



# THE AVINI *Advantage*

NOVEMBER 2023 EDITION



**AVINI HEALTH**<sup>®</sup>  
ADVANCES IN NATURAL HEALING

Message from  
Neil Roth, CEO



*"...that the meaning of Avini is 'Winner' justifies that what we are all doing together is correct, the right thing to do."*

## Heading to the Future

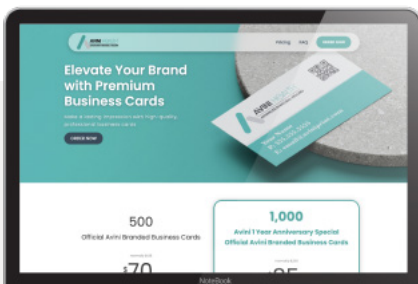
As I look back on last month's Dallas Summit and toward the planning for the April 2024 Summit in Las Vegas, I can honestly say that the culture that we are all creating of health and cooperation is truly what Avini is all about. The fact that we discovered, after the fact, that the meaning of Avini is "Winner" justifies that what we are all doing together is correct, the right thing to do.

The science and the value of our products were once again brought to the forefront and our top-of-mind awareness that these products are life changing and life enhancing was reinforced. As I listened to Rik

talk about the science behind the products, to the stories of helping people with the products and the miraculous testimonies, the feeling that everything I have done and learned in my life was for this, Avini, and the amazing individuals who have joined us as Distributors.

As you start the Holiday season, Rik, Doug and I wish the happiest, healthiest holidays with your family and friends and continued success in spreading the word on our amazing products. I look forward to seeing you all soon!

*Neil Roth*



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# Give Your Whole Body a Drink

## AVINI PLUS HYDRATION

by Rik J. Deitsch, CSO, Avini Health



About 60% of the total weight of our bodies is water. That's right – water; H<sub>2</sub>O, aqua, Adam's ale – the stuff of life.

Water is absolutely necessary for life; and even a small loss of water can cause trouble. Research suggests that individuals can become dehydrated if they lose just 2% of their total body weight due to water depletion. This can cause a range of adverse effects and symptoms, including:

- Inability to focus on tasks
- Dry tongue or mouth
- Light-headedness
- Muscle weakness
- Dizzy spells
- Tiredness
- Headaches
- Feelings of lethargy
- Thirst
- Dry skin



While we need to stay hydrated; just drinking water is not enough. If you are tired and thirsty from physical activity, what happens as soon as you drink a big glass of water? Right away, your body produces sweat (as a cooling mechanism) and urine (to offload waste). This does not allow for proper rehydration and leads to a cycle of dehydration over time. Additionally, plain water quenches your thirst quickly, so you stop drinking before you are actually rehydrated.



For proper hydration, there needs to be three things: water, electrolytes and carbohydrates. I'll explain these components one at a time:

## WATER

- Obviously water is required to replace that water that is lost through sweat, urine and metabolic processes. There is no hydration without water.

## ELECTROLYTES

- Electrolytes provide charged particles within the body that help hold onto the water. These include minerals like: Magnesium, Sodium, Potassium, Calcium and Zinc. All of these are "ions"; meaning that they carry an electric charge. Since these are all positively charged – and same (or 'like') charges repel – the body needs to have more water to allow for these charged particles to separate from each other. The higher the net charges in the body, the more water your body will retain. This has the effect of increasing the total volume in the bloodstream. Additionally, since the bloodstream needs to hold onto that water to

ensure electrolyte separation, the water gets saved instead of wasted through the production of sweat or urine. Lastly, electrolytes supply a 'salty' taste in the mouth that induces thirst. This allows you to keep drinking to further support rehydration.

## CARBOHYDRATES

- When we are physically active, we utilize energy stores in our muscles called 'glycogen'. Muscles that require more glycogen are considered to be 'carb-starved', where they require carbohydrates to rebuild glycogen stores after physical exercise. Since carbs are water-attracting (like sponges), this drives water into the muscles where it's needed most.

