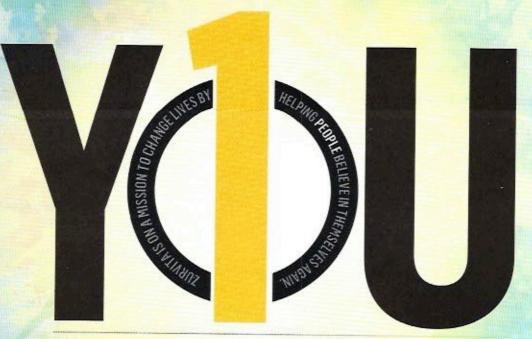


CONTENTS



## MATTER

40 Cover Story

#### You Matter

Zurvita is on a mission to change lives by helping people believe in themselves again.

#### **FEATURES**

#### 12 Life On Your Terms

With bad news at every turn in the corporate world, Network Marketing offers a liberating alternative.

#### 16 Feel the Zeal Difference

Zurvita's flagship product, Zeal Wellness Blend, offers simplicity, value and real results.

#### 36 Transform Your Health, Your Life

Transform your life and health with the Zeal for Life Challenge.

> 50 Hall of Fame Hard Work Pays Off.

#### 64 Ministry of Love

Zurvita's Feed500 impacts the hungry across the U.S.

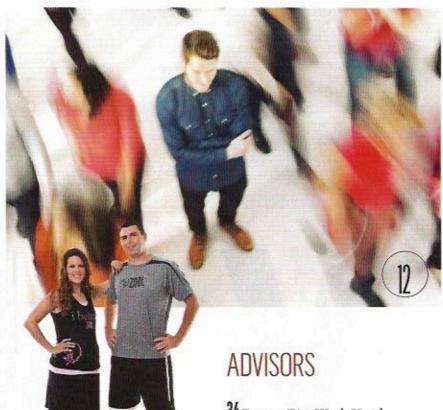
#### Growing Confidence, One Incentive at a Time

Zurvita rewards business growth.

#### 84 It's Personal & It's Business

What to do in the first 30 days as a Zurvita consultant.





# 76

#### 34 Dream Big, Work Hard

Someone has to be the best. Why not you?

By John C. Maxwell

#### 68 The Courage to Do the Right Thing

We don't trust rules, we trust people. By Simon Sinek

#### 88 Live With Confidence

Don't allow fear to paralyze you or keep you from achieving your goals. By Victoria Osteen

#### **DEPARTMENTS**

- 5 Editor's Note
- 7 News & Notes
- 52 Bookshelf
- 94 Rendezvous: Caribbean Cruise
- 96 Going Forward



#### **PROFILES**

24 Big Goals, Bigger Dreams Brad and Stasha Murray knew to put

their trust in Zurvita's founders.

26 Finding the Joy Again

Zurvita filled in the missing pieces
for Billie and Dennis Dison.

28 Called to Serve

When Michael Williams learned about Zurvita, saying no wasn't an option.

30 Helping Others Dream •
One person at a time, Todd and Emily Elkins have shared the dream.

32 Dreaming Big
Ezequiel Escalera rediscovers the joy of living on his own terms.

54 Pushing to the Top
Ezequiel Escalera is building a
better future for his family.

56 Full Speed Ahead • Emilio Coronado plans to take Zurvita around the globe. Jo Work Hard, Play Hard Frank and Lori Jarvis enjoy being surrounded by their like-minded, positive team members.

Jason and Paige Wadley work their business as a family and have enjoyed the benefits that their hard work has brought for themselves and so many more. 62 Her True Calling

Babette Teno has always had a passion for helping others through nutrition, which Zurvita has allowed her to take to a whole new level.

## WITH BAD NEWS AT EVERY TURN IN THE CORPORATE WORLD, NETWORK MARKETING OFFERS A LIBERATING ALTERNATIVE.

## On Your Terms

ONCE UPON A TIME, most Americans could expect to get a job right out of college, work their way up the ladder, make enough money to support their families and eventually enjoy a comfortable retirement.

But times have changed. People still go to college expecting to secure a career after graduation, but the job market for college graduates is not as promising as it once was. Many of today's college graduates are facing corporate markets where jobs are scarce. To compound the problem, climbing college costs have resulted in many recent graduates carrying astronomical amounts of debt from student loans. With good-paying jobs hard to come by and huge student-loan debts to pay off, an alarming number of college graduates have had to settle for jobs that don't require college degrees.



a recent report from the Center of College Affordability and Productivity, 48 percent of recent college graduates are working jobs that don't require bachelor's degrees. The report predicts that while the number of college graduates will grow by 19 million by 2020, the number of jobs requiring a college education will grow by less than 7 million. Basically, there are too many college graduates and not enough jobs.

#### Overworked and Underpaid

Even for the graduates who do find jobs, adequate pay is not guaranteed. Despite the fact that Americans are making less money, they are

MEDIAN FAMILY INCOME IN THE U.S. (ADJUSTED FOR INFLATION) FELL FROM \$67,943 IN 2007 TO \$62,241 IN 2012, ACCORDING TO THE U.S. CENSUS BUREAU.

working more hours, requiring their children to spend even more time in child care. According to the International Labour Organization, Americans are working 137 more hours annually than Japanese workers, 260 more hours per year than British workers, and a staggering 499 more hours annually than French workers. A study by the United Nations found that 86 percent of American men and 67 percent of American women work more than 40 hours per week. While 134 countries have laws regulating how many hours can be worked per week, the U.S. does not. The U.S. also has no law requiring paid sick days, and it is also the only industrialized nation that has no legally mandated annual leave.

These facts add up to a deeply troubling truth: The U.S. is the most overworked developed nation in the world. Huge amounts of student-loan debt, jobs that are difficult to find, falling wages, soaring child care costs and high stress levels all contribute to a vicious cycle that can seem impossible to escape. There has to be a better way.

Luckily there is. Direct selling, or network marketing as it is often called, offers a way for people to build careers and live their dreams with flexible schedules, more time with family and the ability to achieve financial freedom. By 2012 almost 16 million Americans had become part of the network marketing industry, according to the Direct Selling Association. That year, network marketers achieved sales totaling \$31.63 billion, which was an increase of 4.6 percent from the previous year, according to the DSA. Every year, more Americans are discovering that in network marketing, they can get behind a company and products they are passionate about, set their own hours, work from their homes and set themselves free from the vicious cycle so many American workers feel trapped by.

#### \$500-\$1,000 a Month Can Make a Big Difference

Most people could use extra cash every month, and for different reasons. Some just want a little mad money, but some people need it for survival. An extra \$500 to \$1,000 a month could be just what families are needing to gain some much needed relief. According to a recent survey by Bankrate, 76 percent of Americans are living

#### 5 Advantages to Being Your Own Boss:

1) CREATIVE CONTROL. In some work environments, creativity is not always encouraged. But when you're at the helm of your own career, creativity is not only allowed, it can make reaching your goals even more rewarding.

2) PINK-SLIP FREE. In today's rocky economy, mass layoffs and corporate shutdowns make the news almost daily. By being your own boss, you never have to worry about losing your job.

3) THE SKY IS THE LIMIT. You can only go so far in some careers. But in network marketing, you are in charge of how far you advance. Whether you just need a little extra income every month, or you want to go straight to the top, your career's future is in your hands.

4) HEALTHIER MORALE. Would you rather work for someone else's business or your own business?

Being your own boss can create a healthier attitude and atmosphere, which you can pass on to others.

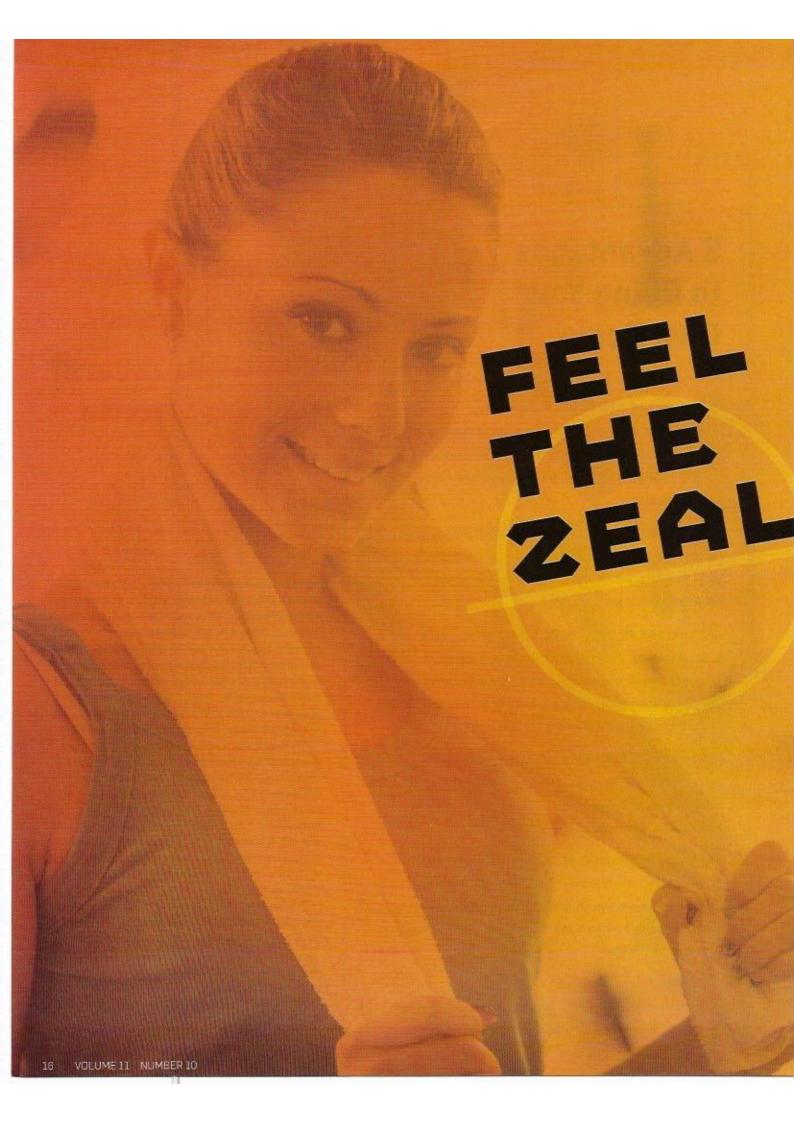
**5)** PLAN YOUR OWN RETIREMENT. Don't want to wait until you're 65 to retire? With network marketing, your future is up to you. By setting your own goals and navigation course through your career, you can hit the golf course earlier in life.

# THROUGH NETWORK MARKETING, MILLIONS OF AMERICANS HAVE BEEN ABLE TO TAKE THEIR LIVES BACK AND LIVE THEM ON THEIR OWN TERMS.

month-to-month. Of the 1,000 adults surveyed, 27 percent had no savings at all. In another survey by CashNetUSA, 46 percent of respondents had less than \$800 in their savings accounts, and 22 percent didn't even have \$100 saved up. When asked why they hadn't saved more, these respondents revealed what is a grim reality for a lot of Americans: After paying expenses related to their homes, cars and childcare, there just wasn't enough left over to save at the end of the month.

Through network marketing, millions of Americans have been able to take their lives back and live them on their own terms. Network marketing can also offer other bonuses, such as residual income, low operating costs and portability. Instead of creating a competitive, dog-eat-dog atmosphere that is common in many corporate environments, network marketing fosters a culture in which people help each other succeed.

Traditional business models worked well in America for a long time. But in today's changing world and unpredictable economy, many American professionals are opting for something new and better. While the limits of the corporate world are obvious, the freedom available in the network marketing industry holds limitless promise for the future.





ccording to the U.S. Centers for Disease Control, during the past 20 years, there has been a dramatic increase in obesity in the United States. Today, more than one-third of U.S. adults and approxi-

mately 17 percent of children are obese. But while many Americans are overfed, they are simultaneously undernourished due to poor dietary habits.

"It is very sad that obesity is at an all-time high, not just for adults but for children as well," says Zurvita Founder Tracy Jarvis. "The problem is with the food we are eating. We don't get the balanced nutrition we need. Our nation's obesity rate clearly indicates that we are not getting what we need in our food."

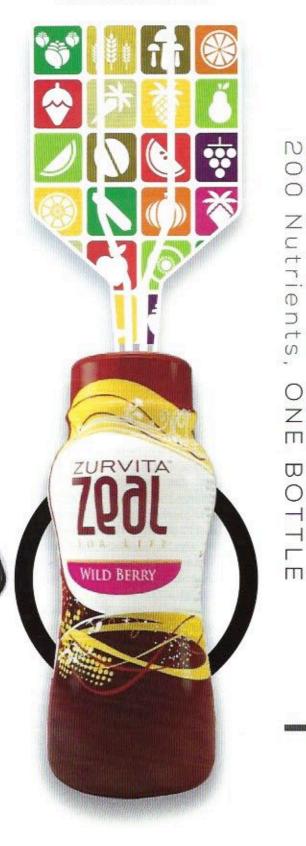
Eating nutritionally deficient foods such as processed starches and "super-sized" fast-food meals has taken a toll on our overall health. Our unhealthy diets weigh us down, depleting us of our natural energy. Perhaps this is why so many Americans are turning to coffee and energy drinks just to get through the day.

"Too many people find themselves feeling sluggish because of the lack of nutritional value we put into our bodies on a daily basis," says Zurvita Co-CEO and President Mark Jarvis. "I think everybody is striving to maintain that alertness and that energy level throughout the day." "I JUST HAVE THIS
ENERGY TO WAKE
UP EVERY DAY
AND ENJOY LIFE
LIKE I NEVER HAD
BEFORE.
IT'S AFFECTED
MY WIFE,
MY DAUGHTER,
MY PARENTS MY ENTIRE FAMILY FOR THE BETTER."

-DAVID GUTIERREZ, ZURVITA CONSULTANT



#### OPTIMAL HEALTH IS IN THE BOTTLE



7

#### "OUR NATION'S OBESITY RATE CLEARLY INDICATES THAT WE ARE NOT TING WHAT WE NEED IN OUR FOOD."

-TRACY JARVIS. ZURVITA FOUNDER

#### THE REAL DEAL

On top of all the unhealthy fats and sweeteners featured in today's food, American farmers are taking shortcuts to optimize their production. Insecticides, additives, chemicals and preservatives are par for the course among today's supermarket selection.

"When it comes to food production, everything is about speed to market today," Mark says. "So everything is super-fertilized and grown in mass quantities. Unless you grow your own vegetables and fruits, you're really not in the position to get the nutrients you need."

But what if there was a product that could help you rediscover your zeal for life through optimal nutrition? Zurvita set out to do exactly that when the company developed its exclusive Zeal Wellness Blend. This healthy energy formula combines core vitamins, minerals and antioxidants with phytonutrients from fruits and vegetables, along with more exotic botanical ingredients.

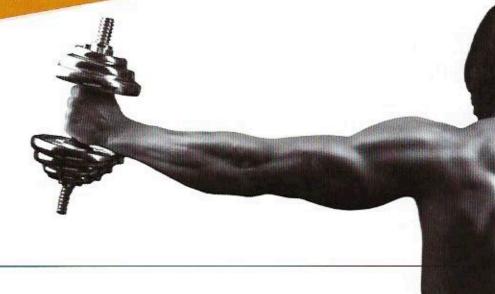
The powder formula comes in single-serving bottles to which you can just add water or juice, making a delicious and nutritious super-food snack that can be conveniently carried "on the go." Each serving contains a comprehensive profile of core vitamins and minerals and omega fatty acids as well as a blend of fruits and vegetables like blueberry, cranberry and broccoli. Zeal Wellness Blend also harnesses the power of many exotic, hard-to-reach botanicals from all over the world, like acai berry, noni powder, turmeric, aloe vera and red ginseng.

#### MORE ENERGY, NATURALLY

Thanks to Zeal Wellness Blend, you don't have to worry about whether you've eaten enough fruits and vegetables in your daily diet. You can get everything you need in one product that will give you energy naturally. Based on Zurvita customers' testimonials, the product has made a big impact on their lives.

