





AVINI Advantage™

FEBRUARY 2025 EDITION



AVINI HEALTH®

ADVANCES IN NATURAL HEALING



"...we have NEVER raised our prices, and we have NEVER bought anything but the highest-quality ingredients!"

Why Prevention and Autoship is a Must!

The purpose of Avini Health is and will always be to get our life-changing, life-enhancing products to as many people as possible. We KNOW that in addition to helping people who are having health problems, the greatest effect we can have on health is Prevention. Doesn't it make sense to not get sick, have a strong immune system to fight illness before it happens, or reduce the effects if you do get ill? Can you imagine the reduction in health costs if people didn't need to go to a doctor or take prescription or over-the-counter medications? Plus, those who have been ill and were able to improve their immune system should never stop taking the products.

To make this effort possible, Avini Health needed to create the ability for people to afford the products and remember to order and take them continuously.

So, to that end, Avini Health has done the following:

First, we are a vertical company. That means we formulate, purchase raw materials, blend, package, and ship our products from one location. We accomplish two things: no one touches our products but us, and our costs are reduced by not paying contractors and middlemen! This enables us to keep our pricing competitive. Additionally, we have NEVER raised our prices, and we have NEVER bought anything but the highest-quality ingredients!

Second, Avini has created an Autoship system (ships between the 1st of the month and the 11th) that allows Distributors to receive 20% in Reward Points and Retail Customers about 16% in Reward Points, which can be used to purchase our products on a point-per-dollar basis. Basically, this reduces the base cost of the products by 20% and 16%! Third, Avini has created numerous Bundles that already save 10% to 25% off the Distributor and Retail pricing. By buying them on Autoship, you can reduce your costs by 25% to 40% off the individual product cost!

Fourth, the Avini Health Autoship program is easy to use and can be adjusted or even postponed for a month as needed – up to a day before it ships!

If you are on our products, take our money! Don't pay full price if you don't have to – it doesn't make much sense! If you have customers, they too need to be on the program to take advantage of the savings and to continue using the product! So whenever you bring in a new Distributor or Retail Customer, sign them up immediately. I can guarantee that if you wait, it will not happen!

Thank you for all you do to help get these amazing products to those who need them (everyone).

Neil Roth



Order your business cards today!

Elevate your brand with premium business cards!
Scan the QR code and visit us online to order yours!

$70 for 500
Full color cards with custom QR code
Includes FREE shipping

$85 for 1000
Full color cards with custom QR code
Includes FREE shipping





TECH & COMPLIANCE

Michael Polak III,
VP of IT & Compliance

Download the Avini Advantage App at: avinihealth.com/app

Get Your Distributor Started with the Avini App

As Distributors, we know now that the app is 100% free to use and a tool every Distributor should have when starting. The best time to install, train, and have them use the app is within 24 – 48 hours of starting with Avini Health.

Benefits of Getting Them Started on the App Right Away:

- Access to **new training videos, new product videos, and white papers** will allow your Distributor to get more familiar with the products – without you having to explain every detail.
- Easily send product videos to the **top 10 people to contact** and track who is watching them.
- It allows you to **import contacts,** making it easier to identify the people they will call first or haven't contacted in a long time.

So, as you get your new **Distributor's** activation pack, Autoship, and training, don't forget to get them the **App,** too. The more tools they have, the more successful they will be at **Avini Health.** And remember to always follow up with your new **Distributor** to help them navigate any challenges.

Important Notice:
Apple and Android, due to **Anti-Spam laws,** have stopped links from being opened in text messages unless you are an actual contact in their phone. That means if you send a video to a prospect and they don't have you as a contact, **they will** not be able to click the video link from



the **App** – or they may not even see it. **Avini** has no control over this, as it's a **new feature from Apple and Android** that will not be going away.

The Fix:
Please ask your prospects kindly to add you as a contact before sending them any links. This is a good practice anyway because they should know who you are and easily be able to reach you via their phone.

Michael Polak

Why **Avini's Plus Relief** is the Only Choice for Dealing with Chronic Pain & Inflammation





Rik J. Deitsch, MS Biochemistry
Chief Scientific Officer, Avini Health

The New York Times article on January 12, 2025, reported: "Chronic Pain Is a Hidden Epidemic. It's Time for a Revolution." This article, from a journalist who suffers from chronic pain, outlines the frustration of patients who have been told that there's really nothing they can do to end their suffering.

