

PREMIUM
LIFESTYLE
EXPOSED

THRIVIN

EXPANDING
THE EMPIRE

LE-VEL
CONTINUES TO
RAISE THE BAR



ROCKSTAR
THRIVERS
LEADING THE
MOVEMENT



WHAT
IS
THRIVIN?



THRIVE BY LeVel

more than a

product, it's

a wellness

movement!

LE-VEL.COM



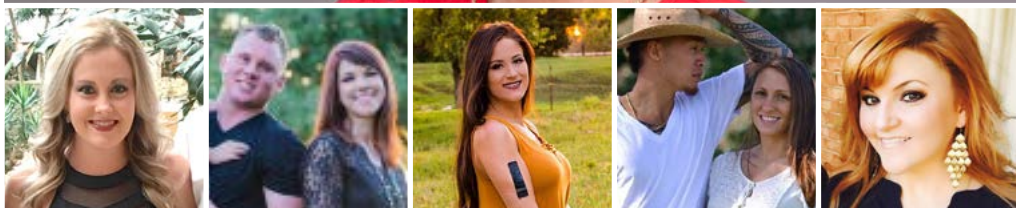
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JAMI LINDBERG

AND MANY OTHERS
SOAR TO NEW
HEIGHTS WITH THEIR
LE-VEL BUSINESS



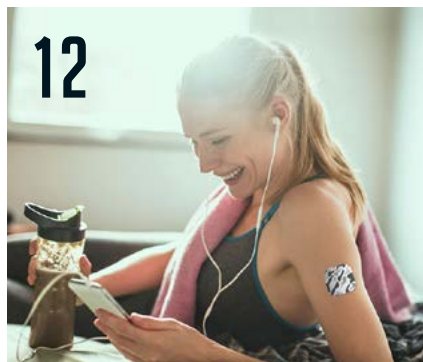
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Q&A WITH JASON & PAUL

*Since its launch in 2012, Le-Vel's success has been spearheaded by its Co-Founders, **Paul Gravette** and **Jason Camper**. We sat down with the company leaders to learn firsthand their vision for Le-Vel.*



Q: THIS IS THE INAUGURAL ISSUE OF *THRIVIN*. WHAT IS YOUR VISION FOR THE PUBLICATION?

PAUL: Thrivin is what we all seek to be in life — thrivin emotionally and thrivin physically. Our products are a part of your daily life, just like the shoes on your feet and the phone in your hand. I think the magazine is going to be a magnet for a lot of people who are outside the direct sales world. It will attract them not only to the product, but to the movement, culture and the lifestyle it represents.

JASON: *Thrivin* is really going to complement our brand and culture as a whole. We want to accomplish two things with this publication. First, we want to recognize the Promoters who are out there building our brand. Second, when you see *Thrivin* on the newsstands and you're not a Promoter or a customer, we want to provide interesting articles that speak to your lifestyle and create interest around Le-Vel. We're so much more than a three-step product system. This company's culture impacts people physically, mentally and financially.

Q: LE-VEL ANNOUNCED THE LAUNCH OF *THRIVIN* AT THE NEW ORLEANS LIFESTYLE GETAWAY. WHY ARE EVENTS LIKE THIS SO IMPORTANT?

JASON: The Lifestyle Getaways are such a vital part of our culture. There is a huge need to be face to face in the direct sales industry. Most companies have conventions, but in our pursuit of being different, we didn't want to make people sit for eight hours on a Saturday and Sunday. We wanted something more fun. That's how the Lifestyle Getaway was birthed. Every 90 days, we have a trip. And they're not just for top income earners. These trips create excitement for many regarding what's next in the company and help inspire movement toward higher levels.

JASON CAMPER

CO-FOUNDER
AND CO-CEO



PAUL: The next two Lifestyle Getaways will really cement how big Le-Vel is about to become over the next 24 months. The projects we have in motion and all the campaigns coming, that's what I get excited about. We are going to show our Promoters we are complete partners with them as we work toward our goal of even greater brand expansion.

Q: YOU MENTIONED EXPANDING THE BRAND. WHAT DOES THAT LOOK LIKE?

PAUL: We want to assist our Promoters in building the Le-Vel brand. One of the more exciting things we've done is put up billboards on major highways nationwide, and wrap 18-wheelers with our company branding. Whether it's in football stadiums, on television, billboards or 18-wheelers, we're spending a lot of time and effort to raise awareness of the brand. And with so many people participating daily in our social channels, you can see we are the most vibrant company in the direct selling space.

Q: LE-VEL RECEIVED THE BRAVO GROWTH AWARD FROM *DIRECT SELLING NEWS*. WHAT DOES THIS RECOGNITION MEAN TO YOU?

JASON: Every year, *Direct Selling News* studies industry companies and builds a ranking system around the results. Last year, we were fortunate enough to experience the most growth of any direct selling company in the world. We topped out at \$350 million in sales for 2015. The year before was around \$100 million. In 2016, our goal is to do more than \$500 million, and we're already ahead of that goal.

