



# IN IT TOGETHER!

## 90 WEIGHT LOSS CHALLENGE DAY WINNERS ANTHONY & ZEREEN MIRABELLO



BEFORE

The night Anthony and Zereen Mirabello each won the 90 Day BE YOUR BEST Weight Loss Challenge, Anthony wasn't even at home to hear it happen live. When

Zereen called and told him they had won, he asked, "What do you mean, 'WE won?'" not realizing that the challenge had one category for men and another for women.

"I didn't think there was any way either of us would win, much less both of us!" he laughs.

It's pretty fitting for the Mirabellos to have won on the same night because the healthy lifestyle they've developed, they've developed together. It started with Zereen when she started walking every day with her friend. They would motivate each other and talk about health and nutrition as they exercised.

Zereen started losing weight, and that got Anthony's attention. He started doing what she was doing: simply replacing lunch with the NeoLife shakes.



AFTER

**Seeing his wife lose weight got Anthony Mirabello thinking he could do it too. And it scored them a simultaneous win.**

"It was a new thing for me," Anthony says. "I've been slim my whole life, and only in the last 10 years did I start to put on weight. I didn't know anything about weight loss or goals." But he set one anyway. Anthony decided to lose 15 pounds. In the first week, he lost 10, and the other five (actually six) came off soon after that. Now he's maintaining and working on losing just a few more.

Zereen has lost 13 pounds and plans to be in a bikini when beach season rolls around again. She credits her health regimen, which includes Pro Vitality + and a shake every day, to the increased energy she now has. "It even shows on my skin enough that people notice," Zereen says.

Zereen asserts that it's easy for her to talk about NeoLife nutritionals and the Lifestyle Programs, because when people see and hear good stories, they believe it. But she says that her actions do some of the talking for her. "I have two coworkers who are now on the shakes just because they noticed changes in me."

Since starting the challenge, the Mirabellos are enjoying being healthier and more active. They are livin' the NeoLife, taking advantage of the 11-mile walking and biking trail near their home that leads to the shore where they'll show off their beach physiques for years to come.





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# FROM INTENTION TO ACTION!

## 90 FITNESS DAY CHALLENGE WINNER WARREN GOUWS



BEFORE

**“Last summer’s clothes didn’t fit as nicely this summer,”**

admits Warren Gouws. He was ready to do something about getting into better shape. So when his friend invited him

to register for the New England Tough Mudder, a 12-mile obstacle course, Warren figured that enough motivation to get back in shape.

But he didn’t get into a groove until one of his friends asked him if he had thought about doing one of the NeoLife Club BE YOUR BEST Challenges. Soon after he found himself making a video to send in for the Fitness Challenge.

That cemented Warren’s commitment. His video got views and comments, and he knew that people were now holding him accountable.

He began his early-morning workouts. “The first two weeks were difficult,” Warren acknowledges, “but it quickly got better. I kept on going, and shortly started seeing and feeling a difference.”

**Finally sticking to a get-fit plan was one thing. Letting the momentum seep into other aspects of life was the next.**

He kicked off his challenge by using the Optimal Nutrition Lifestyle Program along with a few additional NeoLife



AFTER

nutritionals like additional Salmon Oil. Within a few weeks of following the program with the NeoLifeShake replacing one meal a day, he was thrilled to be down 12 pounds!

“A single thing like getting more fit got me wanting to improve in other areas,” explains Warren. “The whole personal development aspect of my life began opening up and getting better.”

Warren ended up completing his initial fitness challenge in July. He continued on his fitness journey and felt strong going into the Tough Mudder in August. “I wasn’t even sore afterwards,” he smiles. As a result of him starting with an initial 30 day fitness goal and extending it to a 90 day goal while documenting his progress along the way, Warren won the 90-day BE YOUR BEST Men’s Fitness Challenge in October. His friends and team are following suit—many committing to a 30 day and 90 day challenge as well. The impact of his setting a goal month after month has benefited all areas of his life, not just his health. Warren is even planning date nights with his wife Riette, something he hadn’t done in years.

