



ZURVITA[®]
A higher way of life.



Hello,

My name is Colter Brinkley and I want to thank you for your interest in the Zurvita business opportunity. Zurvita is breaking new records when it comes to earning money fast. Read story after story in the "Success From Home" magazine about everyday people succeeding fast with Zurvita. In fact, over 50% of the "Success From Home" magazine is about Zurvita and the Zeal for Life product!

If you read everything, you will see that Zurvita is a very special company that attracts special people. Zurvita is the real deal! Don't miss this! The Zeal for Life product is amazing. When you look at the Compensation Plan and All-Star Team Bonus program you will understand why Zurvita is being called the "#1 Money Maker" in the World.

It gets better! Zurvita is at Critical Mass (See Above) and we are opening in at least 10 new countries this year. These factors with the release of the "Success From Home" magazine equals BOOM! You are in the right place at the right time. **Read every page and then go to...**

www.SuccessStoriesGroup.com for more information about the business and product. Watch the video's, download the the Zurvita Compensation Plan and the Doctor's Report on the Zeal for Life product. Reading the Doctor's Report will prove to you that we have no product competition!

If you have not tried the Zeal for Life product, then call the person that introduced you to Zurvita and ask for 2 FREE samples and a hard copy of the Zeal for Life Doctor's Report. This is critical! You need to see for yourself how amazing this product really is. Most people feel a difference within 20-minutes. Feeling a difference is just the beginning for many people!

In closing, let me say this, I have been a Top Earner, Consultant and Trainer in this industry for over 20-years and I have never seen a company that had it all like Zurvita. Again, please, don't miss this. Join the #1 Company and the #1 group, the *Success Stories Group*!

Sincerely,

Colter

Colter C. Brinkley, M.S.
Founder of the *Success Stories Group*
Zurvita 15 Star Ambassador

**Call me anytime:
949-369-2554**

ColterBrinkley@SuccessStoriesGroup.com

→ **John Maxwell:** You Must Be Intentional About Your Growth

Free
DVD
INSIDE

SUCCESS | FROM HOME

FROM THE PUBLISHER OF SUCCESS MAGAZINE

COMPLETE WELLNESS

How Zurvita Packs It Into One Powerful Little Bottle

Robert Kiyosaki:
Network Marketing
Is an Income-
Generating Asset

Discover the
Big Opportunity
Soaring in
Small Towns

Built on Faith,
Zurvita Thrives by
Serving Others



\$5.95 US

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David Lee
Managing Editor

Amy McMurry
Senior Art Director

Carl Waters
Creative Director

Meredith Simes
Editor in Chief

The Real Zeal Deal

Mark and Tracy Jarvis had made it big as network marketing distributors. They had worked hard to help a lot of people change their lives and were enjoying the rewards. But something was missing. They knew they could do more and help so many more people. They felt called to walk away from the business and income they had built as distributors and start their own company.

Mark and Tracy built Zurvita on three core values:

1. A company that honors and glorifies God.
2. A company that has the largest group of humble leaders in the industry.
3. A company where people can win at every level.

Those values guided this young company through uncertain times in its beginning and continue to guide it through prosperous and rapid growth today. Zurvita's core product, Zeal Wellness, is a little bottle that packs some powerful nutrition. Being able to just add liquid, shake it up and drink it, makes it light, portable and easy to share. The word-of-mouth business model has created incredible growth in small communities where so many people know each other. Everyday people, working their Zurvita business on a very part-time basis, are now earning two to 10 times what they earn in their current full-time jobs. And many of them are becoming leaders in their communities through this opportunity. Just as Mark and Tracy envisioned, these Consultants are winning at every level.

We're excited to tell Zurvita's story in this month's issue and hear from many of its successful Consultants whose lives have changed dramatically by experiencing Zurvita's products and taking advantage of the opportunity.

Also this month, John Maxwell, one of the world's foremost experts on leadership and growth, explains the importance of making personal growth intentional. Pastor Joel Osteen teaches how to have a good attitude no matter what circumstances you find yourself in. Financial and investing guru Robert Kiyosaki tells why he sees network marketing as an income-generating asset. And finally, Les Brown encourages you to continue pressing toward your goals no matter what obstacles you run into.

A sincere thank-you to Mark, Tracy and all the folks at Zurvita who took the time to help us understand their culture and values that are making this company one of the most intriguing success stories in the direct sales industry.

Meredith Simes
Editor in Chief
msimes@success.com



The Zeal Wellness product packs in more than 100 superfoods, adaptogens, vitamins, minerals and other nutrients that fill in the nutritional gaps created by today's lifestyles.

If you ask one of the many “zealots” in love with **Zeal Wellness** about their experience with the unique health and wellness drink, phrases such as “**life-changing**,” “**improved mental clarity**” and “**I just feel better**” seem to come up a lot.

But ask those same “zealots” to categorize their beloved Zeal Wellness and their answers become a little more uncertain. “Zeal Wellness is difficult to describe by design,” says Zurvita Vice President of Marketing Kirby Wright. “Is it a multivitamin? Is it an antioxidant? Is it a whole foods concentrate? And the answer is it’s all of those and more. It’s an all-in-one, once-a-day wellness drink that takes the guess work out of nutrition.”

they believed we could make more money with more products.”

Zurvita Co-Founders Mark and Tracy Jarvis had the vision to see beyond the promise of temporary revenue boosts to the long-term benefits that an outrageously healthy product could create for their customers. “We’re not just about making money,” Kirby says. “We’re about bringing to the marketplace a simple, convenient and affordable product everyone will take and stay on for life.”

Creating such a nutritionally well-rounded product meant compiling a broad spectrum of superfoods—some famous, while others were relatively unknown to the public. Marquee names such as açai berry, goji berry and noni juice were included in blends with the lesser-known, but equally potent, *Moringa oleifera* and ashwaganda. “We packed as much



The Right Blend

The creation of Zeal Wellness began with the goal of formulating a product that would provide the highest level of nutrition possible through the most simplistic means possible at the best price possible. It was an ambitious objective and Zurvita’s leadership encountered more than a few naysayers. “Most formulators wanted us to create three, or four, or five products,” Kirby says. “They could not understand why we wanted to create just one product;

in this product as we possibly could,” Kirby says. “We knew if we did that, the chance of people getting results was higher. Everyone has nutritional holes in their diet and we believe that this broad spectrum, this horizontal approach, has the best chance of offering results.”

Taking an inclusive, holistic approach to health with Zeal Wellness takes the guesswork out of creating a healthy diet and eliminates confusing trips to health food and nutrition stores that are stocked with aisles of



supplement options. The product’s powdered form ups the convenience factor, making shipping more efficient and portability a breeze, while offering the health benefits of a bioavailable liquid supplement. “One serving, or scoop, of Zeal Wellness is equal to 56 capsules or pills,” Kirby says. “Would you rather take 56 pills or sip this one tasty drink?”

Stabilized Rice Bran: The Secret Superstar

At first glance, it may seem strange to see the word *rice* highlighted as a positive ingredient in a health and wellness product. After all, rice is just another empty-calorie carbohydrate, right? Yes and no. The fluffy white rice most people are used to seeing on their plate as a side dish does have a high glycemic index and few vitamins and minerals. And with 200 calories per cup, it is no surprise that white rice hasn't found its place on the superfood list.

White rice, however, doesn't start out with such a lengthy rap sheet. After it goes through the milling process, when its husk, bran and germ layers are removed so that just the white inner kernel remains, the remaining rice bran proves to be one of the most nutrient-dense food sources on the planet. In the past, discarding the healthiest parts of rice through a milling process was essential because of the oxidative changes within the bran that would quickly render the rice rancid and inedible. Thanks to advancements in food science in recent years, however, rice bran can now be stabilized without the use of chemicals or expulsion of its healthiest parts. The final product earns the name Stabilized Rice Bran (SRB).



While it may not be the most famous superfood, Stabilized Rice Bran holds its own among more famous superfoods such as açai berry and green tea. And with over 120 vitamins, minerals and antioxidants, Stabilized Rice Bran is the superstar for Zeal Wellness. As a water-soluble superfood, Stabilized Rice Bran's bioavailability means its nutrient-dense food sources go right to the cells that need it, while its antioxidants do battle against free radicals.

"When most people hear 'rice bran' they think about the little white rice on their plate," says Zurvita Vice President of Marketing Kirby Wright. "Stabilized rice bran has so many naturally occurring nutrients within itself. We knew we wanted to make sure it was a major ingredient in our flagship product, Zeal Wellness."

"Whole body health begins with whole food nutrition."

—Dr. Scott VanLue, M.D., Zurvita Scientific Advisory Board member and family practice physician

Enrich, Restore, Protect

Zeal Wellness is bursting with well over 100 nutritional components. To build the complete and varied recipe found in this unique product required the combination of three proprietary blends created individually to enrich, restore and protect. By blending these three formulas, Zeal Wellness enriches the body by feeding it the whole-food concentrates that it needs, restores cells to their youthful state, and protects the body from the damage of free radicals through the power of antioxidants.

The necessity of whole food concentrates as a component of a healthy diet is a value held by the members of Zurvita's Scientific Advisory Board. This group of privately practicing medical doctors remains very involved in the development of Zurvita products as well as the ongoing education of the company's field Consultants. Their experience in the real world, treating patients on a daily basis, makes their professional assessments of the Zeal products even more powerful.

"Whole body health begins with whole food nutrition," says Dr. Scott VanLue, M.D., Zurvita Scientific Advisory Board member and family practice physician. "Foods not only provide fuel for the body, but they also contain a variety of natural anti-inflammatories, antioxidants and adaptogens that are essential to great health.

As a physician, I use and trust Zeal Wellness to provide this foundation for my patients.

The integration of Zeal into a healthy diet and lifestyle is the key to optimized health and it is the single most important service I can offer."



Outrageously HEALTHY

Take the Challenge

Zurvita's leading product, Zeal Wellness, lays the groundwork for the additional products the company offers. Broken down into two Challenge Paks, Challenge Pak #1 focuses on building a foundation of great nutrition by consuming Zeal Wellness on a daily basis. Challenge Pak #2 encompasses The Zeal Weight Management Program, which includes Zeal Advanced Formula Protein Shakes, Zeal Cleanse and Zeal Burn in addition to the popular Zeal Wellness. Whether seeking to lose weight or wanting to focus on moving in a direction of better health, the Zeal for Life Challenge wields the power of the Challenge Paks to get results.

The combination of supercharged protein meal replacement shakes with the patented thermogenic fat-burning power of Zeal Burn's Advantra-Z offers consumers quick results. Simultaneously, Zeal Cleanse detoxi-

Zeal Cleanse has been specifically formulated to maintain the integrity of the gastrointestinal tract and the correct gastrointestinal bacterial flora or biome. Many inflammatory conditions throughout the body are now

“Zeal Wellness is an all-in-one, once-a-day nutritional product that supplies the body with what it needs to be healthy.”

—Kirby Wright, Zurvita Vice President of Marketing

fies the body to create an optimal digestive environment, a key factor for staying healthy and maintaining an ideal weight. “You have heard it said that ‘you are what you eat’ but it is more accurate to say ‘you are what you eat and absorb,’” Dr. VanLue says. “The gastrointestinal tract is essential to the proper absorption of nutrients, but it also contains approximately half of our immune system.

being linked to ongoing inflammation in the gastrointestinal tract, and Zeal Cleanse assists in getting to the ‘guts’ of the issue.”

The Zeal for Life Challenge was designed with Zurvita's cherished quality of simplicity in mind. This simplistic approach makes the Challenge approachable for people from all fitness levels and walks of life and means that anyone can be successful.

The Zeal for Life Movement

For some, reaping the rewards of a successful Zeal for Life Challenge means starting a movement. Whether an individual's Zeal for Life Challenge results in improved mental clarity, help shed extra pounds or revive that missing spark in everyday living, chances are that friends, family members and acquaintances will take notice. Without any formal advertising, these Zurvita Consultants discover that new business partners sign on and new customers begin their



Real Zeal Results

"My Zeal journey started on Jan. 27, 2013, when a friend brought me two single-serving bottles of Zeal to try. I had been dealing with various health issues. I started taking Zeal to see if it would help with any of the symptoms. I started out on just the Zeal Wellness. About eight weeks into taking Zeal, people started asking me if I was losing weight. I had no clue! I hadn't bothered to check, and was thrilled to discover I had lost 7.5 pounds!

"All I was doing was getting up each day and drinking my Zeal. I started using the Weight Management Program in April 2013. As of December, I'm around 119 pounds and I feel great! My husband Kyle saw the changes and success I was having and decided to try it. He started the Weight Management Program in March at 240 pounds and is now down to 195 pounds."

—Lesley Otwell, Mustang, Oklahoma

"After a few months of being on Zeal for Life, my mental clarity and focus had improved significantly. Since Zeal, I have been able to build my business, spend quality time with my family and still have energy to complete my workouts. Our family life has vastly improved and we are all grateful!"

—Chris Gee, Edmond, Oklahoma

"I have always fought weight gain and been out of shape. In 2013, I finally got fed up with it. At the beginning of the year, I made a serious commitment to lose weight and get fit. I started using Zeal Wellness and the Weight Management Program. I began exercising slowly, using DVDs at home. I tracked everything I ate and drank. I didn't diet, but ate very clean and healthy, according to my goals.

"This has been the most comfortable, no-anxiety weight-loss plan I've ever experienced. I've been on vacations, socialized, and had no fear of 'falling off the wagon.' Zeal kicked all my cravings to the curb! I was doing great with the home exercises, but I still needed to tone up more. I started going to Anytime Fitness. I have NEVER liked exercise and am not really athletic. But now I LOVE working out! I have lost 60 pounds since early January. I love my Zeal!

"Here are my goals: A lifelong challenge to get fit and stay fit, to continue to tone and build endurance, to inspire and help others to be healthy, and to live a long, healthy, happy and active life!"

—Linda Weir, Buda, Texas

own Challenges, simply because of their personal experiences with the product.

That is exactly what is happening across the nation and around the globe thanks to the Zeal for Life Challenge. Interestingly, small towns have seen impressive results from this organic growth strategy. Goat ranchers, fork lift operators, teachers and mechanics in small towns throughout Oklahoma and Texas offer story after story of lives changed, incomes radically altered for the better and health states

improved. "It is a testament to the product," Kirby says. "Individuals are having incredible results on the products and naturally networking because they are so excited about how they feel. It is exactly what you want in a network marketing company—'zealots' who evangelize the story of their results."

"We are about changing people's lives."

—Tracy Jarvis,
Zurvita Founder

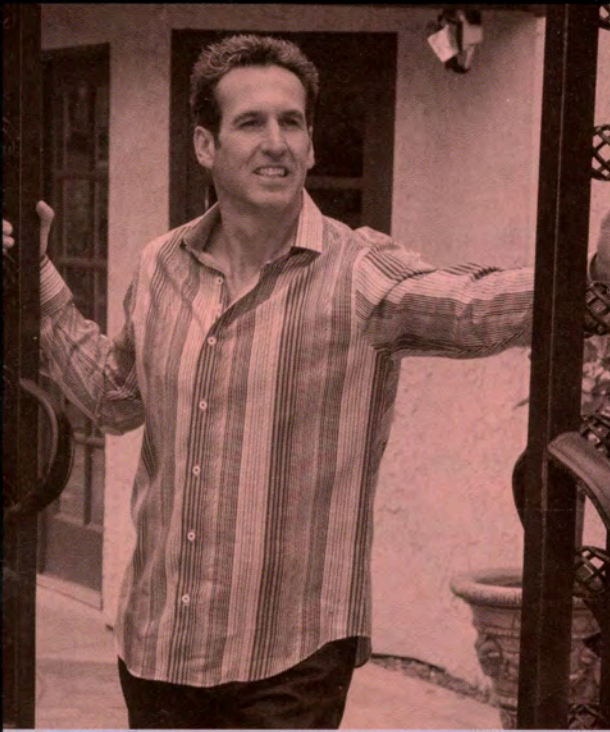
Zurvita is now finding explosive success in metropolitan areas as well, but the unique development within small towns became the initial evidence that

success through their business model can happen anywhere. "What has started in these small towns is a grassroots movement," Kirby says. "It is social proof that if ranchers and farmers in small towns can do this and make money, imagine what you can do wherever you are."

As teachers, restaurant workers and government employees improve their financial and physical statuses with Zurvita, it becomes apparent that having a background in sales is not a requirement for success. Instead, the results do the talking as Consultants and customers share their experiences.