PAUL GRAVETTE

CO-FOUNDER
AND CO-CEO





You may have heard the old adage that 20 percent of your customers contribute to 80 percent of your sales. Knowing this, you should focus your efforts on your loyal 20 percent. When it comes to nutrition, however, you'll want to flip that philosophy on its head. Focus on 80 percent healthy eating to achieve better health — whether that includes weight loss or maintenance, or simply the desire to gain energy and feel better.

This approach to nutrition, however, runs counter to what we see from the diet industry every day, where perfection is the unattainable standard. Whether it's the cabbage soup diet, grapefruit diet, hCG, any one of a host of juice cleanses, straight-up fasting or something similarly tortuous, extreme diets all share several characteristics: They're restrictive, often omit key nutrients and, most important, can be dangerous. And none of them are lifelong approaches. Care to eat cabbage soup for the next 20 years? And let's say you lose weight with one of these extreme approaches. Will that weight stay off? If you used one of these extreme approaches to take the weight off, well, the odds aren't in your favor. Approximately 65 percent of dieters return to their pre-dieting weight within three years, according to Gary Foster, Ph.D., Clinical Director of the Weight and Eating Disorders Program at the University of

The
BEAUTY
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Pennsylvania. Maybe that's why the 80/20 rule is gaining legions of fans for its more realistic approach to eating: Eat healthy, nutritious, whole foods 80 percent of the time, and allow yourself some wiggle room for your favorites 20 percent of the time. There are no forbidden foods, just an emphasis on making wise choices the majority of the time, and keeping your eye on the big picture.

"I'm totally a fan of it," says Chris Freytag, fitness trainer, health coach and founder of gethealthyu.com. "Health and fitness is a lifestyle, and most of us like moderation in life. When we give ourselves 20 percent leeway, we tend to stick with it. If healthy isn't fun, you won't care. There has to be an element of enjoyment. A healthy lifestyle is achieved by the sum of all of your choices."

People are throwing around the terms "whole foods" and "clean eating" pretty loosely these days. What do they mean? In a nutshell, it means foods in as close to a natural state as possible. Your 80 percent would include foods like lean meats, fish, plenty of vegetables, nuts, whole grains, legumes and dairy. Your 20 percent might include that cheeseburger, a scoop or two of ice cream, a serving of fries, a beer or glass of wine. And by all means, drink water as often as possible.

You'll also want to keep an eye on your protein-to-carbohydrate ratio. Your diet should mostly consist of protein of some sort—fish, poultry or other lean meat—while the remainder should consist of minimal carbohydrates, fats, fibers and sugars. If losing weight is your objective, then your intake of carbohydrates and sugars should be kept as low as possible. Carbohydrates

provide you with energy, but excess carbohydrates become stored fat. When you cut your carbohydrates below what the body requires on a daily basis, your body turns to stored fat, instead, to supply your energy for the day.

Teresa Cutter, chef and author of the book *The 80/20 Diet*, names three keys to success with the 80/20 approach: fresh, nutritious food; a goal of exercising five times per week (and split into two daily sessions, if desired); and rest/relaxation, meaning a goal of seven to eight hours of sleep each night, along with rewards like the occasional massage, deep breathing, yoga, and/or a night on the couch with a good book or movie.

How you structure your 80/20 is really up to you and how you work best. Some prefer to save their 20 percent for the weekends, while others take an 80/20 approach to each day. What does that look like? Maybe you have dessert or alcoholic beverages, or both, only on weekends. Maybe you treat yourself to the meal of your choice on two nights out of seven each week. Or maybe you allow yourself some dark chocolate and a glass of wine at the end of each day where you've eaten well. The choice is yours. The key, however, is not to let your 20 percent mushroom into

30 percent or more. If you're trying to lose weight and not seeing any results, consider adjusting your ratio and/or portion sizes.

"I'm not a fan of the term 'cheat days,'" Cutter continues. "That implies we're being naughty. The key is moderation." At the same time, "Most people aren't completely honest. They may be more 60/40 or even 50/50." If you're not seeing results, it may be time to re-examine the foods you're consuming, your portion sizes or your exercise habits. But "never go cold turkey with any changes," Freytag advises. "Change one thing at a time. Slow change allows you to see what's working and what isn't."

The 80/20 rule also may be used for exercise. For example, aim for at least 30 minutes of physical activity five times a week. You could take the weekends off, or two days of your choice during the week. This allows you room for mornings when you can just roll over and treat yourself to some extra rest. Freytag follows a rule in which she never takes more than two days off in a row from exercise. Even if she's traveling, she'll find a creative solution to incorporate some activity into her day.

The beauty of the 80/20 approach is that it's a lifestyle, not a short-term solution. This is a sustainable mindset in which you know nothing is off the table. It's realistic and reflective of the busy lives all of us lead. Our schedules are always changing, and we have to allow ourselves room to make adjustments. The good news is that, even when so many unhealthy food choices are at our fingertips, we've also never had so many healthy options available to us. All it takes is commitment. And the payoff – feeling and looking better – is well worth the effort.