Approximately 40 million American adults (~19%) suffer from chronic pain, defined as pain that persists for three months or more. As the baby boomer population ages, that number will continue to increase. For doctors, chronic pain is generally more challenging to treat than acute pain, as side effects from many prescription and over-the-counter (OTC) pain-relieving drugs pose serious health risks with long-term use.

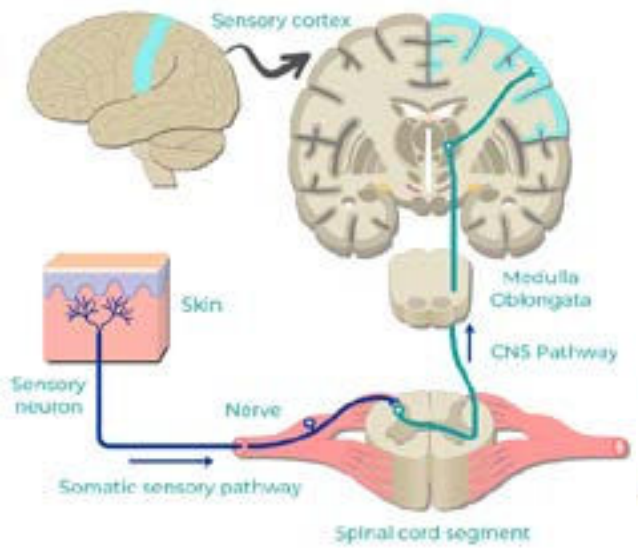
The most common causes of chronic pain in Americans include:

- Back aches (31 million)
- Migraines (28 million)
- Neuralgia (>10 million)
- Fibromyalgia (>10 million)
- Arthritis (all forms >46 million)
- Cancer and Repetitive Stress Injuries

The treatment for all of this pain comes with a hefty price tag. According to the American Pain Society, the estimated cost of pain to the U.S. economy is over $100 billion, with $20 billion being spent directly on analgesics (pain-relieving drugs).

Pain can be a useful alarm system – designed to keep us safe. When we feel pain, something is wrong. The pain signal stops us from further injury and tells us to fix what's wrong. It usually accompanies inflammation, which can further force immobility so that tissue can regenerate. However, sometimes pain signals keep firing even after the body's tissues have healed. When pain continues for a long time – such as during a long illness or after a serious injury – it can cause changes to the nervous system, making you more sensitive to pain. This means that certain stimuli make you feel pain more quickly, and the pain can be more intense and last longer. This defines "chronic pain."

Pain signals need to move from the point of trauma (usually) through the nerve channel, through the spinal column, and eventually to the brain for processing. These routes can go through a variety of receptors that are modulated by different ligands (specific activating molecules) or different ions (atoms that cause the signal to keep going). Some drugs affect the brain directly, like opiates. These drugs can override the pain signal but don't actually turn off pain or inflammation. Other drugs block specific channels along the way. For example, the newest approved drug for pain is a sodium channel blocker, which modulates pain signals that utilize these channels. While this has some utility, it won't work for all types of pain.



Neuroactive proteins (peptides) from venomous animals have been studied for over 100 years for their ability to modulate pain and inflammation. A specific protein from cobra venom (alpha-cobrotoxin) has over 47 published human clinical studies showing its safety and efficacy. This peptide is the active ingredient in Avini's Plus Relief and has been shown to bind weakly to the alpha-7 subtype of the nicotinic acetylcholine receptor (nAChR), a universal receptor in the central nervous system. Because it binds weakly, it doesn't turn the receptor on (agonist) or turn it off (antagonist) – it modulates the signal. This has the amazing effect of turning down strong signals like pain.

That same receptor is also present on certain white blood cells responsible for inflammation. By modulating that receptor, Plus Relief also acts as a potent anti-inflammatory agent. By directly affecting nerve transmission and with the specificity of peptide binding, these compounds provide relief with very minimal potential for side effects. The binding potential of these peptides is very high, requiring only minute doses to be effective. Oral doses as low as 35 mcg/mL and topical doses as low as 20 mcg/mL have shown clinical efficacy. Additionally, the effects of these peptides can last up to six times longer than morphine.

Because the mechanism of Avini's Plus Relief is so different from all other pain relievers, it can safely be used with all of them. In fact, since these treatments work in different ways without overlap, all other pain relievers are actually synergistic with Plus Relief, making both products more effective. If you are already on a pain protocol, continue taking what you have been using when you introduce Plus Relief. Over time, as you experience the benefits of the cobra venom peptides, you may be able to reduce your reliance on other pain relievers.

