



product catalog



Our Story



JERRY BRASSFIELD FOUNDER & CEO

We all have the power to take control of our health

COMMITTED TO MAKING THE WORLD A HAPPIER AND HEALTHIER PLACE

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

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

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

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Offering Solutions to Vital Needs





FIGHTING CHRONIC DISEASE AT ITS CORE

It's time to reverse the trends

The World Health Organization projects that by 2020 chronic disease will account for almost three out of every four deaths worldwide.

Chronic diseases include:

- Heart Disease
- Cancer
- Diabetes
- Stroke
- Chronic Respiratory Disease

GOOD NEWS - THE SOLUTION IS CLEAR

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



WEIGHT MANAGEMENT



PHYSICAL ACTIVITY

And a diet rich in whole food nutrients found in:



WHOLE GRAINS



o Vitality

FRUITS & VEGETABLES



FISH

GUESS WHAT'S IN PRO VITALITY? See pages 6-7.

The NeoLife Difference

PURITY, POTENCY AND PROOF

For over 50 years, generations of families all around the world have counted on NeoLife to do what no other company can do: produce products that are based on the finest whole food, human food chain ingredients and proven effective by millions of satisfied customers.

- Researched: World-leading scientists, researchers and nutritionists search for effective solutions to promote and protect your long-term health.*
- Pure: Skilled technologists select only the finest raw materials to ensure the highest level of ingredient purity.
- Potent: NeoLife products are developed with the latest scientific expertise and state-of-the-art technology to concentrate and standardize the active ingredients in raw materials. This ensures the final product delivers all the benefits that nature intended.
- Tested: Each product undergoes rigorous testing using the very latest scientific methods to ensure safety, quality and effectiveness. NeoLife products use only GMO-free ingredients and routinely test for potential contaminants.
- Proven: Clinical studies proving the effectiveness of NeoLife

products have been published in some

of the world's most prestigious scientific journals. Our unique and enduring commitment to scientific excellence has attracted the attention of researchers from the United States

Department of Agriculture, Centers for Disease Control, major universities and respected scientific institutions around the world.



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

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



Our philosophy BASED IN NATURE

NeoLife products provide the finest natural ingredients to help you achieve optimal health and well-being.

BACKED BY SCIENCE

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

GUARANTEED QUALITY

We take pride in the unwavering quality and safety standards that have ensured the effectiveness of our products for over 50 years.

DOING WHAT'S RIGHT

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







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

A History of Scientific Excellence

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

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





Mark Lowman Vice-President of Product, Science and Technology



John R. Miller Product Technologist, Researcher, SAB Director



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



Arianna Carughi Ph.D., C.N.S.,



David Shepherd Ph.D., Microbial Biochemist



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

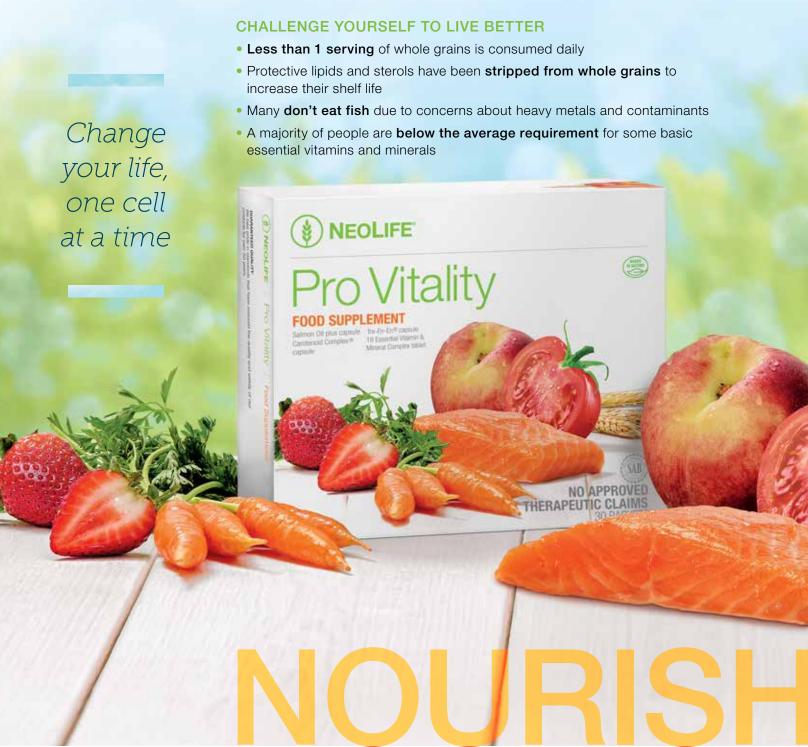


Diane Clayton
Ph.D., Biochemist, Nutritionist,
Health Practitioner



Liz Applegate Ph.D., Nutrition, Sports Nutritionist

Pro Vitality™— Essential Cellular Nutrition





NeoLife Wellness Pyramid

DISCOVER THE PEAK OF WELLNESS

Along with a healthy diet and lifestyle, Pro Vitality can help you achieve your ideal wellness pyramid by filling in the nutritional gaps of the typical diet.





