

Feel better.
Look better.
Live better.

Product Catalog | USA



Kendra Brassfield, Chief Executive Officer

Jerry Brassfield, Founder

Su San Brassfield

We all have the power to take control of our health.

## **Our Story**

Committed to making the world a happier and healthier place

As a young boy, Jerry Brassfield suffered from severe asthma and allergies. Determined to find relief for her sick son, Jerry's mother began adding quality nutritional products to his daily diet. It was then that he discovered the profound impact quality supplements could play in helping restore good health.

Because of his passion for helping others, Jerry began sharing his powerful testimony with those around him and realized most people were in need of a solution to a lack of good nutrition. Sharing the products and working with others to set and achieve both health and financial goals turned out to be a financially rewarding home-based business.

His belief in the products and desire to change lives is what paved the way for Jerry to turn his small network marketing business into a global multimillion-dollar company.

# Offering Solutions To Vital Needs

#### Table of Contents

Best Sellers	6
Weight Management	16
Heart Health	20
Sharper Mind	24
Men's and Women's Health	26
Energy and Fitness	28
Bone and Joint Health	32
Digestive Health	34
Immunity	36
Children's Health	38
Specialty	40
Vitamins and Minerals	42
Nutriance® Organic Skin Care	45
Golden Home Care	50
Giving Back	52

# Fighting chronic disease at its core

#### It's time to end the trend.

According to the World Health Organization, the number of deaths in 2015 from Chronic Disease represented more than 70% of deaths worldwide.<sup>1</sup>

#### Chronic diseases include:

- Cardiovascular Disease
- Cancer
- Diabetes
- Chronic Respiratory Disease
- Dementia

# Good news – the solution is clear

Leading health authorities agree that the key to preventing disease and promoting health is:

- ✓ Weight Management
- ✓ Physical Activity

And a diet rich in whole food nutrients found in:

- ✓ Whole Grains
- ✓ Fruits & Vegetables
- ✓ Plant-based and lean proteins, including omega-3-rich fish

<sup>1.</sup> World health statistics 2017: monitoring health for the SDGs, Sustainable Development Goals Geneva: World Health Organization; 2017. Licence: CC BY-NC-SA 3.0 IGO. http://www.who.int/gho/publications/world\_health\_statistics/2017/EN\_WHS2017\_Part2.pdf



#### Purity, Potency and Proof

For over 65 years, generations of families all around the world have counted on NeoLife to do what no other company can do: produce nutritionals that are based on the finest whole food, human food chain ingredients and proven effective by millions of satisfied customers.

**Researched**: World-leading scientists, researchers and nutritionists search for effective solutions to supporting long-term health.\*

**Pure**: Skilled technologists select only the finest raw materials to ensure the highest level of ingredient purity.

**Potent**: NeoLife products are developed with the latest scientific expertise and state-of-the-art technology to concentrate and standardize the active ingredients in raw materials. This ensures the final product delivers on NeoLife's promise.

**Tested**: Each product undergoes rigorous testing using the very latest scientific methods to ensure safety, quality and effectiveness. **NeoLife products use only GMO-free ingredients** and are routinely tested for potential contaminants.

**Proven:** Clinical studies demonstrating the effectiveness of NeoLife products have been published in some of the world's most prestigious scientific journals. Our unique and enduring commitment to scientific excellence has attracted the attention of researchers from the United States Department of Agriculture, major universities and respected scientific institutions around the world.

#### **Published in Scientific Journals**



# The NeoLife Difference Based in Nature<sup>†</sup>, Backed by Science



Created by Doctors and Scientists



Biologically Active & Whole Food Derived Ingredients



GMO Free and Full Traceability



Clinically Studied Ingredients and Products



Pharmaceutical License for Manufacturing

## Superior Quality Nutrition, since 1958

At NeoLife, product philosophy is quite simple: Absolute, unwavering pursuit of quality, without compromise.

We believe that the right decisions about our bodies and our homes—deciding what to put into them and what to keep out of them—are among the most important decisions of our lives. When it comes to our health, and the health of our children and families, there is simply no room for compromise.

## Our Philosophy

#### Based In Nature<sup>†</sup>

NeoLife products provide the finest ingredients, inspired by nature to help you achieve optimal health and well-being.\*

#### **Backed By Science**

These nutrients are delivered in highly bio-efficient forms in exclusive, science-based formulas that maximize nutrient absorption, utilization and benefits by using the most advanced scientific methods and proprietary processes.

#### **Guaranteed Quality**

We take pride in the unwavering quality and safety standards that have ensured the effectiveness of our products for over 60 years.

#### Doing What's Right

Our philosophy dictates that every decision we make is in the best interests of you, your family, your home and the environment. Our long history of sustainable business practices, recyclable packaging and ecofriendly decision-making has never wavered.



Arthur Furst
1914-2005
Founding Member Emeritus, SAB
Ph.D., Sc.D., D-A.T.S.,
Toxicologist, Pharmacologist



#### A History of Scientific Excellence

Founding Member Emeritus of NeoLife's Scientific Advisory Board, Dr. Arthur Furst is internationally regarded as a pioneer in toxicology and cancer research. Dr. Furst founded the Stanford Cancer Chemotherapy Laboratory and was at the forefront of disease-prevention science for 50 years. Many of his discoveries led to groundbreaking NeoLife products, and his enormous talent, energy, dedication and vision are major reasons why, year after year, NeoLife has delivered such leading-edge products to fulfill genuine human needs.

Founded in 1976 by Dr. Furst, the Scientific Advisory Board sits at the core of a worldwide network of leading scientists and research facilities, all dedicated to delivering optimum health based on nature's blueprint. Members of our Scientific Advisory Board actively conduct leading-edge research and are regularly published in prestigious scientific journals. The SAB seal guarantees you the finest, safest, most effective products in the world.



**John R. Miller**SAB Director, Product
Technologist, Researcher



**Fred G. Hooper** Ph.D., Biochemist, Nutritionist



Laszlo P. Somogyi Ph.D., Food Scientist, Nutritionist



Arianna Carughi
Ph.D., C.N.S., Nutritional
Scientist, Researcher



David Shepherd Ph.D., Microbial Biochemist, Food Technologist



Ph.D., RNutr., Biochemist, Health Practitioner



Mark Lowman C.F.S., Food Scientist, Quality Expert, Formulator



Liz Applegate Ph.D., Nutritional Scientist, Sports Nutritionist



Susan Beck Ph.D., L.Ac., Dipl. O.M., CNS, Nutritional Scientist



**Todd Miller** Ph.D., Exercise & Sports Scientist, Researcher

## Pro Vitality™ **Essential Cellular Nutrition**

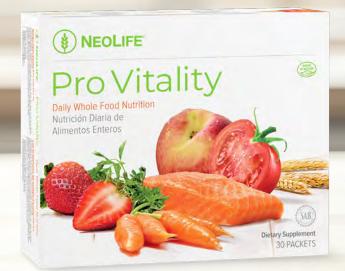
## Change your life, one cell at a time

#### Challenge Yourself To Live Better

- #1 cause of diet-related death is a lack of whole grains1
- The average American consumes less than one daily serving of whole grains<sup>2</sup>
- Protective phytolipids and phytosterols found in whole grains have been stripped from many packaged foods to increase their shelf life
- It's difficult for most people to get the recommended servings of fruits and vegetables daily
- Many don't eat fish due to concerns about heavy metals and contaminants
- A majority of people are below the average requirement for some basic essential vitamins and minerals

**Almost** 

of Americans do not meet vegetable intake recommendations.3





#### NeoLife Wellness Pyramid Discover the peak of wellness

Along with a healthy diet and lifestyle, Pro Vitality<sup>™</sup> can help you achieve your ideal wellness pyramid by filling in the nutritional gaps of the typical American diet.\*

- 1. https://www.cnn.com/2019/04/03/health/diet-global-deaths-study/index.html?no-st=1554787427-SG. 2. https://wholegrainscouncil.org/whole-grains-101/how-much-enough
- 3. U.S. Department of Agriculture and U.S. Department of Health and Human Services. Dietary Guidelines for Americans, 2020-2025. 9th Edition. December 2020. Available at Dietary Guidelines.gov.



#### Four Essentials In One

Each packet of Pro Vitality provides daily whole food nutrition for lifelong health and vitality from whole grains, fruits & vegetables, fish and vitamins & minerals.\*



#### Tre-en-en® Grain Concentrates

Feed Your Cells - Enhance Your Energy\*

The world's first whole grain lipid and sterol supplement to enhance energy and vitality by optimizing cellular nutrition.\* *See page 9.* 



#### Carotenoid Complex<sup>™</sup>

Protect Your Cells - Optimize Your Immunity\*

Category-defining innovation, isolating target nutrients directly from real food sources and partnering with bioactive vitamin E to create a potent antioxidant blend.\* Clinically studied by USDA researchers to support heart health, and boost immune function.\*\* It provides the protective power of carotenoids from whole fruits and vegetables. A high potency formulation of broad spectrum carotenoid. *See page 9.* 



#### Omega-III Salmon Oil Plus™

Balance Your Cells - Maximize Good Health\*

Clinically studied to support heart and cardiovascular health, and to lower inflammatory index by 68% in just eight weeks.\*\* This pure and potent fish oil is complete with standardized amounts of eight omega-3s important to human nutrition and screened for over 200 potential contaminants. *See page 11.* 



#### **Essential Vitamin & Mineral Complex**

Nourish Your Cells - More Than Just A Multi\*

Based on over 60 years of nutritional expertise, this proprietary blend of 21 essential vitamins and minerals helps bridge the dietary gap prevalent in many of today's diets. Includes exclusive plant-sourced enzymes for easy digestion.\* *See page 11.* 

## Powerful Nutrients that support

-3/-



Abundant Energy\* Antioxidant Protection\*





Heart Health\* Immune Strength\*





Brain Function\* Healthy Joints\*





Eye Health\* Youthful Skin, Hair, and Nails\*

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





## Discover What's Inside Pro Vitality™

- Tre-en-en® Grain Concentrates
  Feed Your Cells Enhance Your Energy\*
- 2 Carotenoid Complex<sup>™</sup>
  Protect Your Cells Optimize Your Immunity\*

## Your cells are hungry, feed them!

Lipids and sterols are critical components of our cell membranes, and are needed to ensure the transport of nutrients into and waste out of the cells. Unfortunately, grain processing strips out the outer nutrient-dense layers that provide phytolipids, phytosterols and other vital nutrients from foods. This leads to inefficiency at the cellular level, leaving you feeling tired and sluggish as well.



For cellular

Tre-en-en® Grain Concentrates
120 softgels

→ Tre-en-en supplies whole grain lipids and sterols missing from our diets.

#### Protect your cells\*

Optimizes immune function by providing a full spectrum of protective carotenoids from a variety of nutrientrich fruits and vegetables.\*

Clinically tested
One of the world's first
supplements featuring
food-derived concentrates
to be clinically studied
by USDA researchers to
support heart health and
boost immune function.\*



Carotenoid Complex™ 90 softgels

## Backed by Science

## Energy starts with nutritional assurance at the cellular level

Tre-en-en is the world's first lipid and sterol supplement derived from real grains to enhance energy and vitality by optimizing cell membrane function.\* It energizes your entire body by helping your cells function more efficiently.\*

#### Tre-en-en feeds the cells

If cellular membranes are starved of vital nutrients (lipids and sterols found in whole grains), they become inflexible and can't perform critical functions. Whole grain lipids and sterols allow your cell membranes to become their flexible best, making it easier for nutrients to get in and waste to get out.\*





Healthy cell with Tre-en-en Nutrients get in, waste gets out

#### **Scientifically Studied Performance**

It was shown that when Tre-en-en is present in the diet, overall growth and development, nutrient utilization efficiency and cardiovascular development improved.\*

#### Boost overall immune function\* by 37% in just 20 days\*\*



- Enhances immune response of white blood cell – "natural killer" cells and lymphocytes\*
- Reduces oxidation of cholesterol thereby promoting heart health\*
- Boosts antioxidant levels in the blood for long-term cellular protection against free radical damage\*

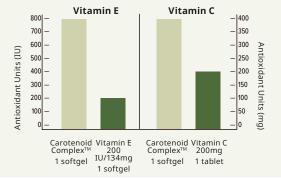
#### An immunity boost from garden and grove

When we eat our fruits and veggies, the phytonutrients in those plants may protect our cells from dangerous elements, and pump up our immune systems. Research has pointed to the immune-boosting power of carotenoids, which are found in red, orange, yellow, and deep green fruits and vegetables.