ANNOUNCEMENTS



NEW AUTUMN- INSPIRED FLAVOR

Le-Vel has released another new flavor of one of its top-selling products: Apple Pie Lifestyle Shake Mix! The THRIVE Experience consists of three products that work together synergistically: the Lifestyle Capsules, the DFT delivery system (Derma Fusion Technology), and the Lifestyle Shake Mix. After introducing both chocolate and strawberry flavors alongside the original vanilla shake, Le-Vel announced a delicious Apple Pie version this summer. Initial sales have been strong, and the company plans to roll out additional flavor varieties in the coming months. Says Le-Vel Co-Founder and Co-CEO Jason Camper, “There is a lot of consumer loyalty with the original flavor, but we also want to bring options for customers who want to diversify their morning regimen.”



THRIVE FOR KIDS

Building on the scientific research behind the breakthrough THRIVE system, Le-Vel has created THRIVE K Premium Kids Formula. The prepackaged and processed foods that are a staple of the American diet often leave children with nutritional gaps. The THRIVE Experience as a whole is intended to fill in those gaps and make up for any nutritional deficiencies. This new product is a simple way to provide children with an appropriate blend of vitamins and minerals to help them be alert and mentally focused during the day and get the nutrition they need to be healthy and strong. For parents who are already thriving with Le-Vel, THRIVE K Premium Kids Formula will be a great addition to their everyday life!

GET READY FOR A NEW PRODUCT!



Since its inception, Le-Vel has revolutionized the health and wellness industry, from operating the company without a brick-and-mortar headquarters to developing innovative products, like its pioneering Derma Fusion Technology system. Says Jason Camper, “We try to be very novel and distinctive in every product that we launch. From the formula itself and the efficacy of the ingredients we’re using to the manufacturing processes and the branding, we want to be the best.”

Keeping its focus on innovation, the company will provide Promoters with a sneak peek of what’s around the corner this fall — a product so revolutionary, it has to be kept under tight wraps until the official launch.

“I think it’s going to be another blockbuster announcement that will propel our Promoters’ and customers’ rewards. The demand is going to be instant,” says Co-Founder and Co-CEO Paul Gravette. Le-Vel will unveil teaser videos and preliminary announcements on the website and through social media throughout October and November, before finally pulling the curtain back to reveal the company’s next breakthrough innovation before the end of the year.

Adds Camper, “I can’t even fathom what the close out of 2016 and the start of 2017 is going to do for this company. If you look at why we’re different in the marketplace and who we are, this grand punch we’re about to throw further solidifies our position as one of the world leaders in nutritional supplements.”



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NOTABLE LE-VEL
PROMOTERS WHO ARE
QUICKLY RISING TO THE
TOP!

Promoters are the lifeblood of Le-Vel, and the heartbeat of the THRIVE Experience. Their passion for our products not only helps others live happier, healthier lives, but also propels us toward our goal of building a global premium lifestyle company. Here, we profile select Promoters from across the country who are taking Le-Vel further. As independent business owners, they are achieving personal success while introducing others to a whole new way of living. Collectively, they demonstrate what it means to thrive in every way!

THRIVIN

PROMOTER ROCKSTAR

JAMI LINDBERG

JAMI LINDBERG IS
SOARING TO NEW
HEIGHTS WITH HER
LE-VEL BUSINESS.

Jami Lindberg didn't think she needed THRIVE products. After all, the mother of two ate a healthy diet and worked out regularly, so losing weight wasn't a concern. "Meanwhile, I was drinking two or three lattes a day and napping every afternoon. But I thought that was normal," says Jami. But when she saw her sister's energy boost and brand new Lexus, Jami was ready to learn more.

Jami tried the product and found she had more energy and mental clarity throughout the day. She stopped taking naps, because she was sleeping soundly at night. "I tell people, your life will change with the product. You're going to want to get up and get moving," she says.

Although initially skeptical about relationship marketing, Jami has always been eager to help other women and develop her own leadership skills. After working as a flight attendant for several years, she moved into a management position before taking time off to start a family. Jami later started her own small business to help other women entrepreneurs with marketing and social media.

When she joined Le-Vel, Jami reached out to her network of friends and clients to get them thriving with her. Sharing the product was easy, she says, because she had experienced such positive changes firsthand. "Women naturally are sharers, and when you feel good, you want to tell people," she says.

While Jami reached 200k VIP in only eight short months, her success didn't happen by accident. "My husband and I set goals together. I knew the sacrifice my family and I were initially going to make, because I watched my sister go through the same thing.

We sat down very early on and created a vision board as a family to imagine the success we were after," she says. The vision board included short- and long-term goals, as well as fun activities the family wanted to participate in, like attending away games for Arizona State football and taking the family to Disneyland for Christmas.

Says Jami, "Le-Vel has allowed for the bigger extras." Jami couldn't be happier.



WORDS OF WISDOM

What is your favorite daily habit that has helped you become successful?

Quiet time every single morning. The days I don't get that in, I'm a mess. Being thankful to the Lord and remembering my place in this is key.

What is the best advice you can give a Promoter looking to achieve the next level?

Connect with an upline leader who is where you want to be and do what you know you need to do to move up. My greatest growth has been learning from my leaders and following the system.

What is the best advice you can give to someone looking to acquire more customers?

Treat Facebook as your storefront. If you owned a boutique, you would go in every morning, tidy it up, and turn on the lights. You wouldn't leave trash in the window. Your friends on social media want to see positivity. Share happy things and talk about what THRIVE is doing for you.



ALYSON MONGLER

WORDS OF WISDOM

What is your favorite daily habit that has helped you become successful?