"Zeal Wellness Blendhas really affected my life and health," says Zurvita Consultant David Gutierrez. "I just have this energy to wake up every day and enjoy life like I never had before. It's affected my wife,

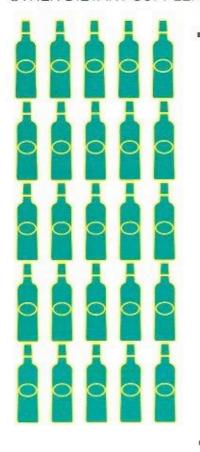




#### **ALL-IN-ONE NUTRITION**

ZEAL WELLNESS BLEND

OTHER DIETARY SUPPLEMENTS





my daughter, my parents—my entire family—for the better."

Some customers are enjoying unintentional weight loss—without even going on a diet—because they now have more energy to be physically active. "I was introduced to Zeal Wellness Blend and lost 27 pounds in the first month of taking it," says Zurvita Consultant Tracy Davis. "I have more energy than I've had in a long time, and I feel like I did when I was in high school."

Imagine coming home from work and actually having the energy to go work out, spend quality time with your kids or take the dog on a long walk. It's possible with Zeal Wellness Blend. "Little did we know how much this one product was going to change our lives," says Zurvita Consultant Mike Granger. "Within the first week, we noticed how much more energy we had and how much better we were sleeping."

#### **ZURVITA'S PRODUCT PROMISE**

- SIMPLICITY
- ALL-IN-ONE FORMULA
- VALUE
- OPTIMAL NUTRITION AT A VALUE PRICE
- RESULTS
- MONEY-BACK GUARANTEE



Zurvita is committed to pushing the edges of the nutritional space today, pioneering new innovations and approaches to health and wellness. For example, Zurvita is one of the first and only direct selling companies to pioneer the use of stabilized rice bran in its Zeal Wellness Blend. This emerging superfood is one of the most nutrient-dense food compounds available. Stabilized rice bran is the nutritious part of the rice kernel, and it is typically stripped away during the milling process. This single food item contains an estimated 100 nutritional components, including an array of fatty acids, glyconutrients, fibers, antioxidants and many other nutrients. In fact, studies are continually revealing new benefits of this new superfood. Only recently has science discovered a way to stabilize this nutritional powerhouse, and

## "AT ZURVITA WE WANTED TO COME UP WITH SOMETHING SIMPLE AND CONVENIENT FOR THE EVERYDAY PERSON."

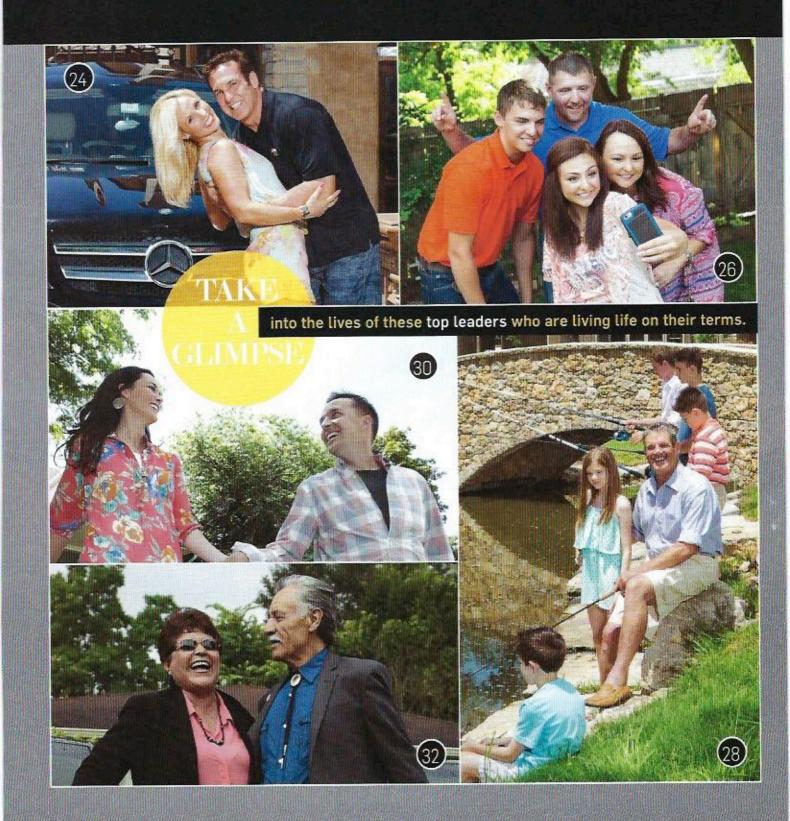
-MARK JARVIS
ZURVITA CO-CEO AND PRESIDENT

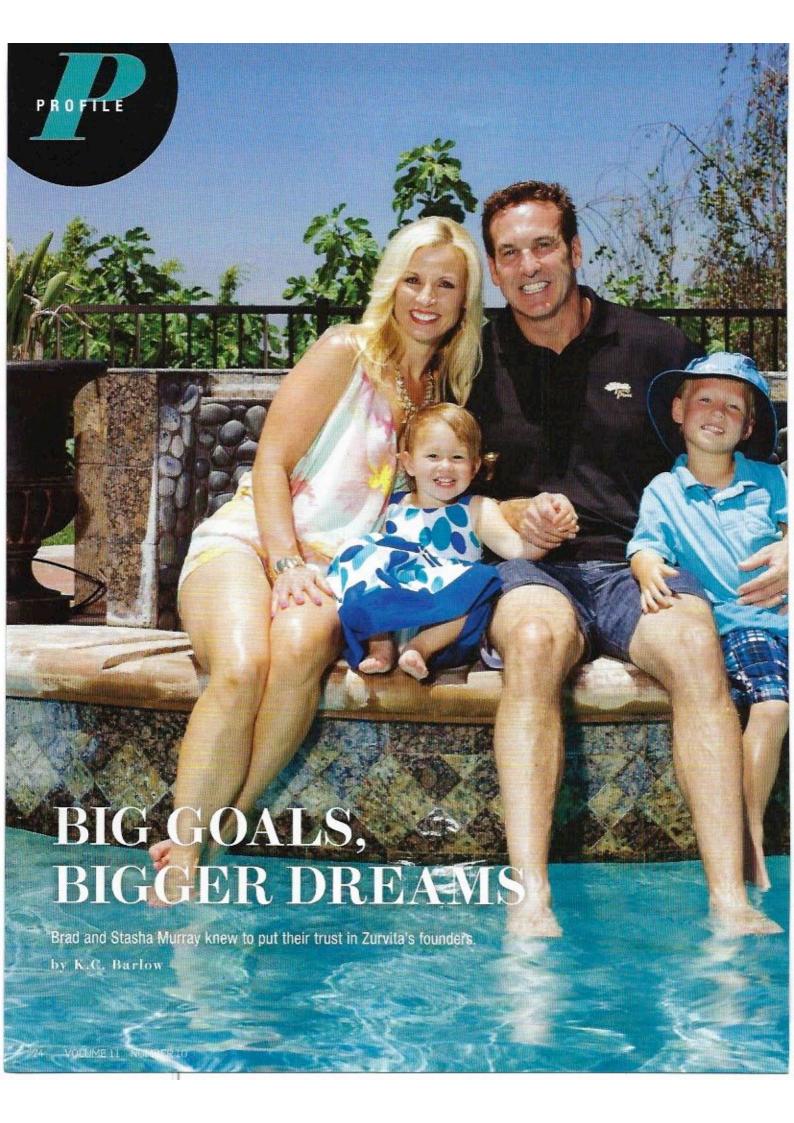
now it's available as the core of Zeal Wellness Blend.

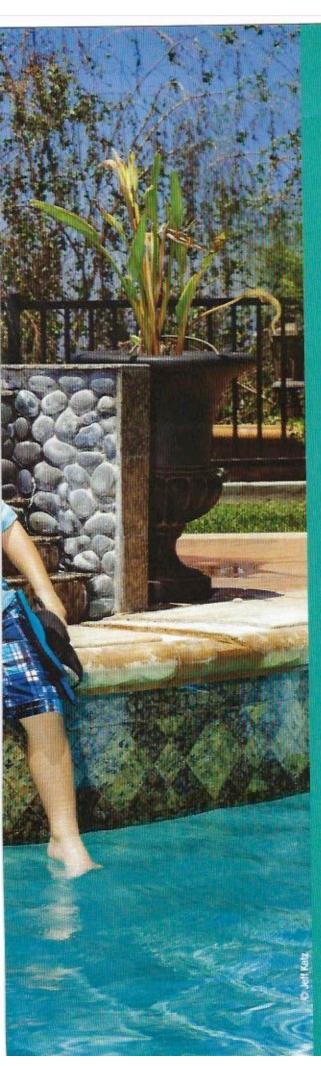
Zurvita's focus on health energy is part of the company's product promise, whose hallmarks are simplicity, value and results. Rather than taking pill after pill, you can get all the nutrients you need with one simple product.

"At Zurvita we wanted to come up with something simple and convenient for the everyday person," Mark says. "To get everything that's in Zeal Wellness Blend you'd have to buy \$400 of different nutritional supplements. In addition to simplicity and value, Zurvita also promises results. If you don't feel the Zeal difference, we offer a money-back guarantee."

So what are you waiting for? Radiant health and optimal energy are just around the corner with Zeal Wellness Blend. "If we can give ourselves all these nutrients in one bottle, we can feel good about our diet," Tracy Jarvis says. "We will notice that our cravings change, we'll be making better choices, and we'll be feeling better and more active. That just turns the whole cycle around. I believe we have an answer that can help a whole lot of people."







#### Murray first heard about Zurvita, they knew it would be a company worth their attention. That's because the founders, Mark and Tracy Jar

When Brad and Stasha

That's because the founders, Mark and Tracy Jarvis, were their best friends and business partners for more than two decades. In fact, the Murrays had so much faith in Zurvita's founders that Brad stepped away from a large six-figure income to join. "We had big goals, and bigger dreams and I needed to plant my career stake someplace where I knew it would be long and fruitful," Brad says. "That's why I sacrificed what I did to start from zero and build a business with Zurvita. I've been there since the very beginning."

It has paid off for the Murrays, who recently achieved the \$100,000 a month club. They've been living some of those big dreams and goals that brought them to Zurvita, including a recent trip to Italy. "We're going to be able to travel the world," Brad says. "Zurvita gave us our hope back. It's allowing us to realize our dreams, to provide for our family at the level families dream of. We're thankful to the Lord for all of this." Just as importantly, it's allowed them to lead other people in the same direction—people who share their hopes, goals and dreams. "It's nice to have a business model that you can teach somebody else how to achieve the same thing."

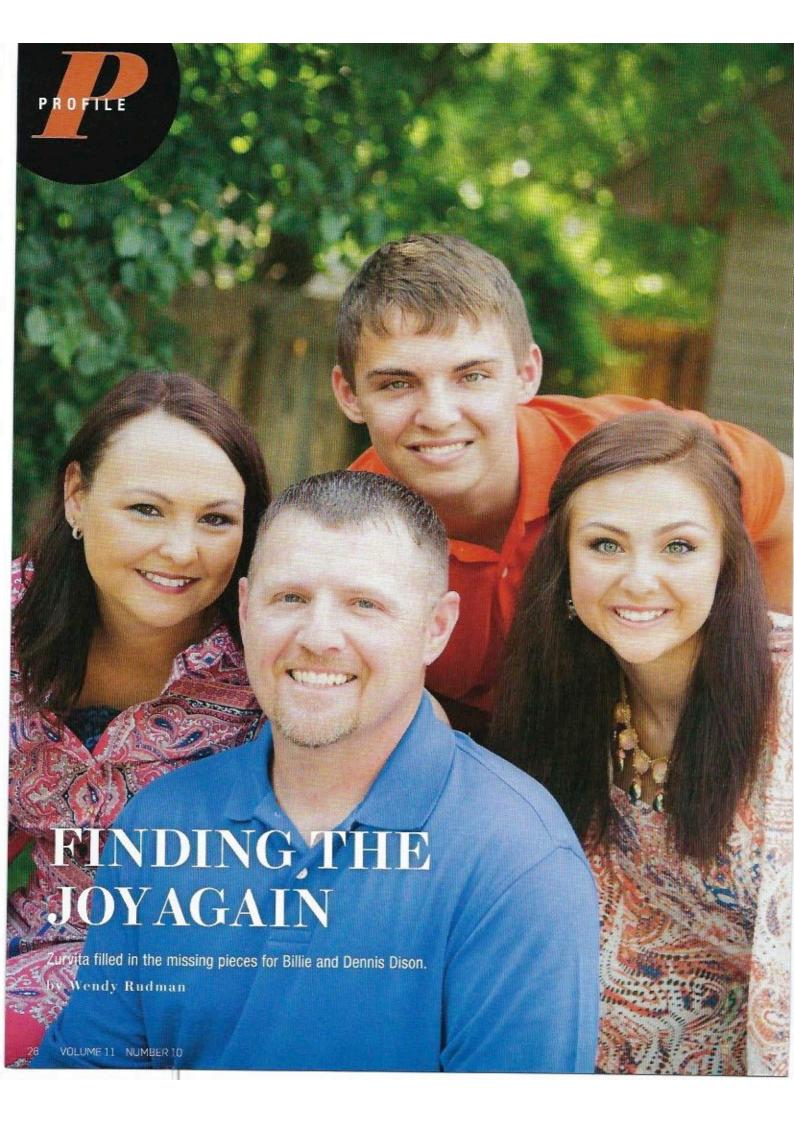
Brad and Stasha were pioneers with Zurvita, smoothing the path for those starting their businesses now. "It's going to happen for them bigger and faster than what it even took us," he says. "It's always slower to pioneer it than work it once it's proven. It takes a vision, and you have to have a purpose and you have to be focused and you've got to be committed. You have to see it through until you're successful."

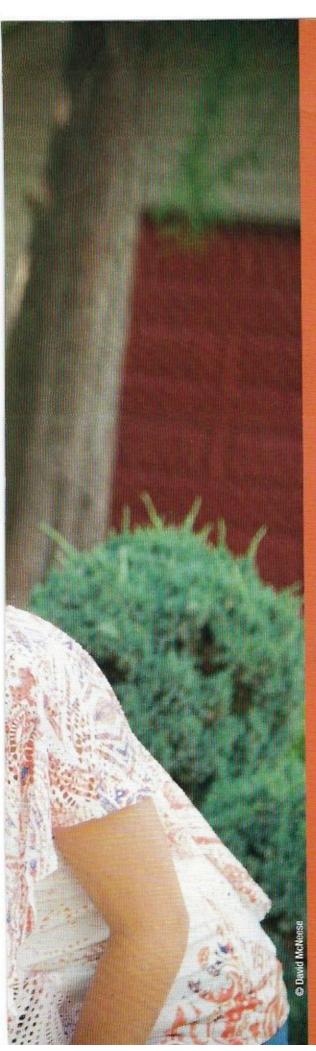
#### Brad & Stasha Murray

Zurvita Status Only Crown Ambassador and Top Income Earner

Home California

Key to Success Stay committed to the dream that God put in your heart.





## Before Billie Dison was introduced to Zeal, she suffered from depression.

It was hard for her to get out of bed and she didn't want to leave her home. "I was missing out on my kids' life," Billie says. After taking Zeal, she started to see some things change in her life. "I lost 50 pounds, I felt better and for the first time in a long time I had joy back in my life."

And for the first time in years she was spending quality time with her kids and husband Dennis, who is so thankful to their friend who introduced them to Zeal. "I tell her often, 'Thank you for giving my wife back.'

From then on both Billie and Dennis have been passionate about sharing Zeal and have been able to reach the top position in the company just by working their Zurvita business part time.

Dennis owns a traditional business where Billie works full time as a bookkeeper. Before Zurvita, Dennis spent more time competing with people than helping them. "In my husband's industry, it's all about beating the other guy to the business," Billie says. "With Zurvita, he gets to share a product and have people coming back and asking for it, and he knows he is changing lives for the better."