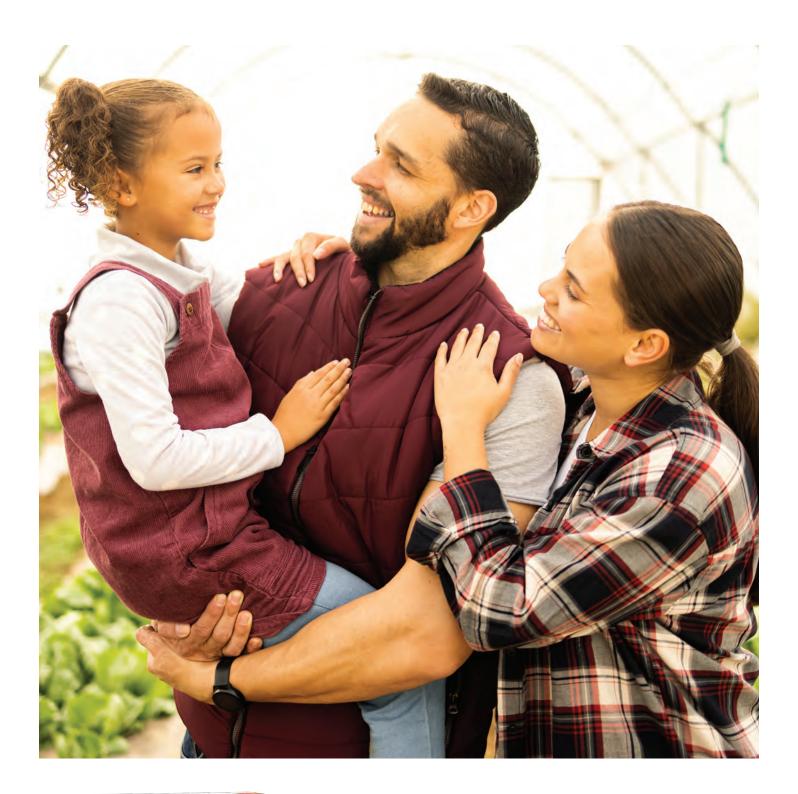
#### Full-spectrum goodness that's easy to absorb

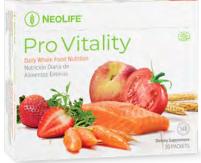
More than just beta-carotene, Carotenoid Complex provides a full spectrum of 15 powerful carotenoids from carrots, tomatoes, spinach, red bell peppers, strawberries, apricots and peaches— all in a base of pure olive oil to enhance absorption.\*

#### More antioxidant power than vitamins E and C\*



\*\*NOTE: measured as an increase in overall lymphocyte proliferation, a recognized standard for measuring immune competence and capacity to respond to an immune challenge.





- Omega-III Salmon Oil Plus™
  Balance Your Cells Maximize Good Health\*
- Essential Vitamin & Mineral Complex
  Nourish Your Cells More Than Just A Multi\*

## Heart, brain, joints and more\*

Clinically studied to support heart and cardiovascular health, Omega-III Salmon Oil Plus also promotes youthful brain function, healthy flexible joints and healthy eyes.\* Ideal during pregnancy to support fetal eye and brain development.\* Omega-III Salmon Oil Plus has been clinically tested in humans and the results have been published in some of the world's most prestigious scientific journals.



#### Omega-III Salmon Oil Plus™

90 softgels

See pages 22-23 for more details.

## 4

#### Bridge the dietary gap

Based on over 60 years of nutritional expertise, this proprietary blend of 21 essential vitamins and minerals helps bridge the dietary gap prevalent in most of today's diets. It provides a balanced blend of a wide spectrum of micronutrients essential for cellular health.\* The blend includes iron in an amount appropriate for adults to help increase the ability of red blood cells to carry oxygen efficiently to promote feelings of vitality.\*

── Essential Vitamin & Mineral Complex:

Nourish your cells with more than just a multi\*



## Backed by Science



An ultra pure high potency fish oil, complete with standardized amounts of **eight nutritionally important omega-3s**, with quaranteed **purity**.

#### **Clinically Studied Benefits:**

#### **Bioavailable**

Readily absorbed and rapidly assimilated into cell membranes.\*

#### Cardio Protective\*

- Reduced triglycerides by 17%
- Improved omega-3 index by 38%

 Improved the ratio of omega-3 to omega-6 fatty acids by 43% in eight weeks

#### Balances Inflammation\*

Promotes healthy balance of pro- and anti-inflammatory factors. Lowered inflammatory index by 68% in just eight weeks.

#### Improved Omega-3 Index Lowere

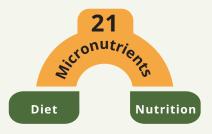


#### **Lowered Inflammatory Index**



## Essential Vitamin & Mineral Complex - More than just a multi.

Proprietary blend of 21 biologically active vitamins and minerals plus an exclusive blend of plant-sourced enzymes.\*



Vitamins and minerals bridge the dietary gap, plus phytoenzymes for easy digestion\*

## **Delicious Daily Nutrition**

## Protein – drink in the benefits

NeoLifeShake® is a delicious way to take in wholesome daily nutrition, powering your body with quality sources of protein, fiber, vitamins, minerals, enzymes and antioxidants. Great for the whole family! Protein feeds your cells and boosts energy, helps your body build and repair tissues, fuels the creation of enzymes, hormones and antibodies, and promotes healthy bones, muscles, cartilage, skin and blood.



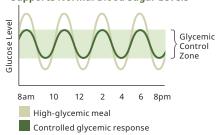


#### NeoLifeShake

Pouches, 22.8 oz., 15 servings Convenient Single-Serve Packets, 15 per box

#### **Controlled Glycemic Response**

Supports Normal Blood Sugar Levels\*



#### **Daily Protein Requirement**

0.36q/lb body weight



Wt: 140 lbs. Ht: 5'5"



Wt: 165 lbs. Ht: 5'10"

60 grams

Higher g/lb of body weight protein intakes recommended for growing children, teens, pregnant and lactating women, and those trying to lose weight.

- √ Glycemic Response Controlled Minimizes fat storage— Promotes fat burning\*
- ✓ Includes Muscle-Retaining **BCAAs** (Branched-Chain Amino Acids)
- ✓ Promotes Gut-Brain Satiety Signaling\*

#### **Advanced Features:**

#### Proprietary protein blend

- Biologically complete with 22 amino acids including all the essential ones
- Scientifically advanced blend for superior amino acid profile: Soy, Milk, Caseinates, and Whey (rich in muscleretaining branched chain amino acid—Leucine)
- Highest PDCAAS (protein quality score)
- Excellent source of protein with 18g per serving—36% of the Daily Value

#### Proprietary fiber blend

- · Good source of fiber with 5g per serving -18% of the Daily Value
- Comprehensive blend of soluble and insoluble fibers from food sources (soy, oat and guar gum) to support digestive health
- Promotes satiety, digestion and heart health'







## Backed by Science

#### **NeoLifeShake Exclusives**

- Protogard Process low temperature blending protects amino acids, maximizes nutritional value
- Multi Enzyme Blend plant-derived enzymes for easy digestion\*
- Neo-Plex Concentrate whole food antioxidants including vitamin C and citrus bioflavonoids
- Choline and Inositol— Lipotropic factors, Choline helps break down fat to use as an energy source
- Metabolically Balanced—Ideal Protein, Carbohydrate, Fat ratio to support weight loss goals<sup>†</sup>
- 25 Essential Vitamins and Minerals





#### Vegan Protein

17.8 oz., 15 servings

Crafted with the highest quality sources of plant-based protein, protective antioxidants, and nutrient-dense ingredients for optimal nutrition that you and your family will love.

- 18 grams of Plant-Based Protein
  One of the only Plant-Based Protein products
  to include unique protein sources: Pea, Fava,
  Brown Rice, Chickpea, and Hemp.
- Biologically Complete with 21 Amino Acids
   Essential amino acid (EAA) profile which
   mimics that of egg and whey protein,
   considered the gold standard. MCT Oil and
   other healthy fats for energy, brain and
   cognitive health benefits.
- Over 3 grams of Branched-Chain Amino Acids (BCAAs)

to help build and maintain muscle

- Low Glycemic Supports Healthy Blood Sugar Maintenance
- · No Added Sugar
- 24 Essential Vitamins and Minerals
- NO Artificial Anything
   No Artificial Colors, Flavors, Sweeteners, or Preservatives added.
- 150 Calories

#### **─** Feel-Good Facts:

- ✓ No Artificial Sweeteners
- ✓ No High Fructose Corn Syrup
- ✓ No Artificial Flavors
- ✓ No Artificial Colors
- ✓ No Preservatives
- √ GMO Free
- √ Gluten Free
- ✓ No Cholesterol
- ✓ No Saturated Fats
- ✓ No Hydrogenated Fats / Trans Fats
- √ 90% Lactose Free (NeoLifeShake)
- √ 100% Lactose Free (Vegan Protein)

## Health Solutions For Every Body & Every Budget

Wondering where to start?
Pick your solution.

Whether you want more natural energy, build lean muscle, or to lose weight and keep it off, we have the Health Solution just for you!\* Don't forget to put it on NeoShip to be eligible to participate in great perks like 3 for FREE. Learn how you can Stack Your Pack for targeted support on page 41.



Scan to watch video



#### **Breakfast Solution**

A 30-day supply of breakfast! Designed for optimal cellular nutrition by giving your body key whole food nutrients and protein, the building block of life. Contains one (30-serving) box of Pro Vitality and two (15-serving) NeoLifeShake pouches.

See pages 6-13 for more details.

Your choice of:

1 box of Pro Vitality 2 pouches of NeoLifeShake

1 box of Pro Vitality 2 boxes of NeoLifeShake packets

1 box of Pro Vitality 2 pouches of Vegan Protein



#### **Vitality Solution**

Cellular energy and vitality with a powerful daily dose of omega-3s, phytolipids, sterols, vitamins and minerals.\* Contains one (30-serving) box of Pro Vitality.

See pages 6-11 for more details.

1 box of Pro Vitality



#### **Sport Solution**

A 30-day supply of performance targeted nutrition for athletes and active people. Contains one Performance Pack, two Performance Protein canisters and one box of Pro Vitality.

See pages 28-31 for more details.

1 box of Pro Vitality 2 canisters of Performance Protein 1 box of Sport Performance Pack



#### **Weight Loss Solution**

A 30-day supply of everything you need in order to see maximum "body shaping" results.\*† Contains four (15-serving) NeoLifeShake pouches and one (30-serving) box of Pro Vitality.

See pages 6-13 for more details.

Your choice of:

1 box of Pro Vitality 4 pouches of NeoLifeShake

1 box of Pro Vitality 4 boxes of NeoLifeShake packets

## **Health Solution Perks!**



### 3 for FREE

#### Get your Health Solution FREE!

With NeoLife, you belong to an awesome community of people who are passionate about helping others be their best.

That's why this extraordinary incentive is available – every month! Simply sign up 3 Club Members with a Health Solution on NeoShip and receive yours FREE!

For more information, visit ShopNeoLife.com



Scan to watch video



Everyone has a shot at winning because each cycle we randomly draw a winner for completing their NeoFit90.

• Champions are crowned annually at Impact Summit based on the most inspiring transformations. Their

• Each cycle you're competing for the most inspiring story to win a \$1,000 prize including cash and swag.

• Champions are crowned annually at Impact Summit based on the most inspiring transformations. Their prizes include \$1,000 cash, \$1,000 shopping spree, free travel and room nights at Impact Summit and more!

Transform your health.
Join NeoFit90 today!







## Healthy Meal Plan Eat Five Times a Day to Stay Energized and Satisfied.



#### **Breakfast**

- NeoLifeShake or Vegan Protein
- Pro Vitality™



AM Snack

- NeoLifeBar or healthy snack
- NeoLifeTea and/or ELEVATE



Lunch

 NeoLifeShake or Vegan Protein



PM Snack

- NeoLifeBar or healthy snack
- NeoLifeTea



Dinner

Balanced meal



#### NeoLifeShake

Pouches, 22.8 oz., 15 servings Packets, 15 per box

- **Proprietary blend:** 18g of high quality protein
- Biologically complete with 22 amino acids
- **High protein quality score**, with 9 essential amino acids (EAA)
- 5g of satisfying fiber
- 140 calories

#### Other Support:

- NeoLife Blender Bottle® Classic™
- NeoLife Weight Management Program Guide



#### **NeoLifeShake Clinically Studied Benefits:**

- ✓ Weight Loss<sup>†</sup>
- ✓ Cardio Protective\*
- ✓ Lowered Body Mass Index (BMI)<sup>†</sup>

## Why it works

#### Glycemic Response Control Technology

Consuming meals that cause sugar spikes throughout the day forces your body to go through a glycemic roller coaster. A controlled glycemic response promotes steady energy levels, minimizes fat storage and promotes fat burning.

#### Build and Maintain Lean Muscle\*

Whey protein is rich in branched chain amino acids, specifically Leucine, which is associated with forming muscles and retaining lean body mass to promote long-term and effective weight loss.

## CONTROLLED GLYCEMIC RESPONSE Supports Normal Blood Sugar Levels\*

Glycemic Control Zone

8am 10 12 2 4 6 8pm

High-glycemic meal

Controlled glycemic response

#### Stay Full and Energized\*

NeoLife Weight Management promotes gut-brain satiety signaling.\* Exclusive high quality fiber and protein blends help you feel full faster and stay full longer, controlling your appetite and maintaining your energy levels—which are key to achieving a healthy weight!†

\*These statements have not been evaluated by the Food and Drug Administration.

These products are not intended to diagnose, treat, cure or prevent any disease.

#### Safe, Sustainable, and Healthy Weight Loss



#### **Dakota King**

Lost over 40 lbs.† + Ran half-marathon + Ran 13 5k's

I couldn't run a mile, my body wouldn't allow me to. I knew if I was consistent with NeoLife and made healthy choices I could do it. The weight started coming off and I became more active.\* Today I feel amazing! I even ran over 600 miles in a year.