Every morning, I pick out an inspirational quote and send it to my Promoters to encourage and motivate them throughout the day.

What is the best advice you can give to someone looking to acquire more customers?

Think about people you know who need the product — people who are tired all day long, don't sleep well at night, or are dealing with aches and discomfort. Have the mentality that you're helping them by making their lives better. Focus on keeping their best interests in mind and remember that it's about them.

What is the best way to build lasting relationships with your team?

It's very important that your team trusts you. Being a leader has some responsibilities that go along with it. I want my team to feel like they can trust me and to come to me with any issues they may be dealing with.

TOP OF THE CLASS

Alyson Mongler completely changed career paths, thanks to her passion for Le-Vel.

BY LESLIE THOMPSON

College students are known to drink large quantities of coffee and soda, and Alyson Mongler was no exception. Frequently looking for an energy boost, she became intrigued when she saw a fellow student wearing DFT and became curious to learn what the product could do for her.

“When I tried THRIVE, I didn’t even feel like I needed a nap. In fact, I felt better than I had in a long time,” says Alyson, who soon made the decision to become a Promoter. “I was excited about the product and already had people asking about it. I knew there were people in my life who I could help,” she says.

Within a month, Alyson earned her auto bonus and was making enough to leave her part-time job as a preschool teacher. Three months later, she earned her first Lifestyle Getaway, and in May, the bubbly 24-year-old made 200K VIP. Says Alyson, “I knew if I was able to hit that before I graduated, I would be able to work my Le-Vel business full time.”



BRITTNEY WILLIAMS

WORDS OF WISDOM

What is the best advice you can give a Promoter looking to achieve the next level?

Consistency is key! This can be a part-time business, but it cannot be a "sometime" business if you want to take it to the next level.

What is the best advice you can give to someone looking to acquire more customers?

Make it about them! Never pass an opportunity to share this experience with them. We never, ever run out of people to contact, we just reach the end of our comfort zone.

What inspires you the most about Le-Vel's culture?

I love that our culture is centered around helping other people. I get to work alongside so many others who are devoted to changing lives.

A NEW LIFE

Brittney Williams went from clipping coupons to buying a new home, thanks to her Le-Vel business.

BY LESLIE THOMPSON

With two little ones in diapers and a husband working nights with the police department, Brittney Williams was exhausted and under tremendous stress. She spent hours clipping coupons and had a cleaning business on the side to help make ends meet. Then a new client called Brittney about cleaning her house, and everything changed.

"I saw the world of a Le-Vel Promoter. She was happy and had this spark, and I felt like I was not even enjoying life with my family," Brittney says. When she worked up the nerve to ask about the business, her client sent her home with a 7-day THRIVE trial pack and a link to Le-Vel's fan page.

"A lot of stories showed tired moms who got their happy back. I thought, maybe this is our answer," Brittney says. Within days of

starting her THRIVE Experience, she had more energy and her sugar cravings were gone.

"I was a customer for three weeks before I clicked the Promoter button," admits Brittney, who posted selfies with her DFT proudly displayed and arranged three-way calls with her upline to build her business. Since then, she and her husband have been able to purchase their dream home and retired him from his job at age 28.

"It doesn't matter if you live in the middle of nowhere," says Brittney, adding, "Le-Vel has made it so that average people can do extraordinary things."



DELIVERING RESULTS

Why millions of excited customers are loyal.



If you've ever spent any time in the natural foods section of your nearest grocery store, you know the nutritional products market is one crowded place. How on earth are you supposed to tell which of those products work and which, if any, are worth the price tag? While many may have similar ingredients, the quality can vary dramatically, which in turn affects not only the results you get, but also how long those results last.

“I FEEL BETTER THAN EVER. WHAT’S IN LE-VEL’S PRODUCTS ANYWAY?”

Le-Vel gets this question multiple times a day, and they love answering it.

We sat down with Le-Vel to learn more about the products that are exciting so many people. There are three very distinct characteristics about Le-Vel's proven product line.

PREMIUM-GRADE INGREDIENTS

From the outset, Co-CEOs, Co-Founders and Co-Owners Jason Camper and Paul Gravette made an unwavering commitment to sourcing the very highest-quality ingredients they could find, period. It's a more significant outlay of revenue for Le-Vel, but those ingredients deliver results. Le-Vel was built with an infrastructure that allows it to make that worthwhile investment.

"We've conducted multiple and successful clinical studies – including double-blind and placebo-controlled studies – that validate the safety and efficacy of our products as well as invested substantial resources in researching the safety and efficacy of the ingredients we use," says Drew Hoffman, Le-Vel's Chief Operating Officer and Chief Legal Officer. "We also engaged Ohio State University to run statistical analyses on our products and their results."

Think of it this way: if you're ordering dinner in a restaurant, would you prefer the one made with locally sourced, pesticide-free produce or the one made from canned vegetables?

"We pride ourselves on sourcing ingredients that have the highest bioavailability ratios we can find," says Le-Vel Co-CEO Jason Camper. Bioavailability is representative of the nutritional content an ingredient carries, and what the body is actually able to absorb. If the ingredient passes through your system quickly, you're not reaping the benefits.