A DAILY PACK OF POSSIBILITIES

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









Pro Vitality #1909 – 30 packets

Powerful nutrients that support*:

Abundant Energy

Powerful Antioxidant Protection

Lifelong Heart Health

Optimum Immune

Strength

Healthy Brain Function

Flexible, Healthy Joints

Clear Vision

Youthful Skin, Hair and Nails

Lifelong Cellular Health

Natural Genetic
Anti-Aging Function

FOUR ESSENTIAL NUTRITIONALS

Tre-en-en®

FEED YOUR CELLS – ENHANCE YOUR ENERGY

The world's first and only whole grain lipid and sterol supplement proven to enhance energy and vitality by optimizing cellular nutrition. A study conducted at Texas A&M University showed it improved nutrient utilization efficiency.* See page 8.

2 Carotenoid Complex™

PROTECT YOUR CELLS – OPTIMIZE YOUR IMMUNITY

The world's first and only whole food supplement clinically proven by USDA researchers to protect heart health, and boost immune function. It provides the protective power of carotenoids from whole fruits and vegetables. A high potency formulation of broad spectrum carotenoids—so unique we patented it!* See page 9.

Omega-III Salmon Oil Plus™ BALANCE YOUR CELLS - MAXIMIZE GOOD HEALTH

Clinically-proven to support heart and cardiovascular health, and to lower inflammatory index by 68% in just eight weeks. This pure and potent fish oil is complete with standardized amounts of all eight omega-3s and screened for over 200 potential contaminants with an allowable detection limit

of ZERO.* See page 10.

Essential Vitamin & Mineral Complex NOURISH YOUR CELLS

Based on over 50 years of nutritional expertise, this proprietary blend of 18 essential vitamins and minerals helps bridge the dietary gap prevalent in many of today's diets. *See page 11*.

Discover What's Inside Pro Vitality™



- Tre-en-en® Grain Concentrates FEED YOUR CELLS - ENHANCE YOUR ENERGY
- Carotenoid Complex™ PROTECT YOUR CELLS - OPTIMIZE YOUR IMMUNITY

YOUR CELLS ARE HUNGRY, FEED THEM!

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

TRE-EN-EN® SUPPLIES WHOLE **GRAIN LIPIDS AND STEROLS** MISSING IN OUR DIETS

Tre-en-en® Grain Concentrates #19142 - 120 capsules



[‡]Less than one fifteenth of what you would get in a bowl of gluten free cereal.

Unhealthy cell



Nutrients can't get in, Waste can't get out

Healthy cell with Tre-en-en



Nutrients get in, Waste get out

ENERGY STARTS WITH NUTRITIONAL ASSURANCE AT THE CELLULAR LEVEL

Tre-en-en is the world's first and only whole grain lipid and sterol supplement proven to enhance energy and vitality by optimizing cell membrane function. It energizes your entire body by helping your cells function more efficiently.

TRE-EN-EN FEEDS THE CELLS

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

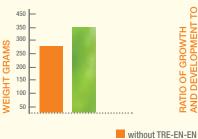
PROVEN PERFORMANCE

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

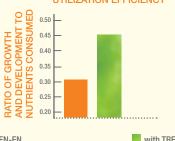
STUDY CONDUCTED AT **TEXAS A&M UNIVERSITY**

ENHANCED CARDIOVASCULAR

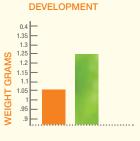
OPTIMIZED OVERALL



GROWTH & DEVELOPMENT



IMPROVED NUTRIENT **UTILIZATION EFFICIENCY**



with TRE-EN-EN

NeoLife products use only GMO-free ingredients.





2

PROTECT YOUR CELLS

Optimizes immune function by providing a full spectrum of protective carotenoids from a variety of nutrient-rich fruits and vegetables.

CLINICALLY-TESTED AND PROVEN

The first and only whole-food carotenoid supplement proven by USDA researchers to protect heart health and boost immune function.



Boost overall immune function by 37% in just 20 days





37%

JUST 20 DAYS

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

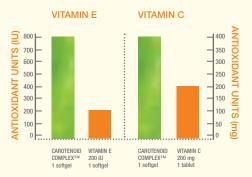
AN IMMUNITY BOOST FROM GARDEN AND GROVE

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

FULL-SPECTRUM GOODNESS THAT'S EASY TO ABSORB

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

MORE ANTIOXIDANT POWER THAN VITAMINS E AND C



Discover What's Inside Pro Vitality™



- Omega-III Salmon Oil Plus™ BALANCE YOUR CELLS – MAXIMIZE GOOD HEALTH
- Essential Vitamin & Mineral Complex NOURISH YOUR CELLS

HEART, BRAIN, JOINTS AND MORE

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



THE WORLD'S
FINEST ULTRA HIGH
POTENCY FISH OIL,
COMPLETE WITH
STANDARDIZED
AMOUNTS OF ALL
EIGHT OMEGA-3s,
WITH GUARANTEED
PURITY.