#### Salomon Guzman

Lost 66 lbs,† + Dropped 5% body fat

Before NeoLife, I was at my heaviest. I was tired and as a Police Officer could barely make it through a night shift. Now I'm way more active.\* I am training for the SWAT division. I workout regularly, do Brazilian Jiu-Jitsu and coach my son's sports teams.



#### **Cheryl Callender**

Lost 77 lbs.† + Down 6 pant sizes

I gave up playing softball because I'd gained so much weight that it hurt to play. I struggled to make it upstairs to my bedroom. Since NeoLife, I'm back to playing competitively and feel confident making TikTok videos. This would not be possible without the support of this community and the products!\*

# Stay Energized

# To power your brain and body\*

ELEVATE New Nootropic Energy Drink 30 sticks, 30 servings

A delicious nootropic energy drink formulated with ingredients to boost physical energy, improve mental focus, and support balanced mood, all while hydrating the body.\*

- 200 mg patented, pure L-Theanine. Clinically researched Suntheanine®† shown to enhance cognitive function, promote concentration, and support mental calmness\*
- 120 mg naturally sourced caffeine from green tea. Caffeine has been clinically shown to improve working memory and alertness and boost physical energy\*
- Magnesium & electrolyte minerals support positive hydration\*
- · Only 10 calories per serving and zero grams of sugar
- · Delicious tropical splash flavor
- No artificial flavors, sweeteners, colors or preservatives

GLUTEN FREE GMO FREE VEGETARIAN

# Wholesome snackable nutrition

#### NeoLifeBar™

15 individually wrapped bars

NeoLifeBar provides natural whole grains, nuts and seeds, plus antioxidant nutrients from mixed berries for long-lasting energy and optimal health.\*

- Glycemic response controlled to keep blood sugar levels normal and steady\*
- Makes the perfect AM or PM snack as part of the NeoLife Weight Management Program
- With 22 amino acids involved in human nutrition
- 10g protein, 5g fiber and 320mg omega-3s from flaxseed
- 170 calories
- 17 vitamins and minerals
- No artificial sweeteners, colors, or flavors added!

GLUTEN FREE 100% VEGAN LOW SODIUM



Loving what Elevate brings to my day! More energy, more focus, better hydration!\* Added it to my NeoLifeShake and wow, so delicious!

- Sue Hamilton



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

## Enjoy a cup of "get up and go"

NEOLIFETEA

Energizing

Tea Blend\*

Adaptogen

Blend of

Naturally

Flavored & Sweetened

Herbs\*

#### NeoLifeTea™

15 sticks, 30 servings

NeoLifeTea is a safe, healthy and low-calorie solution to boost energy levels while burning fat.\*

- Exclusive Energy Blend ingredients promote instant energy, fat burning and efficient metabolism\*
- Adaptogen Blend of herbs enhances mental alertness and well-being\*
- Green tea extract delivers active EGCG (epigallocatechin gallate)
- Only five calories per serving

In a survey conducted with university students, NeoLifeTea users:

felt more energy



I cannot go without NeoLifeTea. It provides me with energy while I work in the healthcare industry. NeoLifeTea is like my energizer bunny.\*

- Barbara Chichester



## Cleanse, Balance & Energize\*

The 3-Day Detox is the perfect way to help you reset your body.\* Whether you're starting a weight loss or fitness program a detox program can help you take the first step in achieving your goals.



#### 3-Day Detox

1 set of 3-Day Detox supplements, 3 NeoLifeTea sticks, and 2 NeoLifeShake packets

#### What's included:

- 3-Day Detox Guide A comprehensive yet simple companion to show you the way.
- Powerful Detox Supplements:

#### Neo-Lax<sup>™</sup>

Gentle, natural laxative for occasional irregularity.\* Encourages a mild cleansing action to aid the body's natural processes\*

#### Garlic Allium Complex™

**Exclusive Targeted Delivery Technology** takes garlic's active allicin directly to your intestine, eliminating aftertaste and maximizing absorption\*

#### Betagard®

Proprietary formulation of carefully selected vitamins, minerals and carotenoids that strengthen the body's natural ability to detoxify and neutralize harmful agents that negatively impact health\*

Learn more at NeoLifeDetox.com

#### Acidophilus Plus™

Regulate intestinal activity, promote colon health and support immunity with a healthy balance of intestinal flora\*

#### NeoLifeTea

Ingredients shown to promote instant energy, fat burning and efficient metabolism\*

#### NeoLifeShake®

Deliciously wholesome protein drink for daily nutrition and weight management

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

# Get To The Heart Of Your Wellness Get your blood pumping with

Get your blood pumping with broad nutritional support\*

Heart disease remains one of the leading causes of death in the world for both men and women. Support your heart health with regular exercise, stress management, a healthy diet rich in nutrients from whole grains, fruits, vegetables and fish; and these NeoLife nutritionals specially formulated to optimize the health of your heart.\*



## Our exclusive heart healthy products help

- ✓ Promote Cellular Energy\*
- ✓ Retain Normal Blood Pressure\*
- ✓ Retain Healthy Cholesterol Levels\*
- ✓ Retain Healthy Triglyceride Levels\*
- ✓ Retain healthy Homocysteine Levels\*



Naturally



#### CoQ10 60 softgels

#### Power Up Your Cellular Energy!\*

NeoLife CoQ10 delivers 100mg of natural, highly bioavailable CoQ10 in a clinically studied dose, for **cellular energy production at the mitochondrial level.**\*

- Promote cellular energy\*
- Boost overall energy and stamina\*
- Support cardiovascular health\*
- Enhance muscle cell energy production and renewal\*
- Reduce muscle pain and soreness associated with statin use\*
- Support cognitive health\*
- Alleviate chances of migraine\*
- Unique encapsulation technology. Digestion begins in as little as 2 minutes, promoting rapid absorption.\*
- NeoLife exclusive Phytolipid & Sterol Blend. Sourced from whole grain lipids and sterols known to support optimal mitochondrial structure and function\*
- Contains L-cysteine, the "rate-limiting" amino acid needed for cellular biosynthesis of the mitochondrial protector, glutathione.
   L-cysteine is known to support mitochondrial function and strengthen inner-cellular protective systems\*
- NeoLife Proprietary
   Polyphenol Blend delivers
   whole-food sourced
   polyphenols and resveratrol
   derived from grapes to
   provide extra antioxidant
   protection and to promote
   mitochondrial protection\*
- No artificial colors, flavors, sweeteners or preservatives added



## Magnesium Complex 60 tablets

100% VEGAN

This exclusive magnesium supplement combines a unique profile of three bioavailable magnesium sources complemented by phytonutrients derived from magnesium-rich vegetables including beet, kale, broccoli, and radish. Our Tri-Mag Blend provides 300mg of elemental magnesium per serving for potent support.

See pages 30, 37, & 44 for more details.

- Supports overall cardiovascular health\*
- Promotes normal blood pressure and heart rhythm\*
- Uses 3D technology to assure rapid and complete Disintegration, Dissolution and Dispersion for enhanced bioavailability\*
- No artificial colors, flavors, sweeteners or preservatives added.



#### Lipotropic Adjunct™

180 tablets

#### Multi-Action Formula Supports a Healthy Heart\*

- Formulated with lipotropic factor nutrients:
- Choline is an essential nutrient that helps maintain healthy homocysteine levels and supports the integrity of cell membranes.\*
- Inositol is involved in transmission of signals within cells, and supports healthy levels of blood lipids and healthy glycemic response.\*
- B<sub>6</sub>, B<sub>12</sub> and folic acid help support healthy homocysteine levels\*
- Combined with Betaine HCl to enhance vitamin  $B_{12}$  absorption\*
- Citrus bioflavonoids support the health of blood vessels\*



#### Carotenoid Complex™

90 softgels

One of the world's first whole-food carotenoid supplement clinically studied by USDA researchers to support heart health and immune function.\*

Reduces oxidation of cholesterol.\*

See page 9 for more details.



#### Vitamin E Plus™

100 softgels / 200 softgels

Vitamin E is particularly known for its heart health benefits.\*

- Helps inhibit oxidation of cholesterol because of its powerful antioxidant effects\*
- Natural vitamin E is paired with cold-pressed wheat germ oil to provide a full spectrum of tocopherols and tocotrienols
- Breakthrough water-miscible technology enhances absorption\*

See page 43 for more details.



#### **UPBEET**<sup>TM</sup>

30 sticks

GMO	GLUTEN	100%
FREE	FREE	VEGAN
STIMULANT FREE	CAFFEINE FREE	

A refreshing superfood drink mix designed to help boost nitric oxide levels and support healthy circulation, with ingredients clinically shown to increase stamina and endurance.\*

- Support heart health with naturally occurring dietary nitrates from beets, kale and targeted botanicals.<sup>‡</sup>
- Research shows that diets that meet or exceed 60mg per day have a positive effect on cardiovascular health.\*

See page 21 and 31 for more details.



#### Garlic Allium Complex™

60 tablets

All the heart health benefits of garlic at clinically significant levels in our exclusive formula.\*

- Helps retain normal cholesterol and blood pressure levels\*
- Supports healthy circulation and promotes healthy blood clotting\*
- **4,200mcg of allicin** from pure garlic extract in each serving, with bioactive compounds from onions, chives and leeks
- Exclusive **targeted delivery technology** takes garlic's active allicin directly to your intestine, eliminating aftertaste and maximizing absorption
- Special, **no-odor** formula minimizes garlic breath



All Natural Fiber™ Food and Drink Mix

22.2 oz., 30 servings



Diets high in fiber support heart, colon health and a healthy gut microbiome, as well as promote regularity.\*

- Exclusive Neo-Polyfibe helps remove cholesterol without robbing nutrients\*
- 12 natural sources provide 6g of fiber per serving 5g insoluble and 1g soluble

See page 34 for more details.

## Heart, Brain, Joints and More\*

## Omega-III Salmon Oil Plus™

The World Health Organization and many other leading health authorities agree – increasing the omega-3 fatty acid content of the diet is critical in helping solve the chronic disease epidemic. Although many people are trying to increase their fish consumption, we are still not getting enough. The presence of contaminants such as mercury, lead and PCBs in fish is also a concern.

Omega-III Salmon Oil Plus is based on pure, natural salmon oil, providing all the benefits and whole food goodness of one of nature's richest sources of omega-3 fatty acids.



#### As Pure As It Gets

Proprietary molecular differentiation process concentrates beneficial omega-3s using cold processing. All sources are screened for over 200 potential contaminants, such as mercury and lead to ensure purity.

#### Omega-III Salmon Oil Plus™

90 softgels

Total omega-3s per serving	1070mg
EPA	460mg
DHA	480mg
DPA	50mg
With 5 other healthful omega-3s	80mg

#### Potent and Full Spectrum

Each 3 capsule serving of our exclusive UHPO3 (Ultra High Potency Omega-3) formula provides 1,070mg of total omega-3 fatty acids with standardized amounts of naturally occurring omega-3s. This allows the most important members of the omega-3 family to work together, optimizing benefits and promoting the natural healing process.

#### **Clinically Studied Benefits**

- Bioavailable
- Cardio protective\*
- Balances inflammation\*

See page 11 for more details.

Proprietary Molecular Differentiation Process



Concentrates Beneficial Omega-3's while Delivering Exceptional Purity



Broad Spectrum Formula of multiple Omega-3 Fatty acids including:

ALA — alpha-linolenic acid

SDA — stearidonic acid

ETA(3)\*\* — eicosatrienoic acid

ETA — eicosatetraenoic acid

EPA — eicosapentaenoic acid

HPA — heneicosapentaenoic acid

DPA — docosapentaenoic acid

DHA — docosahexaenoic acid

## Think Fast, Think Smart\*

## Tré<sup>™</sup> – A potent shot of wellness\*

Immune Support, Healthy Aging, and Cognitive Function\*

Tré is a bioactive nutritional essence that harnesses the rich, rejuvenating bounty of nature. Tré is drawn from a select group of nature's **most powerful** and unique super fruits that are naturally rich in bioactive compounds, called polyphenols, that have the remarkable ability to promote health. Science has shown that the polyphenols play a wide range of critical roles in supporting and promoting health, longevity and cognitive function. Research also tells us that when polyphenols are absent or deficient in our diets, aging processes are accelerated and the disease risk is higher. Conversely, when they are abundant in our diets, aging is slowed and disease risk is lower. The standardized and focused nutrient diversity of Tré is a pure expression of nature's plan for human nutrition.\*





20 times the punical agins of fresh pomegranate juice!



5-10 times the resveratrol of fine red wine!



6 times the alpha-lipoic acid of fresh spinach!



7 times the antioxidant power of ripe red tomatoes!

Based on ounce to ounce comparisons

#### Tré is more than just juice

#### **Potent and Unique**

A combination of the purest extracts of Pomegranate, Acai Berry and Green Tea, along with NeoLife's proprietary Inflox berry blend, enhanced with resveratrol and alpha-lipoic acid, and sweetened naturally with the nectar of the Agave cactus.

#### Powerful

With standardized amounts of active ingredients such as punical agins in Pomegranate and polyphenols in Green Tea.