*"We pride ourselves
on sourcing
ingredients that
have the **highest**
bioavailability
ratios we can find."*

— JASON CAMPER,
CO-FOUNDER
AND CO-CEO

PRODUCT FORMULAS

Le-Vel's products include a proprietary blend of nutrients and vitamins that, combined, produce the incredible results reported by millions of customers worldwide. Those formulas are the result of careful consultation, research and testing with a scientific advisory team of a combined 200-plus years of experience. "The number-one question customers are asking is 'What is the secret ingredient in THRIVE?,' and the answer is: all of them," Camper says. "It's the synergistic blend of the formula. There's a method to our madness."

UNIQUE DELIVERY MECHANISM

If you have premium-grade ingredients but a subpar delivery system, you simply don't get the same results. That's why Le-Vel products utilize such highly advanced delivery mechanisms as Derma Fusion Technology, or DFT (including our patented Black Label product). DFT infuses the skin, or derma, with Le-Vel's advanced nutritional formulas. This technique allows consumers to enjoy maximum benefits throughout the day, to look and feel their best. Le-Vel's Sequential Gel Technology is another great example of an unconventional, yet highly effective, delivery system. Sequential Gel Technology products, such as FORM, MOVE and REST, have been designed to begin absorbing in the mouth and then the stomach and intestines, facilitating maximum absorption by the body.

These three critical elements work together and are the science behind our success – and, most important, your health.

LE-VEL'S NEWEST ADDITION TO THE PLUS LINE



TAKE YOUR LIFESTYLE TO A PURE LEVEL

pure energy⁺ | pure focus⁺ | pure stamina⁺
zero calories | zero sugars | premium lifestyle shot

LE-VEL•COM

⁺ These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



LAURA WELLS

WORDS OF WISDOM

What is the best advice you can give a Promoter looking to achieve the next level?

Keep it simple. To take it to the next level, you've got to show others this business is simple, fun and social. It has got to be something they can duplicate.

What is the best way to build lasting relationships with your customers?

I send text messages asking how they're loving the THRIVE experience. I also reward customers with free credits or a free product, as a customer appreciation. Helping people THRIVE for free is amazing. If they're having a good experience and they're not paying for it, why wouldn't they continue?

What inspires you the most about Le-Vel's culture?

I love how humble the leaders are. At Le-Vel, from Jason and Paul down to my leadership team, generosity and humbleness touch everything. The whole foundation is based on helping others live the life they deserve.

A SEASONED VETERAN

After learning the ropes in direct sales, Laura Wells found a permanent home with Le-Vel.

BY LESLIE THOMPSON

As the president of one of the largest organizations for women entrepreneurs, 75 percent of whom are involved in direct sales, Laura Wells had the inside scoop on the industry. Being that she was already a part of direct selling herself, Laura initially dismissed a friend who approached her with Le-Vel's opportunity.

"I honestly ignored her for two years," admits Laura, who eventually agreed to try THRIVE as a favor. The product not only gave her enough energy to kick her longtime coffee habit, but also dramatically helped her husband, a veteran.

Thanks to her strong network, Laura built her team quickly and qualified for her first Lifestyle Getaway in only six weeks. She has earned two more trips since then.

"The business side of Le-Vel impresses me as much as the product itself," says Laura. "Paul and Jason have nailed it. It's like they've read the private diaries of direct sellers everywhere and granted every single wish, fit them all into one company, and named it Le-Vel."



RHINESTONE COWGIRL

Thanks to Le-Vel, Shawanna Payntier has freedom to enjoy her favorite pastime.

As a young girl, Shawanna Payntier loved animals and couldn't spend enough time with them, but as an adult, she had to work three jobs to afford her growing menagerie. "I was an Acuscope therapist for horses, I sold real estate, and I sold haircare products," says Shawanna, who owns five dogs and 12 horses. The long hours helped fund her hobby of barrel racing, but left little room for much else. Even so, Shawanna was eager to become a Promoter after discovering the THRIVE Experience, and fit her Le-Vel business into the nooks and crannies of her packed schedule.

"If you're completely consistent every day, this opportunity will work for you. Then you won't be as busy and you'll have free time," says Shawanna, who earned her 12K auto bonus in only a month. Six months later, she was able to quit her three jobs.

"Now, I can ride my horses every day. I can have dinner with my family," says Shawanna. "Le-Vel has completely changed my life."