Non-opiate. Non-narcotic. All-natural. Non-addictive. Long-lasting. Safe and effective relief from pain and inflammation.

Avini's Plus Relief.

Rik J. Deitsch, MS Biochemistry

Rik Deitsch

Chief Scientific Officer



Remember to Register for the Avini Health National Summit 2025



DATE:
FRIDAY, MARCH 7TH-
SATURDAY, MARCH 8TH

PLACE:
TUSCANY SUITES & CASINO

You are invited to the 2025 Avini Health National Summit!

- Gain scientific expertise from Rik Deitsch.
- Be the first to hear about exciting new products and more!

New Distributors who join after January 1st and before the Spring Summit can take advantage of early bird pricing while tickets last.

Limited spots available! Visit Avinievents.com to register for the next event.



Scan QR code to secure your spot!



Message from

Mickey Dillon, Sr. VP of Sales & Marketing

We are less than a month away from the March 2025 Las Vegas Summit. In my opinion, the Summit is the best place for anyone looking at our business – or already in our business – to build their belief in Avini.

Belief is a major factor in your success. At the Summit, you will build belief in four very important areas:

1. **Belief in the Company.** This will be on full display as you see and hear from the corporate staff, leadership, and fellow distributors in the company.

2. **Belief in the Products.** You will hear from the formulator of the products, Rik Deitsch, as well as others who have used the products and experienced life-changing or life-saving results. There will also be exciting announcements about new products!

3. **Belief in Network Marketing.** Your confidence in this business model will grow dramatically as you hear from leaders who have built rewarding careers – both financially and in helping others with their health.

4. **Belief in Yourself.** This may be the most important of all. You will meet many individuals just like yourself – people with similar backgrounds and life experiences – who are thriving in Avini.



Strengthening your belief in these four areas will help you build a successful business with Avini.

I look forward to seeing you all in Las Vegas!

Your Partner,

Mickey Dillon

Mickey Dillon

DISTRIBUTOR *Success*



TOP ENROLLERS of February

1. Scott and Carolyn Sommer - Enrolled 67
2. Smart Basics Inc - Enrolled 12
3. Jody Shaw - Enrolled 6
4. Chany Schonberger - Enrolled 6
5. Wayne Rednour - Enrolled 6
6. Tatyana Vlachos - Enrolled 6
7. Rhonda Uebelhor - Enrolled 6
8. Victoria Barker - Enrolled 5
9. Crystal Miller - Enrolled 5
10. Marlene Flax - Enrolled 5
11. Debbie Belshaw - Enrolled 5
12. Donna Bach - Enrolled 5



Message from
MJ Durkin, Master Vision Holder

The Power of Pre-Framing Videos

Get Dozens of New Customers & Distributors! by MJ Durkin

When it comes to building a thriving business with Avini, one of the most powerful tools at your disposal is video. Videos allow you to educate, inspire, and persuade potential Customers and Distributors in a compelling way. However, simply sending a video link isn't enough. To truly maximize the impact of these videos, you need to pre-frame them properly. Pre-framing sets the stage for how the viewer will perceive the information and significantly increases the likelihood of engagement and conversion.

Why Pre-Framing is Essential

Think of pre-framing like a movie trailer. When you decide to watch a movie, you don't just randomly pick one. You likely watch a trailer, read a brief summary, or hear a recommendation from a friend. That pre-framing helps you anticipate what to expect, builds excitement, and ensures that you approach the movie with an eager expectation. The same concept applies to sending videos to prospects.



A properly pre-framed video:

- Captures the prospect's interest before they watch
- Helps them focus on key takeaways
- Reduces skepticism by providing context
- Increases the chances of them watching the entire video
- Leads them toward making a decision

How to Pre-Frame Videos Effectively

To pre-frame a video, follow this simple process:

Introduce the Story or Concept – Before sending a video, provide a short and compelling introduction via text. Tell a brief story or highlight an interesting fact related to the video's content. This gives your prospect a reason to watch.

Example: "I wanted to share this short video with you about a man who was a professional golfer. He suffered from chronic pain and couldn't play the sport he loved until he discovered our Avini Plus Relief. That changed everything for him. It's an amazing story, and I think you'll really enjoy it." [insert video link here]

This will give you a start on Pre-Framing Videos that you send to "Dreamers." Next month: More Techniques for Pre-Framing!