#### **Delicious and Concentrated**

From the first sip, you will experience its refreshing taste and invigorating potency.\*

#### **Healthy and Smart**

Tré is a revitalizing essence with a low glycemic response.\*







#### Enhance your memory and focus\*

#### Mind Enhancement Complex<sup>™</sup>

60 tablets

Supports enhanced memory, focused concentration, clear thinking and prompt recall.\* Unique blend combines Eastern and Western knowledge for optimal performance.\* For peak mental performance and activity.\*

- Ginkgo biloba to support mental acuity, enhance blood flow to the brain and brain signaling\*
- Exclusive multi-herb formula combines complementary benefits of seven herbs to promote peak mental performance\*

   including gotu kola, red sage, rosemary, sweet basil, skullcap and thyme

### Lecithin

130 softgels

- Lecithin keeps your memory and "brain waves" strong with natural brain-health nutrients choline and inositol\*
- Inositol is important for mental clarity and supports brain, liver, heart and reproductive health\*
- Choline is involved in the transmission of messages in the brain and nervous system\*
- Derived from soybeans to fuel your mind with the purest, most concentrated phospholipid brain food available\*
- Added magnesium, wheat germ oil and vitamin E boost nutrient potency and maintain freshness

#### Omega-III Salmon Oil Plus™

90 softgels

- Supports brain function\*
- Supports fetal brain and eye development\*

See pages 22-23 for more details.

#### **ELEVATE**

Nootropic Energy Drink 30 sticks, 30 servings

To power your brain and body.\*

- Patented, pure L-Theanine Clinically researched Suntheanine®\* shown to enhance cognitive function, promote concentration, and support mental calmness\*
- 120mg of Caffeine from green tea
- With choline, which is a precursor to acetylcholine, a neurotransmitter important for learning, memory, mood, and muscle control\*

See pages 18 and 30 for more details.

GLUTEN FREE

GMO FREE

VEGETARIAN

## Made For Him



**Tré** 32 fl. oz.

A delicious potent shot of wellness!\*

- Loaded with polyphenols and resveratrol
- Diets rich in polyphenols have been shown to support hearth health, positively impact blood flow and support over all well-being\*



Masculine Herbal Complex™
60 tablets

Helps men regain renewed energy and physical vitality.\*

- Contains nine herbs in a beneficial, balanced mix to support normal masculine function and improve wellness and vitality\*
- Saw palmetto promotes male vitality and has been shown to support prostate and urinary tract health\*
- Includes Oats (Avena sativa) for renewed physical vitality and libido, and damiana, a tonic for the nervous system, also known to energize mood\*



Chelated Zinc 150 tablets

Supports prostate health.\*

 Important for healthy skin, connective tissue and normal prostate function\*



**UPBEET**<sup>TM</sup>

30 sticks

A refreshing superfood drink mix designed to help boost nitric oxide levels and support healthy circulation, with ingredients clinically proven to increase stamina and endurance.\*

See page 21 for more details.

GMO	GLUTEN	100%
FREE	FREE	VEGAN
STIMULANT FREE	CAFFEINE FREE	





## Made For Her



Chelated Cal-Mag<sup>®</sup>
1,000 IU/25 mcg of vitamin D<sub>3</sub>
150 coated tablets
400 IU/10 mcg of vitamin D<sub>3</sub>
150 capsules

Highly bioavailable calcium, magnesium and vitamin D₃ for strong bones and overall good health.\*

- May help reduce the risk of osteoporosis later in life.<sup>†</sup>
- Supports normal blood pressure, optimal nerve and muscle function and relieves PMS symptoms\*
- bones and teeth\*
  See page 32 for more details.

Promotes strong

Feminine Herbal COMPLEX

For a Woman's unique cyclical meets
Para las necesidades in cas ciclicas de la mujer

Dietary Supplement 60 TABLETS

## Feminine Herbal Complex<sup>™</sup> 60 tablets

For women looking to restore a sense of harmony and well-being every day of the month.\* Contains 10 herbs in a delicate, balanced mix to help women achieve a state of optimal health, comfort, calmness and vitality\*

- St. John's wort, shown to help support calmness, boost spirits and promote positive mental attitude\*
- Vitex and red sage, shown to support normal female physiology and function\*



#### Prenatal Nutritionals\*\*

NeoLifeShake
15 servings

Pro Vitality<sup>™</sup> 30 packets

**Vegan D** 90 tablets

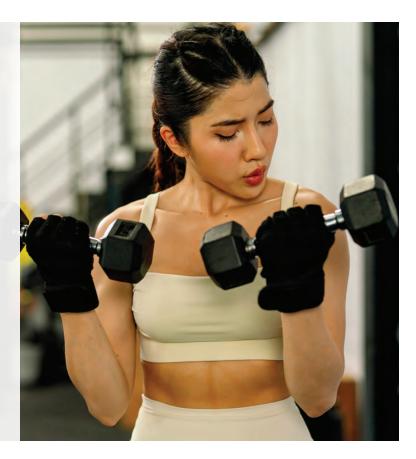
Chelated Cal-Mag® 150 coated tablets

**Vegan Protein**15 servings

## Performance Proteins

## Building Blocks for Strength and Endurance

Protein is critical for muscle retention, tissue repair, healthy blood formation, hormonal balance, immunity and virtually every other function in the body. We offer a variety of protein choices that provide 21+ amino acids involved in human nutrition to meet your every need. Unlike some common sources of protein, they are low in fat and cholesterol free to support optimum health.\*



#### **Performance Protein**

19 oz., 15 servings



Build muscle and maintain energy\*

- MuscleMatch™ Protein Blend features an amino acid profile optimized to closely match lean muscle, and promote maximum muscle building efficiency
- Each serving (in 8 oz. nonfat milk) provides 5.7g Branched-Chain Amino Acids (BCAAs) including 2.6g Leucine for optimal muscle building and retention and 5.1g Glutamine and Glutamic Acid to support immunity and the integrity of the digestive tract
- Biologically complete protein with 22 amino acids from whey and milk, does not contain soy protein<sup>†</sup>
- Exclusive Protogard™ Process uses low temperature blending to maximize nutritional value

#### **Optimal Muscle Builder**

To attain and maintain a peak level of fitness – to sustain energy during exercise and efficiently build and repair muscle tissue after training or performance\*

- Highest PDCAAS (protein quality score)
- Proprietary Fiber Blend includes both insoluble and soluble fiber to support a healthy heart and digestive health
- Proprietary HoneyFruit
   Sweetening System based on
   honey and fruit juice powders
   plus stevia provides protein sparing carbohydrates to
   provide energy while sparing
   protein for muscle development.
   Does not contain added fructose
- Metabolically balanced 1:1
   protein to carbohydrate ratio
   (26g:26g) when mixed in 8
   oz. of nonfat milk, optimized
   to support sport activity for
   immediate and sustained energy

- Full spectrum of 25 balanced essential vitamins and minerals with higher amounts of chromium and magnesium to support healthy blood sugar levels and optimal nerve and muscle function for athletic people
- Glycemic Response Control Technology to help support normal blood sugar levels
- No artificial colors, flavors, sweeteners or preservatives added







#### Athletes Powered by NeoLife

All over the world, NeoLife Athletes are performing at their peak, setting records and showing us what it means to be NeoLife-Powered! If you want to boost your athletic performance and overall level of nutrition then you're in the right place!



Cody Hollister

U.S.A.

Football:
Tennessee Titans Wide Receiver
Favorite Products:
Pro Vitality, Salmon Oil Plus,
Performance Pack, Performance Protein,
Endurance, Bio-Tone, Full Motion



NeoLifeShake®

GLUTEN FREE

Pouches, 22.8 oz., 15 servings Packets, 15 per box

For daily nutrition and weight management\*

See page 16 for more details.



Vegan Protein

17.8 oz., 15 servings

GLUTEN 100% FREE VEGAN DAIRY FREE

Plant-based nutrition for weight management and building muscle\*

See page 13 for more details.

#### Protein sparing carbohydrates

NeoLife protein products use long-lasting carbohydrates to fuel energy, and proteins are spared for the specialized functions of cellular maintenance, repair and growth.\*

#### Start Your Day With The NeoLife Protein That Is Right For You

Protein Product	NeoLifeShake For daily nutrition and weight management for the whole family	Performance Protein Optimal muscle builder	<b>Vegan Protein</b> Plant-based protein for everyone
Amount of Protein per serving	18g	26g <sup>†</sup>	18g
Protein Sources	NeoLife Proprietary Protein Blend: non-fat dry milk, whey protein isolate, calcium sodium caseinate, soy protein isolate	Muscle Match™ Protein Blend: whey, nonfat milk powder, calcium sodium caseinate	Plant-Based Superfood Protein Blend: Pea, Fava, Brown Rice, Chickpea and Hemp
21+ Amino Acids	✓	✓	✓
Glycemic Edge Carbohydrates	Natural sweeteners	HoneyFruit sweetener	Natural sweeteners
Amount of Fiber per serving	5g	5g	
Vitamins and minerals	25 vitamins and minerals	25 vitamins and minerals	24 vitamins and minerals
Calories per serving	140	200 <sup>†</sup>	150
			<sup>†</sup> with 8 fl. oz. nonfat milk

No artificial colors, flavors, sweeteners, or preservatives added



#### Kurt-Lee Arendse

South Africa

Rugby: Part of the winning 2023 Springboks Rugby World Cup team Favorite Products: Carotenoid Complex, Salmon Oil Plus, Performance Protein, All-C, PhytoDefense, Tre-en-en



#### Laura Wolfaardt

South Africa

Cricket: Won the One Day International (ODI) series Favorite Products: Performance Protein, Pro Vitality, Chelated Cal-Mag, All-C, NeoLifeBar, Full Motion, Magnesium Complex

## Performance Nutrition

Giving your body the right nutrition can have a huge impact on your daily energy levels. NeoLife has many products to support a healthy, energetic and active lifestyle, to build on your foundation of Pro Vitality.



Stack your Pack on to **Pro Vitality** 

#### Performance Pack 30 packets

• 2 Endurance tablets -Anti-fatique nutrients to support energy and

maximize endurance.\*

2 Chela-Sea M tablets -Full-body support from unique sea sourced minerals including iron. Exclusive double amino acid chelation for enhanced absorption.\*

Recover faster, compete longer and fuel your body optimally.\* Each packet includes 6 tablets.



• 1 Sports B & C tablet -B vitamins support energy production and optimal red blood cell formation.\* Vitamin C supports immune strength.\*



ELEVATE

ELEVATE :

• 1 Selenium E tablet -Selenium helps repair cellular damage.\* Natural vitamin E helps protect muscle cells from oxidative damage.\* Plus key minerals including calcium.

## **Fuel your Energy**

#### **Magnesium Complex** 60 tablets

Cellular energy production requires magnesium, making adequate magnesium intake critically important for both competitive and recreational athletes.

- Boosts overall energy and stamina by working alongside CoO10, within the mitochondria to produce Mg-ATP for cellular energy\*
- Promotes healthy muscle contraction and relaxation\*
- Helps prevent cramps, muscle weakness and impaired coordination associated with low magnesium levels\*
- Supports a healthy immune response\*
- · Delivers 300mg of magnesium, from three main sources, per

See pages 21, 37, & 44 for more details.



Mitochondrial Energy

Delivers 100 mg of highly

clinically studied dose, for

Promote cellular energy\*

· Boost overall energy

and stamina\*

cellular energy production\*

• Enhance muscle cell energy

production and renewal\*

See page 20 for more details.

• Reduce muscle pain and

soreness associated

with statin use\*

bioavailable CoQ10 in a

Complex

60 softgels

NeoLifeTea™

NeoLifeTea is a safe alternative to conventional energy drinks. Exclusive NeoLife Energy and Adaptogen Blends promote instant energy, fat burning

See page 18 for more details.

#### Threshold Controlled Super-B™

180 tablets

Our unique high potency formula supports optimum metabolism.\* Regular metabolism supports even and balanced energy throughout the day.\* B vitamins are essential in supporting heart health, stress, DNA synthesis and energy metabolism.\* Super-B contains all eight B vitamins, plus inositol and choline.



15 sticks, 30 servings

SUPER-B

and efficient metabolism.\*

#### **ELEVATE**

New

Nootropic Energy Drink 30 sticks, 30 servings

Formulated with ingredients to boost physical energy, improve mental focus, and support balanced mood, all while hydrating the body.\*

- 200 mg patented, pure L-Theanine
- · 120 mg caffeine from green tea
- Electrolyte minerals. Support optimal hydration by helping replace electrolytes lost through bodily fluids\*

See pages 18 and 25 for more details.



GMO

**VEGETARIAN** 

two-tablet serving

## Fuelyour Endurance



## Endurance 120 tablets

Anti-fatigue nutrients to promote energy production, healthy nerve function and maximize endurance\*

- Hormone free, antibiotic free, beef liver
- Vitamin C and Neo-Plex Concentrate to enhance nutrient absorption and protect whole food components from oxidation\*



## **UPBEET**<sup>™</sup> 30 sticks

GMO FREE

GLUTEN FREE 100% VEGA STIMULANT FREE

CAFFEINE FREE

A powerhouse blend of superfoods that **boost stamina**, **endurance and circulation** and help you meet your exercise goals with ease.\*

- Increases the levels of nitric oxide in the body and enhances its bioavailability\*
- Activation Blend improves the endurance and stamina needed for high-intensity exercise\*
- Clinically backed ingredients found in Fitness Blend delay time to fatigue, allowing for longer workouts\*
- Powdered drink mix comes in convenient, single-serving, on-the-go sticks
- Delicious mixed berry flavor See page 21 for more details.

