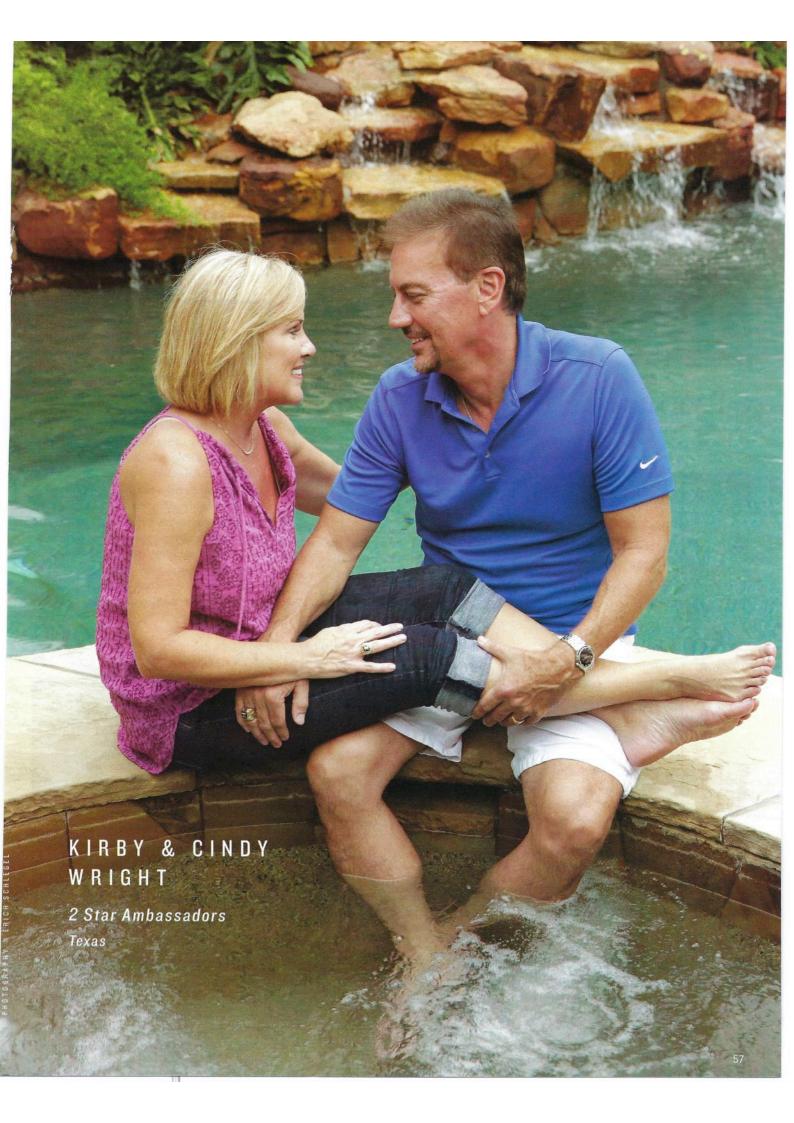
WHAT IS THE BEST ADVICE YOU CAN GIVE A CONSULTANT LOOKING TO ACHIEVE THE NEXT LEVEL?

You have to set goals. Write them down and be specific. Put a plan together to get you there, and then take baby steps. Figure out what you have to do on a monthly basis and then a daily basis. Make it something you can do consistently every single day. Consistent daily activity is key to reaching your next level.

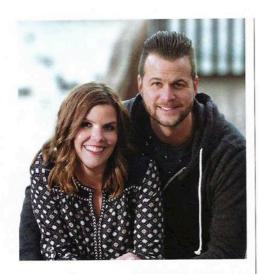
Cindy, who have been married for 34 years. They met when Cindy was just 15 and Kirby 18. They are committed to each other, to their family, to their team and to Zurvita. They have faced challenges and risen to them, and have grown in the process. "Understanding people and why they behave the way they do, myself included, has been fascinating," Kirby says. "It has forced me to become a better person."

The Wrights want people to know that Zurvita is different, that it's a company with heart. "A big part of that heart is Mark and Tracy Jarvis, but it's in the leadership, too." Cindy says. "We all kind of have the same philosophy, making sure our teams know that they matter." ■









STAYING THE **COURSE**

BY WENDY RUDMAN

IT WASN'T ALWAYS EASY FOR CHRIS AND LACY GEE, BUT COMMITTING TO ZURVITA CHANGED THEIR LIVES.

"We believe that the struggles we face and continue to face are not roadblocks, but rather building blocks to help us stretch and grow."

hen Chris and Lacy Gee are looking for a source of inspiration, they need to look no further than their four children, Ryley, Kaden, Jaylee and Kolson. "My children have seen their dad win through massive amounts of struggle and temporary defeat," Chris says. "No matter how hard I struggled, I never gave up, never gave in and never accepted failure as my result." And there were struggles for Chris and Lacy, from the stress of Kaden's seven open heart surgeries to financial difficulties. God has seen them through, Chris says, and the family has stuck together, working hard and learning to

persevere. "We believe that the struggles we face and continue to face are not roadblocks, but rather building blocks to help us stretch and grow," Chris says. "I look at every challenge as a gift and we have to open that gift, experience it and then pass it on to those who need it. When people realize that life's difficulties are gifts, they can experience the true greatness that lives within them."

TRYING AGAIN

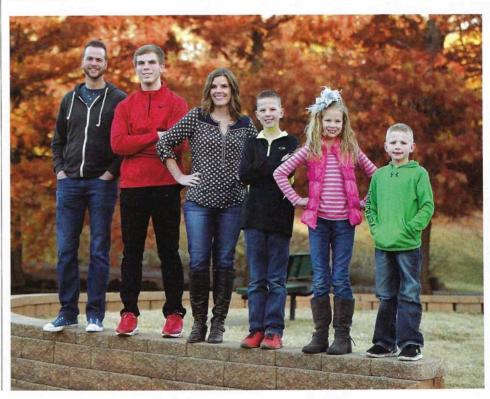
Chris was first introduced to direct selling when he was in college, but by the time he was led to Zurvita, his family and friends were skeptical. The company was also in its fledgling state. "We had to really commit to staying the course when we had no tools, little direction and no road map laid out to follow," he says of those early months. He had support from corporate, but because everything was so new, many resources were not yet in place "We were creating the way day by day, mistake by mistake." Despite the challenges, or perhaps because of them, Chris and Lacy learned the value of loyalty and commitment. "The decision to move with an opportunity isn't one that can waver day after day," Chris says. "You have to stay laser focused and always stay the course."