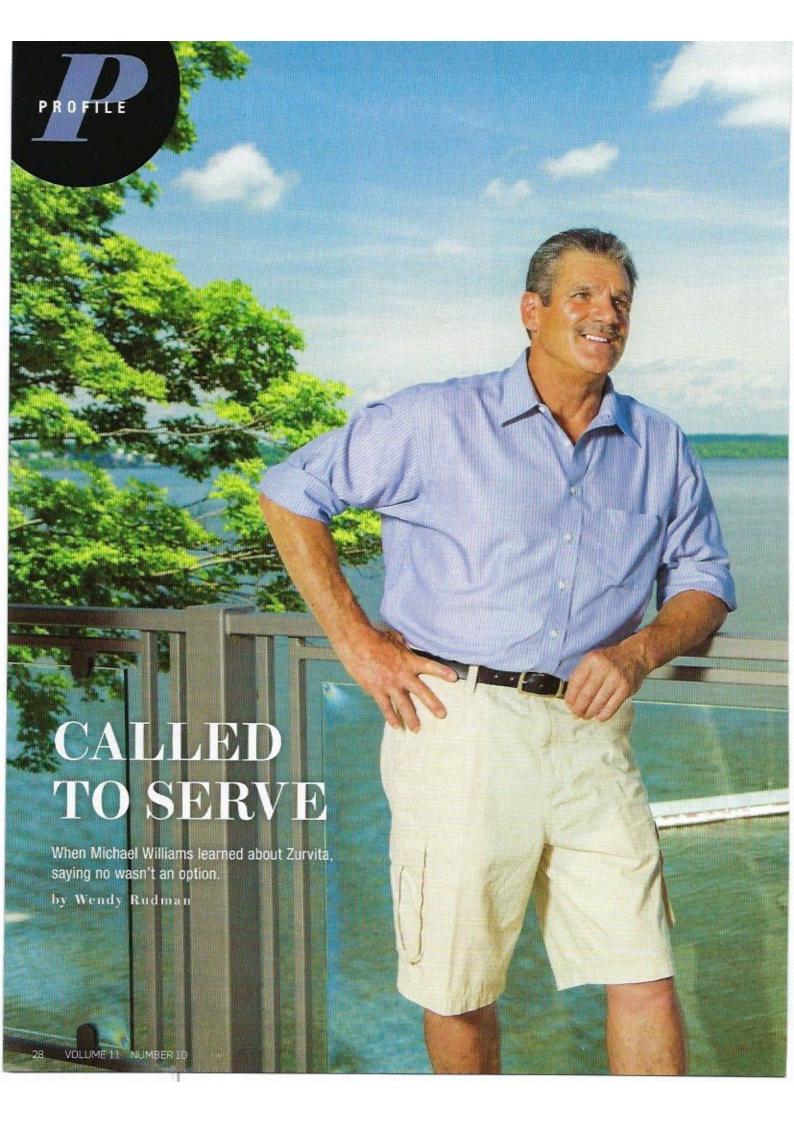
Now, although they have kept their full-time jobs, Zurvita has added the missing pieces to their lives. They still have a crazy schedule, keeping up with kids and jobs. But they know they're providing for their future in a way that traditional employment can't. They have doubled their retirement resources, traveled with their children and gone on a company cruise—their first vacation as a couple since having kids. "I love Zurvita because it has given me something I can have goals with again," Billie says. "Also, we work this business with some of our really good friends, which is amazing. Not only do I get to travel and share the product, but I also get to spend time with Godly people I enjoy being around."

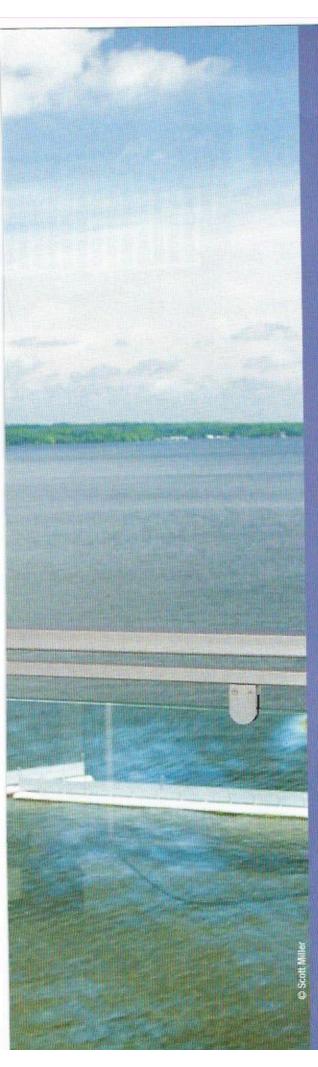
#### Dennis & Billie Dison

Zurvita Status Ambassador

Home Oklahoma

Key to Success
Do the parties, you have system in place. You have to work the system that already exists.





#### Michael

Williams

Zurvita Status Ambassador

Home Missouri

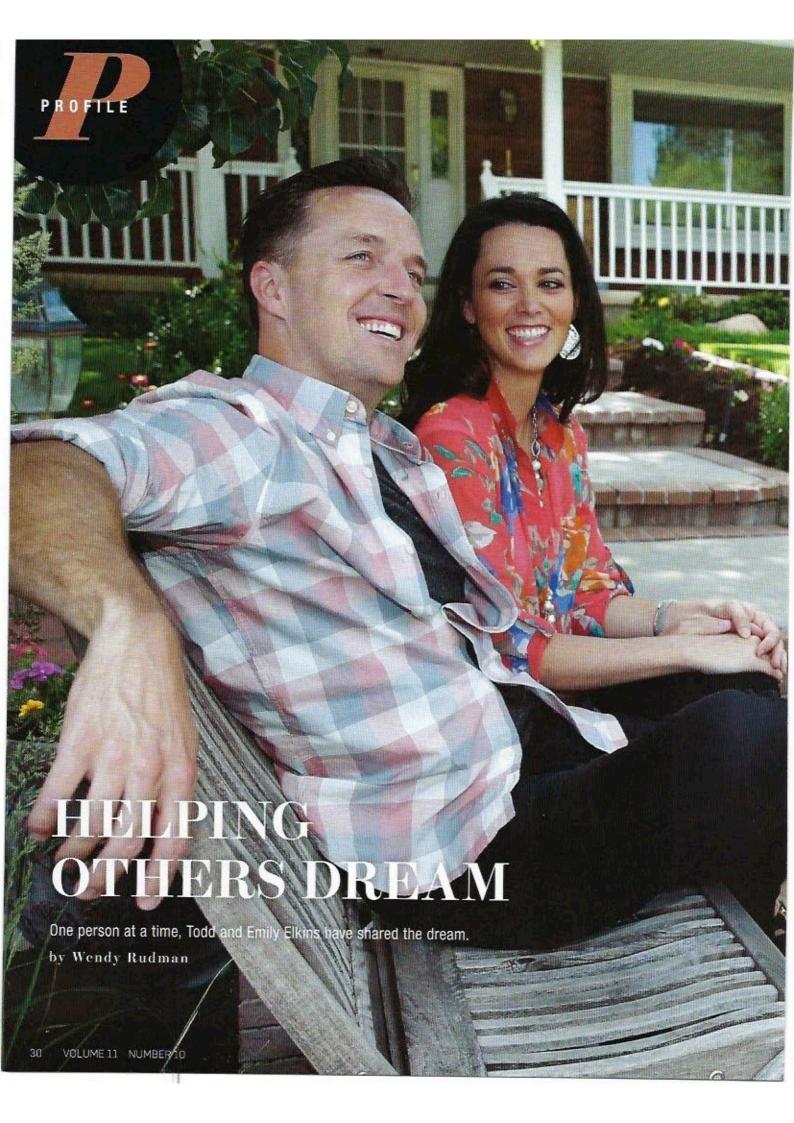
Key to Success
When you find
something bigger than
you that's not about you,
that's what people are
truly praying for. Get out,
talk to them, be diligent,
be passionate and put
their needs before
your own.

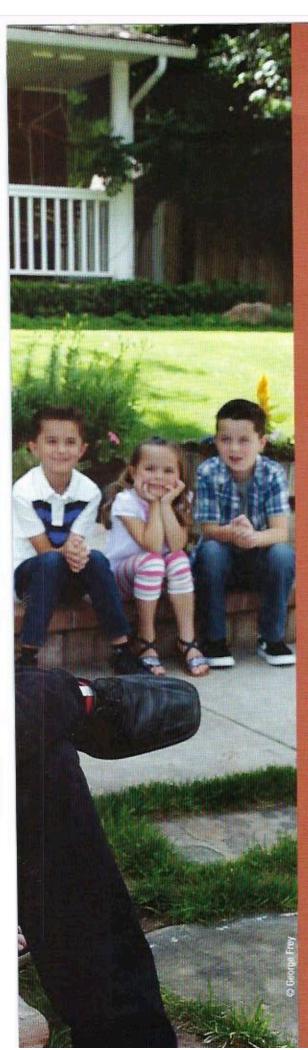
#### Michael Williams doesn't mind putting in some hard work on the front end...

because he understands the kind of success Zurvita will bring to him, both financially and personally. And the father and grandfather has 22 reasons to build a brighter future. Each of those reasons has a name and a relationship to Michael—son, daughter, in-law or grandchild. "What you do today will pay you for the rest of your life and take care of the next generation," he says. "You put your head down for two or three years, you develop an income each month that most people never make in a year."

He's already feeling the rewards. This summer, he paid for his entire extended family to meet at a location central to all of their homes. They spent time together, enjoying each other, without worrying about how much it would cost. He was even able to replace any income that his grown children lost by taking time off work. "We had several days of total quality time that most people will never see," he says. "To get everybody in one place, that's very expensive. To be able to do that is freedom. It's a lifestyle. But you cannot have that lifestyle unless you're helping other people achieve that lifestyle."

Zurvita made it easy for Michael to see the promise. He had already had staggering success with another multilevel sales company and was retired when he heard about Zurvita. He describes it as almost a spiritual calling. "I was blissfully retired and I saw this and I could not say no to it. This was bigger than us," he says. "It was literally a spiritual thing. I would have had to answer to God if I did not do it."





#### Todd & Emily Elkins

Zurvita Status Ambassador

Home Utah

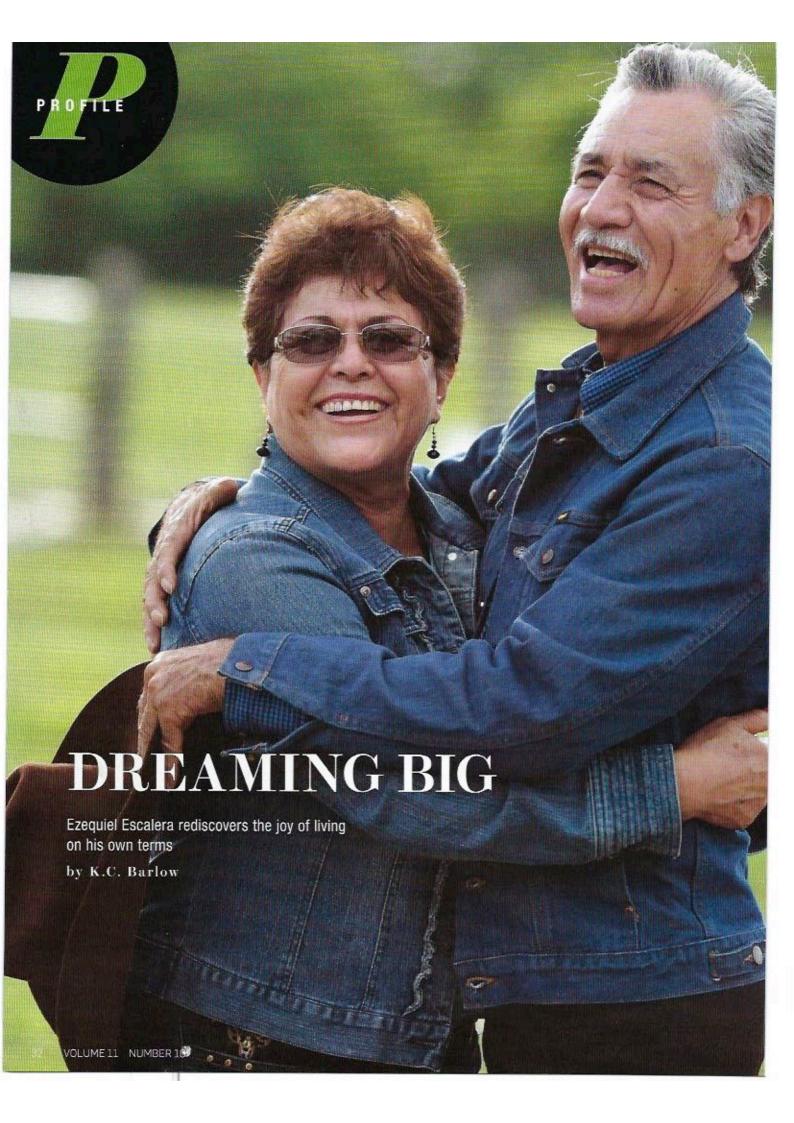
Key to Success Commitment leads to success.

#### Two years ago, Todd Elkins dreaded the start of each day.

He and his wife, Emily, were struggling to pay their bills on time. They were drained by the demands of their home services business of 19 years. "We were losing that passion for life because we dealt with unmotivated people in the labor force," he says. "I stayed up at night because I was afraid of what the morning might bring." That changed after a friend introduced them to Zurvita by sending them samples. And although they noticed a change in how they felt, it was concern for a family member that led them to embrace Zurvita's promise. "I believe that a lot of us are involved with Zurvita for people we care about," Todd says.

By July 2013, they were 100 percent committed to building their business, which grew slowly. "It was an answer to a prayer," Todd says of their commitment to Zurvita. "Sometimes answers to prayers take sacrifices. We were all in," Todd says of his amazing team. But it was at a company event in Nashville where Todd's business really took off. "It was at that event where we caught the vision of Zurvita and their simple system for success," Todd says. "We just grabbed ahold of the concept and ran with it. In fact, our monthly volume tripled and we became Ambassadors with the company shortly thereafter."

Todd and Emily also knew people were praying for answers and changes in their lives. "You grab hold of that newest person and help them start dreaming again," Todd says. "For the first time I'm not scared of the next day." ■



## After working for decades in the construction industry, Ezequiel Escalera was ready for a change.

He wanted to be his own boss, start earning more money and slow down a little. "I was tired," he recalls. "I had worked construction all my life, and I was looking for something better. I wanted financial freedom." Then he was introduced to Zurvita in 2013, and he began to think his dreams were possible. Ezequiel quickly realized Zurvita could position him to build a healthier income and also allow him to work at his own pace from home or on the road. He especially enjoyed getting healthier—and showing others how to do the same—along the way. "Zurvita has excellent products," he says. "I knew they were exactly what the body needed."

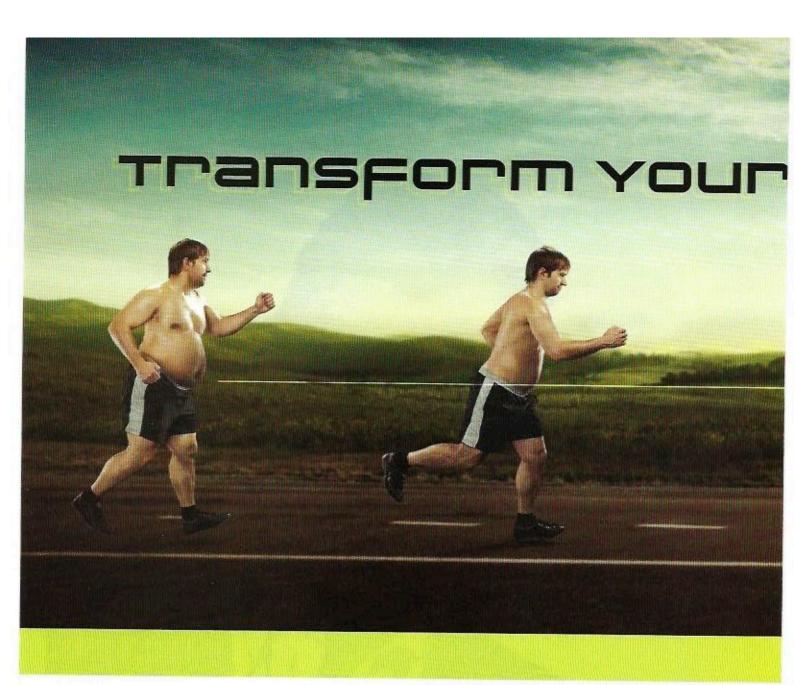
In the past two years, Ezequiel has risen to the rank of Ambassador and leads his growing team from his home in Texas. "I can enjoy my family more, and I have time to spend with them," he says. "I can travel to many different areas and meet so many more people." The success he's experienced in Zurvita has transformed his outlook on life, Ezequiel says. "I was a person without hopes," he says. "I was a person without dreams. Now I know I can achieve something. I never thought I would have that." The best part is watching his team reach milestones both big and small. "I always, always have my cell phone with me, and I'm always talking to my team members," he says. "It's changed my life and my finances. Now I want others to have that same experience."