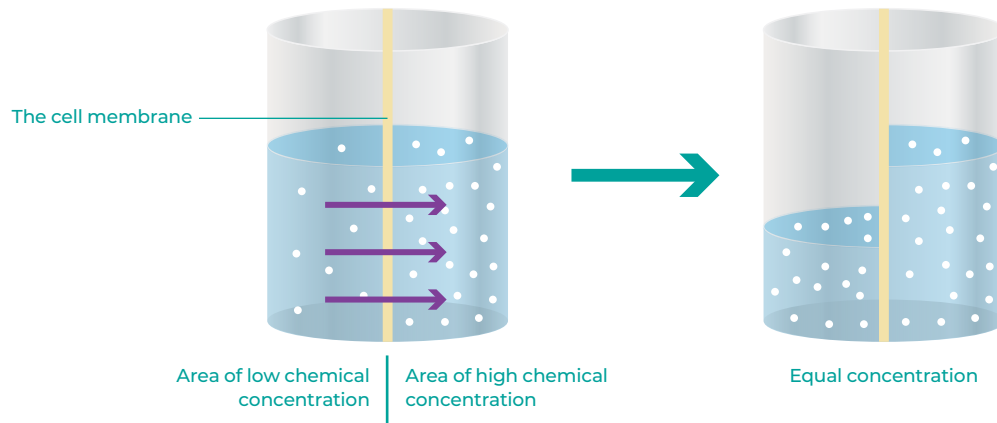
This is how all sports drinks work. All of them contain water, electrolytes and carbohydrates. Water gets absorbed into the bloodstream; electrolytes keep that water in the body for utilization; and the carbohydrates drive the water into the muscle where they are taken in to replenish lost glycogen.





While this is a universal technology among all sports drinks manufacturers – they miss the boat on one important aspect of proper rehydration: they ignore **osmolality**.

Osmolality is a measure of solid particles in a liquid. Water will always flow from areas of low osmolality to areas of high osmolality.



For the *Avini Plus Hydration* formulation, we utilize specialized long-chain carbohydrates. These supply the carbs necessary for proper hydration, but because of their size, they greatly reduce the osmolality of the solution. The osmolality of the vessels around the stomach is at least 250. For water to be absorbed efficiently from the stomach, the osmolality needs to be less than 250. All other hydration products (including all sports drinks) have an osmolality that are much higher than this. Only Avini Health's *Plus Hydration* has a maximum osmolality of 220. This ensures rapid, systemic hydration every time you drink it.

**The best example that I can provide is a simple test: Go outside and do some physical activity. Get sweaty and thirsty – then try an everyday sports drink. You will feel the liquid hit your stomach as it struggles to be absorbed and eventually do its job. Now, do the same thing with the *Plus Hydration*. After you drink Avini's *Plus Hydration*, you will never feel the liquid hitting your stomach. Because of its lower osmolality, the formula is absorbed so quickly that it feels like your body took a drink. It is whole body replenishment.**

**Now you know - not all hydration products are created equal. Avini's *Plus Hydration* with its low osmolality formula stands above every other rehydration product. Go ahead; give your body a drink.**



Remember to register for the National Summit in Las Vegas, NV



Are you ready to rock  
and roll in Las Vegas?  
**We sure are!**

**DATE:**

FRIDAY, APRIL 26TH-  
SATURDAY, APRIL 27TH

**PLACE:**

HORSESHOE LAS VEGAS



We're thrilled to announce that the Avini Health National Summit is coming to the Horseshoe Las Vegas, on April 26<sup>th</sup> and April 27<sup>th</sup> and you won't want to miss it.

Join us for two days of education, motivation, and inspiration to take your business and health to new heights. This year's Summit is going to be extra special as we've secured the Horseshoe Las Vegas! It's the perfect backdrop for our event, as we gather to connect, learn, and grow together.

You'll have the opportunity to meet and network with Avini Health leaders and other professionals who share your passions and vision. Learn from the best in the industry, gain insights, and build relationships that will last a lifetime.