Clinically-Proven Benefits

BIOAVAILABLE

Readily absorbed and rapidly assimilated into cell membranes.

CARDIO PROTECTIVE

- Reduced triglycerides by 17%
- Improved omega-3 index by 38%
- Improved the ratio of omega-3 to omega-6 fatty acids by 43% in eight weeks

BALANCES INFLAMMATION

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

IMPROVED OMEGA-3 INDEX



LOWERED INFLAMMATORY INDEX



SALMON OIL PLUR

OVERSTAND PROVED THERAPEUTIC CLAIMS

TO OPPLIE

Omega-III Salmon Oil Plus[™] See pages 18-19 for more details. #19131 – 60 capsules

Results presented and published in the American Journal of Clinical Nutrition, Free Radical Biology & Medicine, Annals of The New York Academy of Sciences, and Federation of American Societies for Experimental Biology. (Visit www.neolife.com for more information on research results and publications.)

NeoLife products use only GMO-free ingredients.





BRIDGE THE DIETARY GAP

Based on over 50 years of nutritional expertise, this proprietary blend of 18 essential vitamins and minerals helps bridge the dietary gap prevalent in most of today's diets. It provides a balanced blend of a wide spectrum of micronutrients essential for cellular health.

The blend includes iron in an amount appropriate for both men and women to help increase the ability of red blood cells to carry oxygen efficiently to promote feelings of vitality.



VITAMINS AND MINERALS BRIDGE THE DIETARY GAP



ESSENTIAL VITAMIN & MINERAL COMPLEX:
NOURISH YOUR CELLS

SACKED SY SCIENCE

Delicious Daily Nutrition



NeoLifeShake Canisters, 16 servings #1907 – Rich Chocolate, 672 gms #1908 – Creamy Vanilla, 656 gms

Advanced Features:

PROPRIETARY PROTEIN BLEND

- Biologically-complete with all 22 amino acids including the nine essential ones
- Scientifically-advanced blend for superior amino acid profile
- Soy
- Milk
- Caseinates
- Whey (rich in muscleretaining branched chain amino acid—Leucine)
- High PDCAAS (protein quality score)
- Rich source of protein with 26g per serving—39% of the Daily Value



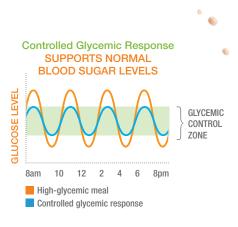
PROPRIETARY FIBER BLEND

- Rich source of fiber with 5g per serving— 20% of the Daily Value
- From whole food sources—soy, oat and guar
- Promotes satiety, digestion and heart health

PROTEIN - DRINK IN THE BENEFITS

NeoLifeShake is a delicious way to take in wholesome daily nutrition, powering your body with quality sources of protein, fiber, vitamins and minerals. Great for the whole family!

Protein feeds your cells and boosts energy, helps your body build and repair tissues, fuels the creation of enzymes, hormones and antibodies, and promotes healthy bones, muscles, cartilage, skin and blood.



Glycemic Response Controlled

Minimizes fat storage— Promotes fat burning

Includes Muscle-Retaining BCAAs

(Branched Chain Amino Acids)

Promotes Gut-Brain Satiety Signaling



NEOLIFE EXCLUSIVES

- Protogard Process low temperature blending protects amino acids, maximizes nutritional value
- Multi-Enzyme Blend plant-derived enzymes improve digestibility
- Neo-Plex Concentrate whole food antioxidants including vitamin C and citrus bioflavonoids
- Choline and Inositol lipotropic factors to support fat utilization and resist fat build-up
- Metabolically-Balanced ideal Protein, Carbohydrate, Fat ratio
- 25 Essential Vitamins and Minerals





best sellers

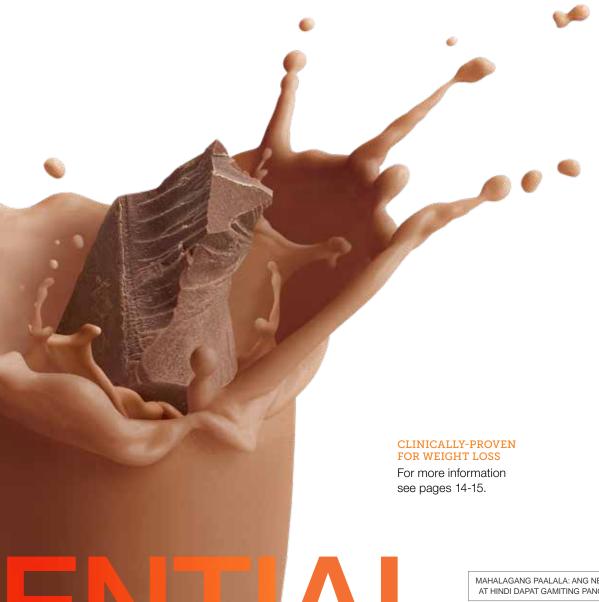
NeoLife products use only GMO-free ingredients.