#### Ezequiel & Agustina Escalera

Zurvita Status Ambassadors

Home Texas

Key to Success Putting family first

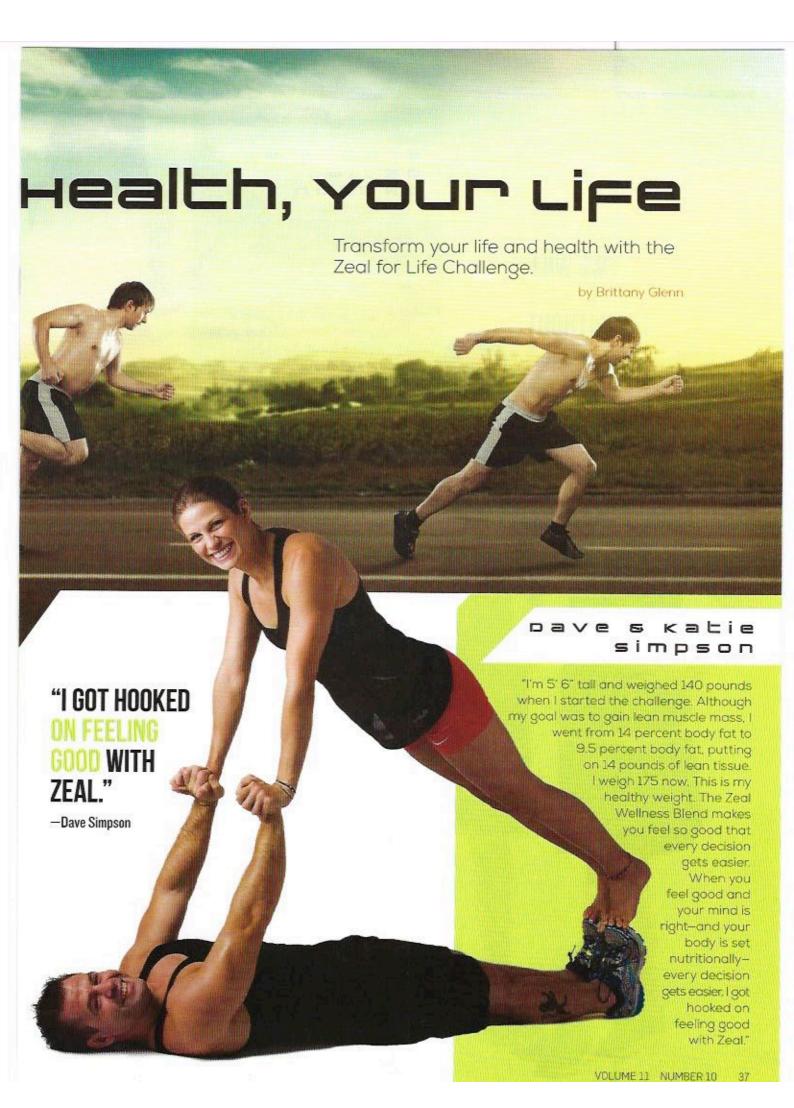


eady to take your health to another level altogether? Transform your life with the Zeal for Life Challenge! This program combines doctor-approved nutritional products with a healthy lifestyle and fitness plan.

At the core of the Zeal for Life Challenge is the Zeal Weight Management Program, a system that was developed by a team of scientists, medical doctors and fitness experts. Their advice and approach to clinical nutrition and lifestyle training has been invaluable to the people the program lifts up. The Zeal Weight

Management Program features a powerhouse pack of products designed to kick-start your success such as Zeal Wellness Blend, Zeal Advanced Formula Protein Shakes, Zeal Cleanse and Zeal Burn. These breakthrough products come bundled in a convenient nutritional system designed to support your journey to a healthy lifestyle.

On the following pages you will see the amazing results achieved by Zeal for Life Challenge participants, in their own words. As they discovered better health and fitness, this positively influenced other areas of their lives as well—including their emotional outlook, improved relationships, greater self-esteem and even deeper spirituality—proving that the Zeal for Life Challenge is truly transforming lives.



#### Brooke pavid pawson

"I had my third baby in 2012 and gained 80 pounds, so I was looking to lose weight. I signed up for the Zeal for Life Challenge and lost 25 pounds in my first month. I couldn't believe how good I felt. I felt better than I had in a long time. Host 50 pounds in 90 days, going from 190 pounds to 140 pounds. Hove Zeal and what it's done for my health. I have more energy and no longer need my

> jumped on board and had amazing results as well. He's like a different person now. We will never go a day without Zeal."

#### piana ward

"I did the Zeal for Life Challenge with my daughter, Brianna, to help her lose weight and I ended up losing 25 pounds. When I started the challenge. I weighed 160 pounds and today I weigh 135. To this day, I have not gained any weight back. I've actually lost more, I went from a size 12 to a size 4. Although I did the challenge to be supportive of my daughter in the beginning, in time what I got out of it was a healthier lifestyle. What you put in your body does affect how you feel and how your emotions go. My daughter and I got our relationship back. We'll never go without our Zeal now."





MY
SPIRITUALITY
GOT SO MUCH
DEEPER
WHEN I
STARTED
LOVING ME

GOOD THINGS IN MY BODY."

-Brianna Ward

#### erianna ward

1 was at 272 pounds when I started the challenge. My mom and I entered the contest together. We did not skip one day of working out for 90 days. I've lost about 117 pounds in total and over 20 inches. But I would take back those 117 pounds if I could keep everything I have gained mentally. Prior to the challenge, I had an extremely negative attitude. Looking back at that person, I realized it was because I wasn't happy with me. But once I started feeling better, my perception changed. My spirituality got so much deeper when I started loving me and putting good things in my body. I just feel this peace that I never felt until I was in touch with my health. And I did that through Zeal."

#### steve Lofton

"I started out at 265 pounds and got down to 205 pounds on my challenge. I just love the energy that the program gives me. I am a truck driver and I notice a lot of the other drivers drink energy drinks to stay alert. But with energy drinks, you have a crash a couple of hours later. What I love about the

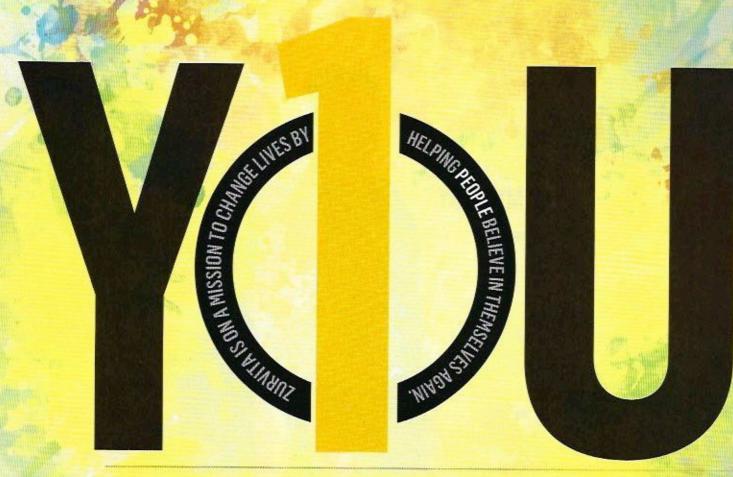
er. What I love about the energy you get with Zeal Weliness Blend is it is sustained energy and it lasts all day long. It gives you that clarity of mind that makes you feel really good."

#### rottou

"Weight loss was something I had not ever been able to be successful at achieving. When I started the challenge, I weighed 186 pounds and I'm only 5' 2". In the first 90 days, I got down to 149 pounds. I now weigh 132 pounds. And I have tons of energy. I can wear my college kid's clothes now.

So it's been life-changing for me

Hoak younger, I feel younger and I have tons of energy. Hove working out now and am constantly on the go.



## MATHER

by Sarah Paulk









#### ANSWERING THE CALL

The two began to dream and envision what it would be like to build a company where everyone believed they matter.

They made a decision to walk away from their security and income to launch a company that they believed would be special. It was not an easy decision but they both believed that this was what they were called to do.

Walking away from the security and celebrity of their milliondollar network marketing status was difficult. In fact, Tracy recalls, those closest to them admitted they thought the two were 'basically nuts.'

"It certainly wasn't an overnight thing," she says. "Mark and I knew God had called us to do this. From that moment on we never looked back."

The company's foundation would be built on three principles: honor God, lead humbly and create an environment where people could win at every level. Placing those core values in writing and in front of every representative is a brave, vulnerable act, but one that the couple describes as a safety net.

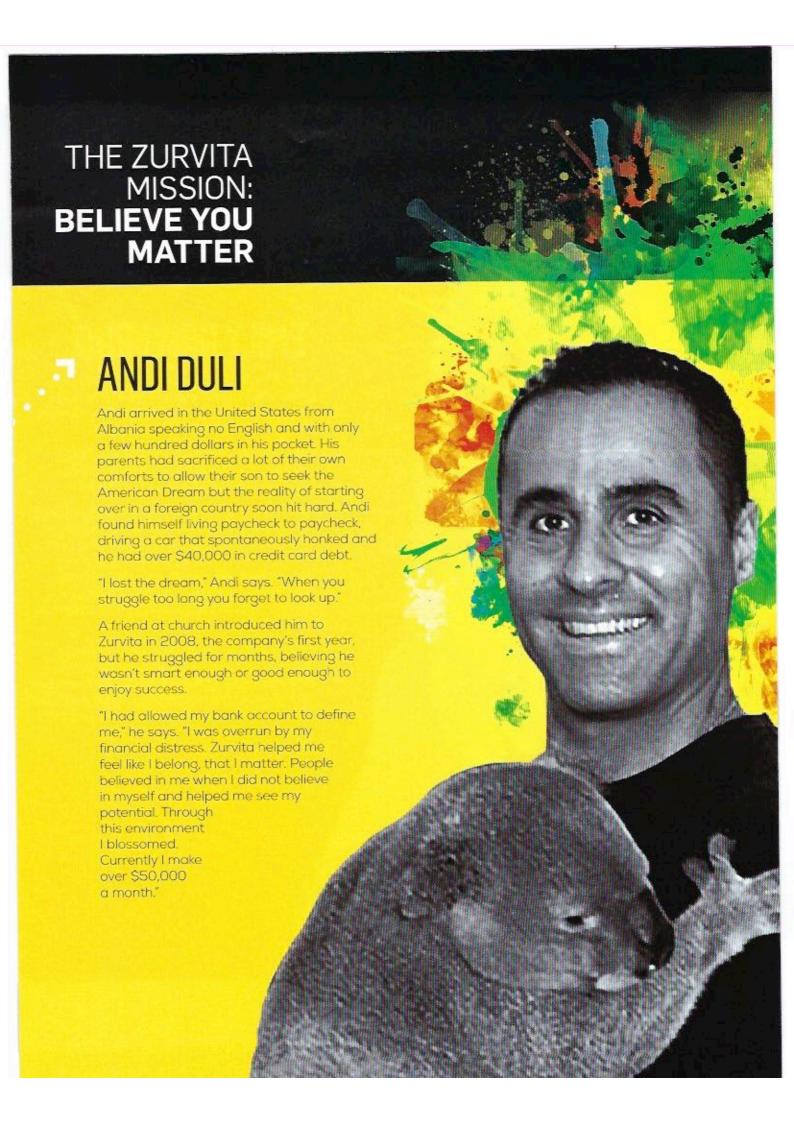
"There is definitely accountability associated with putting those three principles out there," she says. "We make every decision in this company based on those three core principles. But if someone comes to us and says, 'This doesn't line up,' we can fix it and make it line up with what we say we are. As the company grows, it keeps us pointing in the right direction; it's our saving grace."

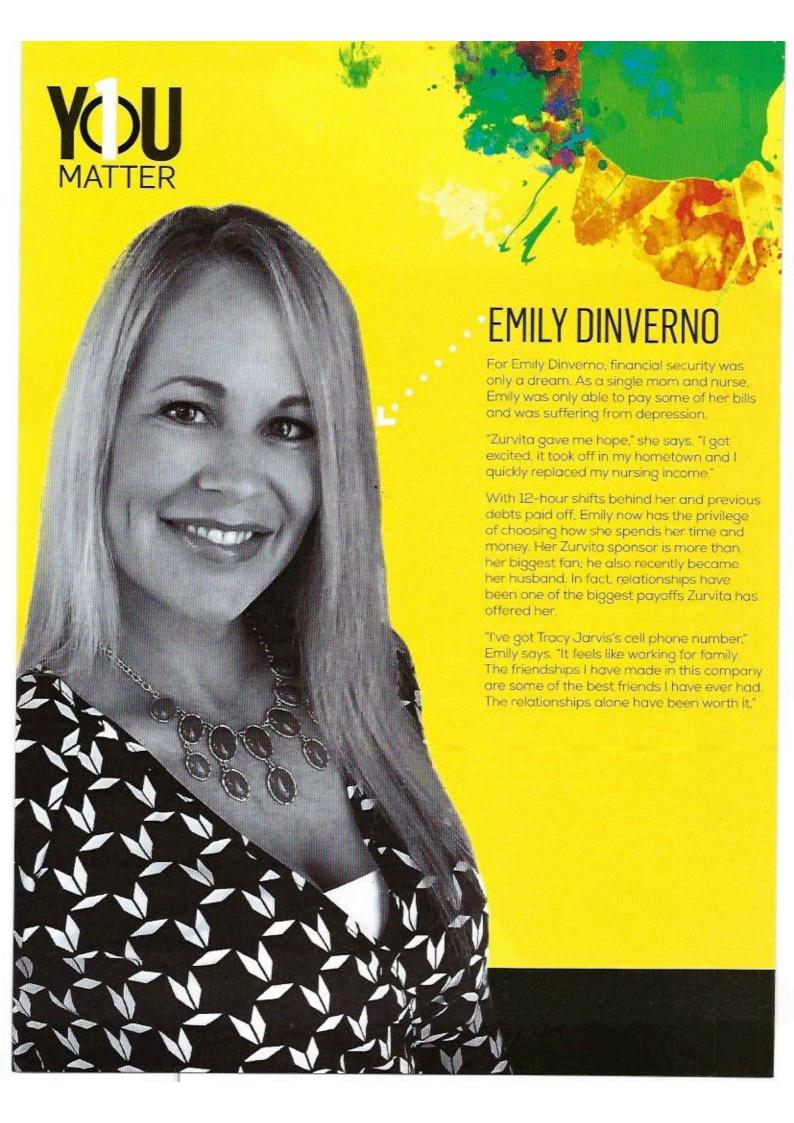
With those three components as their baseline, the two took intentional steps toward creating an encouraging, team-focused culture, leading by example.

