



YOUNGEVITY®

The world's best coffee
DOING A WORLD OF GOOD



We're changing lives
ONE CUP AT A TIME.



THESE MIGHT LOOK LIKE ORDINARY COFFEE BEANS. BUT THEY'RE NOT. THEY'RE GROWN WITH HIGH ASPIRATIONS TO

change the world.

That's because 100% of the proceeds from these humble beans go to our Be The Change Foundation that helps people and communities in need around the world.†

It all began in 2014 when Youngevity International purchased a 1,000-acre coffee plantation in the lush rainforest of Matagalpa, Nicaragua. At the time, the plantation was in a state of disrepair, but was home to 180 dedicated workers and their families. Moved by the plight of the plantation community—and the possibilities of restoring their home to its former splendor—the Youngevity Be The Change Foundation was born.

The foundation's first order of business was to care for the people who lived at the plantation by organizing a clothing and shoe drive. Next—in partnership with Fair Trade—the foundation built a new hydroelectricity plant to generate green power and a three-story

condominium-style dormitory, where the families could live and thrive. It also reopened the school and added a daycare. And, in an effort to reach out to all ages, our partner, Marisol Siles, started a literacy program for the adults at the plantation, many of whom could not even sign their names when the program began. The literacy program has been so successful, it now extends to the adults of neighboring plantations.

Today, Youngevity's Be The Change Foundation reaches far beyond the lush mountains of Matagalpa, Nicaragua and contributes to a host of charities (see back cover).

By purchasing our coffee, you're not only choosing the world's best coffee, you're doing a world of good by helping our foundation make extraordinary changes in everyday lives.

† One hundred percent of the proceeds of our 12 oz. bags of Be The Change Coffee are donated to our Be The Change Foundation.



WHAT MAKES OUR COFFEE
SO DELICIOUSLY

unique!



IT'S

quadruple
CERTIFIED

From the moment our coffee beans are planted until the moment they reach your door, we go through great lengths to ensure you're getting the best coffee in the world. To make that happen, our coffee is quadruple certified.

HAND-PICKED AND CERTIFIED ORGANIC

Our beans are grown on rich, chemical-free soil in the mountains of Matagalpa, Nicaragua, where they're meticulously planted, cultivated, and picked by hand at the precise moment when the coffee cherries turn red.

From there, we remove the cherry skin using a wet process that produces green power in the middle of the rainforest. Once the skin has been removed, the beans are shipped to our processing plant, where they'll dry in the warm Nicaraguan sun before they're shipped to our certified roaster. By controlling the process from start to finish, we're able to ensure you're getting the world's best cup of coffee.

RAINFOREST ALLIANCE CERTIFIED™

The Rainforest Alliance works with coffee farmers to improve the way they farm and ensure they're receiving fair wages, healthy living and working conditions, and access to education. The alliance also protects land, wildlife, and waterways.

FAIR TRADE CERTIFIED™

Our coffee beans are Fair Trade Certified™. Fair Trade certification emphasizes the importance of communal, financial, and environmental standards to benefit communities and our planet. Some of these include creating safe working conditions, emboldening communities to form their own flourishing businesses, and encouraging them to use environmentally friendly practices. Products created with a Fair Trade certification provide the jobs and business skills needed for more than 1.2 million farming families across Latin America, Africa, and Asia to thrive.

BIRD FRIENDLY CERTIFIED

Developed by the Smithsonian Migratory Bird Center, the Bird Friendly certification ensures that our coffees are certified organic and that the area's indigenous shade trees are able to thrive. These shade trees provide habitats that are crucial to migratory birds and the area's ecosystem, and they create an environment that's perfect for exceptional "shade grown" coffee.





CERTIFIED ORGANIC

WHOLE BEAN & GROUND



(12 OZ)



START YOUR DAY WITH *a cup of happiness...*
AND THE FRESHEST COFFEE THIS SIDE OF SOUTH AMERICA.

Our coffee beans are grown under the strictest standards to ensure you're getting the best 100% Pure Arabica, Rainforest Alliance Certified™, Fair Trade Certified™, and environmentally-friendly coffee. And, just as we control every aspect of farming, whole bean coffee allows you to control the coarseness of the grind. For coffee purists, this is the way to go. Of course, ground beans are just as delicious, but one step faster.

Our whole bean and ground coffees are available in medium and dark roast and a variety of flavors (Dark Roast Whole Bean: #USYC100120, Medium Roast Whole Bean: #USYC100130, Dark Roast Ground: #USYC200120, Medium Roast Ground: #USYC200130, Donut Shop Ground: #USYC200110).



GROUND FLAVORED COFFEE

GOOD MORNING

dreamy flavors!



(12 OZ)

Most flavored coffees use cheaper beans, but we don't. We create our flavored coffees using our organically grown Arabica coffee beans. Then we infuse our freshly roasted beans with just the right amount of flavored deliciousness. You'll taste the difference in every cup.

Our flavored ground coffee is available in a variety of flavors (French Vanilla: #USYC200906, Hazelnut Cream: #USYC200904, Cinnamon Hazelnut Cream: #USYC200905, Caramel Coffee Cake: #USYC200909, Chocolate Crème: #USYC200910, Holiday Spice: #USYC200911).