"We call our single-serving bottles of Zeal Wellness our 'little soldiers,'" says Zurvita Co-Founder Tracy Jarvis. "When people get those in their hands and get that nutrition in their bodies, they get results and can't help but talk about it. We are about changing people's lives with our flagship product, Zeal Wellness, and our mission is to get this product into as many bodies as we can." **SH**





Success Stories

Take a Glimpse into the lives of these Zurvita Consultants who are **enjoying a life of freedom.**

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38 Will & Jennifer Watkins

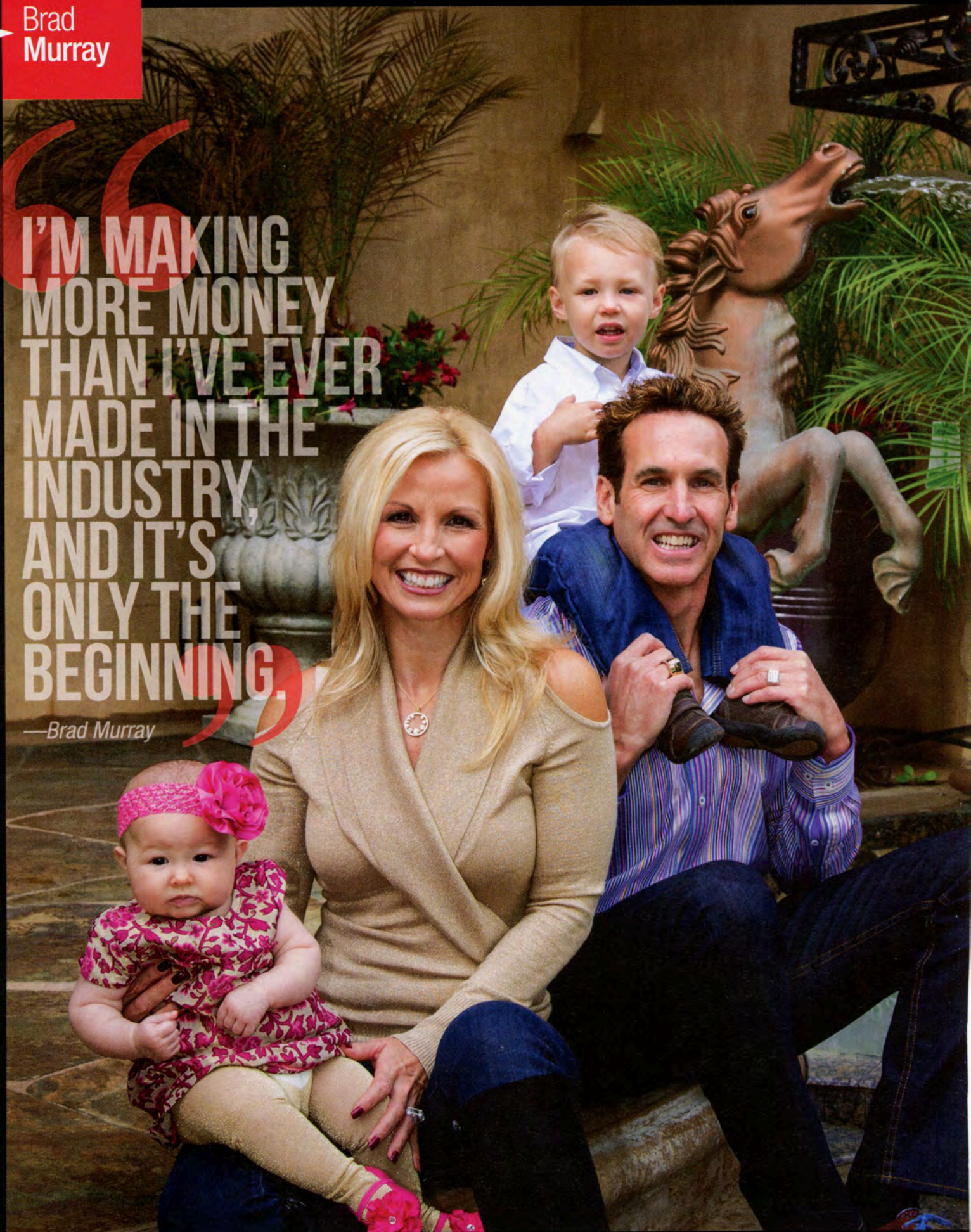
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Brad
Murray

I'M MAKING
MORE MONEY
THAN I'VE EVER
MADE IN THE
INDUSTRY,
AND IT'S
ONLY THE
BEGINNING.

—Brad Murray



Committed to the Future

In two years, Brad Murray's financial life has been dramatically transformed.

by Wendy Rudman

Zurvita Status
Ambassador

Home
California

Family
Wife, Stasha; son, Hudson, 2; daughter, Starli, 6 months

Key to Success
All things are possible for those who believe.

When Brad Murray first signed up with Zurvita, he was No. 1—literally. He was the first person to sign up with the new company and has remained its No. 1 income earner. He was willing to leave behind a former lucrative network marketing business to follow Zurvita's founders, Mark and Tracy Jarvis, into their new company. "I knew their philosophy and their principles," he says. "I know how they think. I had to take somewhat of a risk, based on my faith that we could build something bigger, with a long-term career path."

Miraculous Financial Breakthroughs

Trusting his instincts proved to be a winning formula for Brad. He and his wife saw their income increased tenfold. "In just over two years, we experienced miraculous financial breakthroughs," he says. "We went from zero in 2011 to \$700,000 in annual income from Zeal. It's been a series of one miracle after another."

Over that two-year period Brad and his wife Stasha became parents to Hudson, who is now 2, and Starli, who was born in the summer of 2013. Their increased income has allowed them to not only fund retirement accounts, but also set aside college funds and donate to charities on a level that far surpasses what they could have ever done in the past. They traded in a small

house with no yard for a multimillion-dollar home. Their old car was replaced with two new ones. "Zurvita is successful because the foundation is built on principles, we have a group of people committed to a product that no one can compete with, and we have an unbeatable compensation plan," Brad says. "I'm making more money than I've ever made in the industry, and it's only the beginning."

Bigger and Faster

Brad marvels at what he calls a "complete financial transformation in what seems to be the blink of an eye." And he's sure that the future holds more of the same for the next generation. Because he was in Zurvita in its fledgling stages, it took him a little longer to build his wealth than it will take for what he calls the "next man up." "It's amazing how many people have gone through this financial breakthrough and we're still such a small company," he says. "Because I was part of that first generation, it was a little slower. Now that we have so much testimony, the next generation will see it go through bigger and faster. We're committed to one generation after another, giving them the same breakthrough opportunities." **SM**



Keeping It in the Family

For each of the Granger families, the timing for this opportunity was right, and their success is even sweeter because they're experiencing it together.

by Nicole Bywater

Like most parents, Mike and Cheri Granger worried about the financial future of their sons, Zac and Kyle. But now that the family is part of Zurvita, those worries have melted away.

"Knowing that they're comfortable financially and will be taken care of for the rest of their lives just means the world to me," Cheri says. "We give God all the glory and are so thankful for this opportunity."

The Right Opportunity

The family business began in February 2012, with Mike and Cheri signing on just weeks after Zac and Kyle.

Zac and his wife Stephanie were the first to hear about Zurvita, after a dinner visit with friends who were part of the company. A few days later, Zac, who works as a helicopter mechanic in the Army National Guard, began taking the samples of Zeal Wellness he had received and was immediately impressed. "I really felt the product helping, so that's when I called Kyle, because I knew they were looking for a job where his wife could work from home," Zac explains. "I had done network marketing before and knew that there was money in it, but the product was really my deciding factor."



For Kyle and his wife Heather, the timing couldn't have been any better. "Heather had just posted on Facebook, asking if anyone knew of a job she could do from home, so she could still be at home with our little girl," Kyle says. "I'm on active duty in the Air Force, but we were just about as broke as broke could be. We were dipping into savings every month and at the point where Heather was going to have to go back to working outside the home."

Coming Out of a Fog

The brothers told their parents, Mike and Cheri, about the business. And again, the timing was right. The couple, along with Stephanie, had been through a tornado the year before. Cheri says she was struggling with depression. Mike had been injured during his job as a sporting official and the couple worried about how they were going to make ends meet.

"Our sons didn't know the extent of the emotional struggles we were going through, but they did know about their dad's knee injury, which is why they suggested that we look into Zurvita," Cheri says.

Mostly to support their son, Cheri says they bought the biggest package they could. She says that within a week she was already feeling better. "We felt stronger and we were both sleeping better than ever. I got excited about sharing this with others because I could think of so many who could use it."

Today, the Grangers have each earned their \$100,000 rings and feel lucky to be a family within the Zurvita family. "This gives us hope for the future," Mike says. "We're able to give back and not be just people existing in the world, but something so much greater." **SFH**

Zurvita Status
Ambassadors

Home
Oklahoma and Texas

Family
Mike & Cheri Granger
Zac Granger: Wife, Stephanie; daughter, McKenzie, 2 months old
Kyle Granger: Wife, Heather; daughter, Lily, 2

Key to Success
Teamwork makes the dream work.

© Mark Perlstein

WE GIVE GOD ALL
THE GLORY AND ARE
SO THANKFUL FOR
THIS OPPORTUNITY.

—Cheri Granger



Will & Jennifer
Watkins

ZURVITA HAS
ABSOLUTELY
CHANGED EVERY
ASPECT OF WHAT
WE THOUGHT WAS
POSSIBLE IN LIFE.

—Will Watkins



A Thankful Life

Will and Jennifer Watkins pay their success forward.

by K.C. Barlow

Zurvita Status
Ambassadors

Home
Oklahoma

Key to Success
Enthusiasm. Commitment.
Conviction.

Will Watkins likes to say that Zurvita has given him and his wife Jennifer a second chance at life. When the Oklahoma couple discovered the Zeal for Life products, their marriage was crumbling, they were living in a very small home and they were both struggling with depression and poor health. Will was part of the Wounded Warrior project and undergoing a grueling recovery from a back injury that kept him from deploying to the Middle East with the Army National Guard. In pain and unable to move around, he had gained a lot of weight and was starting to lose hope.

"I wasn't healthy at all," Will recalls. Then one day he noticed a Facebook posting about Zurvita and its weight management program and decided to give it a try. "I really wasn't interested in the business side of things," he says. "It was the products that won me over." His new regimen made a difference almost immediately. "My wife said I had pep in my step and that my spirits were back!" he says. "I felt less depressed, and I had way more energy." Jennifer started using the products and began to feel healthier as well. "It really brought us closer together," Will says. "It was like discovering a new person."

'Bringing People Up'

Feeling more hopeful than they had in years, Will and Jennifer embraced Zurvita's business opportunity. Within six months, he retired from security work and the National Guard and committed full time to his Zurvita team. Jennifer, a Realtor, retired six months after that. "Zurvita has absolutely changed every aspect of what we thought was possible in life," Will says. "And we definitely have time freedom."

As Ambassadors with the company, they have the financial means to travel when and where they want and to take care of family. "We like to go on cruises," he says. "We usually do three vacation trips a year." Before Zurvita they rarely splurged, and were living in a tiny home with no prospects of anything better. "It's been one of our dreams to have more room, and now because of our success with Zurvita, we just built our dream home. We went from about 1,100 square feet to about 3,900 square feet!" Will and Jennifer also just received the Zurvita ring indicating they have earned \$500,000 in the past 12 months. "We could have never imagined what a difference two years can make in how we live and how we think," Will says. "One of our long-term goals is to help more people become leaders." Their true passion is teaching others how to achieve the same lifestyle. "The biggest joy we get out of this is helping others do the same," Will says. "I am so thankful to God that someone helped me."

Will especially enjoys sharing his own personal transformation with others. "I'm more confident and I'm more at peace," he says. "The person I had in me but I didn't know I had is the biggest surprise." To help others down the path to success, he and Jennifer make sure to spend quality one-on-one time with new team members, emphasizing the importance of goal setting. "We try to dig deeper into the psychology of what they really want out of this business," he says. "It's all about bringing people up." **SFH**



Rediscovering Dreams

Jody and Tracy Davis teach others to achieve.

by K.C. Barlow

Jody and Tracy Davis were on opposite sides of the world when they decided to embrace the Zurvita opportunity. Jody was living and working in their home state of Oklahoma, and Tracy was deployed to Kuwait with the Army National Guard. While there, he had discovered Zurvita, started using the products and was feeling healthier than he had in years.

"I started feeling good and losing weight," he recalls. "Then I started sharing it with the other soldiers." With Jody's help back in the States, he used his company-replicated website to launch their team. Before he had even returned home, Tracy had qualified for Zurvita to pay for a Mercedes. "I remember lying in bed while I was over there, thinking this could be life-changing," Tracy says. "I thought we could really have some success."

Out of the Prison

When Tracy's tour ended, he returned to Oklahoma with one main goal—early retirement for him and Jody from their jobs in the prison system, where he was a unit manager and she was a nurse. "She worked 10 to 12 hours a day," he says. "I wanted her out of there." Earning about \$2,500 per month working full time at the prison, Tracy continued doing Zurvita Challenge parties at night and working with Jody to build the business on a very part-time basis.

Within a few months their monthly income grew to \$7,000, then up to \$20,000 a few months later—all while still making \$2,500 a month at the prison. "That was one of the greatest feelings ever," Tracy adds. "Our lives completely changed." When he officially retired from his job, about 50 people from Zurvita showed up with signs to surprise and congratulate him.

All Over the World

As Ambassadors in Zurvita, Tracy and Jody are enjoying an income that has brought countless choices into their lives. They not only have the financial means to live a more comfortable lifestyle, they also have the time. "We've been knocking



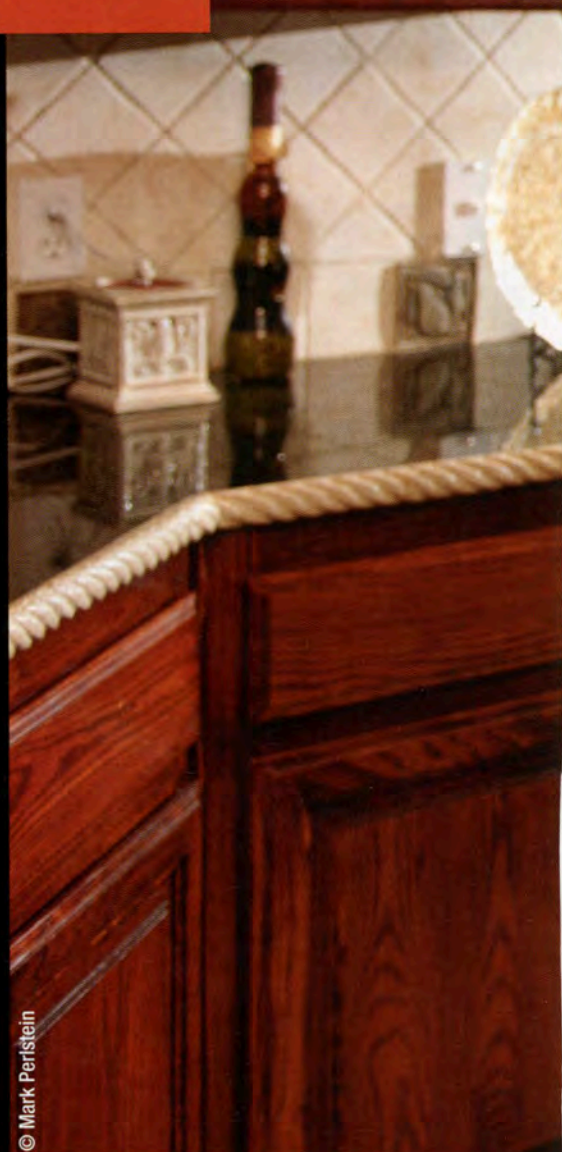
stuff off our bucket list," Tracy says. "We've never been able to do that." They've enjoyed trips to Niagara Falls, Boston and Gettysburg, and also built their dream home. But the best reward they've experienced is helping other people follow their dreams. "This business is about so much more than money," Jody says. "We do this because we want to help people. It's about giving back to others, and we take pride in that."