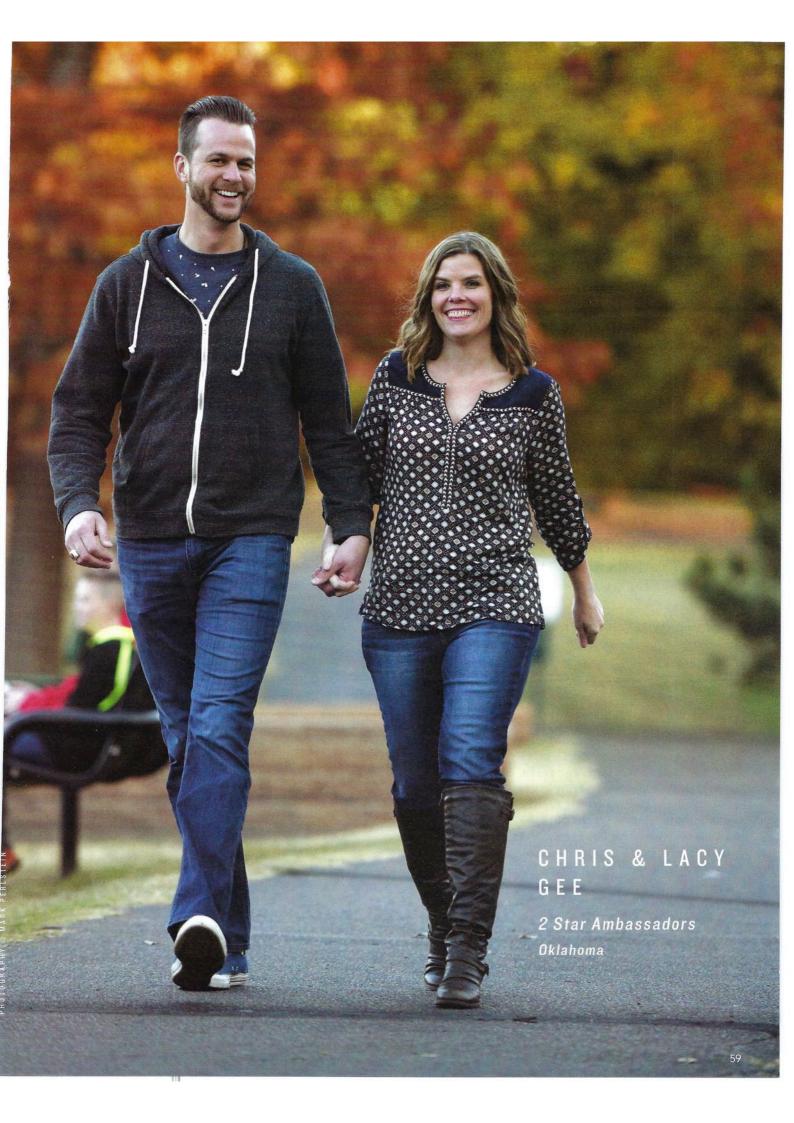
WHAT IS YOUR FAVORITE DAILY HABIT THAT HAS HELPED YOU BECOME SUCCESSFUL?

My favorite daily habit is prospecting. I continually look for opportunities to share this opportunity with people and knowing that the next major leader might be at the gas pump next to me, at a ball game or at church.

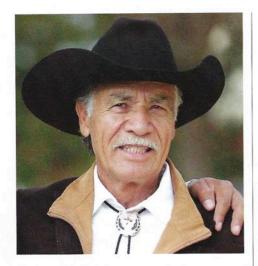
HAVE FAITH AND MOVE **FORWARD**

Zurvita is in what Chris calls a "sweet spot." It's grown into its initial promise and continues to grow. "We will be a billion-dollar company and a lot of people are going to be able to live out their wildest dreams," he says. Of course, for Chris and Lacy, that's already happened. Their children are happy and healthy. They have been able to afford private schools and take vacations ranging from Disney World to a free cruise that included 60 family members and close friends. They do it all while staying home full time with their children. "I would say being in this magazine is the ultimate example of staying the course," Chris says. "If you believe, have faith and continually move forward, amazing things will happen for you." ■









SACRIFICING FOR FREEDOM

BY WENDY RUDMAN

THE ESCALERA FAMILY BUILDS SUCCESS ON FAITH IN FAMILY AND HOPE FOR A BETTER FUTURE.

"We are enjoying financial freedom, peacefulness and a mentality that everything is possible."

zequiel Escalera Sr. and his wife Agustina are living proof that the American Dream is alive and well in Houston. For years, Ezequiel worked long, exhausting hours in construction to support his family, barely making ends meet. In 2013, he challenged himself to change course by launching his own Zurvita business. After using Zeal-and being amazed at how good it made him feel-he shared the opportunity with their daughter Daniela, their son, Ezequiel Jr., and his wife Irene and another son, Jorge, and his wife Jasmin. "As a family, we came to an agreement to do this and to make it work," Ezequiel Sr. recalls. "We were going to finish what we started!"

'MUCH MORE UNITY'

Today the Escaleras are fully entrenched in Zurvita, with Ezequiel Sr. as the uplineand official cheerleader-for the family. "There's a much better relationship between our dad and the rest of us now," Jorge says. "Before Zurvita, there wasn't much communication. Now the communication has really strengthened!" But they're not just talking about business goals; they're finally sharing their lives. The Escaleras say that Zurvita has not only put them on a path toward financial freedom, it has also deepened their family bond. "One of the biggestlessons was finding out how powerful it was working together and getting along," Ezequiel Jr. says. "There is much more unity now in our family."

LIFE LESSONS

As individuals, they have tackled many personal challenges-from Ezequiel Sr.'s struggle to believe in himself to Daniela's worry over leaving her children to work on the road. "I've never been a fan of traveling so Zurvita helped me overcome that because I understand that's part of building this business," Daniela says. For Jasmin, it was conquering a fear of public speaking. "I was always extremely shy and introverted and Zurvita really helped me overcome this," she adds. "Now I understand that this is a business of creating relationships and communicating, and I see myself as a leader." As a group, they have rearranged their priorities, trading in parties for

WHAT INSPIRES YOU THE MOST ABOUT THE ZURVITA CULTURE?

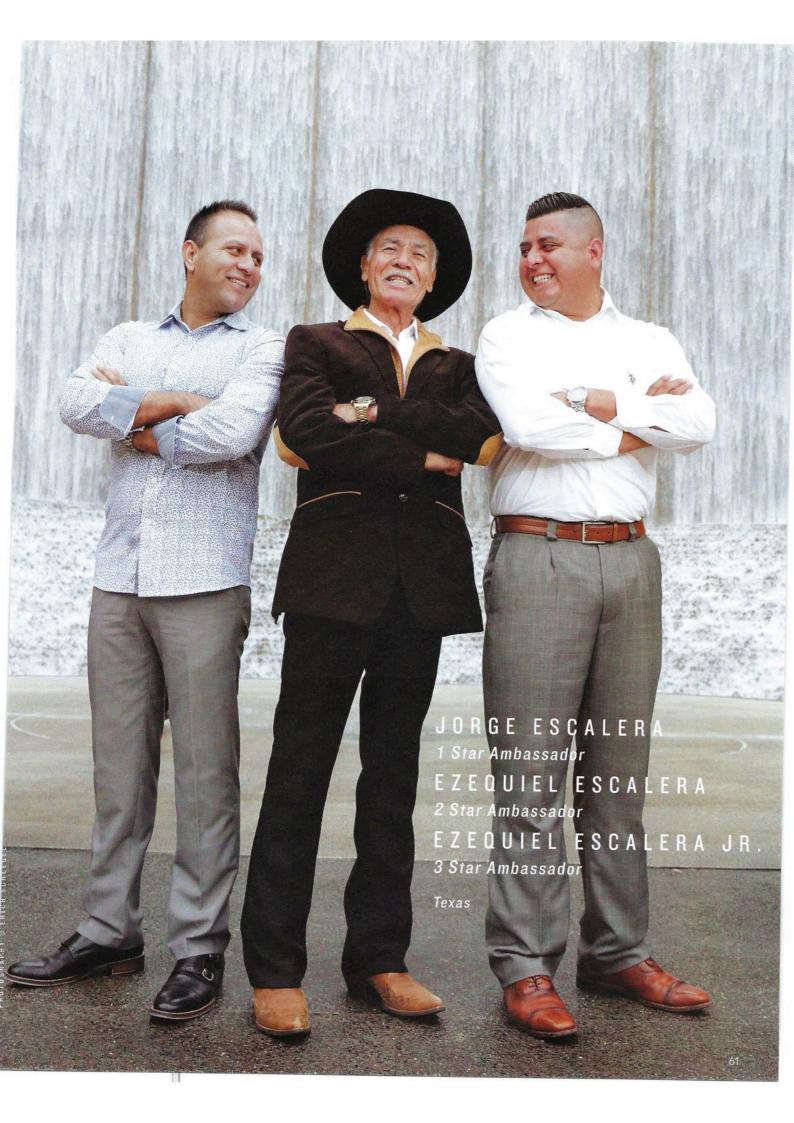
The three Founding Principles: building a company that honors and glorifies God and loving people right where they are in life; developing humble leadership based on the philosophy that the higher you climb, the more you serve; and creating an environment where people can win at every level.