CERTIFIED ORGANIC

GROUND ORIGINAL DECAF

#USYC200140

ALL THE

rich coffee flavor

**NONE OF THE BUZZ
OR CHEMICALS.**



(12 OZ)

Our Certified Organic Original Decaf uses a Swiss process that immerses the beans in filtered water to extract the caffeine before being filtered through charcoal for safe, healthy, and chemical-free extraction. That leaves you with a delicious 99.9% caffeine-free cup of coffee that's naturally mellow and smooth, with just the right full-bodied depth.

Join the Javalution! Shop **Javalution.com** now.



GROUND Y CUPS™

**WHERE *Mmmmm...*
MEETS CONVENIENCE.**



(24 COUNT)

Our Y Cups™ are a full-flavored twist on traditional K-Cup® coffee. We've packed all of the rich, delicious goodness of our ground coffees into the convenience of our single-serve Y Cups™. Our Y Cups™ are available in Organic Medium Roast, Organic Dark Roast, and a host of morning-brightening flavors

(Dark Roast: #USYC300120, Medium Roast: #USYC300130, Hazelnut Cream: #USYC300904, Original Decaf: #USYC30014, Variety Pack: #USYC400001, Colombian: #USYC300100, Breakfast Blend: #USYC300150, Donut Shop: #USYC300110, French Vanilla: #USYC300906).



GROUND INSTANT

**SOMETIMES YOU CAN'T *slow down*
LONG ENOUGH TO BREW.**

For great coffee on-the-go, we offer five delicious instant coffees, including Colombian, African Mango, Select Premium Blend, Select Decaf Blend, and Royal Black Decaf.



(SOZO Colombian Instant: #USS1000033, SOZO African Mango: #USS1000034, Royal Black: #USRL000003)

* Instant coffee not sourced from YGYi plantation.



ORGANIC

JAVA IMPACT GROUND

#USYC200405

NEED A *boost?*

Our Organic Java Impact will get you going with a detoxifying and invigorating blend of full-bodied goodness, enriched with a proprietary blend of 14 beneficial mushroom extracts. This delicious coffee is the perfect blend of mellow and smooth for an aromatic and energizing experience.

Also try our Energy Extreme 62!

#USYC200415



(12 OZ)



DIET PLUS 62 GROUND

#USYC200410

DON'T LET THE NAME *fool you.*

There's nothing "diet" about the taste of this rich, full-bodied coffee. Our Diet Plus 62 Ground Coffee is a unique blend of gourmet coffee with fat-burning nutrients that support a healthy appetite.* This coffee sure looks good on you!

(12 OZ)

*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

Join the Javalution! Shop **Javalution.com** now.



GET
delicious.

SINGLE ORIGIN COFFEE DELIVERED RIGHT TO YOUR DOOR!

The Javalution Coffee Club is the most convenient way to experience premium coffees from around the world—while helping families and communities in need. One hundred percent of the club's proceeds support the Be The Change Foundation. Each month, you'll receive some of the world's most interesting and wonderful coffees from a new country of origin. As you can imagine, the Javalution Coffee Club makes a great gift!

WHEN YOU JOIN THE JAVALUTION COFFEE CLUB, YOU'LL RECEIVE:

- A 12 oz. bag of hand-selected, whole bean, single origin coffee from a featured location
- A 12 oz. bag of decadently flavored ground coffee—made from the same single origin coffee bean
- Loyalty gifts for 3, 6 and 12-month subscriptions
- Recipe cards with helpful grinding tips, food and drink recipes, and more
- Interesting stories about our featured coffees and the amazing effects of your contribution around the world

1 Month Club: #USYC0001
3 Month Club: #USYC3000
6 Month Club: #USYC6000
12 Month Club: #USYC1200



TEA

IF COFFEE ISN'T YOUR

IF COFFEE ISN'T YOUR *cup of tea.* WE OFFER

**WE OFFER TWO
TASTY ALTERNATIVES.**



TRUE2LIFE TRUEDETOX™ TEA

contains a blend of herbs known for their cleansing and digestive benefits. This herbal blend may help support the body through a natural detox, while providing immune-boosting support.* (30 single serve packets) #TL021PROD

RICOLIFE® PURELY PURPLE TEA is a variety of green tea with healthy GHG and anthocyanins – two ingredients packed with age-reversing antioxidants that may help detoxify the body, stimulate weight loss, strengthen collagen for your skin, and improve cholesterol and blood pressure.* (20 tea bags) #USRL000006



“WHAT’S IN YOUR CUP?” COFFEE MUG

#USYC800001



PERFECT FOR MORNING

PERFECT FOR MORNING
ming shots.

Join the Javalution with our classic coffee mug. Our white mug features a roomy handle and is imprinted with *What's in Your Cup?* on one side, and *#JoinTheJavalution* on the other.

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Join the Javalution! Shop **Javalution.com** now.

JOIN THE *Javalution* AND BE THE CHANGE.



First graduating class of the Adult Literacy Program in Matagalpa, Nicaragua.

When you drink the world's best coffee, you're doing a world of good. That's because all of the profits generated from Be The Change Coffee purchases are donated to the Be The Change Foundation, which supports the life-changing organizations listed below. With your help, we're changing lives, one cup at a time.†

- The American Red Cross
- Make-A-Wish® Foundation
- My Story Matters
- Catarina's Club
- The Mike Glenn Foundation
- Gary Sinise Foundation
- The Gesundheit! Institute (Patch Adams)
- Our Nicaragua Coffee Plantation



To order, learn more, and be the change, visit **Javalution.com**.

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