DAILY PROTEIN REQUIREMENT



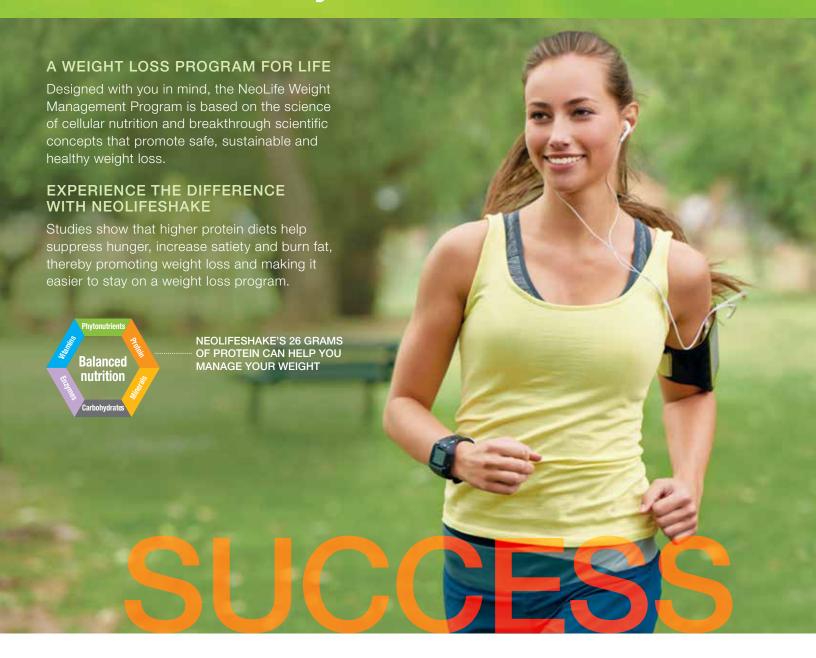
Higher amounts recommended for growing children, teens, pregnant and lactating women, and people trying to lose weight.

Source: Department of Science and Technology - Food and Nutrition Research Institute (DOST-FNRI)



Feel-good facts: No Artificial **Sweeteners** No High Fructose **Corn Syrup No Artificial** Colors **No Preservatives** No Genetically Modified Organism (GMO) **Ingredients** No Gluten Contributing Ingredients No Cholesterol **No Saturated Fats** No Hydrogenated **Fats/Trans Fats** 90% Lactose Free

Love Your Body



HEALTHY
MEAL PLAN:
EAT FIVE TIMES
A DAY TO STAY
ENERGIZED AND
SATISFIED.



NeoLifeShake

Pro Vitality



AM SNACKHealthy Snack

LUNCHNeoLifeShake



PM SNACK

• Healthy Snack



DINNER

Balanced Meal

weight management

NeoLife products use only GMO-free ingredients.

NeoLifeShake clinically proven benefits:



Weight Loss



Cardio Protective



Reduced Body Fat and Body Size



Lowered Body Mass Index (BMI)

NeoLifeShake

- Proprietary blend: 26g of high quality protein
- Biologically complete with all 22 amino acids
- 25 essential vitamins and minerals
- 5g of satisfying fiber
- No artificial colors, sweeteners or preservatives added
- Mixes easily in water
- Only 213* calories



Canisters, 16 servings #1907 - Rich Chocolate, 672 gms #1908 - Creamy Vanilla, 656 gms



*Powder mix with 240 ml non-fat milk

Safe, sustainable and healthy weight loss

Lost 41 lbs.[†]



TINA VALDES

"I reached a point in my life where I was desperate to change. In five months I lost 41 lbs!† I have a delicious chocolate NeoLifeShake every morning for breakfast. NeoLife has helped me change my life!"

Lost 35 lbs.[†]



MARY ACUFF

"I've lost 35 lbs.† in the 18 months since I started using NeoLifeShake. This is the first time in a long time that I've been able to keep my weight off for more than a year—and I keep losing!"

Lost over 240 lbs.⁺



CARLOS TRISTAN

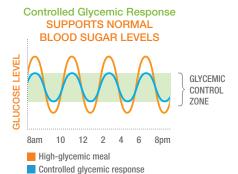
"Thanks to NeoLife products, NeoLifeShake, and Pro Vitality, I lost over 200 lbs.† in 18 months and dropped four shirt sizes! The hard work pays off. I never imagined I would be blessed like I have been."

[†]Results are not typical. In an open label clinical study participants lost an average of 5.27 lbs. over a 12 week period.