**Don't wait – get your tickets now for the Avini Health National Spring Summit at the Horseshoe Las Vegas. We can't wait to see you there, ready to rock and roll!**

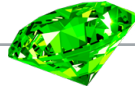


# DISTRIBUTOR *Success*



## Top 10 Enrollers of November

- |                                       |                               |
|---------------------------------------|-------------------------------|
| 1. Tatyana Vlachos - Enrolled 12      | 8. Diana Doucet - Enrolled 4  |
| 2. Kelli Callihan - Enrolled 9        | 9. Steve Koochin - Enrolled 4 |
| 3. Samantha Notari - Enrolled 5       | 10. Teresa Dutra - Enrolled 4 |
| 4. Melanie Graham - Enrolled 4        | 11. Julie Abdou - Enrolled 4  |
| 5. Margie Lassmann - Enrolled 4       | 12. Shari Noldge - Enrolled 4 |
| 6. Myles & Ramona Saputo - Enrolled 4 | 13. Johnella May - Enrolled 4 |
| 7. Rowdy Koenig - Enrolled 4          | 14. Lauri Brown - Enrolled 4  |



## Distributors that were promoted in EMERALD

### EMERALD EXECUTIVE

Barbara Ostrem, MT



## Distributors that were promoted in RUBY

### RUBY EXECUTIVE

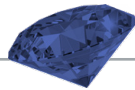
Taylor Littlejohn, WY

### RUBY DIRECTOR

Anne Wehling, CO

### RUBY APPRENTICE

Ray Shulund, WA  
Helene Masonholder-Dimock, WA  
Kathy Rossmann, CO



## Distributors that were promoted in Sapphire

Judy De Jong, IA - Sapphire Executive  
Steve Koochin, CA - Sapphire Executive  
Larry Proffit, UT - Sapphire Director

Stephanie Cook, UT - Sapphire Apprentice  
Tatyana Vlachos, CA - Sapphire Apprentice  
Rowdy Koenig, TX - Sapphire Apprentice







## Distributors that were promoted in Gold

Steven Crofoot, UT - Gold Executive  
Path to Health, LLP, ID - Gold Executive  
Paulette Bourget, CO - Gold Executive  
Ahmad Matumbi, CA- Gold Executive  
Kelly Carpenter, MI - Gold Executive  
Kelli Callihan, ID - Gold Executive  
Joyce Rood, CA - Gold Director  
Anne Livingston, SK - Gold Director

Udana Power, CA - Gold Director  
Gregory Crofoot, UT - Gold Apprentice  
Denise & Kevin Murri, UT - Gold Apprentice  
Teresa Dutra, CA - Gold Apprentice  
John Hollman, OR - Gold Apprentice  
Myles & Ramona Saputo, HI - Gold Apprentice  
Samantha Notari, BC - Gold Apprentice



## Distributors who were promoted to Silver

Debbie Hamilton, UT - Silver Executive  
Valerie Taylor, UT - Silver Executive  
Emerald Mansfield, OR - Silver Executive  
Janet Giambattista, CA - Silver Executive  
Maria Abad, MT - Silver Executive  
Kim De Jager, IA - Silver Executive  
Martha and Hank Kenyon, PA - Silver Executive  
Andrea Mabra, WA - Silver Executive  
Juanita Yates, OR - Silver Executive  
Kimberly Sanders, CO - Silver Executive  
Joelle Gendron, QC - Silver Executive  
Wilford Rice, UT - Silver Executive  
Jolene Hoffman, CO - Silver Executive  
David Itkow, AZ - Silver Executive  
Ceri Smith, FL - Silver Executive  
Meagan Perkins, LA - Silver Executive  
Susan De Boer, ON - Silver Executive  
Jalon Neff, TX - Silver Executive  
Diana Doucet, ID - Silver Executive  
Janette Robinson, SC - Silver Executive  
Trinidad Arandia, TN - Silver Executive