presentations and forgoing lots of TV time. "We are in constant communication through phone calls and brainstorming," Irene says. "We always work together even though we are a crossline. We always work as a team."

NEVER SURRENDER

The Escalera siblings admit to enjoying some healthy competition as they grow their teams, but they keep it in perspective. "We understand that one person's success, is everyone's success," Ezequiel Jr. says. "The individual success has, in a way, presented a challenge for all of us in that it makes us persevere. It creates an enthusiasm." It also motivates them to mentor other families working together in Zurvita. "We are enjoying financial freedom, peacefulness and a mentality that everything is possible," Ezequiel Jr. says. "We want to not only leave a legacy for our family but for many others-a legacy of bravery for people who always give their best and never surrender."

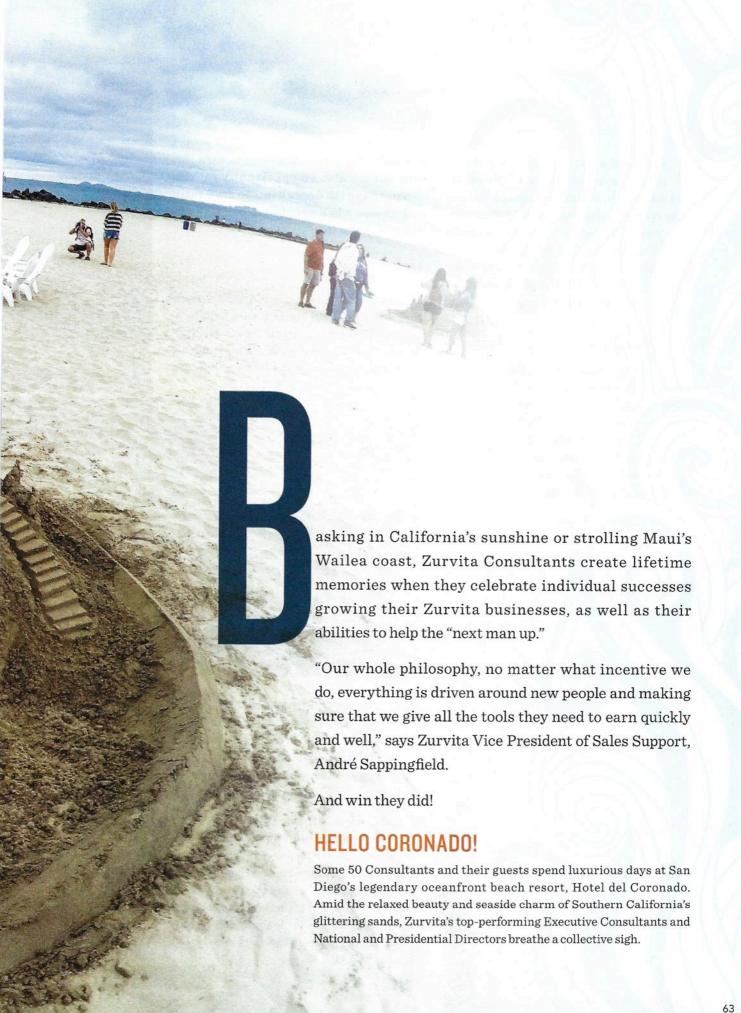




BUILDING BUILDING BUILDING BUILDING BUILDING BUILDING BUILDING BUILDING

ZURVITA'S INCENTIVE
PROGRAMS HELP NEW
CONSULTANTS WIN
EARLY AND OFTEN.

BY BETH DOUGLASS SILCOX



takes hard work getting to that beachside relaxation, but it's well worth the effort. "We got down to the last two months and put some special incentives in to help them gain extra points. We stirred the pot to keep people focused and running and gunning for the trip. It gave people hope that they still had a shot," says Zurvita Founder Tracy Jarvis about the Consultants' competitive spirit and tenacity.

ALOHA HAWAII

Nearly 70 Ambassadors, Zurvita's top-tier field leadership, compete for 25 spots that lands them at Hawaii's Fairmont Kea Lani, the state's only all-suite and villa oceanfront resort. The white sands of Polo Beach and some 22 acres of lush tropical landscape provide the perfect backdrop for swimming, sunning and stylish dining.

"It was a fight to get into that top 25, which drove business at the end," Jarvis says. "It's

NEW CONSULTANTS EARN FAMILY VACATIONS

Every kid thrills at the idea of Disney and every parent wants to make the dream come true. But tight family budgets leave Moms and Dads wishing upon a star. That's why Zurvita's brand new, family-oriented incentive trips are so exciting.

In 2017, new Zurvita Consultants can earn a trip for their families to Walt Disney World® Resort, Disneyland® Resort or a cruise around the Caribbean, all by working the business and promoting to Regional Consultant. Rank advancement is based on sales volume. By working with a small team, many new Consultants reach their goal within 60-120 days, but the time frame is not limited.

"The real vision here is to take families to Disney, to embrace the culture of the company, and it's about dream building for kids to encourage Mom and Dad to keep going with their businesses," Mark Jarvis, Founder and CEO, says.

Qualifications start in January 2017 and the first trips are slated for June.

not only an incentive for them to earn the trip, but it's also an opportunity for the company and the Consultants to grow their businesses when people are pushing for something like this."

NEXT MAN UP

The key driver in each trip is a point system that rewards field leaders who help new Zurvita Consultants attain Team All-Star status. "Our belief is that the higher you go in our company, the more you achieve, the more





it's your responsibility to serve. That's where the 'next man up' philosophy comes into play. We have leaders who achieve a certain goal and it's their responsibility to get new people and others in their organization to move up with them." Sappingfield says.

Zurvita wants all Consultants to know that they matter and aims to launch new incentive trips for the newest levels of field leadership. "It's important to get our folks winning because they are the future of the company. At the end of the day, when it comes to our upper-echelon leaders, these new people are the future of their businesses too," Sappingfield says. ■





"An extravagant getaway is unheard of in our family. We are so grateful for this opportunity and how it can help our business."

-JUAN & SILVIA SANCHEZ

"They spoil us! Blessings after blessings food, fellowship and gifts! Our desire is for our entire team to be blessed, win and be on the next Zurvita trip!"