Why It Works

GLYCEMIC RESPONSE CONTROL TECHNOLOGY

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



BUILD AND MAINTAIN LEAN MUSCLE

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

STAY FULL AND ENERGIZED

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



Safe, sustainable and healthy weight loss

Lost 30 lbs.†



JESSICA TRAUTNER

"I gained weight in college and struggled to lose it, nothing was sustainable. With NeoLifeShake I lost 10 lbs.† in one week. I've lost 30 lbs.† in total and kept it off for over a year. I feel better than ever!"

Lost 20 lbs.[†]



MOE CHUN

"Drinking NeoLifeShake and seeing results motivated me to balance my daily diet. I feel like my body was reset and I feel so much healthier after losing 20 lbs.† It's simple: set a goal and drink NeoLifeShake!"

Lost 69 lbs.[†]



TRACY BURNS

"I lost 32 lbs. in three months.† When I switched to NeoLifeShake, I really started seeing a difference. Two months later I lost 23 more lbs.† But this isn't my 'After'-this is my 'In Progress' to reach my ultimate goal!"



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



†Results are not typical. In an open label clinical study participants lost an average of 5.27 lbs. over a 12 week period.

Get to the Heart of Your Wellness

GET YOUR BLOOD PUMPING WITH BROAD NUTRITIONAL SUPPORT

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











Power Up Your Cellular Energy!

NeoLife CoQ10 uses advanced biogenic technology to source natural, pharmaceutical grade CoQ10 (ubiquinone), delivered in a highly bioavailable form. Combined with a unique profile of critical 'partner nutrients' to

promote and protect total cellular energy production at the mitochondrial level*

- NeoLife exclusive
 Mitogenic Phyto-Lipid
 & Sterol Blend. Sourced
 from whole grain lipids and
 sterols known to support
 optimal mitochondrial
 structure and function
- L-cysteine, the "rate-limiting" amino acid needed for cellular biosynthesis of the mitochondrial protector glutathione.
 L-cysteine is known to support mitochondrial function and strengthen inner-cellular protective systems
- NeoLife Proprietary
 Polyphenol Blend delivers
 natural, whole-food
 sourced polyphenols, plus
 resveratrol from red grapes
 to provide extra antioxidant
 protection and to promote
 mitochondrial protection
- Unique encapsulation technology. Digestion begins in as little as 2 minutes, promoting rapid absorption.

Carotenoid Complex[™]

Only whole-food carotenoid supplement proven by USDA and CDC researchers to support immune function. Powerful immune boosting carotenoid nutrients from carrots, tomatoes, spinach, red bell peppers, strawberries, apricots and peaches.

See page 9 for more details

#19281 - 90 capsules

Garlic Allium Complex[™]

NeoLife research and development brings to you all the heart health benefits of garlic at clinicallysignificant levels in our exclusive formula.

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

#1936 - 60 tablets

Vitamin E Plus Wheat Germ Oil

Vitamin E has been shown to support immune, brain, prostate and colon health as well as youthful looking skin. It is particularly known for its heart health benefits.

- Helps inhibit oxidation of cholesterol because of its powerful antioxidant effects
- Improves immune function, especially in the elderly
- Whole-food-sourced natural vitamin E is full spectrum and more potent than synthetic forms
- Breakthrough watermiscible technology enhances absorption

See page 33 for more details.

#19181 - 100 capsules

Our exclusive heart healthy products help:

Retain Normal Blood Pressure

Retain Healthy Cholesterol Levels

Lower Triglycerides

Lower Homocysteine

Omega-III Salmon Oil Plus™

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

NATURAL

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



#19131 - 60 capsules

	Salmon Oil Plus
Total omega-3s per serving	1070mg
EPA	460mg
DHA	480mg
DPA	50mg
Other 5 healthful omega-3s for complete family of all 8	80mg

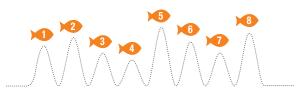
heart health

NeoLife products use only **GMO-free ingredients.**

Simply pure. Simply beneficial.

Proprietary molecular differentiation process concentrates beneficial omega-3s using cold processing. Omega-III Salmon Oil Plus is screened for over 200 potential contaminants, such as mercury and lead, with an allowable detection limit of ZERO.

PROPRIETARY MOLECULAR DIFFERENTIATION PROCESS



CONCENTRATES ALL 8 BENEFICIAL OMEGA-3S IN HIGH POTENCY

Potent and Full Spectrum

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

Clinically-Proven Benefits

- Cardio-protective
- Balances inflammation

See page 10 for more details.

MEET THE WHOLE FAMILY OF OMEGA-3 FATTY ACIDS

- ALA alpha-linolenic acid
 - SDA stearidonic acid
 - ETA(3) eicosatrienoic acid
 - ETA eicosatetraenoic acid
 - EPA eicosapentaenoic acid
- HPA heneicosapentaenoic acid
- DPA docosapentaenoic acid
 - B DHA docosahexaenoic acid



Think Fast, Think Smart



sharper mind

NeoLife products use only GMO-free ingredients.

