

Understanding epigenetics



Who you are is written in both pen and pencil. Things written in pen you can't change. That's DNA. But things written in pencil you can. That's epigenetics.



The epigenome acts like a dimmer for lights, controlling which genes are used, when they are used and how much they are used.



Your genome is like computer hardware, the actual components that perform specific functions. Your epigenome is like software, the programs that tell the hardware which functions to perform.

only better

you & lunasin

the
epigenetic
superfood

Every cell in your body contains DNA — half from your mom, half from your dad. That's your genome, the genetic blueprint that makes you you.

Until recently, scientists believed there was little to nothing you could do to affect genes inherited from your parents. Turns out you have more control than you think you do.

Taking control

Within each of your cells is a higher level of complexity called the epigenome. The epigenome acts like the boss of the cell, instructing the genome which genes to turn on and off. This is why different cell types — eye cells, skin cells, liver cells, etc. — can have the same DNA but perform vastly different functions.

The epigenome can also determine how well a cell functions, and that's where you come in. Good lifestyle choices turn healthy genes on and unhealthy genes off. While bad choices do just the opposite and can lead to serious health problems.

Problem is, even when you know what you're supposed to do — eat right, exercise, reduce stress, etc. — life sometimes gets in the way.

What if...

What if there was a simple, proven way to turn good genes on, turn bad genes off and become your best possible you? To improve upon the genetic code your parents left you and even pass on those healthy epigenetics to your own kids?

What is it?

A naturally occurring soy peptide.

How does it work?

Lunasin is the first nutritional compound identified to work at the epigenetic level to promote optimal health.

So what?

50+ studies have shown lunasin's many health benefits:

- Cholesterol management
- Inflammation reduction
- Antioxidant benefits
- Improved immunity
- Overall cellular health
- And the list keeps growing...

LunaRich: nutrition at a higher level

What is it?

LunaRich® from Reliv is a breakthrough nutritional ingredient that optimizes bioactive lunasin more than anything else available today.

How is it made?

LunaRich is made from non-GMO soybean varieties with the highest concentration of lunasin and manufactured through a proprietary mechanical process (vs. chemical) that maintains the lunasin's bioactivity.

So what?

You get maximum lunasin for maximum benefits.

Evolution of Nutrition Science



Phase I: Macronutrients

Protein, fat, carbohydrates



Phase II: Micronutrients

Vitamins, minerals



Phase III: Bioactive Compounds

Phytochemicals, peptides, isoflavones



Lunasin

First nutritional compound identified to promote optimal health at the epigenetic level

No other company is advancing the field of epigenetics like Reliv. We are in the middle of a revolution in nutrition and we are all witnesses.