With the same determination they applied to their business early on, Tracy and Jody combine their different strengths to attract and mentor new Consultants. They hold Challenge parties several times a week, sharing Zurvita with anyone who will listen. They also rely heavily on their leaders to grow the team. "When they achieve it's like no other feeling," Tracy says. Most important, they encourage people to believe in what might at first seem impossible. "We get people dreaming again," he says. "Our goal is to change lives all over the world. Whatever it takes." **SH**

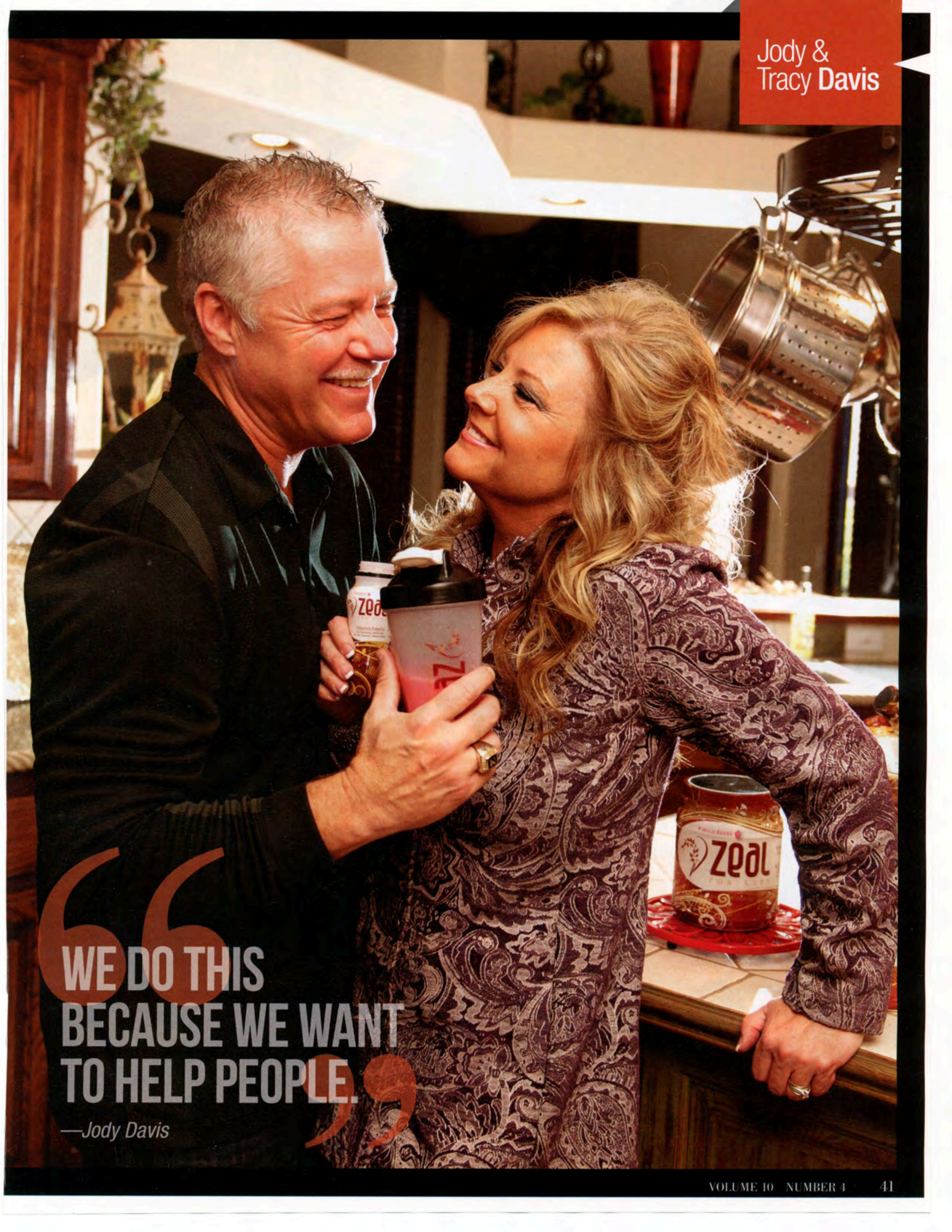
Zurvita Status
Ambassadors

Home
Oklahoma

Key to Success
Be passionate. Pour your heart and soul into it.



© Mark Perlestein



“WE DO THIS
BECAUSE WE WANT
TO HELP PEOPLE.”

—Jody Davis

Emily Payne
& Alex Dinverno



Building a Business and a Marriage

Emily Payne and Alex Dinverno began a business that grew into much more.

by Alicia M. Collier

Zurvita Status
Ambassadors

Home
Texas

Family
Emily's daughter, Allyson, 18; son, Casey, 14

Key to Success
Keep it simple and people win.

Alex Dinverno was looking for a home—a nurturing company with which he could use his network sales expertise and build a final business. Emily Payne was a nurse at the local veteran's hospital, struggling to raise two children with no prior sales experience. Together, the pair formed a Zurvita partnership that bloomed into romance.

Alex and Emily began dating in Bonham, Texas, prior to beginning their Zurvita venture. In his search for the next company, Alex met with Mark and Tracy Jarvis, enjoying their hospitality in Houston, and knew immediately he found the business home he was looking for.

"I immediately called Emily and told her this was big and we were going to do this together," Alex recalls.

The Next (and Final) Big Thing

Though a novice, Emily was persuaded to give it a try. After all, the culture of the company is to start slowly and build an income, over a period of months, can be life-changing.

"I was a nurse for 15 years, a single mom struggling to make ends meet," Emily says. "I had no experience in sales. I was working as a nurse 12 hour days, but I was able to start my Zurvita business part time."

Her small start led to big dividends. For five months straight, Emily earned four times what she earned as a nurse. Not only did that allow her the freedom to pay off her debt and give back to her community, but it allowed her to travel with Alex and enjoy a more leisurely lifestyle.

"We're really excited to work this as a couple," Emily says. "It has really brought us together." In the midst of building their Zurvita business, the couple became engaged, and now they're planning their future together.

Going All In

Emily was so confident in the earning potential that she quit her job as a nurse to work the business full time. "I thought, 'If I could do this working part time, think of what I could do full time. I could help even more people,'" Emily says. Now the couple is earning about 10 times what Emily was pulling in as a full-time nurse.

Alex and Emily attribute the company's success to the humble leadership of the founders. And they attribute their own success to their focus on helping others succeed while walking alongside their team.

"There are people put in place to help you win. It isn't just words on a page," Alex says. "I've never seen so many people, with no experience, have their lives changed in health and wealth."

For Emily, it was the simplicity of the plan that made it easy to be successful. For Alex, it is pulling together, sharing the same goals as a couple, and making persistent effort. "You have to stay plugged in and just don't quit," he says. **SFH**



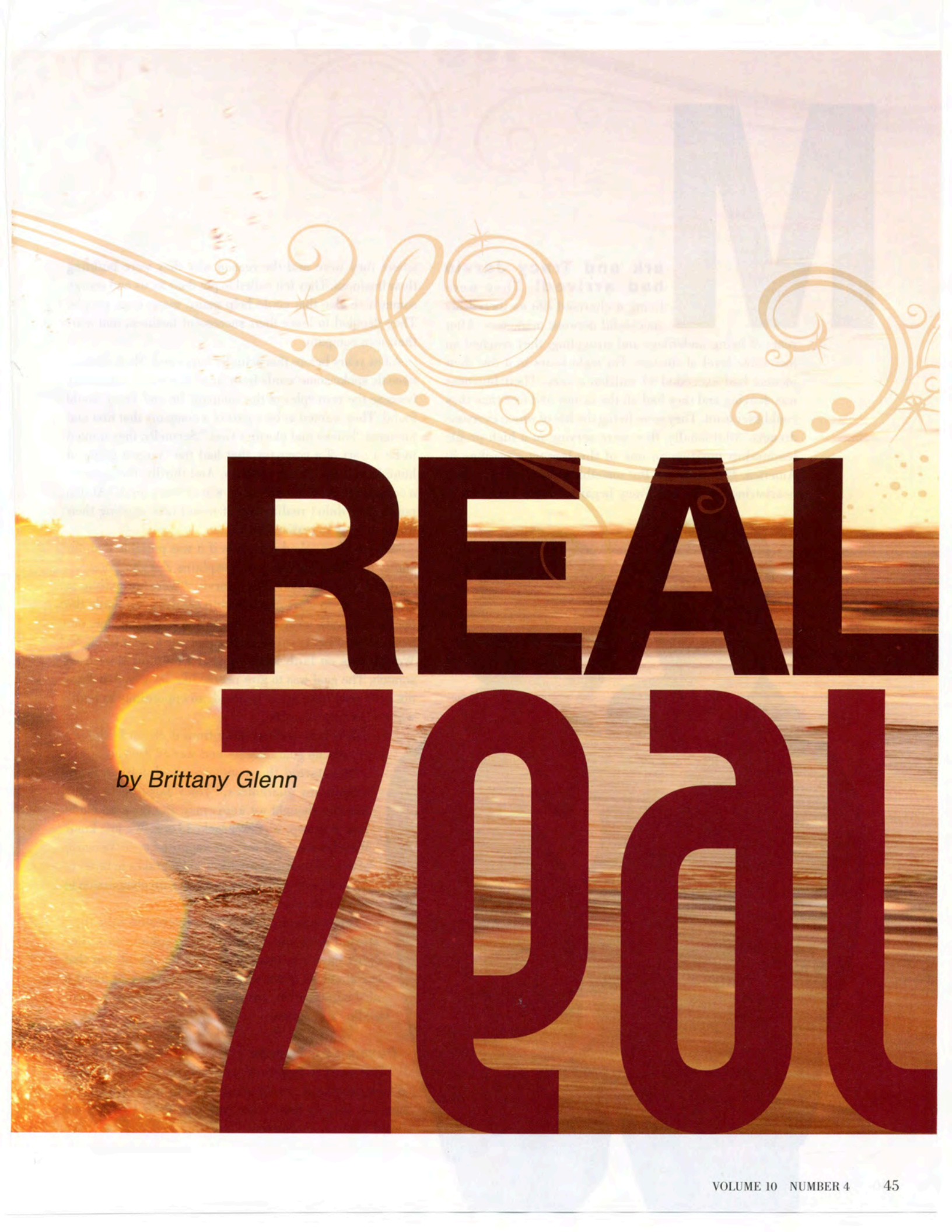
I'VE NEVER
SEEN SO MANY
PEOPLE... HAVE
THEIR LIVES
CHANGED IN
HEALTH AND
WEALTH.

—Alex Dinverno

© Mark Perstein



Guided by integrity and a passion for serving others, Mark and Tracy Jarvis founded Zurvita and its flagship product, Zeal Wellness, on a wing and a prayer. Today, they are zealots for success.

The background of the entire page is a photograph of a sunset over a body of water. The sun is low on the horizon, creating a warm, golden glow. The water reflects the light, and there are some ripples. In the foreground, there are some dark, silhouetted shapes that look like rocks or small islands. Overlaid on the image are several decorative elements: a large, bold, dark red text 'REAL ZEPAL' that spans across the middle and bottom of the page; a smaller, italicized text 'by Brittany Glenn' located to the left of the word 'ZEPAL'; and a series of decorative swirls and dots in a light brown color that curve across the upper half of the page. There is also a large, faint, blue letter 'M' in the upper right corner.

by Brittany Glenn

M

ark and Tracy Jarvis had arrived!

They were living a charmed life as incredibly successful network marketers. After years of being underdogs and struggling, they reached an incredible level of success. For eight years in a row their income had exceeded \$1 million a year. Their business was thriving and they had all the money and free time they could ever want. They were living the life of which everyone dreams. Additionally, they were serving in a high-profile leadership position in one of the largest churches in America. They were set. But something was tugging at their heartstrings. Mark and Tracy began taking a hard look at

where they were and the reason why they were building their business. They felt called to put their focus and energy somewhere else that could help many, many more people. They decided to leave their successful business and start their own company.

A few years before this actually happened, Mark spontaneously spoke some words from stage that would eventually become the principles of the company he and Tracy would found. They wanted to be a part of a company that first and foremost “honors and glorifies God.” Secondly, they wanted to be a part of a company that had the “largest group of humble leaders” in the industry. And thirdly, they wanted a company where “people could win at every level.” At that point, they didn’t realize that it would take starting their own company to realize that vision.

“One day, we asked ourselves if it was possible that our status had become our god,” explains Zurvita Founder, Co-CEO and President Mark Jarvis. “Were we willing to give it all up to start over? Within 60 days, we made the decision to walk away from our business, our income, our position in ministry—everything that our former life held. We did this on faith knowing that we would start from scratch. The goal was to give people like us, who may have not been your most apt to succeed, an opportunity to really win and change their life.”

In 2008 they walked away from it all on faith—no contracts, no guarantees—and started Zurvita.

“We started this company absolutely on faith, without any guarantees,” Tracy Jarvis says. “Our families thought we were crazy. But once we made that first step, we never looked back. We just knew that this was what we were supposed to do. Because of our success and knowing what it takes to build in the field, our decisions are made with compassion to help the average person win.”

There were a lot of people interested in getting started with Zurvita—but the problem was they didn’t have a product. They had a concept, but that was about it. Mark and Tracy knew how to build a sales organization, but they had a lot to learn about building a company.

Passion for People

The couple felt very passionate about building a company that would exist to help others discover success, largely due to the fact that their life had not always been so charmed.

Zurvita Founders
Mark and Tracy Jarvis





ZURVITA™

A higher way of life.

“Mark and I were both underdogs prior to our success in our last company,” Tracy explains. “We’ve had financial struggles, hard times and all kinds of ups and downs in our lives. We’ve been broke and we’ve been blessed. Our passion for people is so strong because we’ve never forgotten where we came from and what we went through to get to that point.”

The couple’s compassion for people is evidenced by their philosophy of servant leadership. “Mark and I have a big heart for people,” Tracy says. “We wouldn’t have done this otherwise because life was good. But we truly have a passion for loving on people and helping them. This company has become our ministry.”

Building a startup from scratch was difficult initially because the couple faced a steep learning curve. “We had never built a company before,” Mark says. “We knew how to build an organization but not a company. We didn’t come in with all the answers but our core purpose was to impact the underdog’s life.”

Jay Shafer, Co-CEO had some experience in the business world and played a critical early role working with investors and keeping the company funded in the difficult early times.

Kirby Wright, Zurvita’s VP of Marketing, came with over 20 years of field experience and some experience with startup companies, but everybody had a lot to learn.

There were challenges in the beginning of the company’s formation. “The first three years were kind of a nightmare,” Mark says. “We had not yet developed our flagship product, Zeal Wellness, and nothing seemed to work. But not one time did we ever question our decision. We were very blessed that we had investors who believed in us.”



Despite their earlier struggles, things took a turn for the better in 2011 when Zurvita launched Zeal Wellness. “We made a major decision to completely shift our direction and developed an all-in-one

“Our philosophy is it can be a great product but if it’s not affordable it won’t make any difference.”

—Mark Jarvis, Zurvita Founder, Co-CEO and President

nutritional supplement,” Kirby says. “We wanted a simple, unique and affordable product that delivered real short-term and long-term results. Through careful development, we finally had a product that caught our vision and Zeal Wellness was born. Introduced to the marketplace in February

What’s In a Name?

How did the founders of Zurvita choose the company’s name? Founder Tracy Jarvis says that selecting the name Zurvita for the couple’s new company was a deliberate choice.

“When we were contemplating starting our new company we knew it was a calling, so we wanted the name to really mean something,” Tracy says. “Zurvita is the name that stood out from all of the names we considered. **Zurvita in Latin means ‘the risen life’** and that inspired us.”

“It was important to us that our company name meant something and that it reflected our faith,” says Founder, Co-CEO and President Mark Jarvis. “We wanted our faith and our belief to be a part of what we were doing.”

of 2011 with over 100 essential nutrients including whole food concentrates, adaptogens, vitamins, fulvic and ionic minerals, Zeal Wellness was the answer.”

“I won’t say that the company became profitable instantly when we launched Zeal Wellness, but it started improving considerably,” Mark says. “Our investment source dried up in the exact month that we became profitable as a company. We were able to refinance our house to obtain the extra cash that needed to be put into the company. And with that, the company became profitable.”

Today, Zurvita is “in the black” financially. “Zurvita’s Co-CEO Jay Shafer has been amazing and was hugely important in helping Zurvita get and stay funded,” Mark says. “Now it’s a thriving, successful company and it has been for nearly two years. By July 2012, we had reached monthly revenue of more than \$1 million for the first time in our company’s history. Just two months later, in September 2012, we doubled that to more than \$2 million. We finished 2013 with \$63 million in annual sales.”

“Now it’s time to expand globally,” Jay says. “Canada is first and this year we will be making announcements about expansion into several other countries. It’s an exciting time to be a part of Zurvita. The business model has been proven. Now it’s time to expand!”