# Fuelyour Flexibility



## Full Motion® 90 tablets

- Supports
   healthy cartilage
   to improve
   cushioning
   in joints\*
- Facilitates being and staying active\*
   See page 33 for more details.



## Chelated Cal-Mag® 150 tablets

- With 1,000 IU/25 mcg Vitamin D<sub>3</sub>
- Helps build and maintain strong bones
- Supports proper muscle contraction and nerve transmission\*
   See page 32 for more details.



#### Omega-III Salmon Oil Plus™ 90 softgels

Promotes normal **inflammatory balance** during daily physical activity\*
See pages 22-23 for more details.

# Fuelyour Recovery



## **Bio-Tone**® 120 tablets

Support for recovery and metabolism with amino acids\*

- Muscle retention\*
- Fat mobilization\*
- Lean tissue development\*
- Overall body toning\*



#### **NeoLifeBar**<sup>n</sup>

15 bars

A delicious and nutritious post-workout protein boost

See page 18 for more details.





#### Francois Hougaard

South Africa

Rugby: Bronze Medal, 2016 Rio Summer Olympics Blue Bulls, Bulls, Worcester Warriors, Southern Kings, Springboks & the Springboks Sevens South Africa

Favorite Products: Pro Vitality, NeoLifeShake, NeoLifeBar, Super C, Chelated Cal-Mag



#### Patrick Lambie

South Africa

Rugby: Sharks and Springbok Fullback and Fly Half Favorite Products: Daily Vitality Solution, NeoLifeShake, PhytoDefense

## **Strong Bones**

## Strong bones tomorrow need focused nutrition today

You need more than just calcium to **build strong bones.** 80% of us also do not get adequate magnesium and 60% don't get enough vitamin D – nutrients critical for supporting calcium absorption and utilization. NeoLife's exclusive formulas **combine the power of calcium with magnesium and vitamin D**<sub>3</sub> to help build strong bones for a lifetime of good health.\*

Adequate calcium and vitamin D as part of a healthy diet, along with physical activity, may help **reduce the risk of osteoporosis** later in life. Calcium and magnesium, necessary for strong bones and teeth, are also critical for cardiovascular health, normal blood pressure, nerve and muscle function, PMS symptoms and many enzyme reactions.\* Vitamin D supports bone, immune, heart and muscle health.\*



## Chelated Cal-Mag®

1,000 IU/25 mcg of vitamin  $D_3$ , 150 tablets 400 IU/10 mcg of vitamin  $D_3$ , 150 capsules (30 day supply)

For healthy bones and teeth, normal blood pressure, optimal nerve and muscle function and relieves PMS.\*

- Provides vitamin D<sub>3</sub>, the form that is readily absorbable and highly bioavailable
- Pharmaceutically pure, seashell-derived calcium
- Exclusive double amino acid chelation to promote higher calcium and magnesium absorption\*
- Formulated with the preferred 2:1 ratio of calcium to magnesium to best meet your body's needs\*

#### Vegan D

90 tablets

Vitamin D helps build and maintain strong bones, teeth and muscles, supports normal blood pressure and nerve function as well as immune defenses.\*

- Naturally-sourced vitamin D, 1000 IU/25 mcg per serving
- Proprietary blend of 2 whole foodbased vitamin D ingredients
- Vitamin D₃ from lichen (Cladina rangiferina), known as Reindeer Lichen, which is a combination of an algae and a fungus. This natural lichen D₃ ingredient is traditionally consumed by people in the Arctic countries.
- Contains Vitamin D₂ from superior quality mushrooms (Agaricus bisporus), which provide valuable whole food beta glucans, known to be of particular benefit for our immune system\*
- 100% Vegan. Made entirely without animal sourced ingredients of any kind, Vegan D fulfills the strict sourcing criteria expected by vegetarian/vegan supplement users

Cartilage

fragments

**Healthy Joints** 

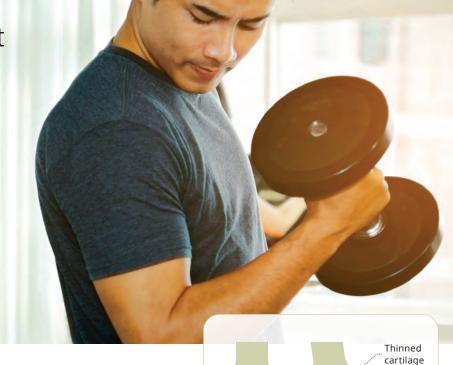
Maintain comfort and mobility

NeoLife nutritionals can help maintain healthy cartilage and inflammatory balance to promote healthy, comfortable joints.\*

Stimulate regeneration of healthy joint cartilage



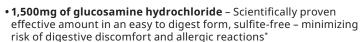




#### Full Motion®

90 tablets (30 day supply)

Glucosamine, a nutrient that occurs naturally in our bodies, has been shown to stimulate the **regeneration of healthy joint cartilage** by inhibiting the enzymes that break down the cushioning in joints, thereby promoting comfort and flexibility.\*



• **Herbal Comfort Complex** – Exclusive blend of specially selected herbs and phytonutrients – bromelain, white willow and boswellia provide long-lasting relief\*

**Normal Joint** 

**Aging Joint** 

- Regenerative Mineral Complex Provides a unique blend of key joint health minerals zinc, boron and silica\*
- The 3D Advantage Unique delivery technology maximizes disintegration, dissolution and dispersion for easy digestion and optimal bioavailability

#### Omega-III Salmon Oil Plus™

90 softgels

In addition to promoting cardiovascular health and supporting brain function, omega-3s have also been shown to promote **joint comfort** and **balance inflammation.**\*

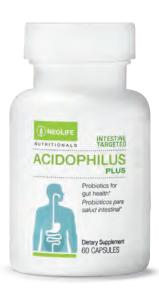
Balances inflammation –
 Promotes healthy balance of pro- and anti-inflammatory factors.
 Clinically proven to lower inflammatory index by 68% in just eight weeks\*

See pages 22-23 for more details.

# Better Digestion at the Table

# Make digestive upsets a thing of the past

Occasional bloating, gas, or problems with irregularity, may be your body's warning signs to make positive changes for your long-term health. NeoLife's specially targeted formulas deliver a broad range of digestive support so you can enjoy a wide variety of foods with confidence and comfort.\*



#### Acidophilus Plus™

60 capsules (30 day supply)

Regulate intestinal activity, promote colon health and support immunity with a healthy balance of intestinal flora.\*

- Intestine-targeted probiotics
- Isolated from cultured dairy foods, so you can get the benefits without the extra calories from these foods
- Proprietary blend of five types of clinically tested probiotics:

Lactobacillus acidophilus, Lactobacillus delbrueckii bulgaricus, Lactobacillus paracasei, Bifidobacterium animalis and Streptococcus thermophilus

 Exclusive 'Gel-Gard' Enteric Protection System Guarantees Delivery by protecting against harsh stomach acid and ensuring that maximum numbers of live bacteria are delivered in the intestine



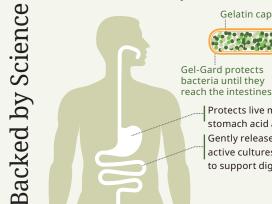
#### **Pay Less For Your Daily Dose Of Probiotics**

Five billion 'live' microorganisms in one capsule of Acidophilus Plus—the same as in approximately 10 servings of yogurt!



#### Exclusive Gel-Gard™ Enteric Protection System

Guarantees delivery of beneficial cultures



Gard protects 5 billion live eria until they microorganisms

Protects live micro-flora through stomach acid and bile salts Gently releases high potency active cultures in the lower intestine to support digestive balance\* All Natural Fiber™ Food and Drink Mix 22.2 oz., 30 servings

#### Promotes regularity by gently moving along the contents of the digestive system\*

- 12 natural sources provide 6g of fiber per serving – 5g insoluble and 1g soluble
- Each serving provides as much fiber as two apples
- Ready to mix into an enjoyable drink

   tastes great by itself or in your favorite recipes





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





## Stomach Targeted **Beta-Gest**®

100 tablets

- Eases occasional heartburn, gas and bloating\*
- Restores natural stomach acid and digestive factors compromised by age or stress\*
- Helps digest problem foods including dairy products and protein – especially important for large meals and for those who are lactose sensitive\*
- Controlled-release of digestive acid for prolonged effectiveness
- Includes plant-sourced, acid stable enzymes



90 tablets

Gentle, natural laxative for occasional irregularity.\*

- Encourages a mild cleansing action to aid the body's natural processes\*
- Proprietary formula of eight complementary herbs:
  - Senna to support proper elimination\*
  - Licorice to promote liver health and blood cleansing\*
  - Buckthorn to support kidney function\*
  - Prune, alfalfa, rhubarb, asparagus and anise to encourage stool softening and regularity\*



## Intestine Targeted **Enzyme**

180 tablets

- Replenishes digestive enzymes to relieve occasional gas and bloating\*
- Addresses causes of improper digestion – not just the symptoms\*
- Supports complete digestion of proteins, fats and carbohydrates – so that you can maximize nutrient absorption from food\*
- Targeted delivery technology takes specially 'enteric coated' active ingredients directly to the intestines for maximum effectiveness\*
- Includes plant-sourced broad-spectrum enzyme complex

#### Aloe Vera Plus™

96 fl. oz. 32 fl. oz.

Pure Aloe Vera in an exclusive, proprietary blend. Soothes away stress, energizes, and promotes wellness and digestive comfort.\*

- Refreshes and relaxes with juice from 'gel only' for optimal taste and efficacy
- Special 3x herbal tea blend with Siberian Ginseng (Eleuthero) to energize and Chamomile and Passion Flower to calm and relax\*
- Potassium and magnesium electrolytes for balanced metabolic support\*
- Vitamin C for added antioxidant support\*
- Naturally sweetened for a 'glycemic edge' for both quick and sustained energy
- Natural lemon flavor adds to great taste, and only 16 calories per 2-ounce serving



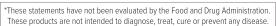
#### Beta-Zyme®

30 packets

Beta-Gest and Enzyme tablets in convenient on-the-go packets to support complete digestion.\* Products work synergistically to maximize benefits.\*





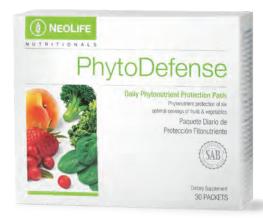


## **Immune Boosting Nutrition**

## Strengthen your body's natural defenses\*

Each once daily PhytoDefense pack has the phytonutrient protection power of six optimal servings of a variety of fruits and vegetables, to support your body's natural defenses.\*





**PhytoDefense** 

30 packets

Combining three powerful nutritionals

Each convenient packet provides:

- 3 capsules of Carotenoid Complex
- 2 tablets of Flavonoid Complex
- 1 tablet of Cruciferous Plus

Clinically shown in a study conducted by USDA researchers **Boost to Overall** Immune Function\*

IN JUST 20 DAYS\*\*



FLAVONOID



Carotenoid Complex™

90 softgels

One of the first whole-food carotenoid supplements shown by USDA s researchers to support immune function.

Powerful immune boosting carotenoid nutrients from carrots, tomatoes, spinach, red bell peppers, strawberries, apricots and peaches.\*

See page 9 for more details.

Flavonoid Complex<sup>™</sup> 60 tablets

Tested and shown under United States **National Cancer Institute** protocols to support immune function.\*

Antioxidant flavonoids from green tea, kale, cranberries, elderberries, blueberries, red and black grapes, beet root, lemons, oranges and grapefruit in a uniquely concentrated form."

Cruciferous Plus™

60 tablets

Tested and shown under **United States National** Cancer Institute protocols to support immune function.\*

Phytonutrient power of cruciferous vegetables broccoli, radish, kale, mustard and watercress in a convenient tablet form.\*

<sup>\*\*</sup>NOTE: measured as an increase in overall lymphocyte proliferation, a recognized standard for measuring immune competence and capacity to respond to an immune challenge.

NeoLife products use only GMO-free ingredients.

### **Your Daily Defense**

## Defend yourself against environmental toxins\*

- Your first line of nutritional defense against damaging free radicals from pollution, exhaust fumes, chemicals, smog and other environmental toxins\*
- Proprietary formulation of carefully selected vitamins, minerals and carotenoids that strengthen the body's natural ability to detoxify and neutralize harmful agents that negatively impact health\*
- Exclusive amino acid chelation supports improved absorption of beneficial minerals



### Betagard® 90 tablets

Developed by worldrenowned toxicologist, cancer researcher and SAB Founding Member Emeritus, Dr. Arthur Furst.





### **Magnesium Complex**

60 tablets

Magnesium is a vital nutrient which boasts a wide range of benefits including a **healthy immune system**.\* Delivers 300mg of magnesium, from three main sources, per two-tablet serving.

See pages 21, 30, & 44 for more details.