-ISABELLE RAMOS

"The trip was amazing. Zurvita makes us feel honored, appreciated and that we really matter. This trip provided us with a taste of the lifestyle we would like to share with our family and friends."

- ABRAHAM & SUNJIN CONTRERAS

"It was a blessing to experience our first paid trip by Zurvita to a marvelous place! This trip proved to us that the Founders and Corporate Team really dedicate their time and love to the whole Zurvita Family."

-GUSTAVO & REBECA QUIROZ

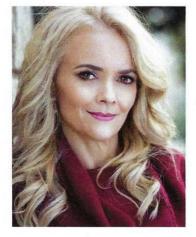
"The incentive trip was amazing! I will definitely be using future trips to drive my business by helping more of my team members qualify for them!"

-LISA ZACHARIAS

BEATING THE ODDS

DESPITE STRUGGLES AND CHALLENGES,
THESE POWERFUL PEOPLE OVERCAME THE
ODDS AND ACHIEVED SUCCESS AS ZURVITA
HOME-BASED BUSINESS OWNERS.

BY BRITTANY GLENN



BABETTE
TENO

1 STAR AMBASSADOR | CALIFORNIA

** I LEARNED THAT TO BE SUCCESSFUL, I HAD TO CHANGE MY MINDSET AND ATTITUDE. **

- BABETTE TENO -

I strongly believe that building a direct selling business is one of the smartest things people can do with their time and money. Zurvita has integrity and a commitment to quality with a track record of experienced leadership.

Before I got involved with Zurvita, I had no time—I was exhausted and totally stressed out, spending up to 18 hours a day working and commuting. I learned that to be successful, I had to change my mindset and attitude. As soon as I started focusing on the time I did have to build my business and make calls during my commute, my business started growing quickly.

What I love about Zurvita is that I get to help people achieve successes with their health and finances that they never thought possible. I also get to spend more time with my daughter than I could have before.



WILL & JENNIFER

WATKINS

3 STAR AMBASSADORS | OKLAHOMA

After the military released me due to injury and needing to earn \$2,000 a month, I got involved with Zurvita.

There were struggles to overcome when starting the business. I learned that I had to be courageous and fight because no one else was going to just give it to me. Taking shortcuts and the easy road were normal for me. Enough was enough. I had to prove to myself that I was more than enough for any task.

The biggest lesson I learned was, 'in serving each other, we become free.' It's really about the people. Building the business has allowed me to give back and improve my health. I also wanted my wife to be able to retire, and it only took me about 14 months to accomplish.

ALEX & EMILY

DINVERNO

2 STAR AMBASSADORS | TEXAS

My wife Emily and I were desperately looking for a change in our lives. Before we married, Emily was a single mom with two kids struggling to make ends meet. I had just lost my business and desperately needed to find something to replace my income. We both felt extremely down about life.

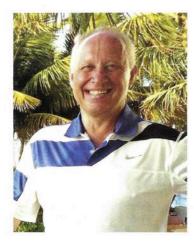
Then, we were introduced to Zurvita. There were challenges when starting the business, but we rose above it and embraced it. After years of struggle in this industry, I learned that if you never quit, you eventually will find your way.

When I had heart surgery, my income from Zurvita not only covered the medical expenses, but I was actually able to earn extra money while recovering.

What excites us about the future is the timing of all of this. We are just getting started. If you're looking for a way to change your life, there's no better opportunity than Zurvita.



GROUP PROFILE



"I BELIEVE THAT ZURVITA REPRESENTS THE VERY BEST HOME-BASED BUSINESS OPPORTUNITY IN THE MARKETPLACE.""

-MICHEL PENSIVY-

MICHEL & MICHELLE

PENSIVY

STAR AMBASSADORS | CANADA

I got involved with Zurvita because I fell in love with the product. Zeal is a no-brainer. It's the perfect product for direct selling and the concept is easy to understand.

Since we live in Canada, which was Zurvita's first international market, there were some struggles to overcome. There were no materials in French, and we had to wait to get Health Canada's approval before beginning to market the product.

I believe that Zurvita represents the very best home-based business opportunity in the marketplace. Zeal is easy to explain and people remain on the product. A loyal customer base leads to long-term residual income.

TADD & LAUREN

COSTON

1 STAR AMBASSADORS | TEXAS



Four years ago, I was working in corporate America. My husband was in the oil industry and was traveling often. I had a baby girl who I never got to tuck in bed or see during the week. There wasn't enough time in the day and stress was beginning to mount. I was looking for a way out.

When I got started with Zurvita, there were challenges to overcome. I did not know that we live in such a fear-stricken world where even our closest loved ones could not embrace the hope of success for themselves or me, which made me determined to prove to everyone that Zurvita was special, and I was going to succeed.

It's amazing to get to be a part of a multimillion-dollar company in the making. I love that anyone, no matter their background or education, can change their future for their families and generations to come. Now, my husband left the oil industry and we work the business together. Most importantly, my baby girl also has her daddy back in her life.

JOSH & AUDRIE

FARRIS

1 STAR AMBASSADORS | TEXA

We got involved with Zurvita when our son had a health issue and needed to earn an extra \$500 to \$1,000 a month to help pay the bills. Initially, we struggled with the negativity that can come from starting a home-based business and asked questions like, 'Can we do this?'

It took a while to learn that when people told us 'no,' it wasn't personal. While we continue to share with people, we don't become attached to the outcome of whether they like the product or the opportunity. Our job is just to share.

Zurvita has not only blessed us with an extra form of income, but more time with our five boys.

The future looks promising. We can see the momentum building. We know that Zurvita is about to attain new heights.





RHONE
2 STAR AMBASSADOR | OKLAHOMA

** WHAT I LOVE ABOUT ZURVITA IS HELPING PEOPLE. I ENJOY PROVIDING A HAND UP AND NOT A HAND OUT. **

- LENARD RHONE --

I started with Zurvita so I could help earn enough to allow my mother to retire. She became the third person to join my team and within five months, her income replaced what she had earned at her job.

Even though I became an Ambassador within the first few months, I realized I was trying to do it all instead of taking a team approach. What I learned was that I can't make people cross the finish line at my speed. They're running their race and I'm running mine.

Zurvita added a layer of financial stability. My mother is well off now and I was able to hire more staff at my insurance agency, which allowed me to have more time with my kids.

What I love about Zurvita is helping people. I enjoy providing a hand up and not a hand out. In the next five or 10 years, I believe Zurvita will be a billion-dollar company. I'm excited about the leadership's vision of where they are now and where they are taking us.

TRACY & JODI

DAVIS

2 STAR AMBASSADORS | OKLAHOMA



I got involved with Zurvita originally because I loved the product. When I realized you could make money just by recommending it to people, my 'why' became the need to make enough so my wife could retire. I had to overcome my fear of talking to people and what people would think of me.

With Zurvita, people can make life-changing money while working part-time. I'm excited that for the first time in my life I can change my financial future. I was able to earn eight times more through Zurvita than what I earned at the prison I used to work for as a guard.

Zeal is making a real difference in people's quality of life, including my own. It's not up to somebody else to give me what they think I'm worth; it's up to me. If it's to be, it's up to me.