REAL Zeal

Culture

One of the most unique aspects of Zurvita is the culture that has evolved. It is very much a family culture and everybody is willing to help the next man up. In many companies, as people begin to make money their egos tend to grow even faster than their checks. Because of Zurvita's founding principles and its culture of humble field leaders, that just hasn't been a challenge.

"As a matter of fact, I've never seen a group of leaders that is more caring and giving than our Directors and Ambassadors at Zurvita. When tornadoes ripped through Moore, Okla., it was the



Independent Consultants in the field who came to corporate and put together a relief campaign to help their fellow Consultants in need. That's just one example of 'how we roll around here,' and to me, that's one of the reasons Zurvita is unique," Mark says proudly. "It's not about us. Zurvita is way bigger than any individual. It takes many parts to make up the body. We have an amazing field and an incredibly dedicated and loyal staff. We are blessed."

Value-Driven Products

Have you ever wandered the aisles of a health food store in a daze because there were so many options to consider? Zurvita makes it possible to simplify and streamline your wellness regime with its flagship product, Zeal Wellness.

"Zeal Wellness is an all-in-one, convenient and value-driven product," Kirby says. "It's incredibly effective and we have a very high customer retention rate, which is a unique differentiator in the industry. This product really is changing lives. People love it and stay on it. Zurvita's success is based on the results of this product."

"We made a lot of mistakes in the beginning and the first couple of years weren't at all what we expected," Mark says. "It was a lot harder than we ever imagined. But we were passionately committed to those founding principles and believed that we were supposed to do this, so we stayed at it."

Zurvita introduced Zeal Wellness to the marketplace in February 2011. "At that point we did a wholesale shift in our business model, product offering and compensation plan," Mark says. "We basically started a new company without changing the name. It was a shift that needed to happen."

"Our philosophy on wellness was to keep it simple and to make it affordable as well as convenient and effective," Tracy says. "With the all-in-one formula of Zeal Wellness, we hit a home run. After a few months, we knew we had something special. The results people were sharing from Zeal Wellness confirmed that we were on the right track and it's been a story of steady growth ever since."

"We wanted a simple, unique and affordable product that delivered real short-term and long-term results."

—Kirby Wright, Zurvita Vice President of Marketing

Zeal Wellness

includes a synergistic blend of whole food concentrates, nutrients, antioxidants, minerals and vitamins that your body needs but often doesn't get on a daily basis. The Zeal Wellness formula is dense with nutrients and features high-quality ingredients such as stabilized rice bran, aloe vera, goji berry, açai berry, noni juice, *Moringa oleifera*, gotu kola, grape seed extract and much more. These superfood nutrients aren't cheap, which is why the product's price tag is surprising.

"We developed Zeal Wellness with the idea that you couldn't go to a health store and find anything close to it for less than double the





price,” Mark says. “Our philosophy is it can be a great product but if it’s not affordable it won’t make any difference.”

Zurvita takes the same value-driven approach with its weight management program, which is a kit that features Zeal Wellness as the cornerstone but also includes Zeal Advanced Formula Protein Shakes, Zeal Cleanse and Zeal Burn. This program comes with a weekly coaching system to encourage healthy eating habits as well as a consistent workout plan.

“When we launched the Zeal Weight Management Program, we looked at the price of most of the weight management systems in the direct sales industry,” Mark says. “We knew that most people couldn’t afford to pay that on a monthly basis, so we dropped the price. Our weight management products are much more affordable than any other competing products out there.”

Being in the wellness industry is an opportunity to help people get healthy. Zurvita is a wellness company that helps people achieve wellness on multiple levels—including physical, personal development and financial wellness.

“We’re about helping people get healthy and this includes more than just taking the products,” Kirby says. “It includes this positive and encouraging environment that we are in the process of building so that our Consultants can be part of a community of people who really encourage and motivate them.”

Tracy says one of the reasons she and Mark love being in the health and wellness business is that they feel like they’re changing lives. “There is a crisis of obesity in the United States, not only in adults but now in children. We want to educate people and give them good nutrition to balance their bodies. Our philosophy is about teaching people how to live a healthy lifestyle. Not only do we want people to get results on our product, we want to teach them how to live healthier.”

Zurvita’s Three Founding Principles

Zurvita Founders Mark and Tracy Jarvis established the wellness company based on three guiding principles:

Principle #1.

Build a company that honors and glorifies God.

Principle #2.

Create a culture of humble leadership.

Principle #3.

Provide an atmosphere where people can win at every level.

Mark explains how these principles are put into practice. “We honor and glorify God not by judging people or trying to do business with people who believe like us but by loving on people no matter where they come from,” Mark says. “We also wanted to create a culture where the higher you climb, the more you serve the new person and where people could win at every level. So no matter how small or big your dreams were, we could get excited and rally behind them.”

“We wanted to create a company that we could guide through those three principles,” Tracy adds. “Our goal was to foster that atmosphere of humble leadership. It truly was a calling.”

Ahead of Their Time

Zurvita’s three guiding principles were actually developed by Mark and Tracy several years before they ever even considered starting a company of their own.

“The founding principles actually came out of our hearts two years before we started this company,” Mark says. “When we were with our former company, we used to say all the time that our hearts were led by these three guiding principles. At the time, we didn’t have any idea that we were going to start a company.”

Today, the three guiding principles steer the decisions made by the company’s leaders on a daily basis. “With everything we do, we think about our three founding principles,” Mark says. “We tell people at meetings that if they ever see us doing something that doesn’t live up to our principles, they’re absolutely welcome to bring it to our attention and give us correction. We stay accountable through these three principles.”

Field Focus

Zurvita's executive team is a breed apart from typical company owners because they possess years of experience in the network marketing industry. This affords them valuable insight into how they can help their Independent Consultants succeed at building their own businesses.

"I think one of our biggest differentiators is the fact that we have experience building an organization in the field," Tracy says. "A lot of network marketing executives have never built in the field and don't understand that perspective. But we've been there, we understand, we have compassion and we really want to see people have success like we did. We believe Zurvita will give that same opportunity to anybody who wants it."

"Kirby has also been in the field and built large organizations and shares the same philosophy as Mark and I. We view things completely differently than most other executives. You can only truly relate and understand if you've been there... done that," Tracy adds.

"We walked away from everything and started this absolutely on faith without any guarantees."

—Tracy Jarvis, Zurvita Founder

Next Man Up

"Many companies hit a plateau as a few of their leaders start making money and growth stalls out. Because of our 'next man up' philosophy, there will always be room for new up-and-coming leaders. We don't ever want people to believe they can't be a big part of Zurvita. The culture that has evolved here at Zurvita is one of



Residual income is the key to success in network marketing, Tracy says. "We knew that, but we also knew that it would be critical for people to make good money in their first 30 days," she adds. "We knew if we could put something in place where people could make \$800 to \$1,000 in their first 30 days, that those success stories would start a movement."

The executive team also knew that humble field leadership would be critical. Mark raves about his field leaders: "We have been blessed with the best group of leaders I've ever seen in this industry."

cooperation. Everybody is willing to help. The more success people have at Zurvita, the more willing they are to serve. That's just the way it is here."

"We're more focused on our Independent Consultants making a good living than we are envisioning ourselves breaking sales records," says Andre Sappingfield, VP of Sales Support Western Division. "We're really not interested in that hype. We really are trying to 'do it right.' It's not easy, but we are convinced that it's worth it. Our goal is to keep it super simple. We want everybody to feel like they can build a successful business at Zurvita."

Of course the benefits of becoming a Consultant in the network marketing industry are well-known and include time freedom, being your own boss, tax deductions, lucrative earnings and opportunities for personal development. Zurvita's goal is to help everyday people discover these riches, which can lead to a happy and fulfilling life.

"Our mission is to create an opportunity where people from all walks of life can participate and create an immediate income as well as a long-term residual income that will last for generations," Mark says. "We believe we have that because of our unique wellness products and a compensation plan that allows people to earn excellent money fast as their long-term residual income grows. We believe we offer a plan where people can win at every level."

Organic Growth

Although Zurvita has enjoyed tremendous success, the company is determined to remain focused on its mission to help Independent Consultants achieve success as they define it.

"We don't have a lot of network marketing gurus who jump from one company to the next," Jay says. "Our success is home-grown and most of the growth started in small-town America. Somebody starts taking the product, it changes their life and they decide to get into the business and share their story. Some of these people who have never been in network marketing or have never had success before are now making very good money. It takes work but if you network with enough people, you're going to do well."

Rather than seeking growth at any cost, Zurvita has remained true to its values and convictions. "We're not about being the biggest or the fastest-growing network marketing company," Jay says. "We're really about doing this thing correctly. That means we all feel good about what we're doing."

The management team's sincere commitment to values and servant leadership may even prevent some potential Consultants from joining, Jay says. "People who are really big into money games



"We're about helping people get healthy and this includes more than just taking the products. It includes this positive and encouraging environment that we are in the process of building."

—Kirby Wright

are not going to fit in here," he adds. "And we're OK with that. We're more committed to what we stand for than growing fast. We believe growth will continue to occur but that's not where we put our focus."

Zurvita's goals and vision are not about short-term gains, but rather long-term sustainable growth. "We don't have a short-term exit strategy or an agenda like that," Kirby says. "It's not about being the fastest to become a billion-dollar company. It's about doing it right so that it lasts!"

Although that very well may happen, Zurvita's leadership team is more interested in continuity than cash. "We have a very long-range vision for the company to be here for generations," Mark says. "It's not about being the fastest; it's about being the longest lasting." **SFH**

Hall of Fame

These 50 Zurvita Consultants have reached the Ambassador rank—the highest level of achievement in the company. Through hard work and persistence, they have created a life most people only dream of having. And they are helping many others reach their goals through a unique opportunity of wealth and wellness.

1. Cliff and Agnes Anders
Toronto, ON

2. Karen Aycock
Honey Grove, TX

3. Jim Barnett
San Antonio, TX

4. Colter Brinkley
Santa Ana, CA

5. Trace and Autumn Brown
Tecumseh, OK

6. Joseph Calistro
McAlester, OK

7. Thomas and Sandra Carr
Harrah, OK

8. Paul Chenette
Canyon Lake, CA

9. Daryl and Vicki Clifton
McAlester, OK

10. Emilio and Marivy Coronado
Alburtis, PA

11. Lauren Coston
San Angelo, TX

12. Tracy and Jodi Davis
Oklahoma City, OK

13. Roberto and Aurea De Ocampo
Edmonton, AB

14. Alex Dinverno
Plano, TX

15. Andi Duli
Moore, OK

16. Shannon Duli
Moore, OK

17. Dani and Lanie Emberate
Fremont, CA

18. Justin and Tara Eschberger
Flint, TX

19. Josh and Audrie Farris
Bonham, TX

20. Chris and Lacy Gee
Edmond, OK

21. Pauline Glover
McAlester, OK

22. Kyle and Heather Granger
San Antonio, TX

23. Michael and Cheryl Granger
Atoka, OK

24. Zac and Steph Granger
Atoka, OK

25. Joel Grullon
San Antonio, TX

26. David and Elizabeth Gutierrez
Katy, TX

27. Maria Flor Guzman
Houston, TX

28. Frank and Lori Jarvis
Providence Village, TX

29. Juan and Summer Jeronimo
Orlando, FL

30. Stephane Leblanc
Saint-Bruno, QC

31. Sylvio Leblanc
Montreal, QC

32. Stan and Karla Louks
Searcy, AR

33. Alan and Leanne Masters
South Lake Tahoe, CA

34. Nicole Bergman McKnight
Colleyville, TX

35. Alexander Mendez
Secaucus, NJ

36. Brad and Stasha Murray
Laguna Hills, CA

37. Mark and Tammy Parish
Tishomingo, OK

38. Emily Payne
Bonham, TX

39. Michel Pensivy
Sainte-Julie, QC

40. Carlos Pineda
Houston, TX

41. Juan and Kelania Ramos
Macungie, PA

42. Vina Raymundo
Scarborough, ON

43. Le Nard and Le Cinda Rhone
McAlester, OK

44. Chris and Sarah Smith
Oklahoma City, OK

45. Renee Socha
San Angelo, TX

46. Matt and Tiffany Storm
Commerce, TX

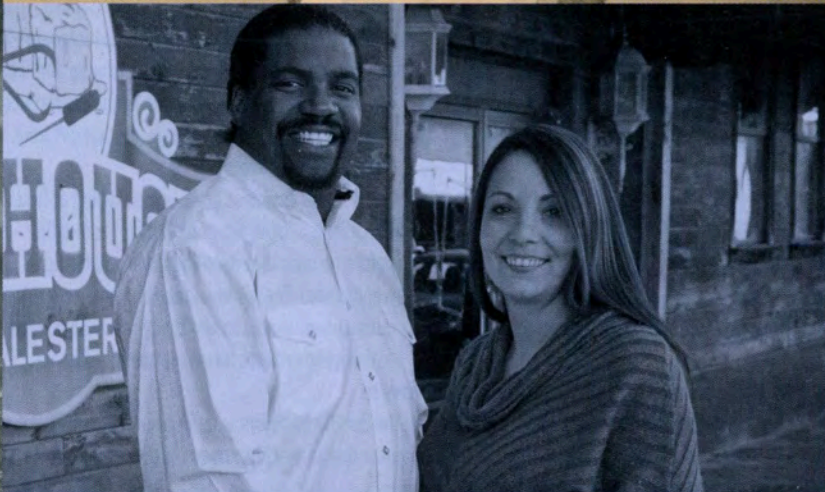
47. Andrea Teymori
Plano, TX

48. Will and Jennifer Watkins
Claremore, OK

49. Rodney and Syrina Williams
Broken Arrow, OK

50. Cindy Wright
Houston, TX





Success Stories

Take a glimpse into the lives of these **leaders and achievers** who are making their financial and life goals a reality with Zurvita.

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64 Dani & Lanie Embernat

66 Michel Pensivy

68 David & Elizabeth Gutierrez

70 Andi Duli

Working a Business to Make Time for Play

Le Nard and Le Cinda Rhone have worked hard to manage time as they choose.

by Alicia M. Collier

A successful insurance salesman, devoted father of five, coach and community activist, Le Nard Rhone didn't need another activity. And he was adamant he didn't need the product his friend was distributing.

"My friend came into my office one day going 100 miles an hour about Zeal," Le Nard recalls. "But I wasn't interested at the time."

Following a recent doctor's visit, Le Nard knew he needed to get serious about reducing his weight. Four months after his friend's initial visit and subsequent rejection, he approached Le Nard again.

"[My friend] was a national guardsman and jailer and when he drove up in a new Mercedes, that got my attention," Le Nard says. He tried the product again and decided to order some. He lost more than 30 pounds in 90 days, and his customers noticed a difference.



Weight Loss Becomes the First Gain

His wife, Le Cinda, was not as enthusiastic about his purchase and was not eager to try the product. She was skeptical until she went with Le Nard to the first conference. From there, she was hooked.

"I was so moved," she says. With a history of depression, and the stress from parenting and work, Le Cinda constantly felt drained. At the conference, she tried the wellness products and felt different. "I felt more alive!" she observed.

Le Nard's business goals were modest at first. He had been using the products for six months before he considered selling them and he didn't want to sacrifice his insurance business, coaching duties, involvement in his family life or community activities in order to have a successful Zurvita

business. With the Zurvita business model, he didn't have to.

He introduced his mother to the opportunity, hoping the Zurvita business would be successful enough to replace the salary she earned working eight to 12 hours a day at the Department of Corrections. A little more than three months later, they did just that.

"I wanted to be the son who set his mom free," Le Nard says.

Building a Business to Help Manage Life's Busy Pace

By simply duplicating the business model, the Rhones have built a business that enhances their lives rather than detracting from it.

"People are always concerned about time management, but no one could be busier than we are," Le Nard says. "Because you don't know what you don't know, I almost missed the opportunity."

The Zurvita plan emphasizes the opportunity to earn a great full-time income in a part-time business. For Le Nard, it was an opportunity to make even more money while freeing up time to spend with his children and their activities.

"We can all make excuses," Le Nard says, "and it only takes one excuse to keep you from your dream. Don't make excuses. Just do it." **SH**

Zurvita Status
Ambassador

Home
Oklahoma

Family
Sons: Shannon, 18;
De'Angelo, 17; William Tre',
13; twin daughters: Brenae
and Le'Nae, 12

Key to Success
Don't try to reinvent the
wheel; just duplicate what
the company gives you.