Margie Lassmann, TX - Silver Executive  
Natasha Ware, TX - Silver Executive  
Melanie Graham, AK - Silver Executive  
Dottie Roth, OR - Silver Director  
Lisa Callahan, MI - Silver Director  
Theresa McCahey, MN - Silver Director  
Larry Dessel, ID - Silver Director  
Jennifer Allen, PA - Silver Director  
Jaylyn Giotto, MI - Silver Director  
Gail Burton, MN - Silver Director  
Kay Lance, TX - Silver Apprentice  
Sally Trautner, AZ - Silver Apprentice  
Carole Jenkins, CO - Silver Apprentice  
Michelle Derby, AZ - Silver Apprentice  
Lisa Finne, WA - Silver Apprentice  
Judie Dietzler, ID - Silver Apprentice  
Jacqueline Andre, SK - Silver Apprentice  
Pam McLellan, WV - Silver Apprentice  
Ammie Bowman, ID - Silver Apprentice  
Patti Patterson, TX - Silver Apprentice  
Cameron Conley, CA - Silver Apprentice



Message from  
**Douglas Dickey, VP of Sales**

## **WOW, it's November already! Let's get started.**

Here we are in November 2023, having just finished our third National Summit, which took place in the iconic Dallas House of Blues. It was wonderful to see so many of you there, enjoying the fun music and tasty food and rubbing shoulders with other distributors, up and coming leaders and, of course, Rik, Neil and me. It was awesome to see so many of you on stage during the awards with big smiles, holding your certificates, pins and awards you received for a job well done. Congratulations to all of the distributors who ranked up and continue to achieve their goals and support the goals of the company.

We launched the Avini Advantage Activation Pack that comes with the new starter pack purchase, which includes initial support tools to help introduce new distributors to how and why to use the products – lots of information, as well as the actions needed to jump start their business. We also launched our new Avini Advantage App now available in app stores. You can share videos, testimonials and product use sheets, and many other informational documents supporting Avini. Download the App today. [{LINK HERE}](#)

We truly believe more people will be helped with Avini products through the full-time pursuit of the Networking Business than through the casual sharing of the products. We have not just one, but several of the most life changing products that can help people who are struggling with life's challenges. The business opportunity is also life changing for those who are on a retirement income or struggle financially, as well as those looking for purpose and direction in their lives. I've heard over and over stories of how some distributors "came to life" and "now have a powerful reason to get up each day" when they focused on helping others with their Avini business. The business doesn't have to be about tons of money; however, it has to make some money to be viable. It can be about defining a person's focus and purpose. If you are looking for focus and purpose and love the Avini products already, then you're home here.

We encourage you to talk to the person who enrolled you (or any upline successful distributor) in Avini and learn about the opportunity to grow your distributorship with focus and purpose. Learn how the business makes money. Most people never even look to see how close they are to making money, often if they had just bought one more product or sold one product to a customer. Many are so close to receiving a check, but haven't looked to see what they need to do to qualify. It's fairly simple to check in your back office. Ask for help.



Read through the new AAA book and complete the checklist and make a decision to put in the effort to participate in our networking business. We need tens of thousands of active business builders to share these products with vision and purpose. Be the one to help so many others who need Avini and be the leader who can provide a direction for those just starting out.

Over the next few months, based on what we see happening, we are ramping up for a surge in new distributors and customers. Our manufacturing plant is just ramping up, also.

It is well known at a certain time in a company's growth, awareness of products or a new concept in improving one's health starts the mechanisms that lead to more awareness and eventually to momentum. Our work is just beginning and our purpose is worthy. If you haven't committed to running with us as a business builder in Avini, then now is the time to find your WHY and make a decision. Start by making it known to your upline and choosing a plan. Become active in the Zooms and social media. Be clear in your goals, and share and use the Avini products. Be on auto-ship because it shows an active commitment towards your goal. We need you to be successful and we need everyone you know to achieve success. Avini Health is the answer. Let's get started today.

Sincerely yours,  
*Douglas Dickey*  
Doug Dickey, VP of Sales



**AVINI HEALTH**<sup>®</sup>  
ADVANCES IN NATURAL HEALING