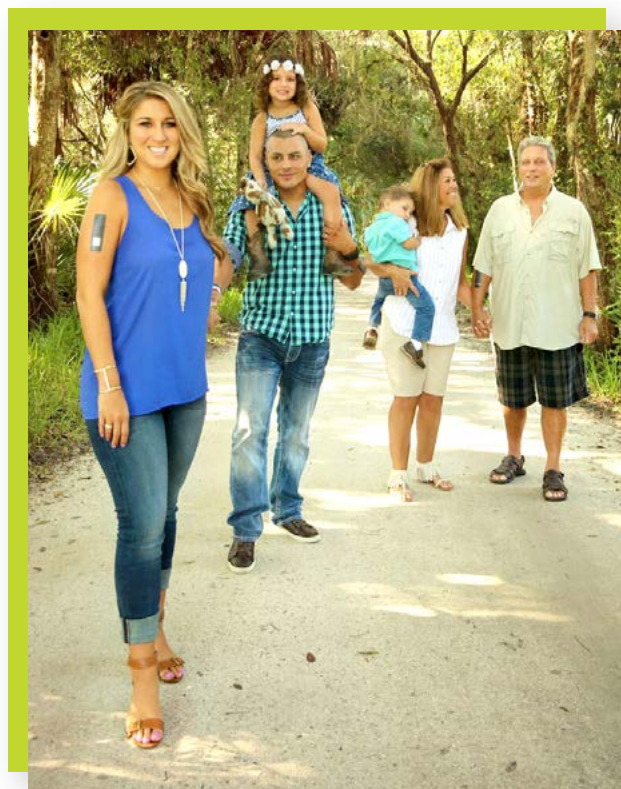
RENEWED HEALTH

*Former hairdresser **Dana Chuva** lost her baby weight and found a new purpose with Le-Vel.*

Dana Chuva was overworked, overtired, and sinking deeper into debt. As she and her husband struggled to make ends meet, Dana would see hairdressing clients in her kitchen while caring for their two small children. The stress was taking its toll. "I would stay in my pajamas and lived on the couch until someone wanted their hair done," admits Dana.

After learning about THRIVE from a friend, she ordered the product, hoping it would do for her what she saw in others — and it did. She lost more than 20 pounds and had seemingly boundless energy. Dana posted about her experience on Facebook "morning, noon and night," and friends were soon eager to join her as Promoters. Helping others become healthy and financially free motivated Dana to focus on her business, and she achieved 200K VIP in six months.

"We now have a brand new house we designed. We drive two luxury cars we earned through the auto-bonus. We're able to take vacations we've never even thought of," says Dana. "The business has made us not only feel like rock stars, but look like rock stars!"





IVYONNA NORTH

WORDS OF WISDOM

What is your favorite daily habit that has helped you become successful?

I keep my capsules by my bedside, I keep my shake downstairs, and I slap on my DFT first thing in the morning. It's so simple compared to other companies. I love how easy it is to wake up and Thrive!

What is the best advice you can give to someone looking to acquire more customers?

My Promoters write a list of 10 to 20 people they know and then reach out to them individually. We'll share little trial packages with samples to each person. In return, the customers post about their THRIVE Experience and bring in 10 new people who will get their free trial.

What is the best way to build lasting relationships with your team?

Stay connected with those who are actively doing calls and building their business. At the end of the day, my team helps me build my business just like I help them build theirs, so I try to reach out at least every week to offer support.

OVERCOMING OBSTACLES

A young mother of two, Ivyonna North leveraged social media to build her Le-Vel business fast.

BY LESLIE THOMPSON

Being a teenage mother deters many young women from finishing school or pursuing their career goals, but when Ivyonna North became pregnant at 17, she turned a challenge into an opportunity.

"I documented my pregnancy on YouTube and Instagram," says Ivyonna, who shared her journey of what becoming a mother meant to her through social media. She soon developed a loyal fan base, which helped drive her success when she discovered Le-Vel.

Says Ivyonna, "When I first started promoting, I was 19 years old living on my own and working full time. I had two kids under the age of two and could barely afford to pay for daycare." She started posting status updates about how THRIVE helped her lose her

baby weight and gave her more energy. Messages from friends and social media fans came pouring in. Excited and hopeful, Ivyonna took a leap of faith and focused on building her Le-Vel business.

One year later, this ambitious young mom is thriving in every way. "I am able to live on my own and pay my own bills. I no longer have to rely on anybody for help," says Ivyonna. She adds, "I'm able to travel, and my vehicle is paid for. I feel so responsible!"



JAMES LEONHARDT

Because of Le-Vel, I get to help others create a lifestyle of freedom simply by sharing their THRIVE Experience with others for FREE. Everyone is waiting to hear from you - be the catalyst for positive change today!

KATIE DIXON

Paul Gravette and Jason Camper have revolutionized the health and wellness industry and instilled values within the company you just don't see anymore. I never imagined living the life we are. Le-Vel changes lives and it will change yours if you allow it to.



MICHELLE COVINGTON

Grow the team under you, share your story, focus on the three steps and use the proven system of relying on your upline. Let's help others to feel as great as Le-Vel makes us feel!

JESSIE RIBBLE

Thanks to THRIVE, I truly feel ALIVE! I now have energy to become the best version of myself in every aspect of life. It's my mission to share this amazing feeling with others!





KIANA WEAVER

WORDS OF WISDOM

What is your favorite daily habit that has helped you become successful?

Logging into my cloud office to see how my team is doing. It's the first thing I do after my three steps and the last thing I do before I go to sleep.

What is the best advice you can give a Promoter looking to achieve the next level?

Never give up. We don't always immediately hit goals we set out for ourselves, but if we keep pushing, we'll eventually make it.

What is the best advice you can give to someone looking to acquire more customers?

Share with everyone. There is always another person you can speak to, whether it's someone standing in line at the grocery store, or a friend or cousin you haven't talked to in a while.

RIDING THE WAVE

Building her Le-Vel business in Hawaii has taken Kiana Weaver to new heights.