20X



20 TIMES THE PUNICALAGINS OF FRESH POMEGRANATE JUICE! 5-10X



5-10 TIMES THE RESVERATROL OF FINE RED WINE!

6X



6 TIMES THE ALPHA-LIPOIC ACID OF FRESH SPINACH! **7X**



7 TIMES THE ANTIOXIDANT POWER OF RIPE RED TOMATOES!

Based on ounce to ounce comparisons



Tré Nutritional Essence is

POTENT AND UNIQUE

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

POWERFUL

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

DELICIOUS AND CONCENTRATED

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

HEALTHY AND SMART

Tré is a revitalizing essence with a low glycemic response.



ENHANCE YOUR MEMORY AND FOCUS

Omega-III Salmon Oil Plus™

- Supports brain function
- Supports fetal brain and eye development

See pages 18-19 for more details.

#19131 - 60 capsules

Performance Nutrition

FUEL YOUR PERFORMANCE

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

BUILDING BLOCKS FOR STRENGTH AND ENDURANCE

Protein is the essential building block for health. It is critical for muscle retention, tissue repair, healthy blood formation, hormonal balance, immunity and virtually every other function in the body. We offer protein that provides a full complement of all 22 amino acids involved in human nutrition low in fat and cholesterol free to support optimum health.



Protein sparing carbohydrates

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



NeoLifeShake

For daily nutrition and weight management

- Proprietary blend: 26g of high quality protein
- Biologically-complete with all 22 amino acids
- 25 essential vitamins and minerals
- 5g of satisfying fiber
- No artificial colors, sweeteners or preservatives
- Mixes easily in water
- Only 215 calories

See page 12 for more details.

#1907 – Rich Chocolate, 672 gms #1908 – Creamy Vanilla, 656 gms *Powder mix with 240 ml non-fat milk

OTHER ENERGY NUTRITIONALS

CoQ10 NEW!

NeoLife CoQ10 uses advanced biogenic technology to source natural, pharmaceutical grade CoQ10 (ubiquinone), delivered in a highly bioavailable form. Combined with a unique profile of critical 'partner nutrients' to promote and protect total cellular energy production at the mitochondrial level

- Delivers 100mg of natural, highly bioavailable CoQ10 in a clinically proven dose, for cellular energy production
- Promote cellular energy
- Boost overall energy and stamina
- Enhance muscle cell energy production and renewal
- Reduce muscle pain and soreness associated with statin use

#1925 - 60 capsules

Athletes Powered by NeoLife

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



Marko Albert ESTONIA

CYCLIST: 2014 IRONMAN CHAMPION

Favorite Products:
NeoLifeShake, Cal-Mag Plus D,
Sustained Release Vitamin C,
Vitamin E, Acidophilus Plus

energy and fitness

NeoLife products use only GMO-free ingredients.

FLEXIBILITY



Full Motion®

- Supports healthy cartilage to improve cushioning in joints
- Facilitates being and staying active See page 25 for more details.

#3505 - 90 tablets

Chelated Cal-Mag®

- With 200 IU Vitamin D3
- Helps build and maintain strong bones
- Supports proper muscle contraction and nerve transmission See page 24 for more details.

#19322 - 150 tablets

Omega-III Salmon Oil Plus™

Promotes normal inflammatory balance during daily physical activity. See pages 18-19 for more details. #19131 -60 capsules

ENDURANCE



Recover faster, compete longer and fuel your body to WIN!

Formula IV®

 Broad spectrum of nutrients with lipids and sterols to enhance cellular absorption #19161 - 120 capsules

Chewable All-C™

- Vitamin C with NeoPlex Concentrate to enhance nutrient absorption and protect wholefood components from oxidation
- Supports strong immunity #19421 - 90 tablets

Vitamin E Plus Wheat Germ Oil

 For powerful antioxidant protection #19181 - 100 capsules

See pages 32-33 for more details.

RECOVERY



NTS®

- Muscle retention
- Fat mobilization
- Lean tissue development
- Overall body toning muscle

#19211 - 120 tablets



Katrina Webb **AUSTRALIA**

TRACK AND FIELD: PARALYMPIC GOLD MEDALIST

Favorite Products: Pro Vitality, NouriShake, Cal-Mag, Vitamin B Complex, Vitamin C, Vitamin E Complex, Garlic Allium Complex

Strong Bones...

STRONG BONES TOMORROW NEED FOCUSED NUTRITION TODAY

You need more than just calcium to **build strong bones**. 80% of us also do not get adequate magnesium and 60% don't get enough vitamin D – nutrients critical for supporting calcium absorption and utilization. NeoLife's exclusive formulas **combine the power of calcium with magnesium and vitamin D3** to help build strong bones for a lifetime of good health.

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



Chelated Cal-Mag Plus Vitamin D₃

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

- Provides vitamin D₃, the form that is readily absorbable and highly bioavailable
- Pharmaceutically pure, seashell-derived calcium
- Exclusive double amino acid chelation to promote higher calcium and magnesium absorption
- Formulated with the preferred 2:1 ratio of calcium to magnesium to best meet your body's needs

#19322 - 150 tablets

Are you at risk?