### Vegan D

90 tablets

Vitamin D is powerful support for your immune system.\* Vegan D is a proprietary blend of 2 naturally sourced and whole food-based vitamin D ingredients to ensure high-potency. It combines vitamin  $D_3$  (cholecalciferol) from edible lichen and  $D_2$  (ergocalciferol) from mushrooms, a valuable source of beta glucans.

See page 32 for more details.



### Chelated **Zinc**™

150 tablets

For **optimizing immune function** and minimizing the severity and duration of the adverse effect of seasonal challenges.\*

- Supports vision and prostate health\*
- Keeps your metabolism working at its best\*
- Zinc has been shown to improve memory and attention span in children\*
- Chelated for increased absorption, and gentle on your digestive system

### Vitamin C

Vitamin C plays a critical role in supporting the optimal performance of your immune system.\*



### Threshold Controlled Super $C^{\text{\tiny TM}}$

200 tablets

 Vitamin C power of 8 oranges in every tablet

### Chewable $All-C^{\mathsf{TM}}$

250 tablets

 Chewable tablet with the Vitamin C power of 4 oranges to support immunity\*

See page 43 for more details.



# Nutrition That Works as Hard as They Play





Chewable. Shakeable. Drinkable. Unstoppable.





### Omega-III **Salmon Oil Plus** 90 softgels

Provides standardized amounts of **8 omega-3s important to human nutrition.** 

- Promotes heart health, brain development, concentration, learning capacity, vision and so much more!\*
- Each capsule provides 357mg of omega-3 fatty acids, including 153mg of EPA and 160mg of DHA
- **Ultrapure and potent** fish oil screened for 200+ potential contaminants
- 3 capsules provide the omega-3 equivalent of approximately 1 serving of fresh salmon
- Simply squeeze capsule contents into a spoon for your little ones
- No artificial colors, flavors, sweeteners or preservatives added

See pages 22-23 for more details.



Easy-to-swallow liquid form. Provides a full day's supply of the **12 most important vitamins** plus whole food based nutrients.

- Carotenoids to support immunity\*
- Tre-en-en for cellular energy and nutrition\*
- Whole food carotenoids and flavonoids for broad spectrum protection\*
- Choline and inositol to support brain development\*
- Great citrus flavor, versatile mixes easily in other liquids



### NeoLifeShake®

Pouches, 22.8 oz., 15 servings Packets, 15 per box



High-quality protein provides building blocks for proper growth and development.

- Provides more protein, calcium and vitamins than a cup milk
- Biologically complete with 22 amino acids important to human nutrition including the 9 essential ones
- 25 essential vitamins and minerals
- 5q of satisfying fiber
- No artificial colors, flavors, sweeteners or preservatives added
- Mixes easily in water
- 140 calories

LIQUI-VITE

LIQUI-

2

NeoLife products use only GMO-free ingredients.

### **Nutrition To Grow On**



### Vegan Protein

17.8 oz., 15 servings

18g of delicious drinkable plant-based nutrition crafted with the highest quality sources of plant-based protein, protective antioxidants, and nutrient-dense ingredients for optimal

- Complete with 21 Amino Acids
- Healthy Fats

MCT Oil and other healthy fats for energy, brain and cognitive health benefits\*

- 24 Essential Vitamins & Minerals
- No sugar added
- No artificial colors, flavors, sweeteners, or preservatives added







Vita-Squares® Chewable Multivitamin

180 tablets

Loaded with 18 vitamins and minerals essential to build a strong nutritional foundation for a lifetime of good health.\*

- Provides nutrients that promote healthy growth and development of the body and mind\*
- Enhanced with choline and inositol for optimal memory, learning and concentration
- Tre-en-en® Grain Concentrates for cellular energy and nutrition\*
- Yummy berry-citrus flavored chewable tablets both kids and adults enjoy
- No artificial colors, flavors, sweeteners or preservatives added





Vita-Gard<sup>™</sup> Chewable Antioxidant\* 120 tablets

Protective nutrients from concentrated fruits and vegetables to enhance immune function and resistance to day-to-day challenges.\*

- Immune-powering nutrition from fruits and vegetables that may be missing in children's diets\*
- Whole food carotenoids and flavonoids for broad spectrum protection\*
- · Zinc and selenium maximize children's defenses, so they feel their absolute best\*
- Irresistible fruit flavored chewable tablets
- · No artificial colors, flavors, sweeteners or preservatives added





All-C™ Chewable 250 tablets

For additional immune support and healthy teeth and eyes.\*

- Vitamin C equivalent of four oranges in each tablet
- Delicious cherry flavor both adults and children enjoy

See page 43 for more details.



### The Kids Journey to Pro Vitality!



Pro Vitality for toddlers!



= Pro Vitality for kids!

For more information, download the NeoLife Children's Brochure — MyOffice.NeoLife.com

### Personalize Your Nutrition

Specialty NeoLife nutritionals are formulated for your specific needs.

### **Exceptionally Pure Herbs, Time-Tested Benefits**

Developed by the world's foremost medical herbalist under the guidance of the NeoLife Scientific Advisory Board, our herbal ingredients are harvested from ancient fields without toxic gases, gamma radiation or preservatives, uniting modern science with 6,000 years of herbal traditions from around the world.



#### Herbal Rest & Relax™

60 tablets

Helps calm your body, **quiet your mind** and renew your positive outlook, so you can **rest with ease.**\*

- Promotes restful sleep and refreshed awakening\*
- Contains eight herbs in an effective, balanced mix to help rest and relax\*
- Lemon balm, skullcap, schisandra and passion flower promote calm relaxation\*
- Damiana and St. John's wort help lift mood and support healthy sleep patterns\*
- Verbena and German chamomile provide a complementary effect

## Seasonal Challenge Defense Sinus & Lung Support\*



#### Resp-X

90 tablets

Helps maintain **clear sinuses** and soothe distressed tissue for free, **comfortable breathing.**\*

- Comprehensive formula contains a proprietary blend of ingredients which provide the broad, synergistic effects of the herbal constituents to support a healthy respiratory tract\*
- Includes horseradish root to support normal airflow in the sinuses and lungs, and promote a healthy immune response\*
- Contains thyme and hyssop to promote clear open airways\*



### Herbal Respiratory Formula™

60 tablets

Facilitates respiratory comfort and keeps lungs clear for easy breathing.  $\!\!\!^{\star}$ 

- Contains seven herbs in an effective, balanced mix to promote free and clear breathing\*
- Elecampane root, shown to help promote air flow to the lungs\*
- Elderflower, shown to help relieve occasional sneezing, itching and other discomforts often associated with dust and pollen\*
- Thyme promotes clear, quiet breathing\*



## Total Body Glucose Support\*

NeoLife Glucose Balance is a safe, broad spectrum, holistic approach to glucose balance. This exclusive formula uses state-of-the-art science, ingredient technologies and sourcing expertise to combine whole food ingredients shown to support glucose balance in three primary ways\*:

- 1 Maintaining Healthy Blood Glucose Within the Normal Range\*
- 2 Supporting Healthy & Normal Insulin Action\*
- 3 Promoting Whole Body Glucose Management\*

#### **Clinically Studied Benefits**

- Short term study reports impact on feelings of hunger in younger adults\*
- 3-month study found improvements in HbA1c and blood lipids in older adults\*
- Significant benefits to memory and attention\*



### **Glucose Balance**







### **Proprietary Botanical Blend**



#### Cinnamon (Cassia)

The most studied and effective form for supporting healthy glucose metabolism and healthy blood glucose levels.\* Helps support normal fasting glucose levels, supports efficient insulin production and sensitivity, promotes cellular glucose uptake, and supports a healthy cholesterol profile.\*



#### Curcumin (Curcuma Longa L.)

The most bioactive phytonutrient component of turmeric. Supports insulin production by the pancreas and may assist insulin function.\*



#### Turmeric (Curcuma Longa L.)

Turmeric contains antioxidant phytonutrients that provide a broad spectrum of curcuminoids as well as beneficial effects to balance inflammation, and helps maintain normal healthy blood glucose levels.\*

#### Chromium

Chromium from yeast, the most bioactive form. Chromium is a critical cofactor with insulin and essential for the normal healthy metabolism of carbohydrates, and also to maintain normal cellular responsiveness to insulin.\*

#### Alpha-Lipoic Acid

Provides protection from free radicals created during metabolic processes, helps support normal blood sugar levels, and supports the cells' ability to utilize insulin.\*

## Stack-On Packs For **Personalized Nutrition**

According to our world renowned Scientific Advisory Board, based on human biochemistry, everyone needs Pro Vitality as the foundation for optimal health. Now you can conveniently stack a pack onto Pro Vitality to provide an even greater targeted solution for your particular lifestyle and stage of life.\*

#### Choose a Pack

Select a Stack-On Pack that best fits your lifestyle.



#### Stress Pack

30 packets



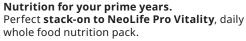
- Energy supporting B vitamins\*
- Vitamin C, zinc, selenium and vitamin E for super immune power\*
- Calcium, magnesium, iron and key minerals to keep you feeling your best\*
- Replenishes critical nutrients used up by our bodies faster during periods of stress



OR

#### Prime Pack

30 packets



- Powerful antioxidants to boost your immune system\*
- Heart healthy lipotropic factors to help metabolize lipids\*
- $\bullet$  Brain health promoting lecithin supports memory and recall  $\!\!\!^*$
- Digestive enzymes to enhance nutrient absorption\*



OR

#### Performance Pack

30 packets

Recover faster, compete longer and fuel your body optimally.\* Perfect stack-on to NeoLife Pro Vitality, daily whole food nutrition pack See page 30 for details.



### Then add Pro Vitality



#### **Pro Vitality**

30 packets

Pro Vitality provides daily whole food nutrition and acts as the foundation for lifelong health and vitality.\* The perfect foundation to daily whole food nutrition!

See page 6 for details.

### **More Than Multivitamins**

### Formula IV® – Pioneering total nutrition, one cell at a time

Formula IV is more than just a multivitamin and mineral supplement. It is the first multifactor food supplement to provide vitamins and related food factors, minerals and enzymes, as well as lipids and sterols. First developed in the 1950s, Formula IV with Treen-en® Grain Concentrates has provided people throughout the world with decades of nutritional assurance at the cellular level.\*



### Formula IV®

Formula IV® Plus

- Broad spectrum of vitamins and minerals including Vitamins A and D, B-complex vitamins, Vitamin C plus Acerola cherry bioflavonoids and complete Vitamin E family
- Tre-en-en Grain Concentrates to enhance cellular absorption\*
- Exclusive Phyto Enzyme Blend for easy digestion\*



#### Formula IV Strengthens The Chain of Life\*

Because a chain is only as strong as its weakest link, six nutrient groups must be present in sufficient quantities and in proper balance for your cells to function at their best.\*

#### **Choice of Formulas**

Formula IV Original Multifactor Food Supplement	Formula IV Plus
For all adults	For mature adults and anyone seeking an iron-free formula
25mg of iron from mineral and parsley sources	Iron-free formula
Broad spectrum mineral support	Additional mineral support from selenium, chromium, molybdenum and 100% DV for zinc
Proprietary Tre-en-en Grain Concentrates	50% more proprietary Tre-en-en Grain Concentrates

### **Vegetarian Option**



### Vegetarian Multi<sup>™</sup>

120 tablets

Complete, balanced vitamin and mineral supplementation, 100% non-animal derived.

- · Potent support to address nutrients of concern, such as vitamin B12, iron and zinc
- Blend of preformed vitamin A and provitamin A carotenoids from carrot oleoresin to support
- Neo-Plex Concentrate provides phytonutrient benefits of whole citrus
- Chelated minerals for improved absorption
- Custom Trace Mineral blend of broad spectrum mineral support from sea vegetation
- Plant Enzyme Complex enhances digestion and nutrient absorption\*
- · No yeast, sugar, or wheat ingredients

### Nutrition to the Letter

Threshold Controlled Super-B™ 180 tablets

B vitamins are vital to everyday biological processes in the body - from heart health, stress, energy metabolism, nervous system to DNA synthesis.\* Being water soluble, most B vitamins are not stored in the body, so we need them in our diet every day.\*

- Threshold controlled for sustained release of nutrients
- · Perfect balance of all eight B vitamins, plus inositol and choline
- Lipotropic factors and heart-healthy nutrients\*
- Unique whole-food source
- High potency for optimum metabolic support\*





### Vitamin C

The body's main water soluble antioxidant strengthens immunity, aids wound healing and supports overall good health.\* It is critical for the health of eyes, teeth, gums and blood vessels.\* But vitamin C cannot be made or stored in the body. This protector nutrient must be replenished on a daily basis. Choose from two great products!



### Threshold Controlled Super C<sup>™</sup> 200 tablets

Sustained-release delivery

- system assures optimal nutrient level protection for over six
- Vitamin C power of eight oranges in each tablet
- High-potency, high-purity vitamin C with citrus bioflavonoids
- Exclusive Neo-Plex Concentrate



Chewable All-C™ 250 tablets

- · Delicious cherry flavor that both adults and children enjoy
- Vitamin C equivalent of four oranges in each tablet
- With rose hips and acerola cherries - nature's richest vitamin C sources
- Exclusive Neo-Plex Concentrate



### Vegan D

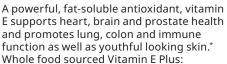
90 tablets

Vitamin D helps build and maintain strong bones, teeth and muscles, supports normal blood pressure and nerve function as well as immune defenses.\*

• Naturally-sourced vitamin D, 1000 IU/25 mcg per serving

See page 32 for details.





