



VISION

PURPOSE

Why We're Here

Our purpose is to provide elite formulations and uplift people to their highest potential.

MISSION

What We Do

As a pillar of strength in people's lives, we inspire and empower individuals to live their best life with greater health, wealth, and happiness. We do this through innovative formulations, rewarding business opportunities, uplifting support systems, and a thriving purpose-driven community.

CORE VALUES

How We Approach Each Day

GREATNESS •

Our highest potential is reached by helping others reach theirs. We know our greatest joy is found when serving others. We also know our comfort zones are secondary to serving.

VALIANT •

We strive to be Valiant and go the extra mile. When we slip, we get back up fast. We believe small steps are key to success. When things get tough, we stick with it!

GRATITUDE •

We strive to be grateful and present in all that we do.

LOVE •

The more we love, the more love we have to give. We start by finding the good in ourselves and others.

INTEGRITY •

We care about what we do and we create formulations that we believe in. We speak highly and respectfully. Every aspect of our efforts are designed to improve people's lives with no-compromise quality standards.

MASTERY •

When we step into each day of life, we step in to win. We choose to be the best version of ourselves by refining and improving each day. We strive to Win from Within by listening to courage, not doubt. By following our dreams, not excuses.

OWNERSHIP •

We take ownership in how things develop. We treat this as our business. We view profit as a necessity instead of the ultimate goal.

INNOVATION •

We innovate and constantly improve. We strive for excellence and push beyond what we think we can do.

OPTIMISM •

We find the good in each day and face challenges with optimism.

BE BELIEVING •

We press forward believing in great things to come and trust that a way is prepared for us to accomplish our highest potential.

FUN •

We make time to have fun and create ways to enjoy each day.

FORCE FOR GOOD •

We inspire individuals to bring out their best. We know the world changes one person at a time.