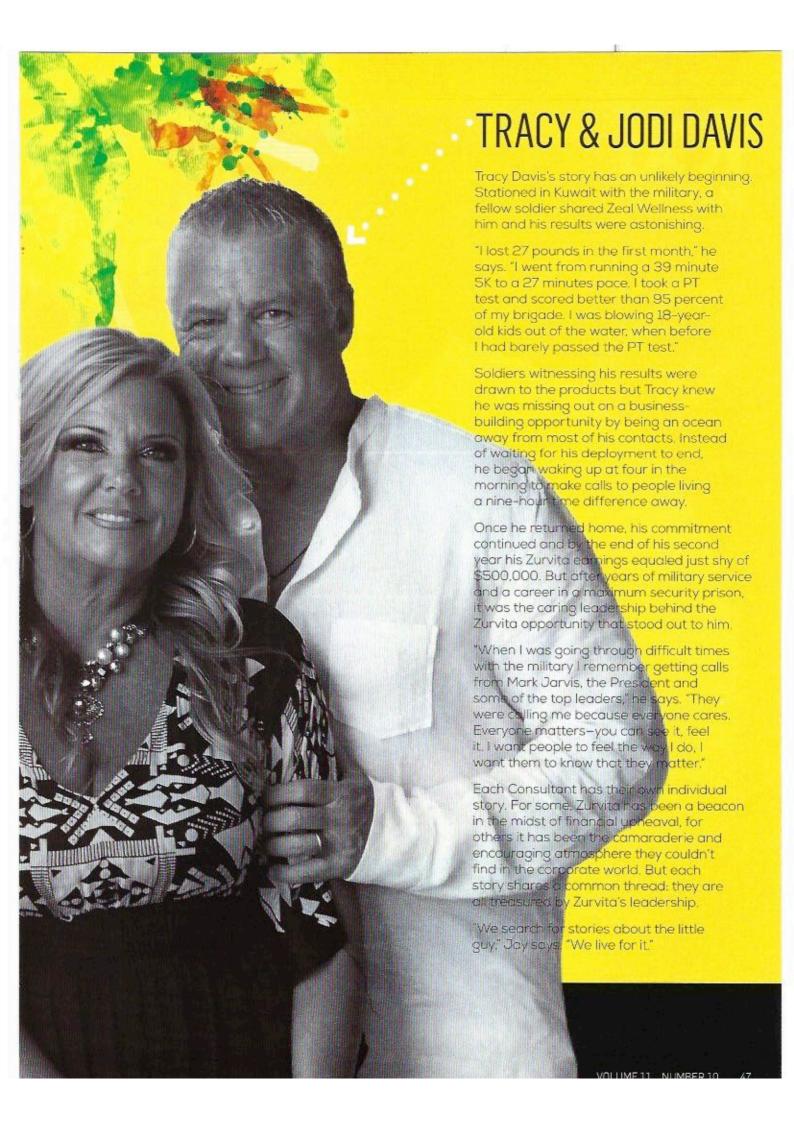
"Tracy and I have had a rule for over 15 years that we don't leave a ballroom that still has someone in it," says Mark, who in addition to Founder, also serves as Zurvita's Co-Chief Executive Officer and President. "We stay as long as it takes to make sure that anyone who wants to speak with us has the opportunity to do so. At our conventions now, most of our Ambassadors are hanging around until the last person leaves as well. It's part of our culture—people at the top serving new people."

That commitment has manifested itself in tangible ways, like the welcome call every new Consultant receives and the willingness of the company's Ambassadors to invest in new team members.

"Zurvita was created because every person needs to believe that they matter," says Jay Shafer, Co-CEO. "It's in our DNA, it's why we exist."









### MOMENTUM IN ACTION!

2008 —Zurvita launches

2010—Zurvita receives a brand makeover

2011—Zeal Wellness debuts

#### "ZEAL WAS THE FOCUS THAT MADE THE DIFFERENCE."

MARK JARVIS, ZURVITA FOUNDER, CO-CHIEF EXECUTIVE OFFICER AND PRESIDENT



### THE POWER OF ONE

During a branding brainstorming session, the leadership team kept coming back to the motto that every single person matters. It was a powerful statement and one the meeting's facilitator warned them would be difficult to convey if it wasn't genuine. "You can't fake this," he told the leaders. For the participants in that meeting, the motto was simply a description of the life they were already leading.

"It's not a gimmick, it really is us," says Jay Shafer, Zurvita Co-Chief Executive Officer. "It's not a tagline we came up with, this is who we are and it has permeated the company and the culture. It's duplicating itself."

The motto gave the company's mission a name, sharing Zurvita would be the vehicle.

"People get beat down so that they're just existing," Tracy says. "They lose hope and aren't getting the appreciation and recognition that they need. Then we bring that back into their lives."

The Power of One means that each one Consultant, each one customer, each one employee, each one ingredient matters. The most exciting part of Zurvita is the stories of lives being changed. This could be about the results people experience on the product or the financial success they receive. Their stories are priceless to Mark and Tracy, serving as fuel to continue to pursue the call they received years ago.

"It encourages them and makes a big difference," says Jay. "Mark and I have been in that place where we were just existing and then had someone believe in us. We had our breakthrough and passing that on is our purpose."

The beauty of this mission is seen in the individual accounts of innumerable Consultants whose lives have been improved by the Zurvita products and opportunity. Their stories are priceless to Mark and Tracy, serving as fuel to continue to pursue the call they received years ago.

"Every single person in Zurvita has a story," Tracy says. "It's why we do what we do." ■



# HARD WORK PAYS, OFF//

These Zurvita Consultants have reached Executive and Regional Consultant rank. Through hard work and persistence, they have created a life most people only dream of having. And they are helping many others reach their goals through a unique opportunity of wealth and wellness.



Holley Alfeld



Mauricio & Cecilia Alvarado



Rebeca Alvarez



Stefany Anderson



Joanne Badong



estie & Ortando Baez



Neftali & Hilda



Jairo & Isabel Barboza



Miranda Berkman &



Isack & Tina Berg



Faron & Cindy Buxton



Jesús & Juanita Miguel Caro



Segismundo & Elvia



Luz & Jaime Castillo



Jose & Brenda



Leivy Castro



Shalin & Ben Clark



Ryan Clark



Abraham & Sunjin Contreras



**Tonny Corniel** 



Chastity & Timothy



ande & Vilma Darar



Rocio Fonseca Del



Xinia Diedwardo



Jeremy Cole Engel



Elizandro Escalera



Osvaldo & Lupita Escalera



Lucilo & Gabriela



Pam Fullmen



Nancy Fydell



Roberta & Misael Garcia



**Ruben Garcia &** Elida Rivera



Lee & Elvira Gonzalez



Valauna & Jerrod Grissom



Alberto & Ana V. Gutierrez



Meghan Hall



Tommy & Sammie Harper



Date & Kim Hawkins



Carmen Hernandez



Brenda & Terry Hines



Shane & Megan Jackson



Anjie Johnson



Janet Lake



Mark & Toria Lawson



Lupita Leatherman



Bernadette Lueck



Lyle & Kristine Madison



Emanuel & Abigail Marban



Steve & Reta Mahlstede



na Karina & Juan Martinez



Eduardo Martins Teixeira



Jerry D. & Meridee McFalls



Forrest & Jenn McMurdo



Kyle & Mandie Mendoza



Christian Isaac Moran Castro



Maria D. Morales



Nery Marianela Nunez



Kent & Suzanne Ogle



Rodrigo Olivas



Rodolfo & Juana Ordoñez



Gemma & Adrian Quasay



Federico Quiroz & Norma Rodriguez



Ana Ramirez & **Edward Murchison** 



Isabelle & Anthony



Nubia Reyes



Coretta & Odis Richmond



Gabriela Ramon de Riesco & Angel Riesco



aleb A. Rodriguez



Esdras & Lorayne Rodriquez



Kari Roman



Austin & Talia Rowberry



Martin I. Ruiz



Sonia Ruiz De Reyes



Jim & Jean Rutledge



Jose & Isela Sanchez



Elvira Sandoval & Noe Rodriguez



a Darold & Beverly



Christine & Dustin Smith



**Tim Smith** 



**Gladys Sokolof** 



Mary Hyacinth Soquera



Alisha Sparks



Randy Springer



Lauri Sundo Amanda & Ryan Summers



Dennis & Bianca Taylor





Louela & Gus Tolentino



**Emily Tolton** 



Raymundo & Jane Trujillo



Ron & Karen Turner



Lida Vidal



Cristian Walker



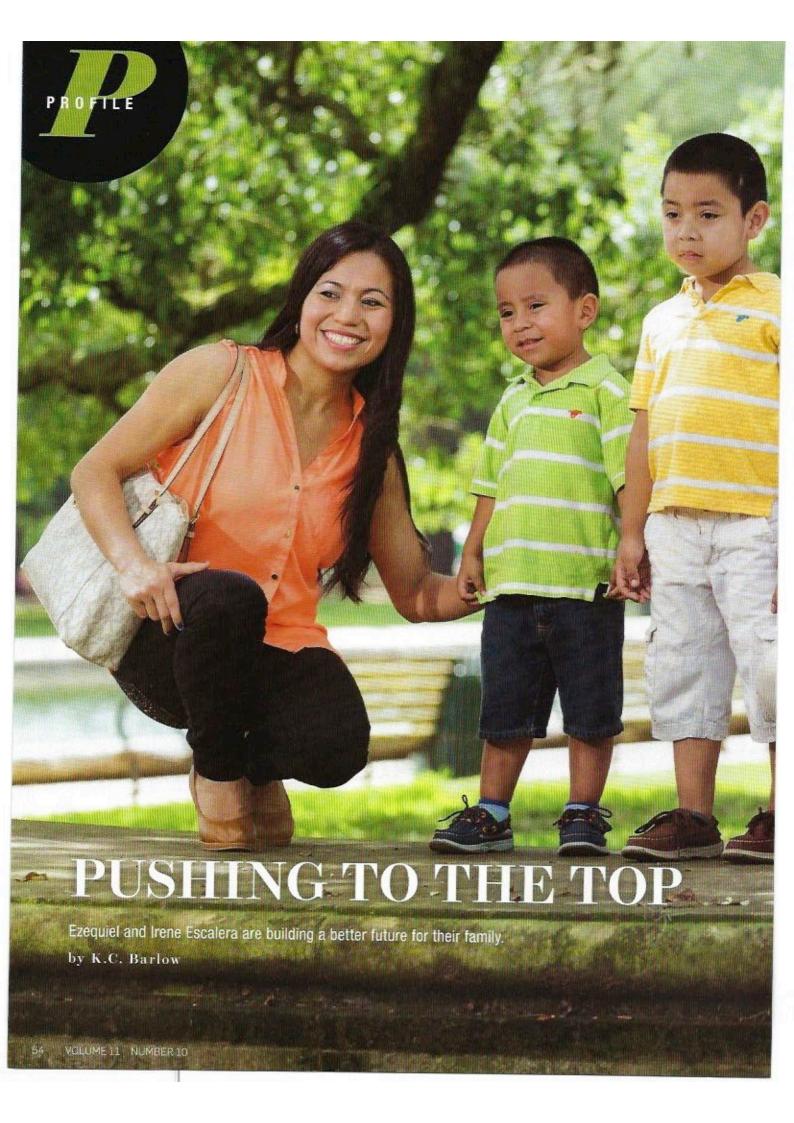
Mary & Shawn Wilkins



Riika Wright Betty C. Wood









### Ezequiel & Irene Escalera

Zurvita Status

Key to Success

### For years, Ezequiel Escalera used his talents as a carpenter to support his family.

At times, he would juggle multiple jobs, making just enough to pay the bills. "He would work 10 to 12 hours a day," says his wife, Irene. "He had a lot of stress, and when he was home, he was too tired to play with the children." Ezequiel and Irene decided they wanted more out of life and began looking around for new opportunities. When they discovered Zurvita in the spring of 2013, it was a perfect fit. "We love the products and we use them every day," Irene says. "Zurvita has changed our lives—in a healthy way."

They launched their own business with the goal of replacing Ezequiel's income, and it happened within only four months. "Our finances are growing!" Irene says. "Our goal is to buy a house. Our 'why' is our family. We're doing this for them to give them a better lifestyle."

lrene recently left her job to help Ezequiel lead their team full-time from their home in Texas. They say the greatest benefit is the time they now have to spend with their two sons-6-year-old Eduardo and 3-year-old Ezequiel. "It's amazing to spend each day with them because they are really growing fast," Irene says. "It's a time when they need us most." They also like the idea of the boys watching them build their own business. "We want to set a good example for them," she says. "When you have a dream, you don't let it go. You always fight for what you want."

They send that same message to their team members, and when someone hits a milestone, everyone celebrates. "We are really proud of them, and we let them know it's important," Irene says. "We know we are making a difference in people's lives." ■

### FULL SPEED AHEAD

Emilio Coronado plans to take Zurvita around the globe.

by K.C. Barlow



### Emilio & Marivy Coronado

Zurvita Status Ambassador

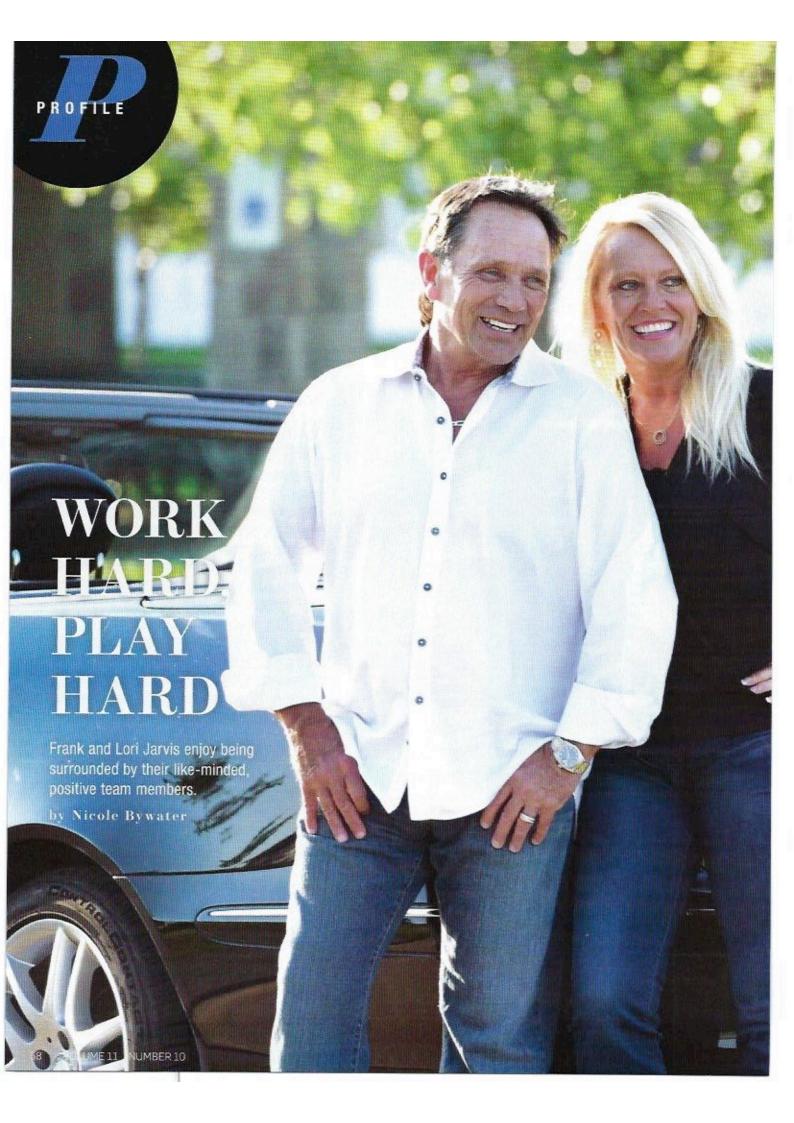
Home Puerto Rico

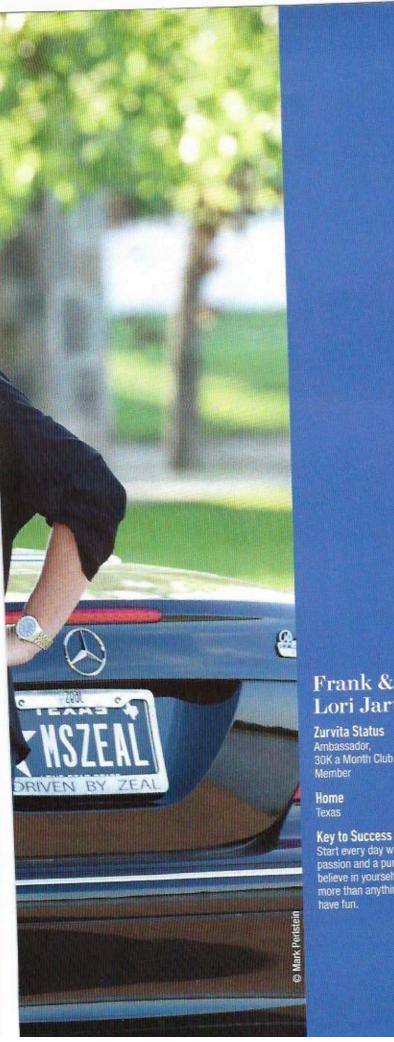
Key to Success Teamwork and believing in myself.