- Delivers all eight forms of vitamin E for broad spectrum protection: four tocopherols and four tocotrienols
- Provides natural vitamin E that is more potent than synthetic forms
- Breakthrough water-miscible technology improves absorption



### Water Miscible Vitamin A

250 softgels

For sharp eyesight and radiant skin.\*

- Nature's finest source pure Pollock liver oil
- Water miscible to support easy absorption
- High potency 10,000 IU/3,000 mcg per capsule

### NeoLife exclusive Neo-Plex Concentrate<sup>TM</sup>

Whole food advantage. Virtually everything from whole oranges but the water - for better absorption and utilization.\*

### **Key Minerals**

### Amplify the energy inside you\*

Minerals work as catalysts in thousands of biochemical processes to activate enzymes, hormones and antibodies.\* To maximize the body's utilization of minerals, these formulas provide related nutrients that help digest minerals or increase their absorption such as vitamin D₃ in Cal-Mag.\* In addition, we use unrivaled amino acid chelation technology to promote more efficient absorption of minerals while making them easier on your digestive system.\*

### **Magnesium Complex**

60 tablets

Supports healthy neurological, muscular, cardiovascular, skeletal, and metabolic function.\* Provides 300mg of elemental magnesium per two-tablet serving for potent support. Highly bioavailable blend features magnesium bisglycinate, a double amino acid chelated form

- Required for the production of ATP, our source of cellular energy\*
- Supports overall metabolic health through normal blood glucose regulation and balanced hormone levels\*
- Supports strong bones and teeth\*
- Essential for proper utilization of calcium in the body\*
- Required for metabolism of vitamin D\*

See pages 21, 30, & 37 for more details.

### Chelated **Cal-Mag**® 150 tablets

- $\bullet$  Delivers 1,000 IU/25 mcg Vitamin D $_{\rm 3}$
- Chelated calcium and magnesium for maximum absorption\*
- High potency of highly bioavailable vitamin D<sub>3</sub>

See page 32 for more details.



Magnesium controls more chemical reactions in your body than any other mineral

### Multi-Min™

150 tablets

Full-body support from key minerals to help you age gracefully and enjoy more.\*

- Broad spectrum of macroand micro-minerals
- Select minerals are chelated for enhanced absorption potential\*
- Custom formula with trace minerals from sea vegetation
- Vitamin D to support mineral absorption\*





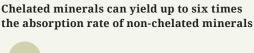
### Chelated **Zinc**™ 150 tablets

For immune support, memory, prostate and eye health.\*

- High purity and potency
- Chelated zinc for increased absorption and ease on your digestive system\*

See page 37 for more details.













Pioneered by Dr. Arthur Furst, double amino acid chelation technology is designed to enhance mineral absorption.\*

Comparative Rate Blood Levels. Ashmead HD, et al. 1985. Intestinal absorption of metal ions and chelates. Springfield (IL): Thomas. p 113-125





### **Secrets of Sea-Sourced** Nutriance® Organic

We've searched the world over and found the most unique source for biocompatibility and perfect harmony with the skin through marine-based nutrients sourced from a protected biosphere, the Molène Archipelago in Brittany, France, renowned for its exceptional wealth of seaweeds, purity of seawater, and thalassotherapy centers.

Nutriance Organic is a scientifically formulated marine botanical based organic skincare line. The marine ingredients are complemented by other selected botanicals and essential oils. We invite you to unleash your true radiance with age-defying skin care and pampering.

### **Age-Defying Skin Care**

Revitalize stressed skin, reinforce natural defenses against aging, & visibly restore skin's youthful look.

### Nutriance® Organic 3-Step System

The Age-Defying Cell Activating System harnesses the synergistic properties of Nutriance Organic, in three simple steps designed to match your skin type.

3-Step System, Combination to Oily

3-Step System, Normal to Dry

See pages 47-48 for more details

#### **Exclusive Formula Features**







Pure & Patented



18 Essential Oils & Lipids



12 Botanical Waters & Botanical Extracts

### **Clinically Demonstrated Benefits**

100%

Felt skin more supple<sup>1</sup> 90%

Felt more youthful<sup>2</sup> 95%

Felt skin more radiant<sup>3</sup>





Clinically Tested Paraben-Free pH Balanced 100% Vegan Cruelty-Free Non-Comedogenic

Clinically tested and shown to be safe and well tolerated under dermatological control in leading European skin care clinics. Formulated in collaboration with leading skin care experts and marine biologists.



The Nutriance Organic line was developed under the most rigorous quality standards, and meeting the COSMOS organic standard. This ensures that the product contains organic ingredients that are quaranteed to be the highest quality.

### Age-Defying Cell Activating System

SAB

Formulated to match your skin-type

### 3 simple steps designed to fight the causes of aging and skin damage:



### Cleanse & Detoxify

Facial cleansers are enriched with marine and botanical ingredients to gently remove impurities from the skin.



### 2 Balance & Invigorate

An alcohol-free, pH balanced toner, enriched with marine and other selected botanicals.

### **Cleansing Milk**

5.1 fl. oz./150 mL Normal to dry

- Clinically proven to hydrate
- A silky emulsion enriched with soothing and softening ingredients
- Gently cleanses while soothing the skin
- Protects and reinforces the skin's natural barrier

#### Cleansing Gel

5.1 fl. oz./150 mL Combination to oily

- With detoxifying, and purifying action that reduces the appearance of pores and leaves the skin smooth
- Unique isotonic formula with a high concentration of pure seawater with a rich natural diversity of minerals and trace elements which are delivered effectively to the skin outer layer
- Revitalizes and rebalances the skin

### **Balancing Tonic**

3.3 fl. oz./100 mL

- Soothes, tones and refreshes the skin
- Effective in removing residual impurities without dehydrating the skin
- Light and refreshing formula acts gently to remove any residual impurities





### 3 Activate & Nourish

**Part A:** Serums deliver vital nutrients to protect the skin while preparing it for further nourishment. Clinically proven to nourish and hydrate the skin.

**Part B:** Moisturizers are clinically proven to nourish and hydrate the skin. Over 90% of clinical participants felt skin was less stressed, revitalized and better protected against the

### **Ultra Hydrating Serum**

1 fl. oz./30 mL Normal to dry

- Clinically shown for visibly more moisturized and more radiant skin
- A Triple Acting Rich Formula that nourishes, plumps and protects the skin giving it a youthful glow
- Formulated with pure sea water, its innovative isotonic formula delivers essential trace elements and minerals to the skin's outer layers helping to protect and strengthen the skin

### **Hydrating Serum**

1 fl. oz./30 mL Combination to oily

- Clinically shown to facilitate for a long-lasting soothing effect and visibly more moisturized skin
- Rich in marine botanicals which help alleviate and rebalance stressed skin
- With the Wrinkle-Fighting Complex

#### **Ultra Moisturizing Cream**

2.5 fl. oz./75 mL Normal to dry

- Clinically shown to provide a longlasting 24-hour moisturizing effect
- It extends the skin's youthfulness by preserving the skin barrier integrity which can deteriorate as a result of harsh environmental factors and/ or the normal aging process
- With the Wrinkle-Fighting Complex

#### Moisturizing Cream

2.5 fl. oz./75 mL Combination to oily

- Clinically shown to create visibly more moisturized and nourished skin
- Provides conditioning care and helps restore a healthy glow
- With the Wrinkle-Fighting Complex

### Clinically shown to reduce wrinkles by up to 40% in just 30 minutes!\*



### Insta-Lift Eye Gel

0.5 fl. oz./15 mL All skin types

A triple-acting formula that brightens tired eyes, reduces dark circles and puffiness while improving elasticity and tone to visibly reduce the appearance of fine lines and wrinkles. With marine botanicals and phytonutrients.

#### Ingredients:

• Boosts mircocirculation and energize the eye area, helping to reduce dark circles

Revitalize tired eyes, reduce puffiness & ease away crow's feet wrinkles

Tested Under Dermatological & Ophthalmological Control



These **Sea-Sourced Phytonutrients** work in harmony with other powerful anti-aging and nourishing ingredients:

Features Botanical Anti-Aging Marine

(BAAM) Complex

- Vitamin C helps defend against photo-aging and extends the youthful appearance of the skin
- Hyaluronic Acid moisturizes and visibly reduces the appearance of fine lines and wrinkles. A unique combination of both low and high molecular weight hyaluronic acid assures both long lasting moisture and immediate skin firming effects.

### Rejuvenating Rich Cream

1.7 oz./50 mL

All skin types

A luxurious, deeply nourishing formula to hydrate your skin and decrease the appearance of fine lines and wrinkles. This youth extending formula harnesses the power of Sea Lavender, Vitamin C and marine botanicals to turn back time and protect against the signs of aging.

- Mediterranean lipid emulsion providing Vitamin E and essential fatty acids from Argan, Avocado, Baobab, Shea and Olive Squalane to further nourish and reinforce the skin and its protective barrier, preventing dehydration
- Essential oils from Chamomile, Lavender and Ylang-Ylang provide relaxing and soothing effects
- Boosts mircocirculation and energize the eye area, helping to reduce dark circles

Clinically proven to reduce wrinkles by up to 38% in just 4 weeks!

In just 4 weeks

100%

Felt skin more hydrated

95%

Felt skin smoother

After a single use, proven to significantly increase skin moisture by over 50%.

### Nutriance® Organic Results You Can Sea





Felicia Bogdanow-Atkinson, ONT

"I struggled with my skin throughout my entire teenage years. Within just 10 days of using Nutriance Organic I noticed a difference. I love how smooth it is!"





Boaz Clark, GA

"This is crazy! Two weeks after using Nutriance Organic, my face is smoother. I'm so happy!"





Mica Stinnett, IN

"I have noticed several of my blemishes and dark spots start to disappear. This is incredible considering I have only been using the product for six weeks!"

### **NUTRIANCE®**

### Pamper Yourself Every Day

### A luxurious spa day at home

Bring all the spa feels to your home. Silky, smooth hair and pampered skin are now attainable every day.





### Refreshing Bath & Shower Gel

8.4 fl. oz./250 mL

- Make every day a spa day with skin conditioners and luxurious botanicals, including aloe vera
- Clinically shown to moisturize
- Oil-free, rinses easily and is environmentally friendly
- Refreshingly light fragrance
- Extra mild, non-irritating



### Rich Revitalizing Shampoo

8.4 fl. oz./250 mL

- Cleanses gently while removing dirt, grime and styling product residue
- Brings natural radiance, bounce and shine to your hair
- Enjoy soft, silky, manageable hair



### **Enriching Conditioner**

8.4 fl. oz./250 mL

- Locks in moisture for vibrant, soft hair
- Smoothes hair without weighing it down
- Strengthens hair with natural ingredients



### Nourishing Hand & Body Lotion

8.4 fl. oz./250 mL

- Moisturizers and emollients bring back the silky smooth skin of your youth
- Clinically shown to increase skin moisture by 76%
- Includes healing aloe vera and soothing pro-vitamin B<sub>5</sub>



### Aloe Vera Gel

3.3 fl. oz./100 mL

- Soothe and comfort skin with aloe vera, pro-vitamin B<sub>5</sub> (panthenol) and botanicals including Linden and Chamomile
- Counter the moisture-robbing effects of sun, wind and cold
- Support natural cell renewal
- Clinically proven to:
- Calm skin's surface and alleviate minor discomfort
- Work with skin's natural lipids to achieve optimal moisture levels



# Powerful, Economical & Earth-Friendly

Golden Home Care has been "GREEN" since the 1960s – long before it became the fashion. Our biodegradable formulas are earth-friendly. Low-dose, low-burden cleaning technology maximizes performance with a minimum amount of product. No toxic fumes, no harsh chemicals, no animal testing.

### Keep Your Home Clean & Green

Golden Home Care products have the strength and versatility you need in a cleaning product without the harsh chemicals that harm the environment or your family.



### Super 10®

Concentrated Extra Heavy Duty Cleaner

Your choice for the toughest jobs. It penetrates, dissolves and emulsifies even the most stubborn grit and grime. Super 10 makes all your cleaning chores easier, yet it's compatible with the environment.

- Triple action formula with soaps, solvents and surfactants to wipe away dirt and grime
- Industrial strength, yet safe for you and your home
- 20x the cleaning power over similar competitive products

GOLDEN



#### LDC®

Concentrated Light Duty Cleaner 1 liter

The mildest, most versatile household cleaner available today. It can be used to wash dishes, hand washables, kitchen counters, stove tops, refrigerators and many other soiled surfaces.

- Triple cleaning power makes water "wetter" for more effective cleaning
- Powerful, yet gentle on your hands
- 7x the cleaning power over similar competitive products



### G-One<sup>™</sup>

Laundry Compound

A concentrated laundry powder that's organic, free-rinsing and with biodegradable surfactants.