JOSEPH & STEFANIE

CALISTRO

2 STAR AMBASSADORS | OKLAHOMA

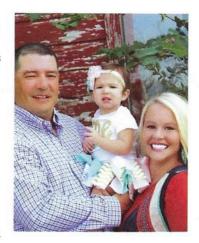
When we first got involved with Zurvita, we immediately fell in love with the business model in which you lift others up in order to rise.

I used to work as a police officer, so my interactions with people were completely different than how it is now working with Zurvita. This change has taught me a lot about myself.

Through patience, I learned that you must grow yourself before you can help others grow. I realized that I have something to offer to others and can make a positive difference.

What I love about Zurvita is that it's a company with vision, guided by humble leadership. With Zurvita, every person does matter, regardless of your background.

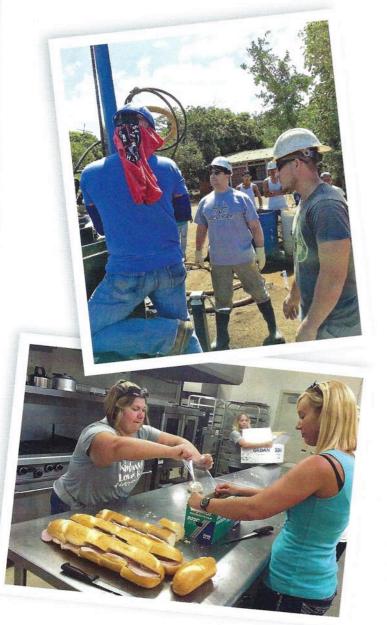
Zurvita is a company with purpose. When you operate within your purpose, you see that there is no end, just new levels of success. My daughter is now able to grow up with an extended family of like-minded people who have other people's best interests at heart.





ZURVITA'S MISSION IS ALWAYS TO GIVE BACK

Life-Changing CEDVICE



AT ZURVITA, CHARITABLE GIVING IS ALL ABOUT POURING INTO PEOPLE AND LOVING THEM RIGHT WHERE THEY ARE.

BY BETH DOUGLASS SILCOX

Whether it's organizing programs for the needy, digging clean water wells in Nicaragua, ministering to Zurvita volunteers or exploring new pathways to give back, Zurvita's common denominator is always love.

"As a company, our mission is always to give back," says Zurvita Founder Tracy Jarvis. "We decided we wanted to create our own organization, our own ministry, because we wanted to make sure that it would stay on the path that we wanted."

That ideal gave rise to Zurvita Ministries. Feed500, Zurvita Ministries' mainstay charitable program, feeds at least 500 people in different communities around the U.S. and Canada nearly every month. While writing a check and donating money to nonprofit causes is a gracious gesture in and of itself, there's something very unique about rolling up your sleeves, standing side by side with others and doing good work. This is what Zurvita wanted for its Consultants—an opportunity to get their hands dirty.

"One of the most profound changes I've experienced in my life happened during a mission trip where I got involved in every aspect of ministering people," Jarvis says. Feed500 gives Zurvita Consultants this kind of opportunity.

GET YOUR HANDS DIRTY

Zurvita Ministries provides the food. Field leaders help find community partners to identify people in need. The Consultants volunteer to package lunches and distribute them. "We literally feed at least 500 people who need this extra meal. We are also there to minister the word of God to them if that is something they are looking for. It's not something we force on them. It's really about loving them. Our motto is: 'We love people.' It's really that simple," Jarvis says.

"We're excited to share with our Consultants the spiritual heritage of Zurvita," says Shelly Alley, Vice President of Ministry Service. "This increases their faith that Jesus has been with Zurvita from the very beginning. That love

extends to the Feed500 volunteers as well. Alley gathers Zurvita Consultants the

for more information, visit

ZURVITA-MINISTRIES.COM

night before a Feed500 event and shares Zurvita's vision. Because Alley does so, Jarvis says, "We see more ministry and love flowing, because they had been poured into the night before. They had been spiritually fed, so now they go out and do the same thing for all those who come to receive lunches. It's about us as a company pouring into and loving on our Consultants."

Feed 500 has no walls or boundaries. It is a very unique and pliable giving platform to bless those in need. That appeals to Jarvis, as well as to many Zurvita Consultants, who are encouraged to establish and run local versions of Feed 500 on their own. "They don't have to have us there physically as a company. We are willing to financially support some of the food they need. We are encouraging them to step up and feed 500 people on their own. We believe we will be able to help more and more people if we have the hearts of our Consultants wanting to do it on their own," Jarvis says.



SERVE WHERE YOU ARE

Another example of Zurvita Ministries' vision being put into action is the trek across the countryside of Nicaragua to get clean water flowing, teach hygiene and to provide ministry and love, which Zurvita Consultants have been doing the past four years with the nonprofit Living Water. "They may have been walking miles with heavy buckets of water, these ladies and little bitty kids carrying buckets of water on their heads," Jarvis says. "By the end of the week, when that well is working and clean water is flowing, it is absolutely overwhelming."

The villagers work side by side with volunteers on the drill, digging ditches, hauling water. It's hard work for everyone. "They are so grateful and joy-filled for anything and everything they get. They are so happy we are there," Jarvis says. It's prominently evident in







LASTING MEMORIES ABOUND

"

OUR MOTTO IS:

'WE LOVE PEOPLE.'

IT'S REALLY

THAT SIMPLE.

"

TRACY JARVIS

Zurvita Founder

the faces of the little children. A coloring book and crayons or a simple bottle of bubbles creates tearful excitement forever written in Jarvis' memory.

Zurvita realizes the sacrifice that Consultants make to volunteer for the Nicaragua mission trip. "They have to pay their own way. It's a week away from family. But those who go are so overwhelmingly blessed," Jarvis says. "We know that when we go, we have sown the seeds that will last a lifetime. We may never see them again this side of Heaven, but we know that we've changed their lives, and they've changed ours."

Being able to show their field how to dig into their own communities and truly make a difference has been one of the huge successes to come from Feed500. The volunteers get a chance to meet people right where they are and grow together by helping one another. This builds hope for the future across the nation, one event at a time.

And it's these opportunities for a life-changing blessing that the Jarvises would like to provide to more Zurvita Consultants through ministry closer to home, too. "We would love to find something where we could get our hands dirty in the U.S. There is so much need here as well," she says.

HAPPY

UNCLOCK THE SECRETS TO HAPPINESS

Sticking Together

s a part of an ROTC scholarship, I spent a summer during college in naval training. It taught me a lot about dealing with adversity!

> ACHOR SHAWN

> > Every night of boot camp, we would go to bed fully clothed for a 4 a.m. wakeup. We were allowed only five minutes to eat meals; our officers liked to say that if the fork went in our mouths, we were eating too slowly. We had only 10 seconds to shave-with government-issued blades that almost always resulted in cuts.

There was a reason for all of this. It's not that our officers were secretly sadists—well, maybe some of them were. We cadets were put through this type of training to demonstrate our commitment and loyalty, but also because it united us as a group.