Le Nard
& Le Cinda Rhone

DON'T MAKE
EXCUSES.
JUST DO IT.

—Le Nard Rhone



Dani & Lanie
Embernate

WE ARE HONORED AND
HUMBLED TO BE PART OF
THIS GREAT COMPANY.

—Dani Embernate



Living Their American Dream

After struggling for years, Dani and Lanie Embernate find the perfect balance.

by Deana Nall

Zurvita Status
Ambassadors

Home
California

Family
Sons: Dillon, 12;
Christian, 8; Dustin, 6

Key to Success
Never give up on your dreams. Believe in yourself and you can do remarkable things no matter what.

Dani Embernate is embracing success. He works a flexible schedule with his Zurvita career, spends plenty of time with his family and drives a Mercedes-Benz. But success has a deeper meaning for Dani. He has a deeper understanding of "life-changing" in a way that many people cannot imagine.

Growing up in a rice-farming family in the Philippines, Dani dreamed of moving to the United States. "In the Philippines, most people want to come to America," he says. "We know it's the best country to live in."

Dani's wife Lanie came to the U.S. first and then helped Dani relocate. At first, Dani and Lanie both worked as lab assistants and electronic technicians. But despite working all the time, the Embernates found themselves still living paycheck to paycheck. And the new parents had little time to spend with Dillon, their baby boy.

Finding Hope

Then Dani thought he had found the answer. Dani and Lanie got real estate licenses and began earning good money. But then the real estate market began to slip. By this time, the couple had three children. One day, Dillon told Dani something that grieved him.

"He said, 'You and Mom just keep working and you don't even have time for us. You can't even drop us off at school.' That just broke my heart."

Dani and Lanie knew something had to change. As the real estate market continued to worsen, they knew their "American Dream" was becoming a nightmare. The couple had learned about Zurvita earlier, and Dani decided the time was right to give the business a try.

Something Had to Change

"Even though the real estate market had slowed down, I still believed America was the land of opportunity," Dani says.

Still working as lab technicians, Dani and Lanie joined Zurvita and began growing that business on a part-time basis as well. The couple reached Ambassador—the highest level in the company—within two years. Now they could enjoy what financial and time freedom can provide: less stress, a new Mercedes-Benz, and most importantly, more time with their children. And not just by being able to take them to school in the morning.

As a family, the Embernates have been able to enjoy Zurvita trips to destinations such as Playa del Carmen and Cancún, Mexico; Canada and Las Vegas. The family has also made several trips to the Philippines to visit Dani's mother and other family members who still live there. Now able to help his family financially, Dani loves having the ability to make life easier for his relatives in the Philippines. He has even shared the Zurvita business opportunity with some of his family members, including Aurea De Ocampo, who he helped reach the Ambassador level. Like Dani, Aurea has discovered what lies at the heart of having a Zurvita career.

"Her passion is not about the money," Dani says about Aurea. "It's about helping people feel better. She knows this product changes lives."

Dani and Lanie should know. After years of struggling to make ends meet in other careers, they now have the income they want while having the time they need to spend with their children. Dani and Lanie are finally living the American Dream—on their own terms. **SFH**



North of the Border

Michel Pensivy didn't just join Zurvita; he brought it home to Canada.

by Deana Nall

When network marketing veteran Michel Pensivy found out about Zurvita, he didn't need much convincing to join the company, and purchased product from the company in the United States for his personal use.

"I read about how Zurvita was doing in the network marketing arena," Michel says. "I was also impressed by the simplicity of the Zeal product. And the testimonials were amazing."

Searching for Time Freedom

Michel had left a career in aeronautical engineering years earlier because he wanted the time freedom that network marketing offered. Having found himself in a company that wasn't growing, he knew he needed a change. The stability of Zurvita and the simplicity of the product sold him on the company.

"Some companies have almost no customers because they all become distributors," Michel says. "Zurvita has Consultants as well as customers. And Zeal is so easy to use. We've taken the best whole foods and nutritional ingredients in the world and put them into one nutritional drink. So there's only one bottle to open in the morning. People know they need to supplement their diets, and our system makes it very easy for our customers."

Michel was sold on Zurvita, but there was one problem. Michel is a Canadian resident, and Zurvita was doing business only in the U.S. at the time. Opening Zurvita for official business in Canada would require meeting the country's requirements, but Michel was undaunted by the process. Having done business north of the border for years, Michel understood the ins and outs of getting products registered for sale there, and began to help Zurvita in the process for personal use importation until such registrations were completed.

"Michel started raising interest and building his potential for business in Canada," says Mark Jarvis, Zurvita Co-Founder and President. "He was very instrumental in getting Zurvita ready to open for business there."

Crossing the Border

Along with guiding Zurvita's corporate leaders through the registration process, Michel also knew what the company would need to reach Canadians, especially in his home province of Quebec. "I made sure everything was translated into French," he says. "The Zurvita website here has been in English and French from the beginning."

For quick delivery, Michel and Zurvita corporate leaders prepared for shipping early in the process. The company now has a warehouse near the border, so shipments into Canada only take a few days under the current personal use purchases (Not For Resale) from the U.S.

Zurvita launched personal use sales to Canadian residents on Nov. 1, 2011, and Michel's business took off from there. He qualified for a Mercedes within one week. Just a couple of months later, Michel reached the Ambassador level, the highest rank in the company, and he looks forward to when all registration processes are complete and Canada is fully open.

"It was instant success," Michel says. "Not only for me, but for many of my team members."

Michel believes Zurvita's business in Canada holds promise for the company's future. "Canada is a very multicultural society," he says. "We have people here from countries around the world, so it's a springboard for international expansion."

For Michel personally, he knows he has found a home with Zurvita. "I see this company becoming the next billion-dollar company in the health and wellness industry," Michel says. "I'm here for the rest of my life." **SMH**

Zurvita Status
Ambassador

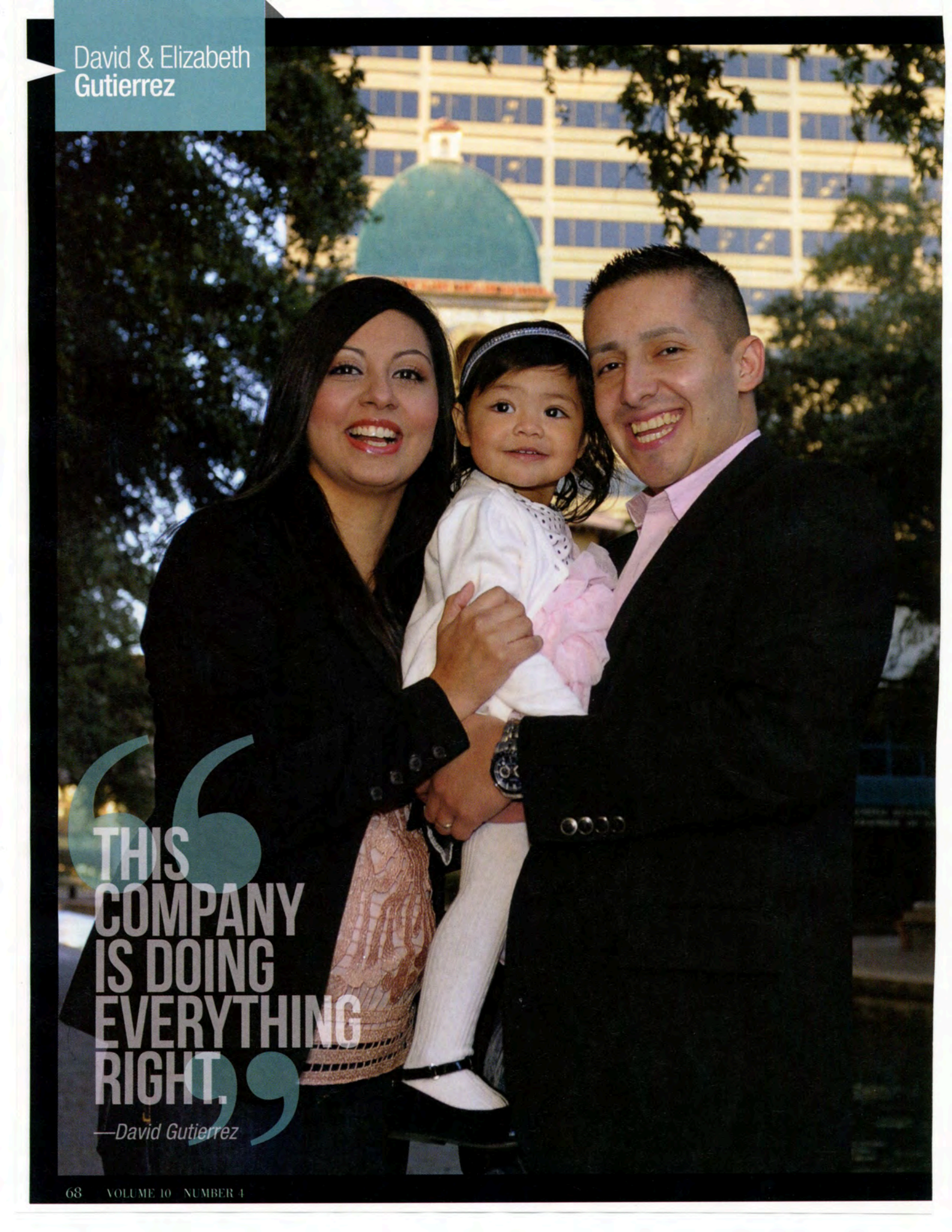
Home
Quebec

Family
Wife, Michelle; son,
Frederick, 18; daughter,
Sarah, 14

Key to Success
Learn from the mistakes of
others, because you won't
live long enough to make
them all yourself.

I SEE THIS COMPANY
BECOMING THE NEXT
BILLION-DOLLAR COMPANY
IN THE HEALTH AND
WELLNESS INDUSTRY.

—Michel Pensivy



David & Elizabeth
Gutierrez

“
**THIS
COMPANY
IS DOING
EVERYTHING
RIGHT.**
”

—David Gutierrez

Making a Connection

David and Elizabeth Gutierrez are spreading health and wealth to the Spanish-speaking community in the U.S. and beyond.

by Nicole Bywater

Zurvita Status
Ambassadors

Home
Texas

Family
Daughter, Camila, 18 months

Key to Success
When there's simplicity,
there's duplication.
Where there's duplication,
there's wealth.

David and Elizabeth Gutierrez researched a number of network marketing companies before discovering Zurvita "right in the backyard" of their home in a Houston suburb. "Because we were nearby, we had the opportunity to visit the corporate office and meet [Co-Founders] Mark and Tracy Jarvis, and the rest of the executive team," David says. "I truly believe that we could not have better leaders for this opportunity."

Having previously found success during four and a half years with another network marketing company, David says he and his wife immediately recognized the superiority of Zurvita's product and business opportunity. "We were really blessed to have reached the top position with our previous company, but felt the decisions that they were making weren't going to allow us to reach our dreams," David says.

Beyond the Vision

Just 11 months after starting their Zurvita business, the couple has seen their vision grow to a level even beyond what they could have imagined. "We wanted to be pioneers and this opportunity has really allowed that," David says. "After studying the comp plan, I knew we would make money. But having never been in the health and wellness business, I didn't know what to expect. And I certainly didn't expect for it to happen this fast."

With their team of more than 5,000 Consultants in nearly 40 states, as well as Puerto Rico, David and Elizabeth have found success focusing on Spanish-speaking customers. They look forward to continued expansion into Latin America, calling Puerto Rico a gateway to this vast market. "This company is doing everything right," David says. "And they have an awesome product that customers want to be loyal to. We've experienced the health benefits ourselves, shared them with our family and are blessed to be sharing them with the world."

Full-Time Parents

Since the birth of their daughter Camila, David and his wife are especially grateful for the opportunity to be full-time parents. "That freedom is essentially what attracted me most to this industry," he says. "I was 23 at the time, and knew that one day I would be able to create residual income and be in charge of my own decisions. That's what wealth and money allows you—to be able to go on vacation when you want, to spend every morning with your family, to spend time doing the things that are important to you."

While the Spanish dialects on his team may vary, David says they all have one thing in common: the desire to live a better life. "We have some people on our team who don't know how to read and write, but they're hungry for more," he says. "All you have to do is put this product and this opportunity out for them and they're going to have good results." **SFH**



'Sometimes Magic Happens'

Albanian immigrant Andi Duli came here for the American Dream and found it with Zurvita.

by Wendy Rudman

When Andi Duli came to America 15 years ago from Albania, he didn't speak English and was broke. All the 18-year-old had, and hoped he needed, was a dream big enough to see him through to success. The first 10 years were tough. He spent three years at college, without ever completing his freshman year, before dropping out. Most nights, he went to bed hungry.



'It Can Happen to Anyone'

By 2011, he had \$45,000 of credit card debt and was delivering pizzas in a borrowed car with a horn that honked itself. Zurvita changed everything. The Albanian immigrant, who came here looking for the American Dream, found it by focusing on personal development and personal growth. "I found my blessing through Zurvita," he says. "I believe with all my heart if it can happen for an immigrant pizza delivery driver who started broke, with no English, and no network, it can happen to anyone."

True Freedom

Andi had grown up in poverty and struggled to find a good job without a college degree or connections in this

country. The only job he could find, and hold, was delivering pizzas, but even that was difficult without a reliable vehicle. Zurvita initially caught Andi's interest because of its health focus. He took the Zeal for Life Challenge, lost 25 pounds, and got in the best shape of his life. "Because I loved the product, I started to promote the business," he says. "I believe that a healthy man has 1,000 wishes. A sick man has just one wish. Zurvita helped me get my health back."

Today, Andi has true freedom. He retired his parents, helped his sister to stay home with her children and is debt-free. Earlier this year, he flew his parents to America and they spent six weeks together, touring the country from one coast to the other. He also traveled to Croatia and other places in Europe, and to Jamaica, Alaska and back to his native country of Albania. He's traded in the small apartment he was living in two years ago for a custom-built home.

'Believe One More Time'

Andi never really gave up believing in the American Dream, even during those long hungry years. "If you can dream one more time, believe one more time, then throw your whole heart there, sometimes magic happens and that's kind of what happened to me," he says. "I tell people all the time that no other country has the word *dream* after it—we don't have the Italian dream or the Albania dream. I knew this day would come." **STH**

Zurvita Status
Ambassador

Home
Oklahoma

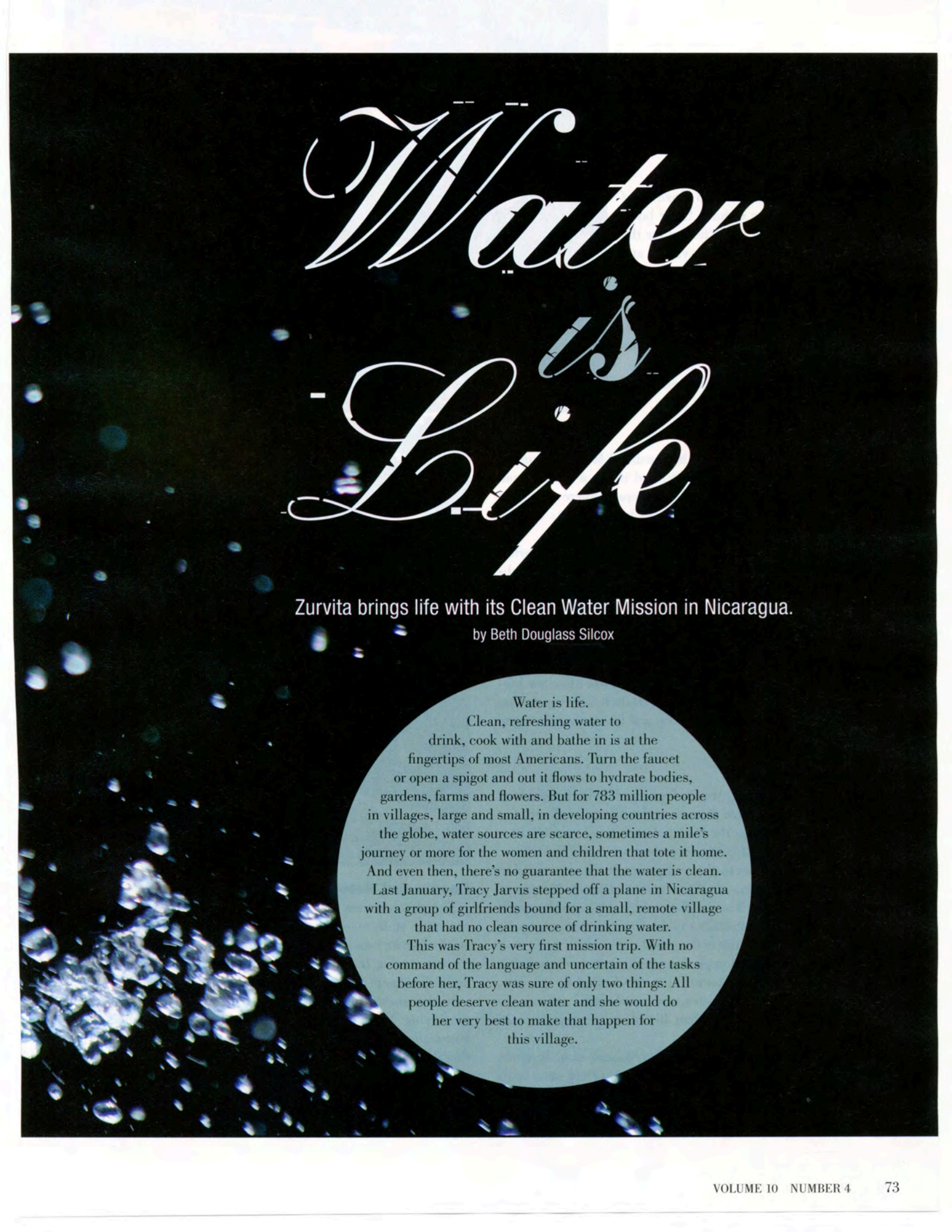
Key to Success
Dream again.