BY LESLIE THOMPSON

Kiana Weaver loved being a stay-at-home mom, but raising a family on one income was hard. When she learned about direct selling and Le-Vel, her fiancé encouraged her to go all in.

Because it is free to sign up, Kiana and her fiancé became Promoters before they even tried THRIVE. Kiana admits she was scared waiting for the starter kit to arrive because she was afraid the product wouldn't work. "Once I got it, the product did exactly what it was supposed to do," she says.

As a busy parent, Kiana appreciated the fact that THRIVE took just three steps. The simplicity also made it easy to share the product with others. Says Kiana, "I know a lot of people have super

busy schedules, and they're not able to do things in the middle of the day. With the system being three things in the morning, I feel like anyone can do it." She also tells all her customers how to THRIVE for free by helping two other people THRIVE with them.

For Promoters, duplication is key, notes the 80K VIP. She stresses the importance of teaching your team everything they need to know to succeed, and offering them continual support. "If you don't share the tools, your team's not going to be able to grow," says Kiana. She adds, "And if they don't grow, you won't grow."



BETH NORMAN

Le-Vel has given my family the life they deserve. I AM happy! I AM healthy! I AM full of life! WE ARE financially free! I am determined to do anything I set my mind to, thanks to Le-Vel's life-changing products.

BECKY DRAKE

Le-Vel is more than a nutritional supplement; it is a lifestyle that has touched every aspect of our lives. For those who are new, ranking up, or struggling, never give up! Your dreams will become a reality!

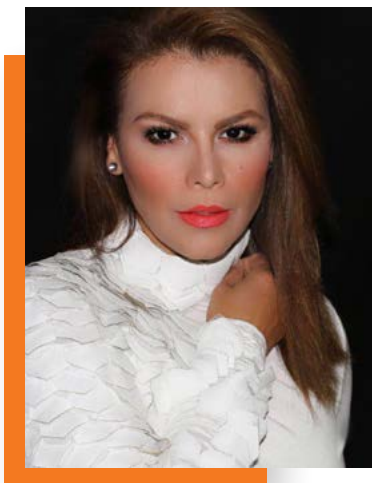


DANIELLE COSTANTINO

Le-Vel offers the American Dream...FREEDOM. As with any business, massive action and consistency are a must! Go all-in and commit to being here in one year. Be coachable, shut out negative noise and follow the leader to create incredible success!

OLGA TANON

Having started as a customer, I became a Promoter right away when I saw all the opportunity to positively impact people. My new Le-Vel lifestyle changed both my health and finances. Join us and live the THRIVE Experience!



6

THINGS HOLDING YOU BACK

How to Get Out of Your Own Way



Are you someone who bolts from the starting gate when you're beginning a new opportunity, fueled by energy, optimism and hope? Do you keep that momentum going all the way to the finish line, or do you unexplainably lose steam and stall somewhere just shy of the finish line? Now here's a more pointed question: How often have you done this? As you reflect over your life – both personal and professional – do you see a pattern? If so, you just might be your own worst enemy. Getting out of your own way may be the most effective action you can take to get to the next level. But first, determining what your self-imposed barriers are, and then kicking them to the curb, requires a bit of soul-searching.

1

YOU'RE STUCK IN THE PAST.

Our internal belief systems are based on our experiences, and if you've had some negative outcomes, it's easy to view your prospects for success as dim. Getting unstuck requires that you identify the cause of that negativity and view it in a more philosophical light. Instead of being discouraged because you made a mistake, for example, label it as a key learning experience from which you've grown and become stronger. Relabeling the experience as empowering enables you to move beyond the confines you created for yourself. You no longer have an excuse for not succeeding.

2

YOU ALLOW BUSY WORK TO EAT UP YOUR TIME.

Throughout your day, you're faced with multiple "time-suckers" that can steal your productivity if you let them. Those include email; mobile phones; friends, family or co-workers who stop by to chat; and back-to-back meetings that could be avoided with a simple email exchange or phone call. Put your phone and email alerts on silent, and schedule a designated time to respond to email and phone calls. Hang up your "Do Not Disturb" sign, close your office door, or if that's not an option, find your voice – explain to passers-by that you're on a deadline. As for meetings, before organizing them, ask yourself "Can this be accomplished with a phone call or email?" If not, draw up an agenda, including a designated end time and communication of next steps and those responsible for completing them.

3

YOU'RE A PROCRASTINATOR.

In the international best-selling book *Eat That Frog!*, author, executive and professional speaker Brian Tracy quotes Mark Twain, who once said, "The first rule of frog eating is this: If you have to eat two frogs, eat the ugliest one first." What on earth does that mean? As Tracy explains, "Your 'frog' is your biggest, most important task, the one you are most likely to procrastinate on if you don't do something about it. It is also the one task that can have the greatest positive impact on your life and results at the moment... if you have two important tasks before you, start with the biggest, hardest and most important task first."