### There was a time when Emilio Coronado worked 60 hours a week and seldom saw his family.

His lowest point was when his 6-year-old daughter came to him in tears because she missed him. "That broke my heart and I could tell that I was losing my family," Emilio says. "I started to look for options and thank God I found Zurvita! It gave me the opportunity to work my business a few hours a day on my own time and still generate income." For the first time in years, he began to dream about a better future. "Zurvita changed my life. It's been the best experience of my life," Emilio says. "Owning my time is priceless."

After almost three years with Zurvita, he has reached the rank of Ambassador and has transformed his family's finances. "Today we understand what it means to have freedom," he says. "We can take vacations together, and we are healthier, and we have more quality time together. We give thanks for these blessings every day." That excitement is what pushes Emilio to share Zurvita's products and business opportunity with as many people as possible. "I want to change the lives of at least 100 families in the next three to five years around the world," he says. "What I enjoy most is building my team and helping others create new stories of economic success." Emilio travels extensively to support his team and strives to create a high-energy atmosphere. "I help them identify their dreams and then we make a plan to achieve them," he says. "There is nothing stronger than a dream, and when that dream is driven by a purpose to change lives, it's even better." ■





Lori Jarvis

Zurvita Status

Ambassador, 30K a Month Club Member

Home

**Key to Success** 

Start every day with a passion and a purpose; believe in yourself; and more than anything, have fun.

### Frank and Lori Jarvis' favorite part of the day is being part of hosting the Zurvita wake-up call each weekday morning.

"It's a great way to start on a positive note and set the tone for the rest of the day," Frank explains. "We need that call just as much as anyone else on our team because no matter how we wake up, it always gets us in the right mindset."

Before Zurvita, Frank was involved with a different direct sales company, but he wasn't seeing the results he wanted and was looking for a change. When he joined Zurvita, he worked hard and slowly built his business up. It was during this time when he met Lori, who at the time was working in the medical field. They eventually got married and started working the business together as a couple. "It was always one of my dreams to build a business with my wife, and now I get to do it with Lori by my side," Frank says. They have now been able to build a nice six-figure income from their home, and they work when they want to. "Being able to work our business from home, take road trips whenever we want for as long as we want is priceless," Lori says. "Plus the people we have met while in Zurvita have such a positive outlook on life and possess an energy that is fun to be around."

That positivity and energy is what first attracted Lori to the network marketing industry and to Zurvita. And it's what keeps her and Frank moving forward in their business. "I always say, 'If you're not having fun doing this, then you're not doing it right,"" she says with a laugh. "Frank and I share a passion for helping people. This company and product make it easy to do just that. When we started this, we really began to grow and believe in ourselves again. That's what we try to do for other people. That's why we get excited about things like the wake-up call; we're not only feeding our soul, we're also putting good into others so that they can hopefully get through their day with fewer struggles."

Frank and Lori both agree that they're getting the best of both worlds. "We basically live like we're retired, but still get to enjoy all the benefits of being employed, such as a substantial income and our company cars," Frank says. "Plus we get to have an impact on people's lives. That's a true blessing." ■





### Jason & Paige Wadley

Zurvita Status Ambassador

Home Oklahoma

Key to Success Fall completely in love with helping others succeed!

### Jason and Paige Wadley's Zurvita business is truly a family effort.

From goal-setting with their parents to helping out during parties, their three children are learning firsthand what it means to work hard, help others and accomplish your dreams. "This all started because we fell in love with the products," Paige explains, who lost 100 pounds with Zurvita before they began their business. "A year later, we signed on as Consultants, with the hopes of earning our products for free. But the more we shared Zurvita, the more we fell in love with the stories we were hearing back from people."

At the time, Jason worked in oil field sales—a job that had him driving long hours and on-call every other weekend. Paige began building their Zurvita business at home. "We knew that we wanted him to retire from that job and had been praying on it," Paige says. "Still, it was scary to take that leap of faith."

Thankfully, less than two years after starting their business—which they were still working only part-time—the couple's ultimate dream of bringing Jason home became a reality. "Today we're stayat-home parents, focused on helping others and following God's plan," Paige says.

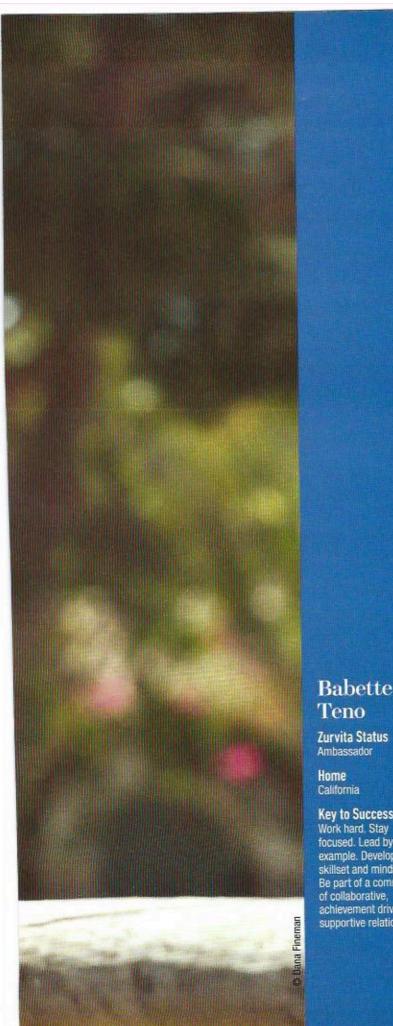
Jason remembers the day he picked their two boys up from school and told them that he had officially retired from the oil fields. "They were so excited because we were going to be able to go fishing a lot more and I could coach their baseball teams," he says. "Later on, when we were able to reach our goal of a Disney vacation, they got pretty excited too."

"Our children are part of everything we do and really get to see that we love our work and serving others," Paige says. "It's amazing how this business isn't just a job, it's become a ministry for our family."

### HER TRUE CALLING

Babette Teno has always had a passion for helping others through nutrition, which Zurvita has allowed her to take to a whole new level.

by Nicole Bywater



Zurvita Status Ambassador

Home California

**Key to Success** Work hard. Stay focused. Lead by example. Develop skillset and mindset. Be part of a community of collaborative, achievement driven supportive relationships.

### Babette Teno has dedicated her career to helping others achieve greater wellness through nutrition.

But it wasn't until she discovered the platform of Zurvita that she says she found her true calling.

"As soon as I started drinking Zeal and did my research, I knew that this was something amazing," she says. "I was introduced to the network marketing industry about 18 years prior and liked that it offered a 'level playing field' where anyone can make a difference.

"The timing of this opportunity was ideal," Babette says, as she was yearning to break free from the long commute and stress of her job as a director at a university. "So instead of complaining during my commute, I would make calls and build my Zurvita business." In just 10 months, she achieved the highest level in the company at that time.

Babette has a passion especially for helping women and young people achieve health and financial freedom-something that comes from a very personal place.

"I was 12 years old when I went on my first 'diet' and started learning about nutrition," she says. "Unfortunately, I took it to the extreme and realized in college that I had an eating disorder." Later on in life, her father's lung cancer was misdiagnosed before his death, further cementing her passion for helping others through nutrition.

In addition to providing financial and time freedom for herself, Babette is thrilled that her 19-year-old daughter, Caitlin is also part of the company and was able to pay cash for her first year's college tuition and board. Both mother and daughter are excited about what the future holds.

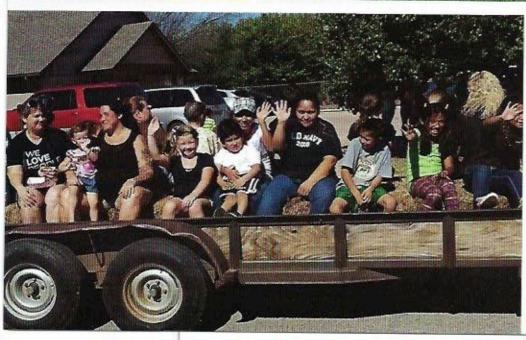
"For the first time, I really feel that I've found my purpose in life," Babette explains. "I have my freedom and the ability to help others. That's everything I'd been looking for."





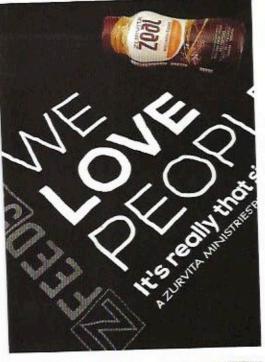




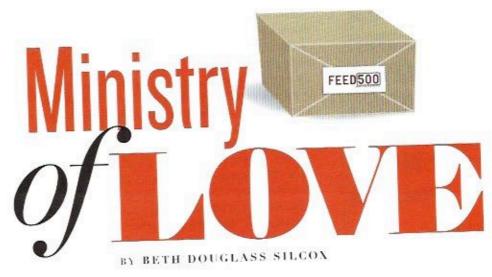












### Zurvita's Feed500 impacts the hungry across the U.S.

When Zurvita founder Tracy Jarvis returned last year from a philanthropic mission trip with Living Water, a non-profit focused on providing clean water for rural Nicaraguans, lives changed-for the villagers who now had safe drinking water, the volunteers who dug the wells, and for thousands of Zurvita Consultants as well. / Jarvis experienced immense love and gratitude and felt the privilege of positively impacting people's lives, and she wanted this for Zurvita's Consultants too. Jarvis wanted them to witness and absorb the entirety of giving back to others. / "When we created Zurvita, we wanted to be a company that gives back," says Jarvis. "We're certainly known as a Christian organization. Our number one founding principle is to build a company that honors and glorifies God. So with that comes giving back, blessing others as we grow."



"IT MAKES SUCH
A DIFFERENCE
TO THESE
PEOPLE, AND IT
BLESSES OUR
CONSULTANTS
WHO ARE ABLE
TO DO IT."

-Tracy Jarvis

While Jarvis relished getting her hands dirty and spending a week in Nicaragua, she understood not every Consultant could spare the time or money to do so. How then could the company provide Consultants with opportunities to open their hearts and expose their giving natures a little closer to home?

The desire to help was there. Zurvita Ministries, an umbrella non-profit that provides help and spiritual counsel to Consultants in times of crisis, was proof. Director of Ministry Services Shelly Alley says, "I minister what we call 'discipleship training.' We have people who come in and talk over personal issues. We pray with them and help them."

What Jarvis felt in her heart after returning from Nicaragua meshed with Alley's desire to expand Zurvita Ministries' reach into the communities in which Zurvita Consultants lived and worked. "Zurvita Ministries is really the heart of the company," says Alley. "We've been Dallas, Oklahoma City, New York City, Los Angeles and Salt Lake City—Zurvita has hit the streets passing out box lunches and loving people. Working with Zurvita leaders in those communities, as well as local charitable outreach organizations, Alley says, "We've seen tremendous ministry results. Every city is different and every one we've done has been a blessing. We've ministered to street people and women and children. You could just see the light in their eyes, especially the little children, as we give them a hot plate of food and accept them right where they are."

Key to the Feed500 process is a local Zurvita Consultant raising a hand as host, who as Jarvis puts it, "Shows us where the need is." It takes between 50 and 100 Zurvita volunteers to make each Feed500 work. Volunteers assemble lunches, pack them and then distribute them. Sometimes this takes the form of staffing a shelter-type kitchen line or one-on-one ministry in the streets.

"Big cities or small towns, it really doesn't matter as long as we have the people in that area who are willing to get their hands dirty and make it work," says Jarvis.

Demand is high for Feed500, which is funded through Zurvita corporate and contributions made by Zurvita Consultants and others at www. Zurvita-ministries. com. "There are so many people who are in need, and we're so blessed being able to give back, serve a meal

and share a smile," says Jarvis. "It makes such a difference to these people, and it blesses our Consultants who are able to do it. It's fun to be able to take that around the country and let everybody experience it if they want to."

As Zurvita grows and as Zurvita Ministries expands, they are always looking for new ways they can minister directly. "We could go to certain ministries and give money, but we want to be involved in it ourselves," says Alley. "So Living Water is great and Feed500 is working great and we are seeking new outreach efforts as well."





blessed by God, so we want to minister to people and giving back is a big part of that ministry."

Soon a plan to help the hungry and often homeless in communities across the United States took shape. Zurvita's Feed500 philanthropic outreach launched last September. Once a month, they go to a different city and spend one day giving people food, and hopefully giving them hope. "We let them know that the heart of Zurvita is that every person matters," says Alley. "We show them they matter. We're there because we love people and because God loves people."

# The Courage to Do the Right Thing

We don't trust rules, we trust people.

"How many souls on board?" the air traffic controller asked. "One hundred twenty-six souls," replied the pilot.

The Florida-bound flight was somewhere over Maryland, at an altitude of 36,000 feet, traveling at about 560 miles per hour, when smoke started to pour into the cockpit. Smoke on board an aircraft is one of the most terrifying emergencies a pilot will ever face. They don't always know the cause of the smoke. They don't know if there is a fire. They don't know if the emergency is contained or if it is going to spread...and spread out of control quickly. The smoke itself can make seeing or breathing difficult and it is sure to cause panic among the passengers. No matter how you look at it, it's bad.

"Center, KH209," the pilot radioed when he realized the problem.

"KH209, go ahead," replied the controller monitoring the air space.

"KH209, I need to descend immediately. I can't maintain altitude," was the abrupt call from the pilot. But there was a problem. There was another flight, also flying to Florida, 2,000 feet directly below the troubled aircraft. The FAA rules are simple enough: no two aircraft flying en route may pass each other any closer than 1,000 feet, above or below, or five miles around each other. The rules are there for good reason. Traveling at three quarters the speed of sound, it becomes very difficult to maneuver aircraft without creating a serious risk of collision.

To make matters worse, the two planes were flying on a narrow route toward their destination. Because of a military exercise that was going on in the area, the airspace was restricted to a narrow band, much like a lane of a highway. And though there were other lanes on this highway, there was other traffic in them at the time.

The air traffic controller replied to the pilot's request to descend immediately, "KH 209, turn fifteen degrees right and descend."

Not only had the air traffic controller ordered the distressed airplane to enter

# Aiming High

**Zurvita** is a place where dreams come true, and these eight National Directors are living proof. They are enjoying optimal health and building lasting wealth. Here's what

they have to say about their experiences.





I heard about Zurvita from my good friends. I am thankful for it every day. I don't see one day without these wonderful products in my body. And I feel good about my finances. In Zurvita, we can earn whatever we want. We decide. Everything depends on us, not others. I really love it because I've always been independent. I want to control my own retirement. I want to travel to Dubai. I want to be available to help my mother. I want to do more and more for her. But you are not going to find success if you don't have your team together. Actions mean everything. When you help others solve their problems, your problems are solved. It's that simple.



### JUAN & SILVIA SANCHEZ National Director Oklahoma

I have been in Zurvita 18 months. I was looking for something to improve my health because I lost my mom to diabetes very young and I lost my dad to cancer. Then after I saw the compensation plan, I realized the potential. I can see myself going international with Zurvita. Before Zurvita, I was in a traditional business, so I was busy all day long. Now I wake up in the morning and drop my kids at school and go to the gym. I have an opportunity to read and travel. This year I've already traveled to maybe 15 states. It's fun, Zurvita is the best. Anybody can do this. The most beautiful experience I've had is seeing people's lives change. When I hear their stories, it makes me cry. I feel good! That's why I share it with everyone.



### SANDRA SANCHEZ National Director Oklahoma

Zeal has been a blessing in my life. It has changed my family's health, especially my mother's, who is the most important person in my life. Hearing the countless health testimonies since I started sharing Zurvita has been priceless. On the business side, it's been a journey with lots of growth, and I was one of the first in the Spanish market in Oklahoma. Thanks to Zurvita, I have the freedom I was searching for. Zurvita has given me the chance to manage my own time and support my team to improve their health and wealth. I thank God, Zurvita, my mentor Juan Ramos and my amazing team for everything we have achieved, and I am exited and looking forward to what the future has for us. I believe that if you help enough people accomplish their goals and dreams that yours will be accomplished too!