About 80% of women over age 20 get less than the recommended daily amounts of calcium.



Healthy Joints

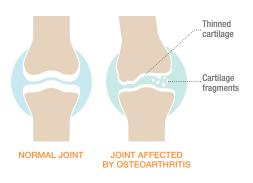
bone and joint health

NeoLife products use only GMO-free ingredients.

Full Motion®
Glucosamine, a nutrient that occurs naturally in our

MAINTAIN COMFORT AND MOBILITY

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





NO APPROVED

THERAPEUTIC

• 1,500mg of glucosamine hydrochloride – Scientifically proven effective amounts in easy to digest form, sulfite-free – minimizing risk of digestive discomfort and allergic reactions

bodies, has been shown to

stimulate the **regeneration of healthy joint cartilage** by
inhibiting the enzymes that

break down the cushioning

in joints, thereby promoting

comfort and flexibility.

 Herbal Comfort Complex

 Exclusive blend of specially selected herbs and phytonutrients – bromelain, white willow and boswellia

provide long-lasting relief

 Regenerative Mineral Complex – Provides a unique blend of key joint health minerals – zinc, boron and silica

 The 3D Advantage – Unique delivery technology maximizes disintegration, dissolution and dispersion for easy digestion and optimal bioavailability

#19121 - 90 tablets

Omega-III Salmon Oil Plus™

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

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

See pages 18-19 for more details.

#19131 - 60 capsules



Immune Boosting Nutrition

Strengthen your body's natural defenses

Daily phytonutrient protection has the power of six optimal servings from a variety of fruits and vegetables, to support your body's natural defenses.

COMBINING THREE POWERFUL NUTRITIONALS

• 3 capsules of Carotenoid Complex

2 tablets of Flavonoid Complex

1 tablet of Cruciferous Plus

CAROTENOID COM PLEX: CLINICALLY PROVEN IN A STUDY CONDUCTED BY USDA RESEARCHERS

IMMUNE FUNCTIO N IN JUST 20 DAYS*



immunity

NeoLife products use only GMO-free ingredients.

VITAMIN C

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

Chewable All-C[™]

 Provides vitamin C delivery in a delicious, fruity form that everybody enjoys

See page 33 for more details.

#19421 - 90 tablets



Carotenoid Complex™

Only whole-food carotenoid supplement proven by USDA researchers to support immune function.

Powerful immune boosting carotenoid nutrients from carrots, tomatoes, spinach, red bell peppers, strawberries, apricots and peaches. See page 9 for more details.

#19281 - 90 capsules

Flavonoid Complex™

Tested and proven under United States National Cancer Institute protocols to support immune function.

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

#19241 - 60 tablets

Cruciferous Plus™

Tested and proven under United States National Cancer Institute protocols to support immune function.

Phytonutrient power of cruciferous vegetables – broccoli, radish, kale, black and brown mustard and watercress in a convenient tablet form.

#19171 - 60 tablets



3+



2+



1









Bring Better Digestion to the Table

MAKE DIGESTIVE UPSETS A THING OF THE PAST

There's nothing that can put a damper on your day quite like digestive issues. What many of us don't know is that these issues, whether it's bloating or problems with irregularity, may be your body's warning signs to make positive changes for your long-term health. NeoLife's specially targeted formulas deliver a broad range of digestive support so you can enjoy a wide variety of foods with confidence and comfort.

Acidophilus Plus™

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

- · Intestine-targeted probiotics
- Five billion 'live' microorganisms per two capsules the same as in 10 servings of yogurt, and the convenience of once a day serving
- Isolated from cultured dairy foods, so you can get the benefits without the extra calories from these foods
- Proprietary blend of five types of clinically proven probiotics: Lactobacillus acidophilus, Lactobacillus bulgaricus, Lactobacillus casei, Bifidobacterium bifidum and Streptococcus thermophilus
- Exclusive 'Gel-Gard' Enteric Protection System Guarantees
 Delivery by protecting against harsh stomach acid and ensuring that
 maximum numbers of live bacteria are delivered in the intestine

#19741 - 60 capsules

Pay less for your daily dose of probiotics

Five billion 'live' microorganisms in two capsules of Acidophilus Plus—the same as in 10 servings of yogurt!

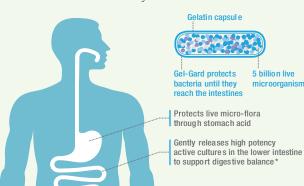




×10

EXCLUSIVE GEL-GARD™ ENTERIC PROTECTION SYSTEM

Guaran tees delivery of beneficial cultures







CLAIMS Four Supplement AN CAPSULES

digestive health & specialty

NeoLife products use only GMO-free ingredients.



SPECIALTY NEOLIFE NUTRITIONALS ARE FORMULATED FOR YOUR SPECIFIC NEEDS.