Now, your employees will all quit if you put them through a boot camp like this. But there are ways your team

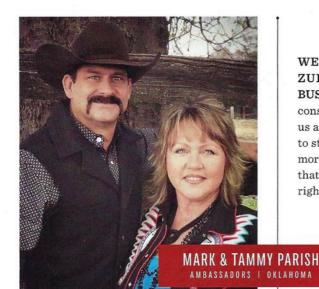
As I wrote in Before Happiness, stress is inevitable, but its effects are not. Stress can tear a team apart if it is ignored or feared, but if used as a positive, it can be the force that keeps key is to find the right narrative. ■



In it THER

BY KARI C. BARLOW





WE HAD SUCH A HECTIC LIFESTYLE BEFORE FINDING ZURVITA, WHICH INCLUDED MANAGING MULTIPLE BUSINESSES AND OUR OWN RANCH. To make it all work, we constantly shuffled money from one business to another, which put us at odds with the IRS. Zurvita has afforded us the opportunity to stabilize our income, which helped our businesses and gave us more time for each other. There was no better feeling than cutting that check to the IRS, lifting that burden and getting us back on the right path, which was made possible with Zurvita.

THE ROAD TO FINANCIAL FREEDOM ISN'T AN EASY PATH,

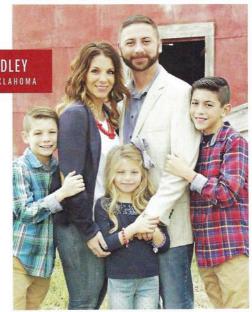
BUT IT'S WELL WORTH THE EFFORT. JUST ASK THESE DETERMINED AND SUCCESSFUL ZURVITA

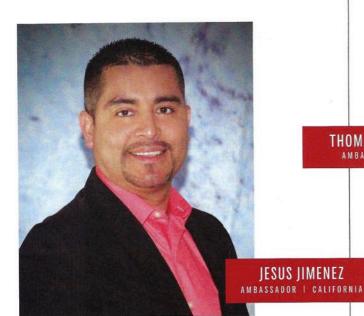
CONSULTANTS. WITH HEARTS FULL OF HOPE, THEY HAVE DISCOVERED THAT THEIR GREATEST JOY

COMES FROM SERVING THE PEOPLE THEY ENCOUNTER ALONG THEIR JOURNEY.

JASON & PAIGE WADLEY
1 STAR AMBASSADORS | OKLAHOMA

YOU HAVE TO TRUST GOD'S TIMING, BECAUSE YOU WON'T ALWAYS BE ON TOP. WE CHANGED OUR OWN LIVES THROUGH THIS JOURNEY. Paige lost 100 pounds before we started our business. She started with Zurvita while I worked long hours in oil field sales. In less than two years, we were able to realize our dream: I was finally able to retire from the oil field, and we get to be more involved with our kids. Paige and I remind ourselves daily that it's about the lives we change during the journey.





THOMAS & SANDRA CARR
AMBASSADORS I OKLAHOMA

ILOVE THIS PRODUCT BECAUSE OF THE ENERGY THAT IT GAVE ME AND SOON REALIZED THE HUGE BUSINESS POTENTIAL IT REPRESENTED.

With a bachelor's degree in business and 10 years of work in the corporate world, I felt that I was always working too many hours. Although I joined Zurvita to make a little extra income, it turned into a financially prosperous journey that has changed my life forever! Now, I have a bigger purpose in life; a life of choices. I've learned that no matter the obstacles in your way, you must keep going. Zurvita is more than a business. It's a chance to create the lifestyle of your dreams.

BEFORE ZURVITA, WE WORKED LONG, HARD HOURS AND HAD NO TIME LEFT FOR EACH OTHER OR FOR CREATING MEMORIES WITH OUR FAMILY. At a Zurvita National Convention in February 2013, we fell in love with the company and decided to start sharing it part time. In a few short months, our lives were changed forever! Thomas is still a firefighter, but I resigned from teaching, and we both stepped away from our other business. Now, we are encouraging our children to be entrepreneurs. The best part is that Zurvita fits right in with our family values.

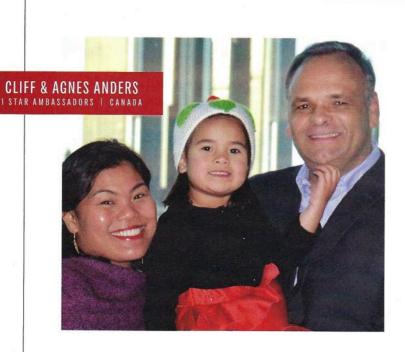
BRIAN GILBERT

YEARS AGO, I FELT I HAD TO BURN THE CANDLE AT BOTH ENDS—I WORKED 15-18 HOURS A DAY AND RAN MY GENERAL CONTRACTING BUSINESS. Working part-time with Zurvita now, I'm allowed much greater freedom and more money for less time spent. It has allowed me to become more selective on what jobs I take and limit the hours I put in. Zurvita has given me more time to do the two things I love most, creating designs for my clients, as well as helping people attain optimal health and financial freedom that they have never experienced before!

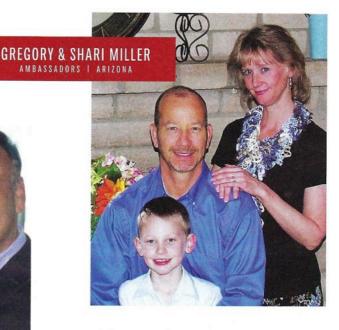




WHEN WE JOINED ZURVITA, OUR FOCUS WAS ABOUT THE PRODUCT AND ITS AMAZING RESULTS. Emily and I realized how great it felt to help other people. It was challenging, coming from a window cleaning business for many years. Early on, I struggled with my pride and worried what others would think of my involvement in the direct selling industry. But I came to understand that my reputation and all my new relationships were a blessing from the Lord. Zurvita is a family. This journey is worth it. It's not always easy, but I believe we have something very special and that we can change the world, one person at a time.



WE WANTED TO BE ENTREPRENEURS, BUT WE HAD ALWAYS BEEN EMPLOYEES. Our goal was to work fewer hours and set our own schedules, so we sought out how to reach it. Agnes and I finally took the leap with Zurvita and have since gained a healthy, steady income! We also have freedom—freedom to spend time together as a family and to explore other opportunities. Along the way, we've had the fears that come with running any type of business, but we've also had successful people willing to walk with us through it all. You have to try, just thinking about it won't make it happen.

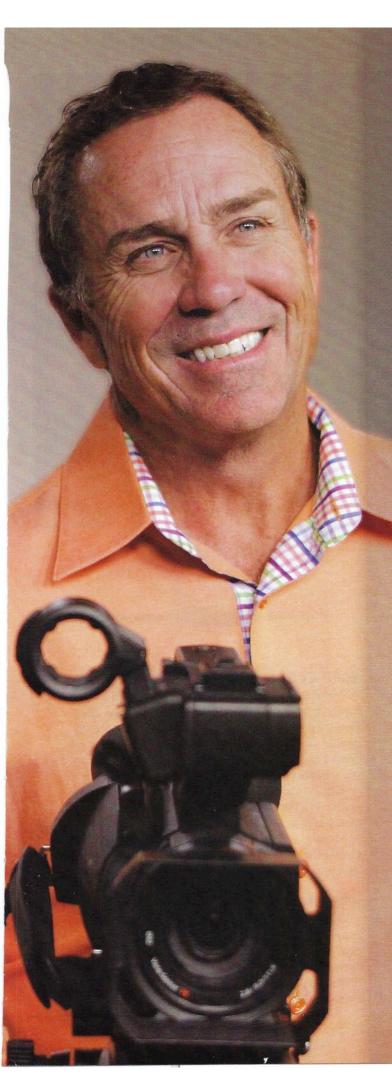


IN 2014, I TOOK A JOB WITH A DEFENSE CONTRACTOR. IT WAS GOOD MONEY AND OFFERED GREAT BENEFITS BUT NO FREE TIME. I wanted to return to ministry and my wife, Shari, and I wanted more time for our family. In my search, I found Zurvita. In the beginning, I struggled with the proper use of time. The business takes discipline, a schedule and making sure you get the important things done first each day. As a family, what excites us now is having breakfast together every morning, not punching time clocks or being strapped to a job!