© Scott Miller

IF YOU CAN DREAM ONE MORE
TIME, BELIEVE ONE MORE TIME...
SOMETIMES MAGIC HAPPENS.

—Andi Duli





Water is Life

Zurvita brings life with its Clean Water Mission in Nicaragua.

by Beth Douglass Silcox

Water is life.

Clean, refreshing water to drink, cook with and bathe in is at the fingertips of most Americans. Turn the faucet or open a spigot and out it flows to hydrate bodies, gardens, farms and flowers. But for 783 million people in villages, large and small, in developing countries across the globe, water sources are scarce, sometimes a mile's journey or more for the women and children that tote it home. And even then, there's no guarantee that the water is clean.

Last January, Tracy Jarvis stepped off a plane in Nicaragua with a group of girlfriends bound for a small, remote village that had no clean source of drinking water.

This was Tracy's very first mission trip. With no command of the language and uncertain of the tasks before her, Tracy was sure of only two things: All people deserve clean water and she would do her very best to make that happen for this village.

One week and dozens of hours of hard labor later, clean water flowed for the first time in the village and the group of 12 volunteers gathered to say goodbye to the men, women and children they'd come to call friends. A Nicaraguan woman pressed a handmade necklace and bracelet into Tracy's hands as a thank-you. "It just so touched my heart," Tracy says.

The entire experience transformed Tracy Jarvis's life.



It's a Calling

Five years ago, when Tracy and her husband Mark co-founded Zurvita, they did so on faith. "We believed it was a calling from God for us to build something special—a company where everybody would have an opportunity. It was always in our hearts that we wanted Zurvita to give back to the community," Tracy says.

"We're a blessed company and giving is a big part of our hearts," Tracy says. So when tornadoes ravaged Oklahoma, Zurvita established a relief fund and Consultants dug deep into their commission checks to help some of their own devastated by the disaster. The same held true when the community of West, Texas, suffered an unimaginable explosion that shattered so many lives. Zurvita was there for these folks in thought and deed.

So when Tracy stepped back onto American soil after her life-changing journey to Nicaragua, she was certain it was time for her company to broaden its charitable giving and become a blessing to people a world away.

Zurvita on a Mission

"When I got back from my trip in January of 2013, I shared my experiences and showed some pictures at the Zurvita conference in February," Tracy says. Soon the Zurvita Consultants were abuzz—excited and enthused about taking on a water mission of their own.

At the time of this writing that's exactly what Zurvita has slated in early 2014—11-person teams of volunteers set to deploy to Nicaragua. They will work with Living Water, a 21-year-old faith-based, nonprofit organization that helps communities in developing countries acquire safe drinking water in response to the global water crisis.

Living Water International implements participatory, community-based water solutions in communities debilitated by poverty, water-related diseases and parasites, and remote water sources. To date, they have completed more than 10,000 water projects in 26 developing countries.

"It's a mission of God," Tracy says of Zurvita's mission. Together, these two teams of Zurvita volunteers will add two more water wells to Living Water's list of projects. But more important, they will improve the quality of life of the men, women and children who live in these two Nicaraguan villages.



People and Resources

Zurvita's volunteer force comprises executive team members and corporate staff, as well as top field leaders called Ambassadors. While Zurvita donates the funds—approximately \$5,000 each—for the water wells, Tracy says, "Each volunteer is making the sacrifice and commitment to raise the money and pay for the trip."

In one week's time, each volunteer team will work together with the Living Water International on-site staff and members of the Nicaraguan community to drill a freshwater well. "It's amazing how they do it," Tracy says. "I was blown away."

"Obviously the area has been scouted out to make sure that we have a good shot at hitting water," Tracy says. Living Water International, whose staff provides on-site volunteer training and supervision of the well-drilling process, sets up the drilling rig.



Zurvita's Grassroots Giving Nature

Zurvita's Consultants come from all walks of life—small farm communities and large urban neighborhoods, but where they live matters little when it comes to their grassroots giving natures and the impact they can have on the world around them.

"We have such an amazing group of humble leaders," says Tracy Jarvis, co-founder of Zurvita. "The majority, if not 100 percent of our leaders are making more money than they have ever made in their lives and they are giving back to their communities."

Whether it is Christmastime philanthropic donations to Toys for Tots and The Salvation Army or organizing fundraisers to send a group on a mission to Haiti, Zurvita's Consultants answer the call and the need.

"They do all kinds of things in their own communities and we certainly encourage them and applaud them for helping," Tracy says.

"We physically drill the wells, dig the wells. We're not just watching. We are getting dirty, drilling, digging and lifting. It's a lot of hard labor," she says.

But in this task they are not alone. "One of the biggest aspects of the whole trip is really getting to know the people in the village," Tracy says of her first trip to Nicaragua. "They are such hard workers. They worked with us the whole time. I mean, even the women; they're amazing because they are used to carrying water. They're lifting all kinds of stuff and helping us work on the well and do the things they need to do to help out."

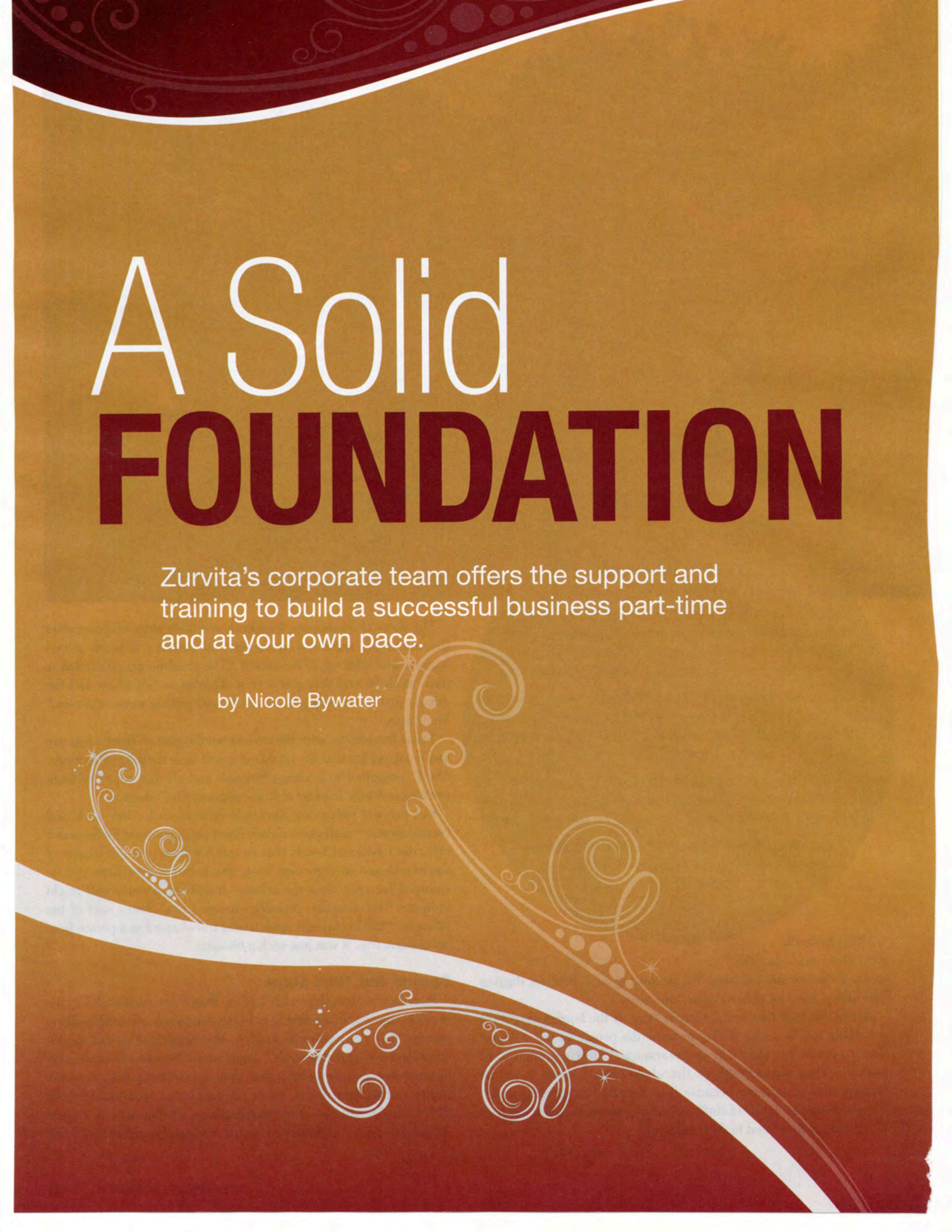
The sense of community, teamwork and friendship solidifies when the volunteers reach out to women and children to teach proper hygiene and offer up Bible stories. "The children get so excited to have us there and they just love it. They're so full of joy and the women just love being ministered to and getting some attention," Tracy says.

These friendships were the most impactful part of Tracy's first trip and it pained her that she could not speak their language effectively. "So I committed to learning Spanish and all this year I've been working at it to at least be able to communicate," she says.

But beyond preparing Zurvita's volunteers for the work and communication challenges ahead, Tracy prepares them for the softer side, the emotional bonds that so quickly form and the impact of the experience on their own lives. She believes their lives will be changed far more than the actions of drilling a water well might indicate. "We actually, literally, change lives," Tracy says of the villagers. "But I also came back totally transformed as a person from my mission trip. It was just such a blessing."

Second and Third Steps

Zurvita's partnership with Living Water International for this mission trip is just the first step in the company's charitable giving journey. "We are looking forward to other opportunities and to visit other locations and drill wells," Tracy says. "We like the connection to water because we believe that lines up perfectly with Zurvita's health and wellness focus. So we are looking at opportunities both with Living Water and other organizations, whether it is in Central America or right here under our noses. We simply want to help." **SH**



A Solid **FOUNDATION**

Zurvita's corporate team offers the support and training to build a successful business part-time and at your own pace.

by Nicole Bywater



Zurvita Founders Mark and Tracy Jarvis have been in the network marketing industry for 20 years. By working diligently in the field, the couple built their residual income to over \$1 million a year before starting Zurvita. That experience is one reason why this is known as a company that puts Consultants first.

"Basically, everything comes down to the fact that we have a Consultant's heart," Mark says. "Tracy and I have been there, in the trenches, so our focus is to constantly think about what support our Consultants need in order to succeed."

YOUR FIRST 30 DAYS

The first month of a new Zurvita Consultant's career is a critical time, the co-founders say. "We believe that having a great success story early on is important for the long-term growth of our Consultants, which is why we put so much emphasis on the first 30 days," Mark explains. "We put a very aggressive carrot out there so people will want to work hard to reach that goal."

In their first 30 days, Consultants can earn an All-Star Bonus of \$1,000. Consultants who achieve a volume of \$3,000 or more are immediately qualified for a Zurvita Company Car. They can purchase or lease a Mercedes, BMW or Cadillac within the model year requirements and have their car paid for as they continue to achieve future Team Bonuses. "With our car program, you don't have to wait until you've been in the business for a long time," Mark says. "You're eligible right out of the gate, so we're able to have a lot of cars out there. And that certainly makes for a great first impression when someone can get started and be driving a luxury vehicle in their first 30 days."



"There's magic in that first month because that's when a person is most excited about their new business and can create the most momentum," says Zurvita VP of Marketing Kirby Wright. "The majority of our Consultants are people doing this part-time, so if someone can experience success right away, they're going to share that with others."

To enable that success, Zurvita offers a program known as 25N7. It's a simple idea, Mark says, where Consultants are encouraged to ask one question to 25 people in their first seven days. That question, "Have you heard about Zeal for Life?" is designed to get the conversation rolling and build interest in the company.

Simplicity is key, Kirby says, because some people would rather study a thick manual as an excuse for not getting started working on the business. "With a one-question start, there's no reason not to get moving," he says. "It's duplicable, and anyone can do it."

"Once a Consultant gets going on their 25N7, they may not get the volume they need to achieve a bonus, but maybe they get two or three new Consultants, and then they're halfway to their goal," Mark says. "That puts them that much closer to the incentive and brings up their confidence levels."

A Roadmap to Success

Building confidence is critical, particularly in Zurvita, because the majority of Consultants have never been involved in network marketing before. "Our part-time success stories are great because there are so many people earning an extra \$1,000 a month, and working just eight to 10 hours a week," Mark says. "That's the fuel for the fire because it's something they're going to want to tell their friends about. And if their friends are doing well, people are more apt to try it themselves."

Consultants manage their business through their Z-Center. From that back office system, they can also access video training modules and recorded calls, as well as the Road to All-Star guide, which lays out the steps needed to achieve the All-Star Bonus.

"We think the video modules, which are available 24-7, really help present the information in an easy-to-understand manner," Kirby says. "So we're committed to developing those modules to keep our Consultants educated, up-to-date and inspired."

A dedicated sales support team is also available at Zurvita's corporate office, with three corporate team members whose sole job is to focus on the Independent Consultants. "They really aim at keeping us all connected because we care about every single member of our company," Tracy explains. "It's a one-dream, one-team mentality."

One example of this attitude can be seen in the company's recent celebration of Customer Service Week at the corporate office, with a week of fun events to celebrate and reward those employees. "Mark and I are always looking for ways to 'love on' our corporate office and make our people know that we appreciate them," Tracy says. "We know that that positive attitude gets brought out in their interactions with the field."

"We have a founding principle of helping people win at every level."

—Mark Jarvis, Zurvita Founder, Co-CEO and President

As the date approaches the end of the month, corporate team members will personally call Consultants and encourage and support their efforts to reach their goals. "We're not calling to check up on people, but to serve as their cheerleaders and let them know that we're there to help in any way we can," Tracy adds.