DISTRIBUTOR *Success*

This is where we get to brag about YOU! Distributors are what make Avini Health possible and we want to celebrate each and every success with everyone.

MESSAGE FROM OUR MASTER DISTRIBUTOR



Marcy Littlejohn of Nebraska



WHITE DIAMOND EXECUTIVE

Distributors who were promoted in Emerald



Thayne Shively, ID

EMERALD EXECUTIVE

David Gilday Baxter, TN

EMERALD APPRENTICE



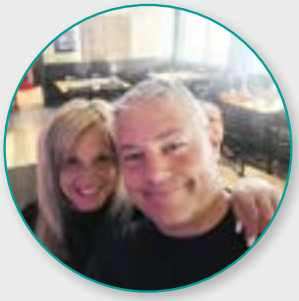


Kyle Helm, FL

EMERALD APPRENTICE

Scott and Carolyn Sommer, CA

EMERALD APPRENTICE



Distributors who were promoted in Ruby



End of the Road Mission, CO | RUBY DIRECTOR

Donna Bach, CA | RUBY APPRENTICE





Distributors who were promoted in Sapphire

SAPPHIRE EXECUTIVE

Randel Way, FL
Briana McCandless, ID
Kerry Gleich, OH

SAPPHIRE DIRECTOR

Smart Basics Inc, NM
Eunice Green, CA

SAPPHIRE APPRENTICE

Diamond D LLC, UT
Mountain Gate Resources, MD
Merrilynn White, CA
Terri Fast, UT
James Carter, KY
Austin McLeod, CA
Yvonne Geary, CA
MaryAnn Barr, CA



Distributors who were promoted in Gold

GOLD EXECUTIVE

Jordan Escalante, OK
Wayne Rednour, NC
william Layfield, FL
Carla Roadcap, TX
Lisa Kaiser, FL
Victoria Barker, UT
Natalie Spry, AA
Connie Kresser, OR
Donita Whitaker, CA
Brooke Brown, ID
Frank & Karen Fryrear, CA
Kenneth Chung, OR

GOLD DIRECTOR

Amy Krynicki, NM
Madeline DeGennaro, OH
Sarah Hjelm, ID
Linda Pelech, SK
Pamela Dean, MD

GOLD APPRENTICE

Bobbie Littlefield, CA
Lyndia Kent, CA
Lynn and Paul Wilson, CA
Kathy Forrest, CO



Distributors who were promoted in Silver

Mary Lynne Urpanil Loughran, CA – Silver Executive

Suzi Anderson, OR – Silver Executive

Lazar Schwartz, NY – Silver Executive

Renee Chittick, TN – Silver Executive

Brian Kiplinger, CA – Silver Executive

Rhonda Uebelhor, IN – Silver Executive

Eileen Hamelink, NC – Silver Executive

Cindy Timmins, TX – Silver Executive

Laura Mendez, CA – Silver Executive

Eileen Cohen, CA – Silver Executive

Marcia Yager, OH – Silver Executive

Marialuz Zamora, CA – Silver Executive

Shanna Eaves, NC – Silver Executive

Jaem Jones, OR – Silver Executive

Evelyn Julian, MT – Silver Executive

Joseph Kyllingmark, OR – Silver Executive

Douglas Lyew-Ayee, FL – Silver Executive

Mark & Joan Calfee, ID – Silver Executive

Nancy Walters, NC – Silver Executive

Wendy Wise, UT – Silver Executive

Cathy Huss, CA – Silver Executive

Sarah Heflin Lyons, SC – Silver Executive

Melissa Lynch, NC – Silver Executive

Debra Doupnik, CA – Silver Executive

Gregory Li, CA – Silver Executive

Ron Reed, MT – Silver Director

Sue King, UT – Silver Director

Tom Altman, PA – Silver Director

Sally Holt, CA – Silver Director

Alisa Vincent, ID – Silver Director

Elizabeth Zeller, ID – Silver Director

Elisabeth Montez, FL – Silver Apprentice

Erin Innes, MN – Silver Apprentice

Kim Banov, CA – Silver Apprentice

Susan Shafer, WA – Silver Apprentice

Karen Love, UT – Silver Apprentice

Daniel O'Connell, CA – Silver Apprentice

Elle Town, CA – Silver Apprentice

Jesus Mendez Jr., CA – Silver Apprentice

Stania Krumal Sestak, OR – Silver Apprentice

Donna Fenyes, CA – Silver Apprentice

Ariel Provasoli, CA – Silver Apprentice



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