**GETTING OUT OF
YOUR OWN WAY
MAY BE THE MOST
EFFECTIVE ACTION
YOU CAN TAKE TO GET
TO THE NEXT LEVEL.**

4 YOU DON'T TRUST YOURSELF.

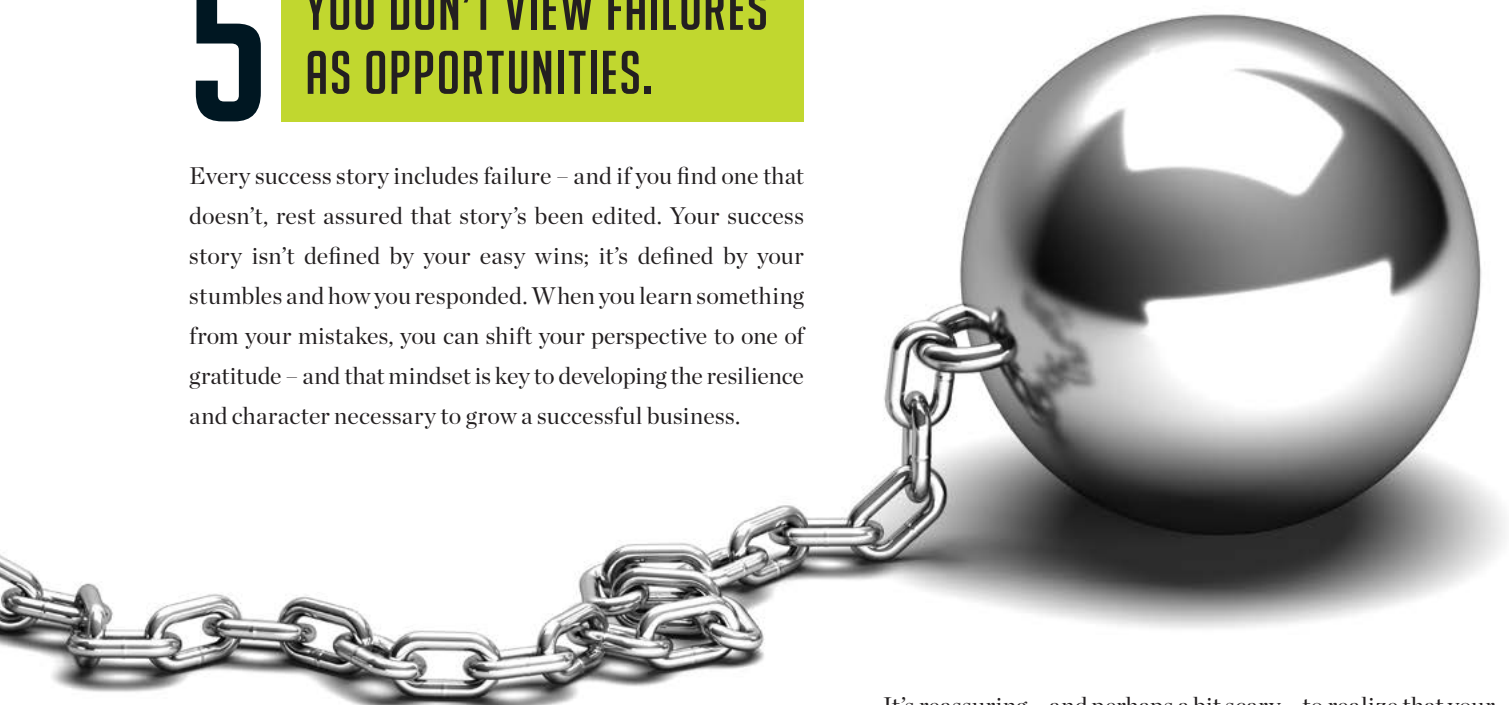
It's all too easy to develop a case of the "shoulds" based on what everyone else seems to be doing. If your instincts tell you you're on the right path, stay the course. Of course, you can't trust yourself before you believe in yourself. How would you answer the question "What do you believe in?" or "What's important to you?" Your life and your experiences are yours alone, and they shape your beliefs. Stand by them, be proud of them, and let them guide you. If you keep those beliefs at the forefront of your decisions, the pathway to success becomes clearer and more defined. As author Doe Zantamata says, "Your intuition is the most honest friend you will ever have."

5 YOU DON'T VIEW FAILURES AS OPPORTUNITIES.

Every success story includes failure – and if you find one that doesn't, rest assured that story's been edited. Your success story isn't defined by your easy wins; it's defined by your stumbles and how you responded. When you learn something from your mistakes, you can shift your perspective to one of gratitude – and that mindset is key to developing the resilience and character necessary to grow a successful business.

6 YOU FEAR SUCCESS.

Sounds preposterous, right? But if you succeed, you might actually have to become that person you've been saying you want to be. You may have to step out into the spotlight, where all of those self-perceived flaws become visible. Your best tactic to stave off fear of success is to start learning. Read, take courses, find mentors. Develop yourself from within, so you stop blaming external factors for holding you back from your dreams. Take action – it's up to you!



It's reassuring – and perhaps a bit scary – to realize that your future is entirely up to you. Your story is uniquely yours, and it has value, whatever potholes you may encounter along the way. Best of all, you get to write the next chapter. What will it be? Allow yourself to succeed by committing to your goals.

DERMA FUSION TECHNOLOGY



THRIVE DFT



BLACK LABEL



DFT ULTRA

THE WORLD'S ONLY
WEARABLE NUTRITION



3 simple steps to THRIVE ALL DAY

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