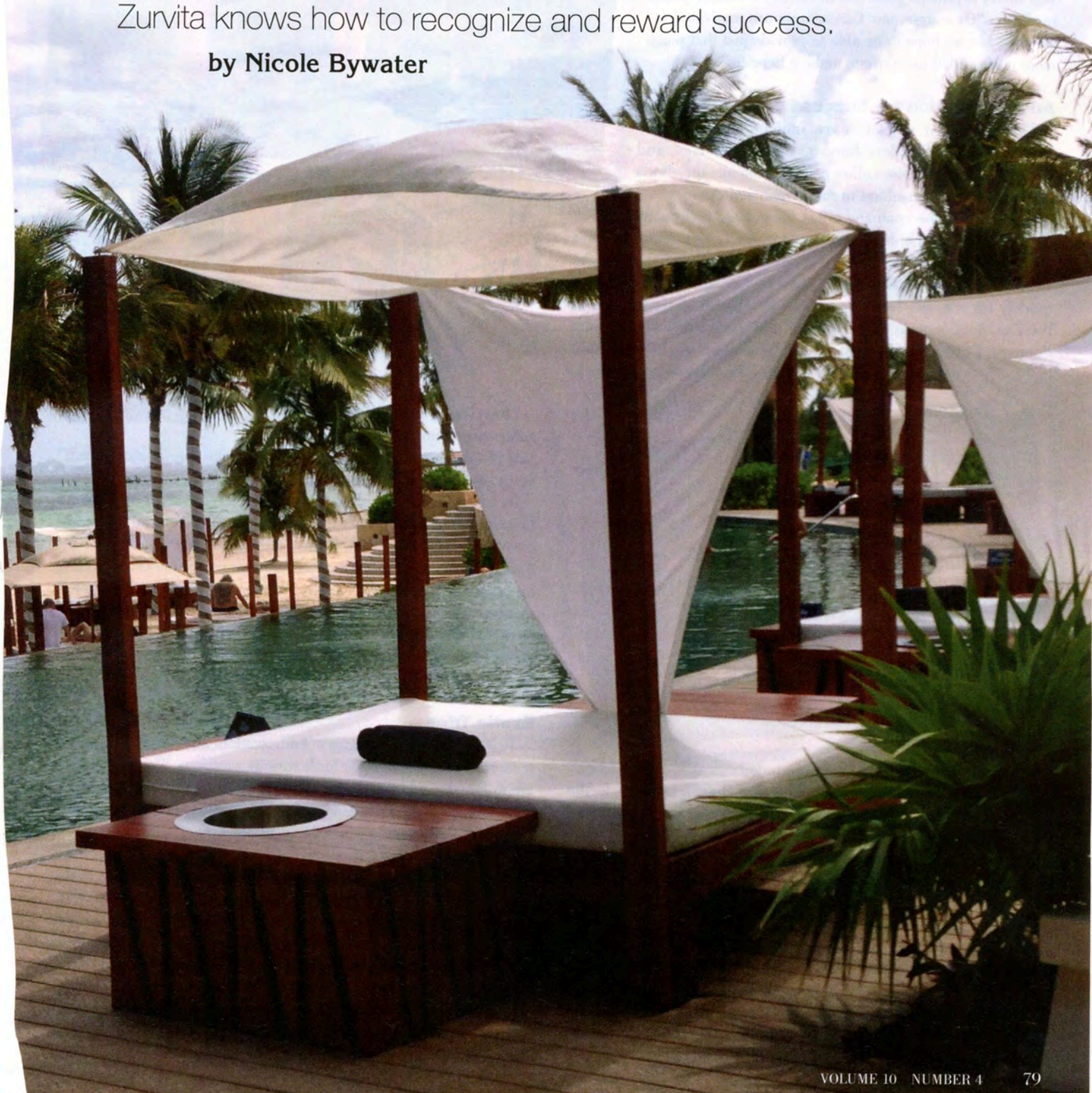
That personal touch and interaction is what makes the Zurvita corporate team unique.

One of the most rewarding parts of Mark's job is hearing the success stories of new Consultants during his weekly President's Call. "We have a founding principle of helping people win at every level," Mark explains. "This includes the little guy, as well as people who have worked their way to the top level of the company. Of course, new Consultants often have the most compelling stories because they're so full of passion. I love hearing how lives are being transformed because of this company and it's a great reminder of why we work so hard every day to make it the best we can." **SFH**

Unlimited Rewards

Zurvita knows how to recognize and reward success.

by Nicole Bywater



Unlimited Rewards

When it comes to offering rewards and incentives, Zurvita Co-Founders Mark and Tracy Jarvis have a Consultant's heart. "We know how hard it is to have self-discipline when you're working for yourself, which is why we try to provide great incentives and rewards," Mark explains. "Of course, our Consultants are motivated for success, but we hope to be able to provide just that much more of an added incentive to make it happen."

An Appreciation for Success

There are four ways to earn income with Zurvita: Personal Sales, Builders Bonuses, Team Bonuses, and Overrides. Team Bonuses allow people to tap into the efforts of every Zurvita Consultant in their organization.

Additionally, the company offers incentives, such as the All-Star Pins, which are given to recognize Consultants who have achieved their All-Star Bonus—a one-time \$1,000 bonus they're eligible for at the start of their business. Consultants can work to qualify for a \$400 Team Bonus or can choose to participate in the Zurvita Company Car Program and earn \$600 Z-Car Team Bonuses. Depending on what level a Consultant is, they can earn from four to eight of these Team Bonuses each week!



"In building their team of like-minded individuals, our Consultants realize that there's no limit to the income they can generate in their Zurvita business," says VP of Marketing Kirby Wright.

As a Consultant continues to move through the company ranks, Title Pins are awarded at the levels of Senior Consultant, Regional Consultant, Executive Consultant, National Director, Presidential Director, Ambassador and Crown Ambassador.

The Achievers Club program recognizes Consultants who send in their goals for a given month and then achieve a new pin level within that month. Senior Consultants receive an Achievers Club T-shirt. Regional Consultants and above receive an Achievers Club jacket.



"Setting goals and then achieving them is an important part of this journey, and one we want to make sure is recognized," Tracy says.

In addition, Zurvita offers its "K-Club Program" to recognize a Consultant's monthly income. "This is a pin that Consultants receive upon achieving \$5K, \$10K, \$20K, \$30K, \$40K, \$50K, \$60K, \$70K, \$80K, \$90K and \$100K in total monthly commissions (including overrides and bonuses)," Kirby explains. "To recognize annual income, we have a program in which Consultants earn a ring upon receiving \$100,000 in annual income. After receiving their ring, a diamond is added for each additional \$100,000 of annual earnings up to \$1 million."

Exotic Trips

Twice a year the company's Ambassadors and several executive team members get together for luxurious vacations. This year's trips are to Jamaica and an Alaska cruise. "We love to build camaraderie as well as give our Ambassadors a great goal to shoot for throughout the year," Tracy says.

"Mark and I love to spoil our leaders," Tracy adds. "These are great vacations because we know how hard it is to build teams in the field—and we love to reward people for the work they've put in." Plus there's nothing quite like having a good ol' brainstorming session when you're in an exotic locale like Jamaica, Mark says. "The ideas really flow when people are having fun."

Currently there are more than 50 Ambassadors within Zurvita, which was the company's highest rank until the new level of Crown



"In building their team of like-minded individuals, our Consultants realize that there's no limit to the income they can generate in their Zurvita business."

—Kirby Wright, Zurvita VP of Marketing

Ambassador was created. "It's a blessing—no question about it—to have so many people doing so well and hitting the levels at a pretty quick pace," Mark says. "One of our goals is to have a lot of people making good money."

It's a challenge in the industry, Kirby says, to create a compensation plan that generously rewards consultants at every single level, but it's something that Zurvita has achieved.

"Our mission is to create an opportunity where people from all walks of life can participate and create an immediate income as well as a long-term monthly recurring income that will last for generations," Kirby says. "This all starts with our very fair compensation plan, which offers every individual the opportunity to win at every level."

Ambassadors are also given the finances and the freedom to establish their own reward programs, many of whom offer dinners, trips and cash bonuses to their individual team members. "People know what rewards are going to work for them and for their teams," Mark says. "So we love it when they take it upon themselves to create fun rewards or team-building opportunities. Plus, these team programs allow more people to be recognized than what might occur if it was just done at the larger, corporate level."

A Flow of Information

At the Ambassador level, the corporate team receives feedback and questions from its leaders during company meetings, roundtable



sessions and conference calls. And while information flows up and down within the corporate structure, it also travels vertically between teams.

"We have a Facebook page that's just for Consultants to have a place where they can ask questions of one another and really just grow and support each other," Tracy says. "When we were in the field, we would work across lines just as much as we did within our own organization. It's wonderful to see that same thing happening in Zurvita."

Having humble leaders who truly want to help others—even when it may not directly benefit them—is a blessing, Mark adds. "We're always encouraging our people to grow and learn from whatever sources they can."

Personal development is a trait that's always encouraged within Zurvita, Kirby says. "We try to bring out our leadership in the company and make the mindset known that if you want to grow your check, you have to grow yourself."

"We have personally experienced all the highs and lows that come in a Consultant's career," Tracy says. "Knowing that range is what keeps us grounded and compassionate." **SFH**

CULTURE COUNTS

Meet eight Zurvita Consultants who are making huge impacts in the Hispanic community, offering a different path to natural health and financial freedom.



Working for Each Other

EMILIO CORONADO

Zurvita Status: Ambassador, 20K-Club Member

Home: Pennsylvania

Former Occupation: Physician

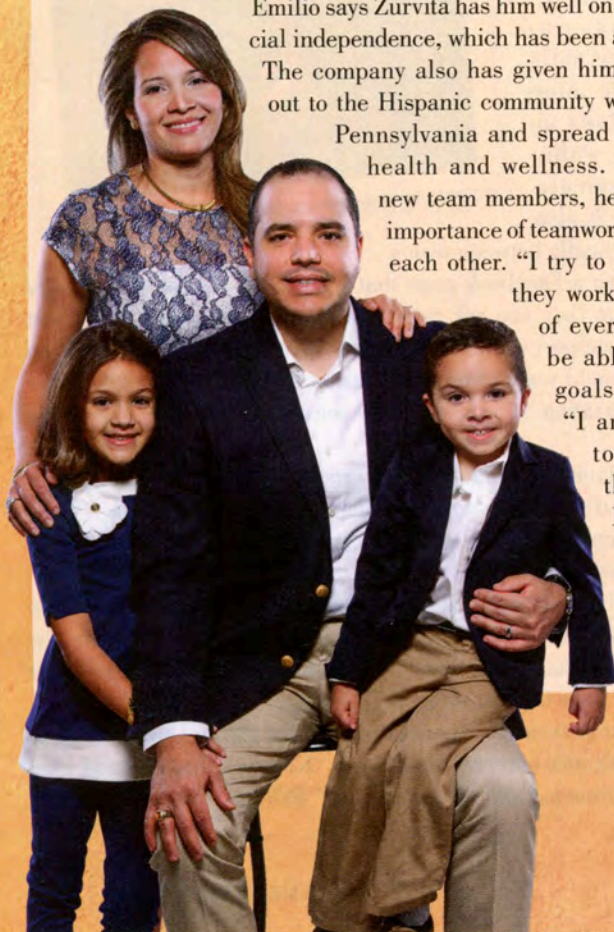
Success Tip: Stay the course.

It's the little things that matter most to Emilio Coronado. Since launching his own Zurvita business in the spring of 2013, the physician is able to start every day by eating breakfast with his wife, Marivy, and their two children, Zaiba and Victor. "With Zurvita, I work part time and have more time for my family," says Emilio, who is an Ambassador with the company. "I can take my little girl to school. I also can take my children to their medical appointments, and that is very important to me."

Emilio says Zurvita has him well on his way to financial independence, which has been a lifelong dream.

The company also has given him a way to reach out to the Hispanic community where he lives in Pennsylvania and spread the word about health and wellness. When training new team members, he emphasizes the importance of teamwork and supporting each other. "I try to tell them that if they work for the success of everyone, they will be able to meet their goals," Emilio says.

"I am very grateful to God because through Zurvita, I've been able to help a lot of my team become financially independent."



'A Great Satisfaction'

JORGE FUENTES

Zurvita Status: Presidential Director, 10K-Club Member

Home: California

Previous Occupation: Owner of a trucking business

Success Tip: Compromise, persistence and positivity every day.

When Jorge Fuentes discovered Zurvita, he was almost out of options. He'd lost his trucking business to the recession and was barely able to make ends meet. "I didn't have a car, and I would struggle to pay my rent," he recalls. "I would use my son's car whenever possible."

Jorge launched his own team, and poured himself into making it a success. "I was looking for good health and a bit of extra money but never imagined earning so much in such a short amount of time," he says. "Now I can pay my bills easily and give myself the luxury of driving a new BMW, enjoy trips and many other things."

Today Jorge is a Presidential Director with the company and his greatest joy is showing his team members what Zurvita can do for them. "This has affected my life in such a positive way that I want to share this great opportunity with everyone," he says. By spending quality time with his team members, he gets to know their goals and what they are striving to achieve. "They are now rapidly experiencing success," Jorge says. "This is a great satisfaction for me. I feel that God sent me here to help others."

Blessed by Success

RODOLFO FONT

Zurvita Status: National Director, 5K-Club Member

Home: Texas

Current Profession: Pastor

Success Tip: To be a successful person, you must have faith.

As a pastor of a church, Rodolfo Font places great value on helping people find the right path in life. He especially enjoys serving those who are underprivileged and in need of the basic necessities in life, such as health care and education. Since joining Zurvita and becoming National Directors, Rodolfo and his wife, Norma Relis, have been able to use their income to develop their ministry to women and children in Honduras, with a long-term goal of expanding into Mexico, Guatemala and the Dominican Republic. "That's our dream," Rodolfo says. They also love sharing the Zeal for Life Products with people at their church in Texas who are seeking to improve their lives physically and financially. "People are wanting this product, asking for it," he says. "You don't have to convince anyone. You just give them a sample."

To share their success, the Fonts spend lots of one-on-one time with their team members. "That's the main way we grow our business," Rodolfo says. "We stay with them and ask them what they need and help them get started with a meeting." The best part is watching their friends and family reach goals and earn a healthy income through Zurvita. "It has been a very good way to help people reach financial freedom," Rodolfo says. "This product is a blessing."



Saving for the Future

ALEXANDER MENDEZ

Zurvita Status: Ambassador, 5K-Club Member

Home: New Jersey

Previous Occupation: Tree trimmer

Success Tip: Stay focused and write down your goals.

Before discovering Zurvita, Alexander Mendez used to watch life unfold from the sidelines. Reserved and unsure, he rarely approached people he didn't know. Success in Zurvita changed all of that. "I used to be, like, a shy person," says Alexander, an Ambassador with Zurvita. "But now, at all the parties we have, I want to share the product with everybody!"

That passion has helped him grow his team to new heights within the Latino community in New Jersey where he lives. "In the Latino community, we are looking for a vehicle that will help us be successful in this country," he says. "And people love being in charge of their own time. You don't have to ask anyone for time off."

Alexander loves working from home and setting his own schedule. He has especially enjoyed making a consistent income. "One thing I'm going to be able to do is save for my daughter's college fund," he adds. His immediate goals are to grow his team, identify key leaders and help more Consultants move to the next level. "Every single day we talk and we do lots of parties," he says of his team. "I feel like we are a big family and we just keep growing and growing. We're going to do wonderful things in the future."



Living Their Dream

JUAN & SUMMER JERONIMO

Zurvita Status: Ambassadors, 20K-Club Members, \$100,000 Ring Earners

Home: Texas and Florida

Previous Occupation: Real estate and small-business owner

Success Tip: Share this opportunity with a smile on your face and love in your heart.

Juan Jeronimo launched his Zurvita business in November 2012 with one basic yet ambitious goal—to achieve total financial freedom. He and his wife, Summer, hoped eventually to earn enough money to provide financially for their parents and travel when and where they wanted. Today Juan is an Ambassador with the company and well on his way to that goal. “We are very blessed to have this opportunity in our hands,” Summer says. “We are even more excited that we can bring our friends along for the ride!”

The income they are earning from Zurvita is steadily transforming their lifestyle and allowing them to treat family members, friends and themselves to the finer things in life. “We just came back from a wonderful cruise and have another one coming up where we are taking a bunch of our team with us,” Summer says. “We have three cars paid for and also enjoy a home in both Texas and Florida. Life is good!”

They love sharing Zurvita in the Latino community and say its appeal is unlimited. “It has the ability to go viral,” Summer says. “Zurvita has given us such amazing freedom. We share it because it has the power to set people free from bondage and to live the dreams that God has placed in their hearts.”

A Culture of Servant Leadership

JOEL GRULLON

Zurvita Status: Ambassador, 20K-Club Member, \$200,000 Ring Earner

Home: Texas

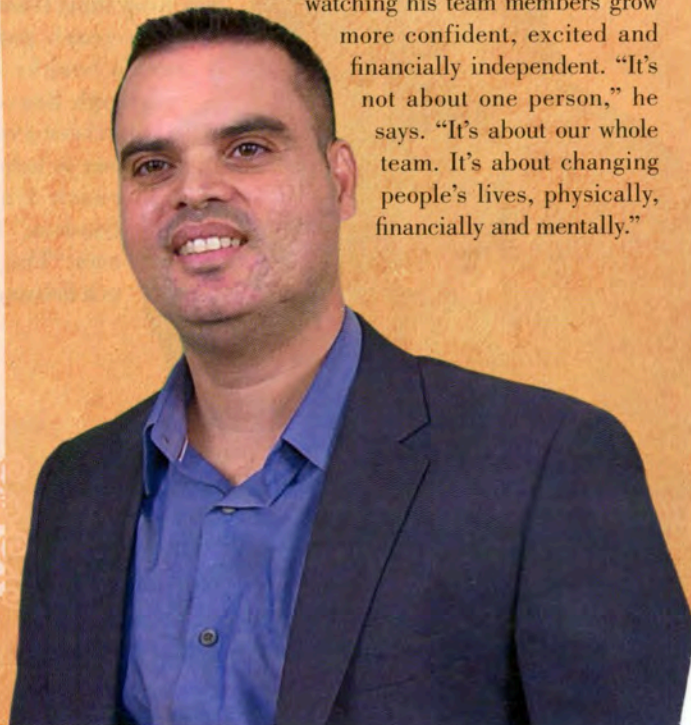
Previous Occupation: Publishing

Success Tip: Success isn’t something that you pursue. It’s something you attract with the person you become.