Exceptionally Pure Herbs, Time-Tested Benefits

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



Time-tested goodness of pure Aloe Vera Soothes away stress, energizes, and promotes wellness and digestive comfort.

- Refreshes and relaxes with juice from 'gel only' for optimal taste and efficacy
- Herbal tea blend with Ginseng to energize and Chamomile to calm and relax
- Natural lemon flavor adds to great taste, and only 13 Calories per 50ml serving #1960 – 1000 ml, 20 Servings



Nutrition to Grow On

CHEWABLE. SHAKEABLE. DRINKABLE. UNSTOPPABLE.

Count on NeoLife nutrition, carefully designed with your children's special nutritional needs in mind.



WITH TRE-EN-EN®
GRAIN CONCENTRATES
FOR CELLULAR ENERGY



WITH CAROTENOIDS AND FLAVONOIDS FOR IMMUNE SUPPORT

Vita-Squares® Chewable Multivitamin

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

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

#19231 - 90 tablets

Vita-Gard[™] Chewable Antioxidant

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

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

#19291 - 60 tablets



Chewable All-C™

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

- Vitamin C equivalent of four oranges in each tablet
- Delicious cherry flavor both adults and children enjoy
 See page 33 for more details.

#19421 – 90 tablets



children's health





NeoLifeShake™

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

- Provides more protein, calcium and vitamins than milk
 Biologically complete with all 22 amino acids
- 25 essential vitamins and minerals5g of satisfying fiber
- No artificial sweeteners, colors or preservatives added
 Mixes easily in water
- Only 213 calories when mixed with 240 ml non-fat milk

Canisters, 16 servings #1907 - Rich Chocolate, 672 gms

#1908 - Creamy Vanilla, 656 gms

Multifaceted Benefits





Formula IV® #19161 – 120 softgels

FORMULA IV® — PIONEERING TOTAL NUTRITION, ONE CELL AT A TIME

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

- Broad spectrum of vitamins and minerals including all natural Vitamins A and D,
 B-complex vitamins, Vitamin C plus Acerola cherry bioflavonoids and complete Vitamin E family
- Tre-en-en Grain Concentrates to enhance cellular absorption



FORMULA IV® STRENGTHENS THE CHAIN OF LIFE

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

FORMULA IV® Original Multifactor Food Supplement

For all adults

Contains iron from parsley

Broad spectrum mineral support

Proprietary Tre-en-en Grain Concentrates

vitamins and minerals

NeoLife products use only GMO-free ingredients.

VITAMIN C

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

NeoLife exclusive Neo-Plex Concentrate™

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

Chewable All-C™

adults and children enjoy
Vitamin C equivalent of four oranges in each tablet

• Delicious cherry flavor that both

- With rose hips and acerola cherries - nature's richest vitamin C sources
- Exclusive Neo-Plex Concentrate

Vitamin E Plus Wheat Germ Oil

A powerful, fat-soluble antioxidant, vitamin E supports heart, brain and prostate health and promotes lung, colon and immune function as well as youthful looking skin.* Whole food sourced Vitamin E Plus:

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

Supports heart, brain and prostate health* VITAMIN E PAGE VINIAN GENERAL THERAPPUNC CLARS TOO SUPPLIES TOO SUPPLIES

AMPLIFY THE ENERGY INSIDE YOU

Minerals works as catalysts in thousands of biochemical processes to activate enzymes, hormones and antibodies. To maximize the body's utilization of minerals these formulas provide related nutrients that help digest minerals or increase their absorption such as vitamin D_3 in Cal-Mag. In addition, we use unrivaled amino acid chelation technology to promote more efficient absorption of minerals while making them easier on your digestive system.



Chelated Cal-Mag Plus Vitamin D₃

- With 200 IU Vitamin D₃
- Chelated calcium and magnesium for maximum absorption
- High potency of highly bioavailable vitamin D₃ See page 24 for more details.

#19322 - 150 tablets

BACKED BY SCIENCE





AL-MAG

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

CHELATED MINERALS CAN YIELD UP TO SIX TIMES THE ABSORPTION RATE OF NON-CHELATED MINERALS

Chelated

Non-Chelated



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

A Heart for Giving



WITH YOUR HELP WE ARE MAKING A POSITIVE DIFFERENCE THROUGHOUT THE WORLD

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

Hope for a better future



Our Cause

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

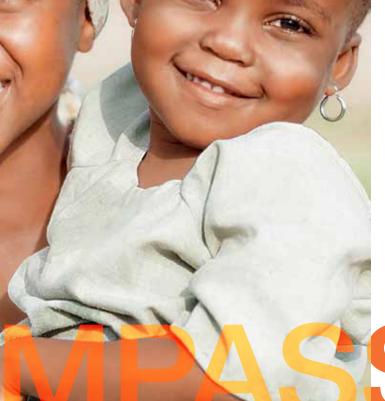






Among the Organizations We Support...

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



SION