### JOSE & BRIANDA CASTILLO National Director Oklahoma

I was introduced to Zurvita in May 2014. My motivation was that I was looking for a new job. I was just so tired of getting paid so little that I couldn't pay the bills. I worked at a cellphone company and would be there for more than 50 hours a week, I would come home and I just wanted to sleep. Now I feel the freedom. With Zurvita, I can travel and take a vacation. I can grow as a person. I feel this is what God had for me. I really feel the heart of this company. I like the humble leadership and how the owners set up their principles. They care about you. They know your name and who you are. Zurvita is not just about getting, it's about giving too, I love that.



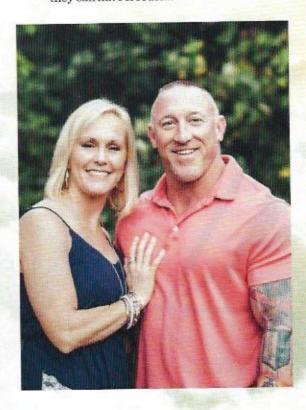


### BRIAN CARROLL National Director Iowa

I was introduced to the Zurvita opportunity after working corporate jobs for 30 years, and I was burnt out. I wanted to do my own thing. I wanted to throw away the alarm clock! My decision was easy after considering the value proposition of Zeal for Life and seeing the results achieved by others. I would say it was a no-brainer. What I saw was a company and an opportunity that was going to retire me early. It was a product that delivered results and a corporate culture unlike anything I had experienced. It's amazing what this product is doing when it gets inside people's bodies. Today, I am living my life with a higher purpose by offering a healthier lifestyle and, for those who desire, a chance to build a reliable secondary income. I am on track to retire in 2015 and look forward to spending my time helping others and living a more enriching and fulfilling life.

### SHANE & TAMMY GIGLIO National Director Texas

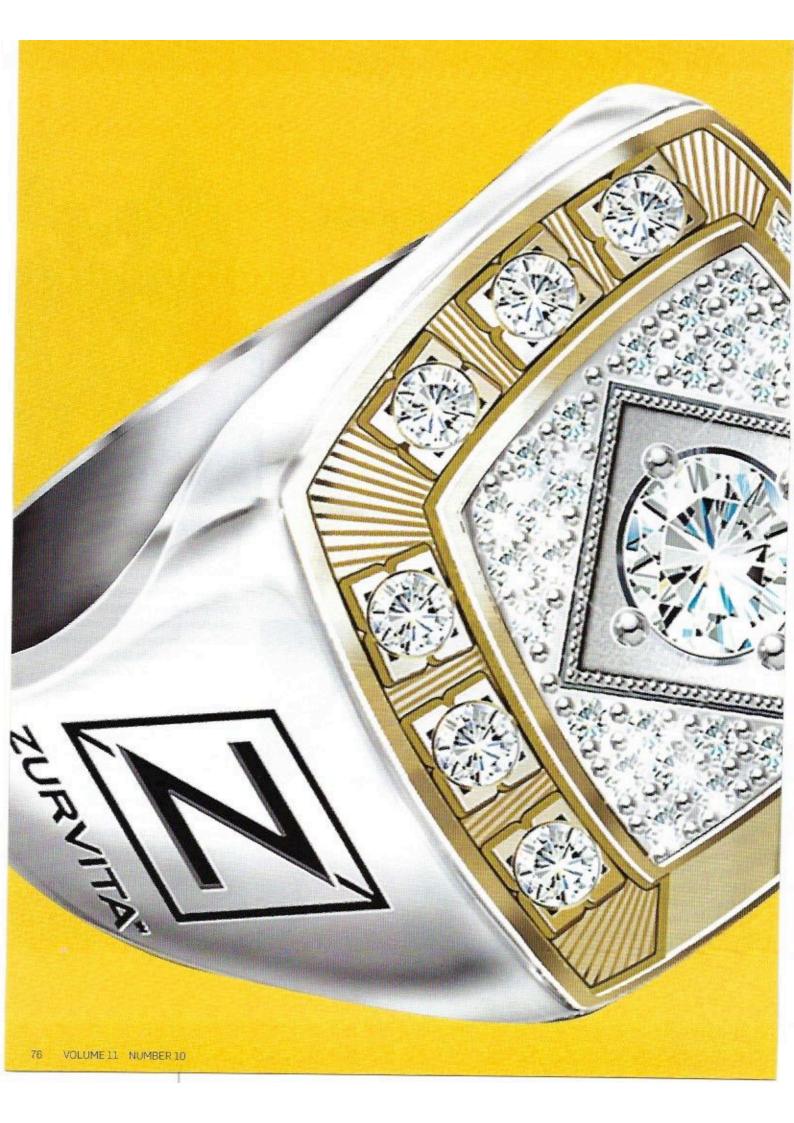
Our friends Justin and Tara Eschberger introduced us to Zurvita. Our why was to help supplement our income so that Shane could retire from the oil field. The corporate staff is phenomenal to work with and the people of Zurvita are so loving and caring. They bring you in and treat you like family no matter where you are in the company. With that kind of environment, you are bound to be successful! Thanks to Zurvita, we are able to travel more than ever before. We drive a free Mercedes, and we are working on the time freedom. We truly feel that we are where we are supposed to be, helping people on a daily basis feel better, live a better quality of life and showing them how they can have freedom.

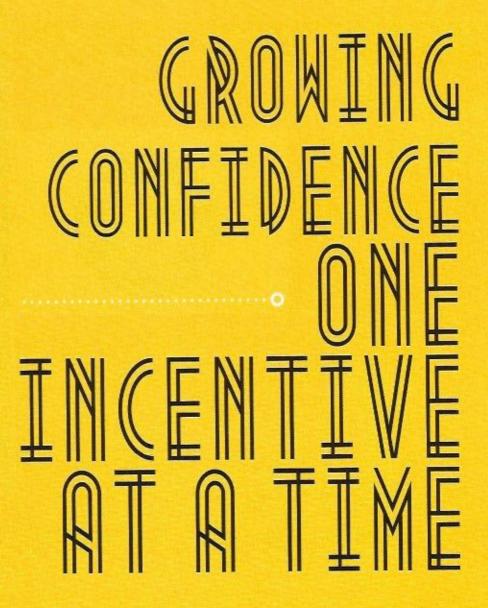




### ATHENA CASTILLO EBISON National Director Canada

My friend and co-worker. Imee Peterson, introduced me to Zurvita and after two weeks I felt better and had more energy. After a month of using the Weight Management program, I had lost 15 pounds and felt awesome! The business side also changed my life significantly. Before joining Zurvita, I was broke and had no savings. I was driving a 23-year-old car and struggling to pay my bills. But today I am debt free, have enough money to pay bills, and I am driving a brand-new Mercedes-Benz and saving for my first house. I am so thankful to God and my Zurvita family for changing my life!



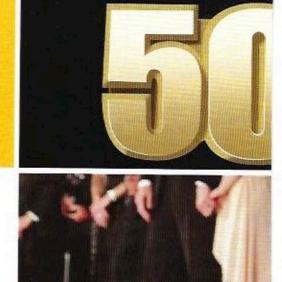


Zurvita rewards business growth.

By Beth Douglass Silcox

# CROWING CONFIDENCE ONE INCENTIVE RT & TIME







aking the stage at any Zurvita event are Consultants—shocked, thrilled, and excited Consultants—who are astonished by how far they've taken their Zurvita businesses. Most signed on to earn a little extra pocket money each month, never expecting luxury cars, cruises let alone an added income stream. But there they stand in the spotlight, beaming with pride.

"Most people don't get involved in this type of business to make \$100,000 or a \$1 million a year," says Zurvita Founder Tracy Jarvis. "They get involved to make a few hundred. If we can teach them and help them get that first \$100 in their pockets, we can help them believe they can get \$500 or \$1,000. If we can help them along the way and recognize them, they stay in the game, their confidence grows, and they want to get to the next level."

Zurvita makes sure Consultants are always striving for rewards—both big and small. Center stage recognition inspires Zurvita's prize recipients as well as audiences of Consultants who applaud their hard work. "It's amazing to watch and it drives people," Jarvis says. "You know, people who want that recognition—which I think is all of us—if they are at an event and they aren't on that stage, they work really hard so that next time they will be up there. People want and deserve to be recognized."

Basking in the love of a Zurvita audience doesn't come easy. It requires Consultants to step up and focus on meeting qualifications for incentives and rank advancement. But Zurvita makes it fun and lucrative to take each step on the way to the next level. Zurvita likes to keep it kind of stirred up and fresh. "Our comp plan is amazing just like it is, but it's fun to get people excited about a promotion with something extra on the line," says Jarvis.

That something extra could be a five-day Caribbean cruise with a stop over in Belize. It could be a long, sleek black Cadillac or Mercedes or BMW. It could be a gold, 5K lapel pin that tells the world you earned five grand this month or an impressive, sparkling diamond ring for production of \$100,000 in a year.

But regardless of the prize, rank advancement and cash bonuses come first. "We are big believers in putting promotional bonus money out there because that makes an incentive so crazy that you've just got to go do it," she says.

Qualifying for Zurvita's \$600-a-month car bonus incentive is enormously popular with Consultants who would love to slip behind the wheel of a luxurious automobile. "We love letting people have the opportunity to win it, but we also have to be smart and encourage people not to get themselves in debt," Jarvis says. That's why Zurvita recommends Consultants make sure they







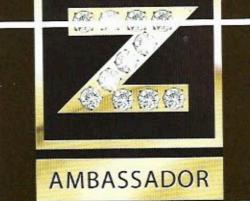
—TRACY JARVIS











can afford the car based on existing income alone, since the car bonus is a weekly production based reward.

The aqua blue waters of the Caribbean beckon Zurvita Consultants each year and inspire the hard work necessary to cruise its waters for five days in December. Those who promote up to Executive Consultant or higher through September this year earn a spot onboard for themselves and a guest. Zurvita expects 200 top performers, many new to the trip, aboard this fun excursion. "We spend time getting to know them and let them get to know each other, plus we do some training,"

says Jarvis. "We're real hands on and involved with our Consultants, letting them know that we care and that they're part of the Zurvita family."

Few opportunities in life provide people the kudos they deserve for hard work, diligence and persistence. While the money Zurvita Consultants earn is important, Jarvis says, "Sometimes I think Consultants work harder for the recognition than they do for the money. It's amazing to see their hope stirred up. They actually make it happen and they get recognized and awarded. You see their confidence grow. It's amazing!"



# FROM ALL WALKS OF LIFE

### FELIPE O. & JESSICA CORONADO

Home: Oklahoma

Zurvita Status: Ambassador

Occupation Background: Felipe: Welder; Jessica: Receptionist



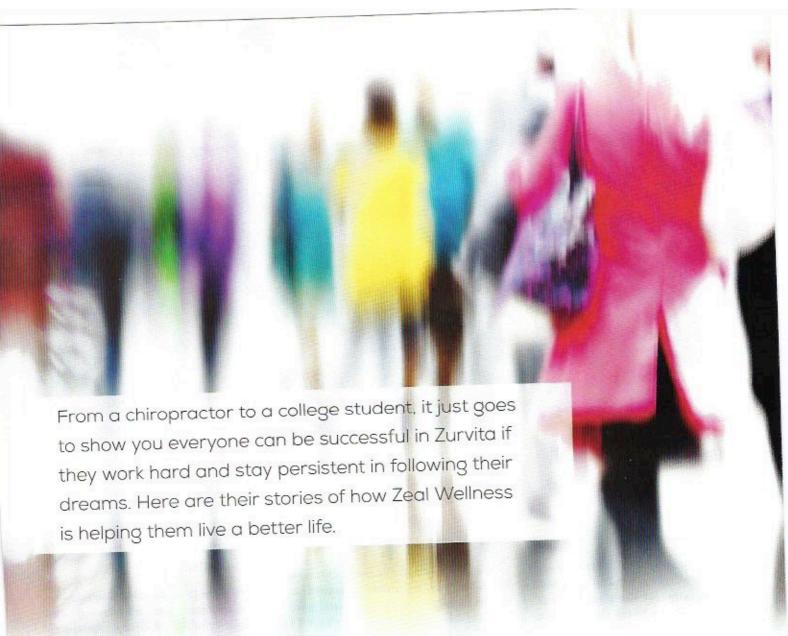
When Zeal came into our lives my wife and I were working full time. I was working over 50 hours a week as a welder and my wife was working full time as a receptionist. At the time, I was looking for a nutritional supplement that would help me feel healthier, because I felt so drained from my job, I had no energy and no time for my wife.

I found out about Zeal Wellness through a friend on Facebook. He shared with me the product and I became a loyal customer for two months. My wife and I fell in love with this simple yet powerful product. Not only did it help me feel healthier, it did the same for my whole family. I soon figured out that

more people needed to learn more about this product.

I also shared the amazing opportunity that comes from sharing this product. I made my All-Star bonus in my first three days in the business. My wife and I both come from immigrant parents who came to this country to give us better opportunities, and we have not taken that for granted.

Jessica and I had always been looking for the perfect opportunity to give us the financial prosperity we have always dreamed of. We plan on working Zurvita full time and are thankful that this opportunity has helped secure our future and the future of our children.



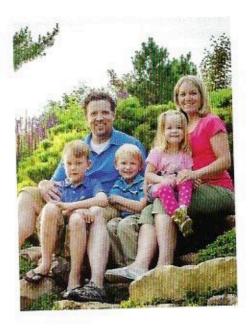
### ABRAHAM & DESIRAE EASTMOND

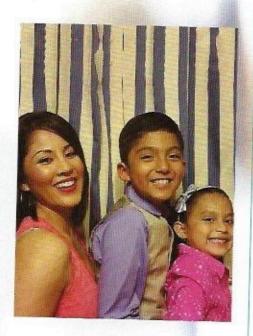
Home: Utah Zurvita Status: National Director Occupation Background: Pool and spa industry

Prior to taking Zeal Wellness I was always tired. Emotionally, physically and spiritually. I regularly worked 12 hour days, was self-employed and owned two stores at the time of being introduced to Zeal. I was living what I knew to be the American dream but was worn out and tired every day. I was working so hard, but was not ever really getting ahead in my life. I would come home from work late at night after my kids were in bed and was so grumpy and emotionally drained that I didn't want to talk to my wife Desirae at all.

I soon met a Zurvita Consultant who told me all about Zeal Wellness and the opportunity that came with it. I had tried direct selling before with a few companies, but wasn't really interested in joining another one. He told me Zeal helped him kick his soda habit, which I needed help with as well. So I committed to take Zeal for three days, not sure what the results would be. By the time I got back later that evening I felt so good inside.

Over the next couple of weeks I was communicating much better with my wife and was spending more time with my kids. This product has literally changed my life. I have since sold my store and am just working on pools out of my garage. I can't wait for the day that I can work Zurvita full time.





### DANIELA ESCALERA

Home: Texas Zurvita Status: Ambassador Current Occupation: Single mother of two children

What I love about Zurvita is they are a company of integrity and purpose, and I especially love the availability of the corporate team to the Consultants, especially Mark and Tracy Jarvis. They truly care about us and it shows.

I've been able to spend quality time with my children and travel to places I never thought I would be able to go to, thanks to Zurvita. I can go places with my children without worrying if I can pay for them and am able to afford the things they need. My advice to those reading this magazine is to not give up on your dreams; let the Zurvita opportunity help you reach those dreams.

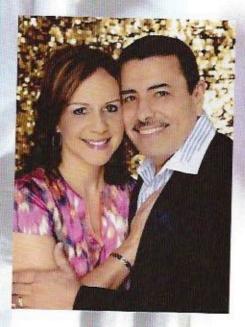


### DR. KRIS & CHRISTY MCCLUSKY

Home: Illinois Zurvita Status: Presidential Director Current Occupation: Chiropractor

As a chiropractor, I've been searching for 10 years to find a nutrition solution for the members of our clinic and have pretty much seen them all. That's until I found Zeal. The unbelievable ingredients, ease of use, and affordability of Zeal have resulted in many people enrolling into our practice. I've been really impressed by what Zeal has to offer. In my opinion it's the most complete combination of whole foods on planet earth, and I am excited to share it with the world!