Before Joel Grullon was introduced to Zurvita, he was searching for a company with principles he could stand behind. Like many in the Latino community, he values hard work, discipline and service to others, and he found all of that in Zurvita. “What really impressed me was the unique culture of the company,” says Joel, who joined the company in November 2012. “I liked the integrity. Zurvita has all of the ingredients—great leadership and an environment for you to succeed.”

Today he’s an Ambassador with Zurvita, growing his team from his home in Texas. The success he’s found has transformed his lifestyle, providing him with a steady income and the means to earn that money from home. “Zurvita allows me to have money and time at the same time,” he says. “I like to travel, such as for going on vacation, and not having to worry about money.”

Some of his favorite destinations are in Europe and South America. But Joel says his greatest motivation is watching his team members grow more confident, excited and financially independent. “It’s not about one person,” he says. “It’s about our whole team. It’s about changing people’s lives, physically, financially and mentally.”





Best Feeling in the World

JUAN & KELANIA RAMOS

Zurvita Status: Ambassadors, 20K-Club Members

Home: Pennsylvania

Previous Occupation: Urologist

Success Tip: To have success, you have to grow within yourself.

Juan Ramos loves sharing the Zurvita opportunity with the Latino community because it has exactly what so many of them are seeking. "Zurvita's core principles are very similar to the values that are taught in Latin families, which are to honor and glorify God, to be a humble and servant leader and equality for all," he says.

He joined Zurvita in February 2013, seeking a way to make his family's dreams come true, and now he helps others find the same path. "I have been able to retire people from their jobs and help many of them obtain a better lifestyle for themselves and their families," says Juan, who is an Ambassador with the company. "With Zurvita, we can change the world."

Juan and his wife, Kelania, make their home in Pennsylvania, where they raise their daughter, 4-year-old Leah Amalia, and grow their Zurvita team. "I stay connected with my team by giving them support and training them to grow within themselves in order to help others obtain financial freedom," Juan says. "It feels amazing. I would say the best feeling in the world, after the birth of my daughter, is to be able to impact and change the life of someone else."

Turning Dreams into Reality

CARLOS PINEDA

Zurvita Status: Ambassador, 20K-Club Member, \$100,000 Ring Earner

Home: Texas

Former Occupation: Construction

Success Tip: Teamwork is the key.

Carlos Pineda has never minded working hard to provide for his family. But after years in the construction industry, he wanted a career that would allow him to enjoy more time with his wife, Gladys, and their three children—Gabriella, Early and Mackenzie. In the fall of 2012, Carlos discovered Zurvita and realized his dream could become a reality. He began to envision a better way of life not only for himself, but also for the Hispanic community in his home state of Texas.

"I saw a great opportunity to take health to other people," says Carlos, who is now an Ambassador with the company. "So many people are sick today and overweight and have a lack of nutrition. I wanted to help as many people as I could."

Today Carlos is moving closer to total financial freedom while also buying back personal time. "Now I have more quality time with my family," he says. "I can provide a better lifestyle for them. It's really encouraging to see that." Carlos uses Zurvita's many tools to teach his team members how to achieve that same success. Watching his friends reach their goals is a great reward, he adds. "It's something that has no price," Carlos says. "I definitely feel proud to be in this company."



What a Difference a Year Makes

These eight Consultants are proof that the Zurvita opportunity can be life-changing, even within a year.

by Alicia M. Collier

Tiffany Storm



Everybody Wins

Tiffany Storm has seen Zurvita's impact from the beginning. But she had to experience the transformative effects for herself before she understood the career path her business could be. "When I started seeing the full impact of what the product was doing, I was all in!" Tiffany says.

Her husband, a college football coach, supports her in her Zurvita business, which has enabled the family to stay at home together during the summer, pay off debt and take a cruise. One of Zurvita's tenets is to give back and to help others. Tiffany believes fully in this philosophy, striving to live a philanthropic lifestyle.

"It's the best thing in the world when you're in the store and you can turn around and pay for someone else's things, just because," she says.

Aside from investing in her family with time and income, she invests fully in the people on her team, knowing that when others win, she does, too. "In this industry, when you embrace the idea that if you help enough people accomplish their goals and dreams, yours will be accomplished in the process and everybody wins!"

ZURVITA STATUS:
Ambassador,
10 K-Club member,
\$100,000 ring earner

HOME:
Texas

FORMER PROFESSION:
Corporate banking

SUCCESS TIP:
• When you help enough
• people accomplish
• their goals and
• dreams, yours will be
• accomplished.

Passion and Purpose

For Audrie and Josh Farris, Zurvita has changed the health and lifestyle of their family dramatically.

Josh worked long days at the local Veteran Affairs Hospital in Bonham, Texas, while Audrie stayed at home with their five kids, spending extensive time managing their 3-year-old's medical issues. Following many medical consultations, the couple prepared themselves to home-school their son and to keep him sheltered from the world as much as possible. The couple was introduced to the rejuvenating effects of Zeal Wellness and asked the doctors if their son could try it. Soon their son's condition improved dramatically and they no longer had to shield him from the world.

"It completely changed our family," Audrie says, "both in health and financially."

When Audrie saw the opportunity Zurvita provided, she was determined just to make a little extra money. That goal turned into a business that generates \$20,000 per month. Now the couple works the business full time, together, and they have been able to take their first vacation since they were married. The Farris's charity extends beyond the family to the community, where they sponsored the community baseball program, allowing all the kids to play for free.

Audrie feels so passionate about the product that she doesn't give out samples, but full-sized canisters for people to try for 30 days. Just the chance to impact another's life is compensation enough.

Audrie & Josh Farris



ZURVITA STATUS:
Ambassadors,
20 K-Club member,
\$100,000 ring earner

HOME:
Texas

FORMER PROFESSION:
Stay-at-home mom;
Veteran Affairs Hospital
employee

SUCCESS TIP:
• Never quit—just
• keep going.

Chris & Lacy Gee



Making a Lasting Impact

Like so many of today's families, the Gees were running nonstop. Lacy, mother of four, was a labor and delivery nurse holding down the fort while Chris traveled most days with his work as a federal investigator. "I was on three to four Red Bulls a day, constantly in airports," Chris says. "We were tired of the rat race and tired of being broke at the end of the month."

Skeptical at first, Chris hesitantly tried Zeal and immediately felt better. "I feel good all day, every day," he says. "I'm in better shape now than I was when I left boot camp! I thought, 'If it can do this for [my wife and me], what can it do for other people?'"

Not only has the Gee family's health improved, now they also earn enough to be a stay-at-home family—never missing a child's activity.

"The money we make today we call 'insane, stupid money' and we don't feel like it's ours," he says. By the end of 2013, the couple was making \$500,000 in a year.

Moved to be a part of a program emphasizing personal development, the couple gives time and money to the Pathways program, stressing that each of us sets his or her own destination. Helping others, rather than financial gain, is the Gees' goal. "We're not into *health* money, we're into *impact* money."

ZURVITA STATUS:
Ambassadors,
50 K-Club member,
\$400,000 ring earner

HOME:
• Oklahoma
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FORMER PROFESSION:
• Federal investigator and
• registered nurse
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•

SUCCESS TIP:
• Everyone's journey is
• different, but travel that
• journey and never quit.
•
•

Seizing the Opportunity

After watching his father work several network marketing businesses, Cliff Anders knew what to look for in a company. Knowing Zurvita was on the cusp of the megatrend that is health and wellness, he knew he had found it.

"For the first time in history, we are the most overfed but undernourished population," Cliff says. Keenly aware of society's general nutrition-related health issues, Cliff wanted to tap into the next big thing that would help people live healthier lives and earn full-time income with part-time effort. "When I heard about Zeal, this was something I'd been looking for, for 20 years."

While the product contains an abundance of superfoods, it is sold at a price point most consumers can afford. The Consultants who distribute it reap the financial rewards as well as the sense of accomplishment and community they seek.

"Most people have reached a point where they need a 'Plan B,'" Cliff observes. "Zurvita offers the environment to succeed on a part-time basis."

Cliff and his wife, Agnes, work the business together while basking in the lifestyle that allows them to stay at home with their infant daughter. "We offer the mentoring and proven strategies to be successful," Cliff says.

ZURVITA STATUS:
Ambassadors,
20 K-Club member,
\$100,000 ring earner

HOME:
• Ontario,
• Canada
•
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•

FORMER PROFESSION:
• Journalism/marketing
•
•
•
•

SUCCESS TIP:
• Be teachable. It's not
• what works, but what
• can be duplicated.
•
•

Cliff & Agnes Anders



Karen
Aycock



An Opportunity to Help Others

Karen Aycock is one of few modern mothers fortunate enough to stay at home with her children while her farming husband provides for the family financially. She wasn't looking for a business opportunity, but after a friend's testimony convinced her to try Zeal, she didn't hesitate to sign up for the products.

"I tried it and it made me feel amazing!" Karen recalls. "I signed up that day."

Karen decided to hold her own party to introduce her friends to the product to which she credited her new vitality. In no time she reached the top in sales, but the greatest achievement was the number of people she's been able to help reach their goals.

"I didn't get into it to make money, but now I'm more driven to help others" Karen says. "I have so many people on my team who have been able to help their family income." One team member, with only a fourth-grade education, started her own business and is thriving as a result.

Karen knows while she is helping others achieve financial independence, she's also creating a financial safety net for her family should something happen in the future.

"It is such an amazing opportunity to help others!" she says.

ZURVITA STATUS:	HOME:	FORMER PROFESSION:	SUCCESS TIP:
Ambassador,	Texas	Stay-at-home mother	Help as many people as
10 K-Club,			you can; help the next
\$100,000 ring earner			man up.

Lauren & Tadd
Coston

A Passion for Health

A long commute and colon health complications left Lauren Coston in a position to welcome the healthy change Zeal provided. In the summer of 2012 she was managing the property of a multifamily dwelling and working long hours each week.

"One of my residents introduced me to the product because he loved it," Lauren recalls. After three months she was noticing a huge difference. "People noticed how much of a better co-worker I was becoming and I knew I was a better wife and mother."

Though her schedule was already full with work and family, Lauren carved out time in the evenings to begin her business. By the time she quit her position as a property manager, she was making \$1,600 a month. A year later her income ballooned to \$15,000 per month. She and her husband, Tadd, who works in the oil and gas industry, work the business together, allowing her to stay home with her family.

Zurvita allows Lauren to volunteer her time with the Junior League and care for her family, including ailing grandparents, if need be. "We've turned it into a passion to help people get their health back and to change their way of thinking," Lauren says.



ZURVITA STATUS:	HOME:	FORMER PROFESSION:	SUCCESS TIP:
Ambassadors,	Texas	Property manager, oil	Give yourself a chance
10 K-Club member		and gas employee	to be successful at
			something you never
			thought you'd be.

Tammy & Mark Parish



A Legacy of Generosity

"It's hard to believe in a year's time your life could change so much," Tammy Parish says.

Tammy and Mark Parish were invited to hear about Zurvita from friends in a neighboring Oklahoma town. With low expectations, they reluctantly tried the products. Feeling an improvement in their vitality, they decided to stop taking their many supplements and focused on how Zeal could improve their health.

The couple runs a small cattle ranching business and is at the mercy of the weather for their income. The recent drought threatened their livelihood and made feeding the cattle through the winter a challenge. They decided to make a go of their Zurvita business.

"We're going to be made fun of," Mark says he told Tammy of his initial concerns. "But let's do it for a year and then re-evaluate at that time. We didn't need to re-evaluate!"

The couple is confident in the future of their cattle business and—thanks to Zurvita—gives even more than before to local charities. They hope to leave a legacy of generosity, but they're focused on helping others along the way.

Tammy says, "When you can impact other people's lives, it is the greatest feeling in the world!"

ZURVITA STATUS:
Ambassadors,
10 K-Club member,
\$100,000 ring earner

HOME:
Oklahoma

FORMER PROFESSION:
Cattle ranchers

SUCCESS TIP:
• When you help enough
• people be successful,
• you'll be successful, too.

A Passion for Empowerment

Cindy Wright was looking for a company with integrity after being let down by companies in the past. She found that in Zurvita, having known the founders, Mark and Tracy Jarvis, for more than 20 years.

In the past 12 months Cindy has taken her Zurvita business to a level she never before experienced in this industry, going from \$100,000 per year to \$400,000 per year. When asked how she did it, Cindy says, "It's a combination of an amazing team of leaders and a compensation plan that allows everyone to win! It feels so good to have so many people on my team earning money. That's what drives me in this business. It's all about giving people their hope back, and we get to do that in Zurvita!"

"I got into this industry when my oldest daughter was 4 years old," Cindy continues, "and now she is in the business with me! Because of this opportunity, my husband and I were able to give her the fairytale wedding she's always wanted! That was such a dream of mine—to fulfill her dream."

Cindy feels passionate about empowering other women, showing them they have more choices than they realize. In turn, she is growing personally. "This is the first time I feel like I'm growing as a person and becoming the best person I can be, and I want to help others do the same!"

ZURVITA STATUS:
Ambassador,
40 K-Club member,
\$400,000 ring earner

HOME:
Texas

FORMER PROFESSION:
Female entrepreneur
and mother

SUCCESS TIP:
• Have an unshakable
• belief in the product, the
• company and yourself so
• that NO ONE can steal
• your dreams!

Cindy Wright



5 Minutes with

Mark Jarvis,

Zurvita Founder, Co-CEO and President



Mark Jarvis, Zurvita Founder, Co-CEO and President

SfH: Congratulations on Zurvita's success. What inspired you and your wife Tracy to create the company?

Mark Jarvis: Our passion of watching people's lives change had grown strong with our field success. After much prayer, Tracy and I felt called to start Zurvita based on our three founding principles: a company that honors and glorifies God; a company that has the largest group of humble leaders in the industry; a company where people can win at every level.

We knew in our heart that our company, if based on these principles, could change lives more than we could ever imagine. We believed that if we stayed accountable to our original principles we could build a special long-term company.

SfH: Why is the opportunity having so much success in small towns?

MJ: We believe that the response people have about the product is something people want to talk about. In small towns, good news and bad news always travels fast. We have watched credible people in small towns become customers and then get excited about the product and start sharing with everybody they know. Nobody likes being left out in a small town; therefore they get involved in what we call a movement of Zeal for life. We are now seeing growth take place in the larger cities, but it started in the small towns first.

SfH: In what ways are you building the company for long-term success instead of focusing on fast growth?

MJ: We have stayed patient with our growth, implementing the infrastructure as well as working with our third-party legal counsel on compliance to ensure our message is accurate and controlled. Our international expansion strategy is to be patient in the new countries and let the product develop our culture. We also have built with a grassroots movement of developing our own success stories rather than relying on people who have had past success and making it fit here.

SfH: Summarize the culture that is attracting so many people to Zurvita.

MJ: We've had a culture of value-based people who come into Zurvita. Our leaders will mostly tell you that they despise hype, but promote hope. Our leaders are some of the most humble team players I have ever served with. We have an environment that creates an opportunity for anybody, with any background, to have the opportunity to become a leader. Our leaders are very unselfish and are ready to help somebody even if they aren't on their team. It has become a "one team, one dream" culture.

SfH: Why is now such a great time to start a business as a Zurvita Consultant?

MJ: The timing is perfect for joining Zurvita. The company has laid down the infrastructure that has proven success with the product and business! We plan on expanding into five to 10 new countries in 2014. While Zurvita has exploded in volume this last year, it has done so in just a handful of cities. While the success has already started, many states and much of the world still have never heard of Zurvita. We expect the movement to explode in 2014 across the nation. It is a great time for those wanting to be on the front end of the explosion. **SfH**

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www.SuccessStoriesGroup.com. Call
 Colter C. Brinkley, MS @ 949-369-2554
 Email: ColterBrinkley@SuccessStoriesGroup.com