Zurvita®

CONSULTANTS ARE ENJOYING AN INNOVATIVE BROADCAST DESIGNED TO INFORM, ENTERTAIN AND DEEPEN CONNECTIONS.

BY DEANA NALL



ZURVITA has always been an innovative industry leader. The company's creative vision isn't limited to scientifically formulated products or the unique compensation plan. Zurvita also wants to communicate with its Consultants in the most cutting-edge and exciting ways.

In keeping with this commitment, Zurvita launched a web-based network specifically for its Consultants. The new communication platform offers news, entertainment, recognition and more to Zurvita's diverse field of Consultants. "This gives our Consultants a different level of connectability to the Zurvita culture," says Zurvita Founder and CEO Mark Jarvis.

"WE WANT TO MAKE COMMUNICATION FUN AND ALSO HELP CONNECT PEOPLE."

- MARK JARVIS, FOUNDER AND CEO



Zurvita's new communication channel features inspiring interviews, company news, humorous sketches, business tips and information about upcoming promotions. Its content is designed so that people can watch together. A Spanish version also airs weekly. "We want to make communication fun and also help people connect," Jarvis says.

A typical broadcast includes a short interview showcasing a different aspect of Zurvita business, such as a couple working Zurvita together or examples of the ways the company has affected someone's life. "We're looking for good, interesting stories," Jarvis says.

After each broadcast, the content is archived in the back office for future use. "Our objective is to bring a sense of uniqueness so that people can't wait to see the next episode," Jarvis says.

While the platform provides a clever and innovative way to distribute information, it also offers a solution to a problem that plagues many companies and organizations. Despite technological advances in communication, some methods of communication have become less effective in recent years across the board in the business world. In fact, the biggest challenge many companies face is communication within their organizations.

KEEP CONNECTED & INFORMED

"People don't read email as much, and in social media, information can get pushed down in the news feed," Jarvis says. "It's a constant battle to keep people connected and informed. The purpose of communication is information, but we also want to stay relevant and keep the sense of community alive."

"The flavor is much more raw than if we just produced a video that tries to tell our story in a short period of time," Jarvis says. "And because of the show, when we go out into meetings and other events where you see the cameras, it will create a level of excitement. This creates that kind of fun and opportunity."

YOU MATTER

The platform is part of Zurvita's commitment to supporting Consultants every step of the way—a concept that has been at the heart of Mark and Tracy Jarvis's vision for the company from the beginning. "This is central to the purpose of Zurvita," Jarvis says. "We are trying to make every individual believe

New Digs. New Opportunities for Growth.

As Zurvita continues to grow and evolve, the company made a significant change when it recently changed addresses. The new Zurvita building in Houston's elegant and culturally diverse CityCentre development is a 25,000-square-foot community that is exactly what the flourishing company needed. And the way Zurvita found the building is a story in itself. "We spent two years looking for a space, and everything we looked at ended up falling through," Mark Jarvis says.

Then the company's leaders held an off-site conference at Hotel Sorella, and they noticed a building right across the street had everything they had been looking for. It was one floor, it had plenty of space for collaboration, and—an added bonus—the décor inside was already Zurvita's colors of bright orange and blue. Zurvita moved into the building in April 2016.





that they matter. That one person who gets that one customer is a big deal. No victory is too small to celebrate. Giving people the support, the tools and a connection to the company culture is so important."

Jarvis and other Zurvita leaders are making plans for what the broadcast could become. "It's kind of a new frontier that we're embarking on," he says. "Our goal is to learn it over the next year so we can eventually grow into a show that is 100 percent live. We are committed to it and we are diving in. We think it's going to increase our connection to our Consultants in some new and exciting ways."

"OUR OBJECTIVE IS
TO BRING A SENSE OF
UNIQUENESS SO THAT
PEOPLE CAN'T WAIT TO
SEE THE NEXT EPISODE."

-MARK JARVIS, FOUNDER AND CEO



ZURVITA CONSULTANTS ARE

DRAWN TO THE COMPANY

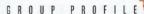
BECAUSE OF ITS CORE VALUES

AND DEDICATION TO HELPING

PEOPLE FIND HEALTH AND

FINANCIAL WELLNESS.

BY NICOLE BYWATER





MATT & TIFFANY STORM

AMBASSADORS | TEXAS

OUR FAMILY TOOK A LEAP OF FAITH TO GET STARTED IN ZURVITA AFTER HAVING FANTASTIC RESULTS WITH THE PRODUCT. Having never been involved in a business like this before, I was pleasantly surprised to see how simple it was to plug into a system and see immediate success. It helped me in growing a more longterm vision for what this could mean to not only our family, but so many others. To have more time and still contribute financially to our family has been a blessing. The best reward for me, however, is being connected with a team of people on a mission much bigger than ourselves.



ZURVITA CAME INTO MY LIFE BECAUSE I WAS LOOKING FOR A SUPPLEMENT THAT COULD HELP MY SISTER. Two weeks after we prayed, I saw Zurvita on Facebook. From there, I knew I had found a gem. Zurvita taught me to be more proactive with nutrition. My passion for Zurvita only keeps increasing as days go by. I cannot afford not to share what I'm doing and people can see the difference in me too! I just go out there and tell the truth with all the honesty in my heart.





BARRY & KARA Cocheu

PRESIDENTIAL DIRECTORS | TEXAS

AS FORMER CEO OF A DIRECT SELLING COMPANY, I DIDN'T KNOW THEN WHAT I KNOW NOW; THAT MY LEADERSHIP DEVELOPMENT AND PERSONAL GROWTH WOULD GO TO NEW HEIGHTS BACK IN THE

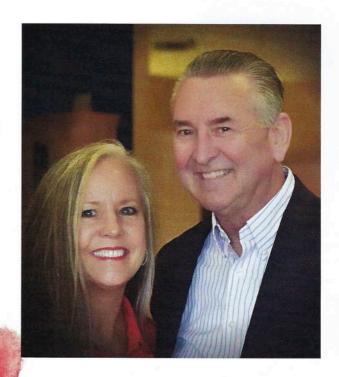
FIELD! Shortly after meeting Mark Jarvis and sharing our backgrounds, he told me about Zurvita and the Zeal product line. I was intrigued and before I knew it, was brought on to corporate headquarters in a training capacity as director of field development. It was exciting and rewarding work; however, Mark's vision and activity in the field were calling me away from corporate. In less than a year's time, I made the change to Zurvita Independent Consultant and have experienced an incredible journey toward financial freedom and leadership growth. I now use all my previous experience as a CEO and development director in a way that serves others and moves me forward in all key aspects of my life. Looking back keeps me grounded and encouraged as I look forward.