I feel honored and blessed to be a part of what may end up being one of the most incredible/influential wellness movements of all time.



### PASTORS RODOLFO & NORMARELIS FONT

Home: Texas
Zurvita Status: Presidential Director
Occupation History: Pastors,
naturopathic doctor

We were introduced to Zurvita by a member of our church who showed us the simplicity of Zeal Wellness. Because of our naturopathic medicine background and knowledge of most of the ingredients of Zeal we were immediately sold on the product.

Since then we have seen the wonders of the benefits in many people to whom we recommended. After our first meeting with our CEO, Mark and Tracy Jarvis we were more captivated by their vision of hope and their love for God and His people. That was the time when we knew we had found that special opportunity we were looking for.



### IMEE PAINIT & LEE PETERSON

Home: Canada Zurvita Status: Presidential Director Occupation Background: Waitress, Red Cross supporter, factory worker

Before Zurvita, I had three jobs, which made me feel tired and unhappy because I just had no time for anything but work. When I began taking Zeal Wellness I felt energized, and it was then when I committed to myself to sharing Zeal part time. I feel more confident in myself because I have been able to share Zeal with my dear family. In fact, my mother has increased energy as well since taking the product.

Thanks to Zeal and the opportunity that comes attached, I have the financial freedom I've been searching for, including a new Mercedez-Benz. Life is good, yes, life is good!



### **BRIAN & MARCI MCCLELLAN**

Home: Utah
Zurvita Status: National Director
Occupation Background: Brian:
Shipping manager; Marci: Stay-athome mom

Being a part of Zurvita has been the most amazing journey we never expected to be a part of. We have finally found our passion for life, and we have grown leaps and bounds as individuals. We have grown together as a couple sharing Zeal with others, and it has enhanced our relationship with our kids. We love being a part of changing people's lives and thrive on helping others. Zurvita has blessed us to serve and lift others physically, mentally, spiritually, and financially.

When we joined Zurvita we were not sure it was going to happen for us, but it has been a dream come true because of our hard work and perseverance. Our lives have been changed for good and we are living the dream. It has been more than we ever expected and can't wait for the road ahead. We finally feel we are fulfilling our potential in life. Thank you, Zurvita!



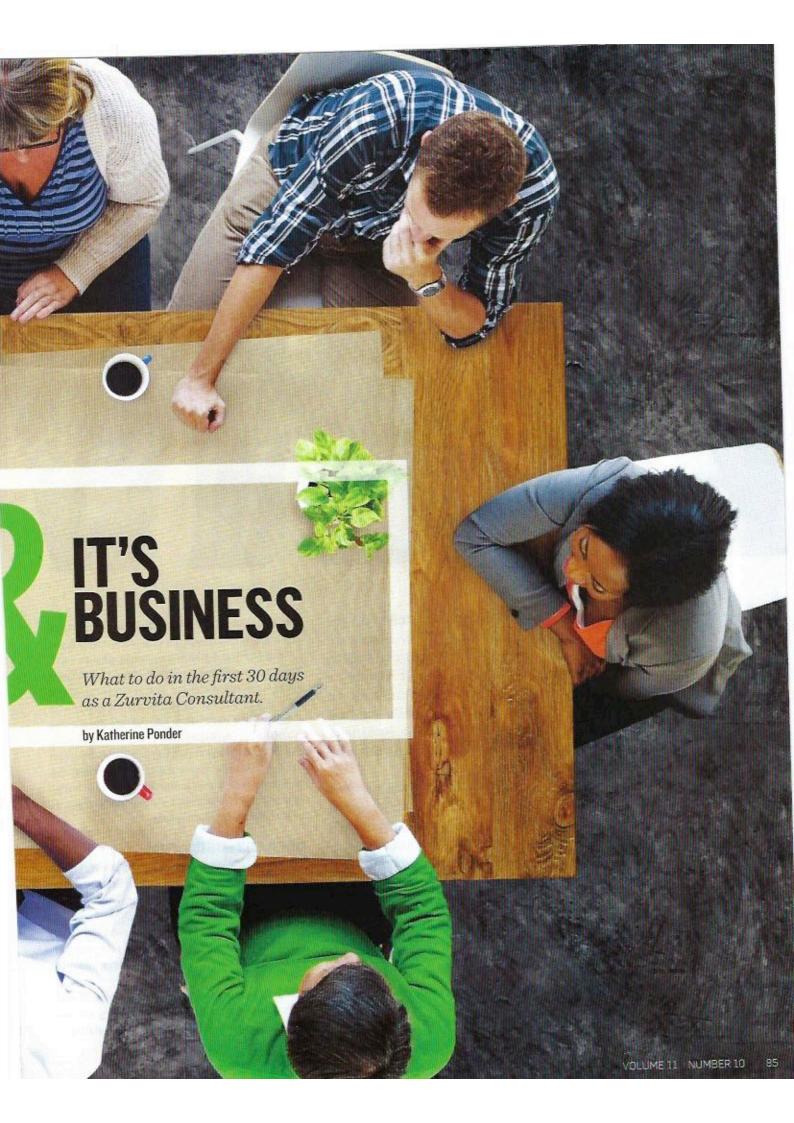
### TIM & LYNN WHITE

Home: Texas
Zurvita Status: National Director
Occupation Background:
Tim: Retired U.S. Navy Chief
(Russian Linguist),
former financial representative;
Lynn: Stay-at-home mom

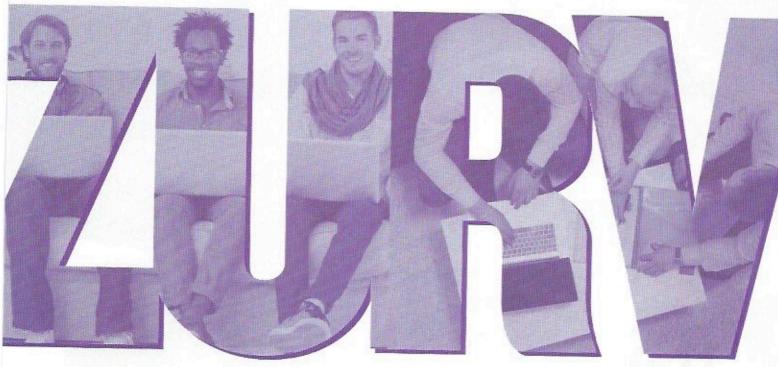
Being overweight, my wife Lynn and I took the Zeal Wellness 90-Day Challenge. I lost 40 pounds on the Challenge and have continued to keep the weight off and lose more weight. Lynn has dropped from a dress size 18 to a 12. She has more energy to keep up with grandbabies, and we both love how Zeal has improved our overall health. We love this product and share it with everyone.

We are currently working on helping our Zurvita team reach their goals. We attended the conference in Nashville recently, and Mark Jarvis, Zurvita CEO said something that resonated in my heart. He believed that each and every one at that conference needed to look inside themselves and make a shift in their thinking. We accepted that challenge and took advantage of all the tools and resources Zurvita offers and went to work. We are on the road to Ambassador and we know we will achieve that goal shortly.









66

We coach people to 'be yourself, have fun.' We teach them the basics, and they develop their personal approach. We take the stress out of them starting their business.

Mark Janvis, Zurvita Co-ÇEO and President

Zurvita is all about supporting its Consultants with the best technology can offer but combining it with personal touches throughout their journey. In fact, they have a mobile app that makes sharing the business opportunity as easy as sharing a video.

The personal approach comes out right at the start. First, people generally hear about Zurvita's

opportunity and Zeal products from a friend or family. Then, when someone joins Zurvita, the welcome team is on the job.

### **WELCOME ABOARD**

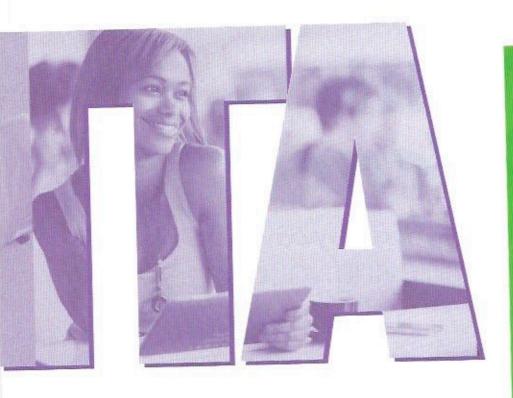
"We like that personal touch," says Debbie Travis, Vice President of Customer Relations. "As old school as that seems, people want to hear a voice." So, within 24 business hours, Zurvita's welcome team contacts new Consultants to welcome them to Zurvita. They make sure each Consultant received the initial email and can access the back office tools, and they answer any questions the Consultant may have.

In addition to this personal phone call, Zurvita provides an introduction email with a video message from the founders, Mark and Tracy Jarvis. It includes access to the Consultant's back office site, where even more training is available. The team follows up on the email with a textlinking to videos about the product and the opportunity. In addition, the company sends a welcome kit with brochures and supplies including a starter pack of products to share with prospects.

### POINTING THE PATH TO SUCCESS

Zurvita helps Consultants be successful with some key steps and goals for the first 30 days. "We have an All-Star program where if you can achieve the equivalent of \$3,000 in volume within 30 days, you get a bonus," says Co-CEO and President Mark Jarvis. "If you can get Consultants to the \$1,000 mark, their confidence goes through the roof."

To help reach this mark, sponsors work closely with Consultants to schedule a party within the first 30 days. The sponsor helps plan and



### ONGOING SUPPORT

Zurvita has a sales support division that continues to train and support their Consultants. "The vision of the department is to recognize and empower our Consultants to constantly achieve new levels," says VP of Sales Support Andre Sappingfield. "We also have two major conventions a year, along with Regional Success Summits where Consultants can receive advanced training and inspiration from the top leaders in the company. All of these events are great ways for Consultants to get together and network while building their belief level."

oversee a Consultant's first party, personally supporting them and helping them find their own approach to the business. In addition to explaining the products to new customers, Consultants use the party to share information about the Zurvita opportunity.

"The big goal is to get six people on the team within 30 days," says Jarvis. "You enroll two people, and then those two people get two more. That's it!"

### PERSONALIZING THE BUSINESS

"You don't have to become someone you're not," says Jarvis. "We coach people to 'be yourself, have fun.' We teach them the basics, and they develop their personal approach. We take the stress out of them starting their business. You don't have to be anybody else. If you're shy, you don't have to become extroverted. The parties are easy and everybody can do them," he adds. "You simply share the product and let everybody taste it, then show the video. The more simple and fun, the better the results. Our Consultants let the tools do the work!"





## CONNECTING WITH THE CUSTOMER

Zurvita always calls a customer after they receive their first order. "It gives that personal touch that our Consultants' customers deserve," says Jarvis. "We answer any questions they may have, and we're retaining that business for the Consultant. Ultimately we work for them."

"We are here and available for our Consultants," says Travis. "Our goal is not to do everything through technology. We know it has its place, and we support it with personal contact and interaction."



has attracted individuals themselves, their families and their teams. They are finding new meaning in their lives, meaning in their lives, thanks to what Zurvita thanks to offer. These has to offer. These

Consultants are rising stars on Zurvita's horizon.

### GUSTAVO & REBECA RODRIGUEZ NORTH CAROLINA

I tried Zeal Wellness and loved the energy that it gave me. It was just what I needed. I was going through a crisis that led to extreme tiredness and most of the day I was sleepy. What really inspired me to think about the business was my mother because she was also getting great results with taking Zeal. That's when I started sharing the product with my family and friends.

My husband Gus was completely against the idea of starting in the business. But after he tried Zeal Wellness and saw the energy it gave him, coupled with the fact I earned a \$400 bonus from sharing the product with family and friends, he started to think about joining in the business with me.

Now thanks to Zurvita and the good Lord above, our life has completely changed, and I never imagined that God would reach me through this company. We're really blessed to be part of the Zurvita family.





### JULIANNE DOLBEC MAINE

I'm the owner of a preschool with 27 children enrolled and worked full time 45-50 hours a week. My husband, Evan Dolbec is also self-employed with his own excavation and foundation business. We're a busy family and always on the go.

After I took my first Zeal Wellness I felt amazing within 20 minutes. Later that afternoon I decided to join Zurvita as an independent Consultant and became the first Consultant in Maine. That was February of 2015.

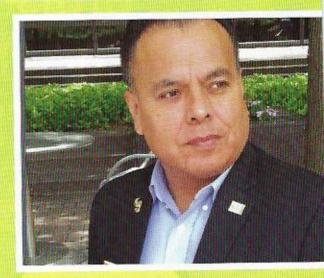
Within six days I reached All-Star and became car qualified and made just under \$3,000. I didn't join for the money, I joined because my goal for 2015 was to be able to spend more time with my family and have more freedom during the day and close down my preschool.

On March 31, 2015 after only being with the company for 55 days I hit National Director and got a brand-new Cadillac. Sharing Zeal was so easy to do! In less than two months I have reached my goal and will continue to work full-time with Zurvita and will be closing my preschool on June 26, 2015.

I never thought sharing this product in my small hometown of 2000 people would blow up like it did. Between parties and launch calls daily we are growing Team Maine every week. We are changing lives one sample bottle at a time in New England.

### FRANCISCO MARTINEZ HERRERA TEXAS

I was introduced to Zurvita in December 2013, and when I looked at the Zeal for Life Challenge, I got very excited. I knew the products were natural and good and just two weeks were enough to confirm that. The results of the product exceeded my expectations because it helps to detoxify in a profound way and nourish and restore the human body. In a short time you can see fantastic results. I was also struck by the business plan because it allows everyone the chance to win the same way. I have been waiting for this for so long. I personally feel very blessed to be able to help others and improve my health and create a better lifestyle. I have a powerful team of leaders who are achieving phenomenal results in each of their networks. I am so thankful to God and Zurvita.



## **Forward with**

MARK JARVIS, ZURVITA FOUNDER, CO-CEO AND PRESIDENT

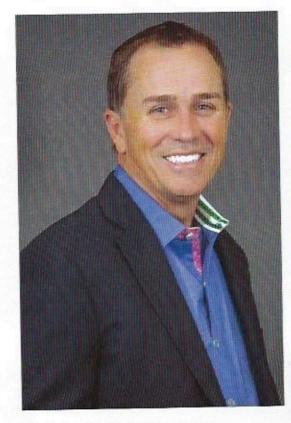
Our first seven years, it was all about laying a foundation; today, it's about fulfilling our purpose. Zurvita was created because everyone needs to believe that they matter. We call it the *Power of One!* We care about every single customer, consultant, employee and product ingredient. Our success can be attributed to never taking any one of these for granted. When people are working with this purpose they accomplish success each and every day! You can always help one person feel like they matter in a day, so you win every day!

We are having the largest event ever held in Zurvita coming up in August 2015. Our focus to close out 2015 is to develop the most aggressive compensation plan to help a new part-time person accomplish \$2,000 – \$5,000 per month. We believe we have put together a plan for progress unmatched in the industry for the everyday person to win starting part time. A new person can see their first \$1,000 in the first 30 days with our All-Star program. We have a step-by-step approach that will always have the step ahead seem achievable. Step by step, dreams come true! The company is blessed to have a group of leaders who are humble and willing to pour their lives into that brand-new person.

Our focus in 2016 will be the launching of the new Zurvita. We will be launching the rebranding of the company in February. The goal is to bring a fresh new look, feel, and clear message about our product offering. We believe we will connect to the customer from our branding process in a simple, inviting way that will cause the customer to want to experience the Zeal difference. This will make sharing the products easier than ever before for our Consultants.

We are excited about the Consultants who will be joining the company in the next three years, as they will be a part of the foundation of what promises to be a great company. God has blessed us with an amazing first few years, but our faith is we haven't seen anything yet. Our corporate team sends out a special thanks to our amazing Consultants who have made all of this possible!

God Bless, Mark Jarvis



Mark Jarvis, Zurvita Founder, Co-CEO and President

Join the fastest growing team... www.SuccessStoriesGroup.com