Warren sees it simply. It’s just one step, then another, then you gain momentum, and things start happening for you in various aspects of life. His defense against going back to his old ways is simple: paying attention. He’ll often stop and ask himself: What am I doing? What am I accomplishing?





# NO SLOWING DOWN!



## 90 DAY FITNESS CHALLENGE WINNER KAREN THOMAS

### **Karen Thomas was not overweight.**

In fact, she was in pretty good health. She'd been using NeoLife products for years. But last summer, she had kind of an epiphany.

"The one thing I was missing was regular exercise," Karen admits. And for this forty-something mother of three, growing old gracefully seemed more immediate than it had in previous decades.

"I want to live a long time with my mind intact and with the strength and energy to do the things I want to do," Karen says.

Then she heard about the BE YOUR BEST Challenge. "I thought, This is a great incentive, I'd like to win \$1,000, and I need some fitness goals," Karen recalls. So she set her first fitness goal to complete in 30 days.

Karen started running in July, only a 12-minute mile at first, but worked hard enough at it that she cut her time down by nearly four minutes in August. That was enough to get Karen into the drawing for the challenge, and she ended up winning the \$1,000.

But her challenge didn't stop here. She was so inspired she decided to set an even bigger goal and push toward a 90-day goal. Enlisting the help of her husband Doug (she says he's knowledgeable about lifting), Karen set her sights on



building lean muscle. Karen put part of the money she had won toward a weight bench and weights so she could work out at home, she got a personal trainer, and she continued running.

Karen continues to weight train and run, and she's a committed NeoLife protein shake aficionado. Karen also takes Pro Vitality + every day and incorporates the BioTone trimming system into her regimen. From a strong start with a 30-day challenge to continuing on to a 90-day challenge, Karen is livin' the NeoLife.

**She's in her forties, and she has more energy than ever. Growing old gracefully is more than a state of mind for Karen Thomas. She'll be there in body—strong body—as well.**

Since winning the Be Your Best 90-Day Fitness challenge, Karen has no plans to slow down. She says she has more energy than ever. "People are starting to ask me what I'm doing," she smiles. "I want to keep inspiring others to get stronger and improve their long-term health."





# BUILDING REAL CONNECTIONS!



## 90 BUSINESS CHALLENGE DAY WINNER ROB STUART

**“I realized that the NeoLife Club was essentially a new company with a 50-year track record,”** Rob explains. “The real light-bulb for me was seeing what we had way in advance of it being obvious to the masses. Not only were there great products, but also the opportunity to be part of a stable organization that had the best interests for its Promoters.”

With that, Rob jumped on the opportunity, and in his first six months he has built a solid business foundation that has positioned him as a leader in NeoLife Club.

And it hasn't been just about building a business. He first wanted to have his own story about the products. So he joined the BE YOUR BEST Fitness Challenge in June. He felt great, achieved his goal, and was able to share that story with others.

“Sharing stories of my own experience with the products, especially my own, is a big part of how I start conversations with potential Club Members,” Rob explains. If you watch Rob in action, you quickly see that his success at this business has everything to do with the laid-back way he talks to people.

“I never give ambush presentations,” Rob laughs. “That’s a quick way to get people to dislike you. And liking you is a



big factor in why people join. There’s an old saying that says people do business with people they know, like, and trust. So I like to first focus on building rapport.”

**Rob Stuart wasn’t looking to promote NeoLife products. In fact, he would never have been interested in an “older” company. But because he liked and trusted his friend, he agreed to look into it.**

With no script and no presentation required, Rob starts up conversations by saying is, “Most people like to be healthy. I work with a nutrition company that offers whole food supplements that do just that—help people get healthy.”

“It’s just a matter of finding common ground,” Rob states. “Just that one piece of information that two people can bond with.”

Rob loves inspiring people and showing them what they can do. He looks for people who like people and are like-minded in helping others. And to those who say they don’t like network marketing, Rob replies, “Well, I don’t like jobs.”