- Up to 128 loads of laundry in each box!
- Eliminates tough stains and makes your clothes look like new
- Softens and refreshes as it washes
- Super concentrated use just ¼ cup
- Safe for fine washables





#### Green™

Quart or Gallon

A remarkable liquid cleaning concentrate that thoroughly, yet gently, dissolves dirt. Gently cleans and refreshes without drying. Its neutral pH makes it the ideal personal care cleanser for the entire family. Great for washing hands, showering and even cleaning fine, delicate washables.

- Concentrated
- · Biodegradable surfactants
- Neutral pH
- · Lightly fragranced

### For A Cleaner Home **And A Cleaner Planet**



**Protecting Our Ecosystem** Super 10 alone has prevented an estimated 700 million bottles from being dumped into landfills.



#### 25,000 Penguins Saved by LDC

The largest wildlife rescue operation in history relied on LDC to clean 25,000 oil-soaked penguins in Cape Town, South

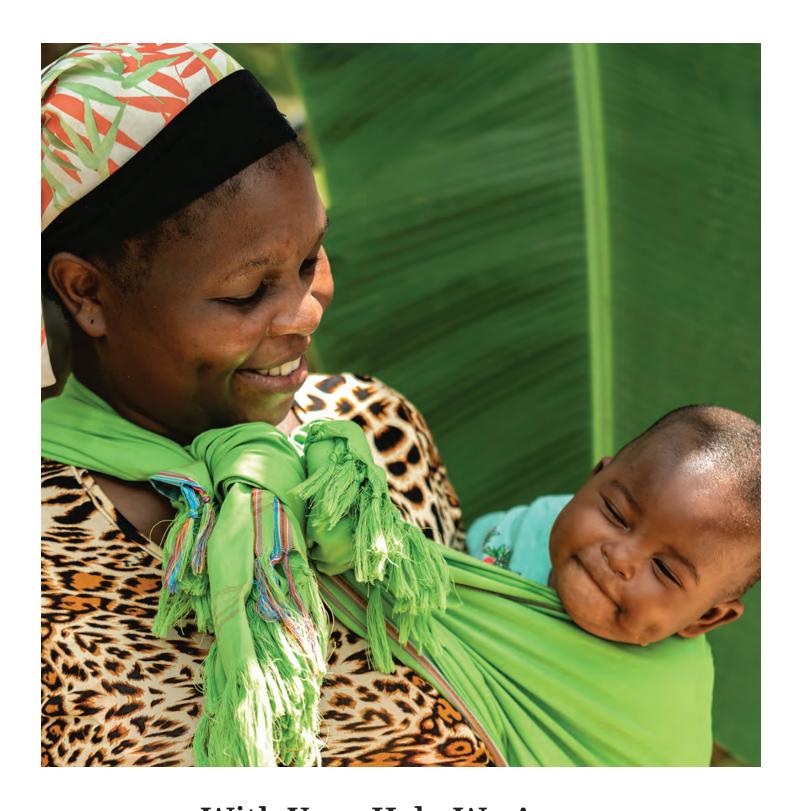


#### A Clean Home for Butterflies

At the Bordano House of Butterflies in Friuli, Italy, Super 10 and LDC are the only cleaners deemed powerful enough to protect against bacteria and parasites, yet gentle enough to cause no harm to the most delicate young butterflies.



Million Tree Challenge We planted 10,000 trees to help restore California forests.



### With Your Help We Are Making A Positive Difference Throughout The World

NeoLife has a rich history of involvement with organizations that help those less fortunate. From local programs to international commitments, the NeoLife Family Foundation carefully selects charitable organizations and causes that truly make a difference. A generous percentage of profit from every product sold is allocated toward funding the NeoLife Family Foundation philanthropic outreach.

### **NeoLife Family Foundation**

#### **Our Cause**

We are believers in giving back where your heart is, and ours is in giving to children. We carefully select charities aimed at helping the least fortunate children. The NeoLife Family Foundation (NFF) is committed to finding organizations that meet our rigorous standards, where over 90% of every dollar donated goes directly to the children.







### Organizations We Support:



- NeoLife is a major corporate sponsor of Compassion International.
   They work through thousands of local churches around the world to release children and their families from poverty.
- NFF just funded the development of two new survival programs for mommies and babies, one in Kenya and one in Uganda. We're providing the funds for the buildings, infrastructure and staffing to launch the program as well as the operating expenses for the first year for new mommies and babies who are coming into the program. They receive prenatal care, hospitalization during birth, and medical care for the entire first year of the baby's life. The first year is a big deal in these struggling communities.



•This organization helps children in extreme poverty who have special needs, and they give them access to medical care and other basic needs like a wheelchair so these children can live near normal lives and play like all kids should be able to do. NFF has funded the care of tens of thousands of special needs children.



• NFF has funded the building of school buildings to serve the local children as well as NeoLifeShakes to feed them, and cleaning products to help them stay protected during the pandemic.

### Other Organizations

- A not-for-profit school lunch program that provides daily hot meals to 15,000 children in Tanzania. In their school lunch they receive our flagship product, Formula IV® with Tre-en-en® Grain Concentrates. The program has been able to triple its size with our backing.
- A Christian organization based in San Jose, California, that offers food, shelter and guidance to children who are in desperate need of help.
- An orphanage in Lima, Peru, that provides food, medical services and refuge for children who don't have the resources to help themselves
- An organization in Las Vegas, Nevada, that helps poor children in difficult life situations, such as abusive homes, go to a Christian summer camp.
- In India, an outreach organization that cares for the rejected social class known as the "Untouchables."
- •In Mexico, a children's program providing food, mentoring and recreation to help the next generation thrive.

Product Category / Item Name	Quantity / Serving Size	Item#	Page(s)			
NeoLife Health Solutions						
Breakfast Solution with NeoLifeShake Packets		2922A-F	14			
Breakfast Solution with NeoLifeShake Pouches	-	2921A-F	14			
Breakfast Solution with Vegan Protein Pouches	-	2994	14			
Sport Solution	-	2926	14			
Vitality Solution	-	2920	14			
Weight Loss Solution with NeoLifeShake Packets	-	2924A-P	14			
Weight Loss Solution with NeoLifeShake Pouches	-	2923A-P	14			
The second secon						
NeoLife Weight Management, Food & Suppleme						
3-Day Detox	1 kit	3601	19			
Acidophilus Plus	60 capsules	3524	19, 34			
All Natural Fiber Food & Drink Mix	22.2 oz., 30 servings	3706	21, 34			
Aloe Vera Plus - Family Size	96 fl. oz.	3001	35			
Aloe Vera Plus - Quart	32 fl. oz.	3000	35			
Betagard	90 tablets	3530	19, 37			
Beta-Gest Digestive Aid	100 tablets	3521	35			
Beta-Zyme	30 packets	3522	35			
Bio-Tone	120 tablets	3280	31			
Calcium, Chelated Cal-Mag with 1000 IU vitamin D	150 coated tablets	3404	27, 31, 32, 44			
Calcium, Chelated Cal-Mag with 400 IU vitamin D	150 capsules	3402	27, 32			
Carotenoid Complex	90 softgels	3300	7-9, 21, 36			
CoQ10 Mitochondrial Energy Complex	60 softgels	3523	20, 30			
Cruciferous Plus	60 tablets	3301	36			
ELEVATE	30 sticks, 30 servings	3865	18, 25, 30			
Endurance	120 tablets	3281	31			
Enzyme Digestive Aid	180 tablets	3520	35			
Feminine Herbal Complex	60 tablets	3615	27			
Flavonoid Complex	60 tablets	3302	36			
Formula IV	120 softgels	3100	42			
Formula IV Plus	60 packets	3105	42			
Full Motion	90 tablets	3505	31, 33			
Garlic Allium Complex	60 tablets	3665	19, 21			
Glucose Balance	120 tablets	3430	40, 41			
Herbal Respiratory Formula	60 tablets	3655	40			
Herbal Rest & Relax	60 tablets	3645	40			
Lecithin	130 softgels	3540	25			
Lipotropic Adjunct	180 tablets	3510	21			
Liqui-Vite	8 fl. oz.	3120	38			
Magnesium Complex	60 tablets	3405	21, 30, 37, 44			
Masculine Herbal Complex	60 tablets	3625	26			
Mind Enhancement Complex	60 tablets	3675	25			
Multi-Min with Chelates	150 tablets	3410	44			
Neo-Lax NeoLifeBar - Fruit & Nuts	90 tablets	3632	19, 35			
	15 individually wrapped bars		16, 18, 31			
NeoLifeShake Assorted Flavor Case, Pouches NeoLifeShake Pouch - Berries 'N Cream	22.8 oz., 15 servings 22.8 oz., 15 servings		12, 16, 17, 19, 27, 29, 38			
			12, 16, 17, 19, 27, 29, 38			
NeoLifeShake Pouch - Creamy Vanilla NeoLifeShake Pouch - Rich Chocolate	22.8 oz. 15 servings		12, 16, 17, 19, 27, 29, 38 12, 16, 17, 10, 27, 20, 38			
NeoLifeShake Packets - Berries 'N Cream	22.8 oz 15 servings 15 packets per box	3808	12, 16, 17, 19, 27, 29, 38 12, 16, 17, 19, 27, 29, 38			
NeoLifeShake Packets - Creamy Vanilla	15 packets per box		12, 16, 17, 19, 27, 29, 38 12, 16, 17, 19, 27, 29, 38			
NeoLifeShake Packets - Rich Chocolate	15 packets per box		12, 16, 17, 19, 27, 29, 38 12, 16, 17, 19, 27, 29, 38			
NeoLifeTea	15 sticks, 30 servings	3860	16, 18-19, 30			
NeoLiterea	15 sticks, 50 set villys	3000	10, 10-13, 30			

Product Category / Item Name	Quantity / Serving Size	Item #	Page(s)
Omega-III Salmon Oil Plus	90 softgels	3502	7, 11, 22-23 , 25, 31, 33, 38
Performance Pack	30 packets	3111	30, 41
Performance Protein - Vanilla	19 oz., 15 servings	3212	28
PhytoDefense	30 packets	3309	36
Prime Pack	30 packets	3112	41
Pro Vitality	30 packets	3143	6-11, 16, 27, 41
Resp-X	90 tablets	3652	40
Stress Pack	30 packets	3110	41
Tré - Nutritional Essence	1 qt. / 32 fl. oz	3010	24-26
Tre-en-en Grain Concentrates	120 softgels	3130	9
Tre-en-en Grain Concentrates, 8-Pack	8 Pack of 120 ct.	3131	-
UPBEET	30 sticks	3216	21, 26, 31
Vegan D	90 tablets	3335	27, 32, 37, 43
Vegan Protein - Natural Vanilla	17.8 oz., 15 servings	3214	13, 16, 27, 29, 39
Vegetarian Multi	120 tablets	3680	42
Vita-Gard	120 tablets	3125	39
Vitamin A - 10,000 IU	250 softgels	3310	43
Vitamin B, Super B Threshold Control	180 tablets	3321	30, 43
Vitamin C, All-C (chewable)	250 tablets	3332	37, 39, 43
Vitamin C, Super C Threshold Control	200 tablets	3333	37, 43
Vitamin E Plus - 275 IU	100 softgels	3340	21, 43
Vitamin E Plus - 275 IU	200 softgels	3341	21, 43
Vita-Squares	180 tablets	3122	39
Zinc, Chelated	150 tablets	3425	26, 37, 44
Nutriance Organic Skin Care Products			
3-Step System (Combination to Oily)	1 kit	3965	46, 47
3-Step System (Normal to Dry)	1 kit	3966	46, 47
Balancing Tonic (All Skin Types)	3.3 fl. oz.	3932	47
Cleansing Gel (Combination to Oily)	5.1 fl. oz.	3931	47
Cleansing Milk (Normal to Dry)	5.1 fl. oz.	3930	47
Hydrating Serum (Combination to Oily)	1 fl. oz. / 30 mL	3933	47
Insta-Lift Eye Gel (All Skin Types)	0.5 fl. oz. / 15 mL	3939	48
Moisturizing Cream (Combination to Oily)	2.5 fl. oz.	3935	47
Rejuvenating Rich Cream (All Skin Types)	1.7 oz. / 50 mL	3937	48
Ultra Hydrating Serum (Normal to Dry)	1 fl. oz. / 30 mL	3934	47
Ultra Moisturizing Cream (Normal to Dry)	2.5 fl. oz. / 75 mL	3936	47
Nutriance Personal Care Products			
Aloe Vera Gel	3.3 fl. oz.	3956	49
Enriching Conditioner	8.4 fl. oz.	3942	49
Nourishing Hand & Body Lotion	8.4 fl. oz.	3955	49
Refreshing Bath & Shower Gel	8.4 fl. oz.	3950	49
Rich Revitalizing Shampoo	8.4 fl. oz.	3940	49
Golden Home Care Products			
Healthy Home Demo System, English US	1 kit	2930	51
Healthy Home Demo System, Spanish US	1 kit	2929	51
G-One Laundry Compound	8 lbs.	4280	51
Green, quarts	1 qt. / 32 fl. oz.	4190	51
Green, gallons	1 gal. / 128 fl. oz.	4191	51
LDC	1 liter / 33.8 fl. oz.	4210	51
Super 10	1 liter / 33.8 fl. oz.	4200	51





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