

VISION

PURPOSE

Why We Do

Our purpose is to provide great products and be a pillar of strength within people's lives throughout the world.

MISSION

What We Do

We inspire and empower individuals to live their best life with greater health, wealth, and happiness through innovative products, rewarding business opportunities, and a purpose driven community that thrives with an enriching and uplifting culture.

CORE VALUES

How We Do

GREATNESS •

Our true potential is reached by helping others reach theirs. We know the 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 build products that we believe in. Every aspect of our efforts are designed to improve people's lives with no-compromise quality standards.

MASTERY •

We strive to refine and improve ourselves 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 expect to do the impossible. What was impossible before, may be possible now.

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.