"ZURVITA ALLOWS ME TO TEACH MY BUSINESS SKILLS AND HELP MY TEAM HAVE HOPE FOR A BETTER FUTURE, WHICH IS WHAT I LOVE TO DO."

PATRICK & LEANNE PEARSON

PRESIDENTIAL DIRECTORS | CALIFORNIA

WE OWN FOUR APPLIANCE STORES, SO TIME IS SOMETHING WE DON'T HAVE A LOT OF. Zurvita has helped take the stress off us financially as our stores continue to grow. We stay involved because of our amazing results on Zeal. I love when I give Zeal to someone and it changes their life for the better. Zurvita allows me to teach my business skills and help my team have hope for a better future, which is what I love to do. Down the line, with the residual income from Zurvita, my hope is that I can get my wife to retire.





ALEX RUBIO

NATIONAL DIRECTOR | TEXAS

THE REASON I JOINED ZURVITA IS BECAUSE I WANTED TO SECURE MY CHILDREN'S FUTURE FINANCIALLY. At first, I struggled as I had no experience in the direct selling industry. I love Zurvita, as it gives me freedom to spend time with my children at home. The future of the company excites me. Zurvita has allowed me to succeed and I look forward to seeing others experience what I have as well!



ANTHONY & ISABELLE RAMOS

NATIONAL DIRECTORS | CALIFORNIA

WHEN OUR FAMILY BEGAN TO EXPERIENCE THE AMAZING HEALTH BENEFITS OF ZEAL, OUR EXCITEMENT GREW. We started sharing and blessing others with Zeal and launched our business without realizing that this was the start of a new journey. One of the struggles we had to overcome was shifting our mindsets. We had to realize that even at our age, we still could grow, be teachable, coachable, be open to change and receive wisdom. In this process, we've learned that by setting this example, we can inspire our team and others, showing them that it's never too late to accomplish vour dreams.





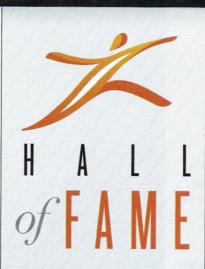
GROUP PROFILE

DARRIN & ANGELA HEMAN

NATIONAL DIRECTORS | MISSOURI

WE JOINED ZURVITA BECAUSE ZEAL CHANGED OUR LIVES. There were struggles following the stock market crash, which made it difficult to support our family. After attending a National Convention and hearing the testimonies, we joined the business part time, while also working full-time jobs. We experienced success and had a passion and an urgency to share Zeal with everyone; it brought us a financial opportunity that changed our lives.





- 1. Noe & Elvia Acevedo
- 2. Tirso & Eunice Adame
- 3. Felipe Aguila
- 4. Juana Adriana Aguiniga
- 5. Maria Dolores Alvarez
- 6. Sarai Aragon-Cruz
- 7. Norma Gutierrez Arteaga
- 8. Andres Barrera
- 9. Sheila Bautista
- 10. Cristobal Bonilla
- 11. Angel & Violeta Breceda
- 12. Doris Brewer
- 13. Cassandra Butler
- 14. Venus Joy Calma
- 15. Maria Camacho
- 16. Elizabeth Canton
- 17. Eleuteno Sanches & Elva Rodriguez Cantu
- 18. Angel Carver
- 19. Cinthia Castillo
- 20. Asencion Luna & Yolanda Castillo
- 21. Angélica Colin
- 22. Lisa Compston
- 23. Rene Contreras
- 24. Olga Duran Correa
- 25. Arrin Crust
- 26. Maria Crutcher
- 27. Linda Del Campo
- 28. Policarpio Estrada
- 29. Chet Finley
- 30. Sergio Escobar & Veronica Flores-Velazquez
- 31. Cameron Ford
- 32. Joanna Freeman
- 33. Jesus & Martha Gallardo
- 34. Juan & Juana Gallegos
- 35. Margarita Garcia
- 36. Margarita Gastelum
- 37. Anna Harms
- 38. Oscar & Sandra Herrera
- 39. Esther Reyes Hernandez







40. Jose A. Hernandez 41. Alfredo Torres & Maritza Hernandez 42. Norma Holt 43. Cynthia Hu 44. Theresa Huestis 45. Peggy Ibarra 46. Rod & Kimberly Imel 47. Michael Jerez 48. Carmen Jimenez 49. Miguel Meza & Marycruz Jimenez 50. Leticia Juarez 51. Andrew Law 52. Ofelia Olivas 53. Maria A. Lomeli 54. Rogelio Verdin & Andrea M. López 55. Luis & Yolanda Martinez 56. Sean Matthews 57. Jose David & Norma Matzir 58. Hermenegilda Maya 59. Daniel McBride 60. Jose & Julie Medellin 61. Enrique Medina 62. Alan Montes 63. Arturo & Aida Montes 64. Brian & Nicole Moody 65. Ana Nava 66. Darlene Neri 67. Vanessa Neri 68. Amarylis Nogueras 69. Alfredo & Luz Olazaba 70. Jorge Avila & Joana Orbe 71. Jorge Cirilo Paciano & Esperanza Mejia 72. Onesimo Perez & Maribel Ponce 73. Jesus Ponce & Alma Rose Zuñiga 74. Timothy Porter 75. Gerald Merlos & Cynthia Quezada 76. Maria Concepcion Quintana 77. David Ramirez Flores 78. Isauro & Meggy Ramos 79. Jonatan Ramos 80. Jose Luis & Fransisca Rayas 81. Chelsea Reiners 82. Sarai Retana 83. Joe & Zeny Renon 84. Jade Riley 85. Luz Helena Rodriguez 86. Mercedes Romero 87. Minerva Sanchez 88. Aida Santana 89. Rosalina A. Santacruz 90. Heather Serrano 91. Ernesto Flores & Bertha Silva 92. Ruby Simental 93. Charlie & Katrina Tarver

94. Duane & Mellissa Trejo

95. Mary E. Tong96. Alejandra Velazquez97. Hermildo Lopez & Olga Veliz

98. Doris Williams 99. Sandra Willis



GOING FORWARD

Dear reader,

Zurvita has had consistent growth over the past five years as we have increased our revenues and our customer and Consultant base. Even with this tremendous growth, the one thing that has not changed since Zurvita's inception is our purpose—and that is to always have positive impact on our customers and Consultants that will be life-changing.

The three Founding Principles are the foundation of our company:

- 1 Build a company that honors and glorifies God.
- Develop a company with humble leadership.
- 3 Create an environment where people win at every level.

I believe everything we have stayed true to has prepared us for the next exciting chapter of Zurvita.

The first six months of a Consultant's career is crucial. Since most start part-time, it is important they experience progress to hold their attention and belief that they can build their business.

With this in mind, there are some exciting initiatives that will have a major impact going forward for our Consultants.



- A weekly web-based show bringing education, inspiration and entertainment to our field.
 Communication needs to be interesting in order to keep a sales force that is mostly parttime engaged.
- Our strategy is to have a
 Consultant win a trip to Disney
 or a cruise within their first
 90 days of joining. This way,
 Consultants can achieve special
 bonuses for accomplishing small
 goals quickly.

Although our programs are more advanced and our new headquarters is nicer and bigger, the focus on changing lives hasn't changed at the \$100 million in sales level from when it was \$3 million. My encouragement to others is to work for purpose and stay with it! You will win if you just don't quit.

