

Thank you everyone for coming today. I really appreciate your being here. I know that each one of you have probably a dozen other things you could be doing at this time & we just want you to know it means a lot to us that you would take a little bit of time out of your day to come hear about something we are so passionate about.

So, this is what I am going to do today: I am going to tell you a little bit about me & how Shaklee came into my life & then a brief overview of the company, but then quickly move into our food & our food supply and what has happened to our food.

We will talk about the state of our health in America today, the major issues that we face & then some options that we have, some choices we can make, offering possible solutions. We will talk about supplements & an introduction to Shaklee supplements. Then, we will wrap it up & talk about where we can go from here.

* As an addition, or substitution, you can integrate the Dr. Shaklee Philosophy piece, which is separately attached. Thanks to Senior Master Coordinator, Bill Firth, for this contribution, which is simply outstanding!

SHARE YOUR STORY

You see on this slide a picture of Dr. Shaklee; we really have an amazing story. Dr. Shaklee pioneered the vitamin industry back in 1915. He created a product called “Vitalized Minerals” and the term vitamin comes from that & it was the first supplement of its type & we are very proud of that history. Now, you can see on the right we are owned by a man named Roger Barnett who is really a phenomenal businessman & has done wonderful things for our company, has brought amazing additions to our compensation plan. He is currently bringing Shaklee into many different countries. We are very excited about our future and where Roger is taking us. We are the number one natural nutrition company in the United States. Shaklee is, at its very core, a science company. We have a tremendous history and pioneered the science world in supplementation.

Note: If you include the Dr. Shaklee piece in your introduction, some of this can be eliminated.

100 YEARS AGO

Let's talk about our food 100 years ago. You can see on this page we have beautiful pictures of fresh water with healthy fish, organic fruits and vegetables, grown in rich nutrient-dense soil with all the nutrition designed to be in them. People were eating at home with home-cooked meals. Our cattle were hormone-free & our chickens could walk in fields.

TODAY

Let's fast forward to the world we live in today. It is a totally different picture. We have pesticides, fungicides & herbicides that are sprayed all over the fruits & vegetables we eat, so that the bugs won't eat them. Then we have foods that are genetically modified at an incredible rate with things that are still unknown about what genetic modification can do. Hormones & antibiotics are pumped into our meat products so that they are super-fat, super-fast off to market. Then, we look at our water supply and how it has impacted the fish & know there are so many health benefits in eating fish, yet there is so much danger that fish contamination carries. We are dealing with a different situation & it has put us in a very unique position today with health challenges.

WHAT ARE WE EATING

So, let's look at what we are really eating. I know this is kind of a funny page with our fat giraffe but there is a lot of truth to it. You look at the foods today that are readily available & inexpensive. "There no longer can be any doubt about the link between diet & disease". We have some very real challenges ahead of us.

IN AMERICA, NORMAL IS NOT HEALTHY

So, in America, normal is not healthy. "Nearly 4 out of 5 people in the U.S. have some sort of disease that may not warrant medical attention". What you see here are 2 columns of very common, everyday challenges that people face. What we typically are used to dealing with we run to the store and get some over-the-counter

medications or some remedy that is going to make these symptoms go away. We don't really stop to ask why am I really having these problems? What is going on in my body when my body is communicating to me to take a quick remedy. So, we have an interesting scenario where we are not addressing the real situation that is going on. We just try to ignore them and live with them. Disease is not caused by a shortage of medications. "We need to treat the causes and not just the symptoms". That is a large part of some of the choices that we have available to us.

CHILDREN

Let's look at what is going on with our children. Here are a couple of the statistics. 70% have elevated cholesterol. 60% are overweight. An increase of 39% in boys & 147% in girls for childhood diabetes. Type-2 diabetes was called adult onset for many, many years & the reason it was called adult onset is because it took people to their adult years to create this disease. But, now we have Type-2 diabetes enter into the preschool population, so it is no longer an adult onset situation. It is evident in very, very young children. You can see these statistics. It is really quite staggering. If you just look at 1996, one million children with ADHD, & in 2009, 5.3 million. So, we have something serious, something to pay attention to with the status of our children's health. "This may be the first generation in history of mankind to have a shorter life span than their parents".

SINCE 1999

Let's look at some of the increases we are dealing with...since 1999, heart disease increased by 10%, cancer by 20%, Type -2 diabetes across the board 35%. Interesting that fast food sales have increased by 2000% in that same period of time. The nutrient content of food has decreased by 38%. There is a very strong correlation of what is going on here. The % of people who eat the recommended servings of fruits & vegetables is 2%. So, you look at all the statistics & percentages & you know there is something significant going on.

Now, I want to bring you right back up to the top of this page. I want you to look at the %'s in blue. Heart disease is 80% preventable. Cancer is 60% preventable. Type-2 Diabetes is 90% preventable.

We look at these increases of diseases & then we look at the window of opportunity we have with prevention. All of us need to think more about this, because so much more can be done. If you look at the bottom here, "There is only one cause of disease, malfunctioning cells. There are only two causes of malfunctioning cells: exposure to toxins and lack of nutrients". This comes from a book by Raymond Francis, "Never Be Sick Again", a very, very good book and he hits the nail on the head with what is going on in our world today and our society.

STATISTICS DON'T LIE

Let's look at the next page: Statistics Don't Lie. This really gives us a rather staggering, but accurate, picture of what is happening with the health of America. The U.S. leads the world with more people per thousand with degenerative disease (we used to have the least). The U.S. life expectancy rank has dropped to 23rd out of 30 industrialized nations.

The cancer rate in 1950: 1 in 80; 1970: 1 in 6; Today 1 in 2. It is mind-blowing. The death rate from heart attacks in 1926: 1 in 20,883; 1940: 1 in 2,114; Today: 1 in 2. So, we have a rather alarming scenario if we look at the statistics & so that leads us to asking some questions.

WHICH PATH ARE YOU ON?

So, which path are you on? If you take care of you, the body creates health. If you don't, the body degenerates. So, we have basically two options here. On the left-hand side we have Disease & Death & this starts with symptoms, then illness, then disability & which takes time, creates stress, leading to reliance on medical care & lots of money.

If we are in a place with Optimum Health, there is good diet & supplementation, because, as we discussed, our food is not what it used to be. We now have to fill those gaps. Exercise is absolutely a "must". We are not living in a time where we are physically moving to take care of the farm and build things. It is different now. Rest & relaxation are elusive commodities in this day & age. We are always

stimulated & always going, going, going. The list continues with positive attitude, healthy relationships, a good spiritual life & good lifestyle choices.

Everyday, we get to make a new choice. We get to decide, where do we want to be with our health? What side of the page do we want to be on?

“For every \$ spend on nutritional supplements, we will save \$28 in health care costs”. That is staggering.

INTELLIGENT SUPPLEMENTATION

So, let's talk about supplementation, intelligent supplementation. It is really not an option. Take a look at the picture of a Time magazine issue that talked about how not to end up in a hospital bed. That it is all about prevention. **Shaklee is the original prevention company.** This is who we are & what we do. So, rebuilding our health starts with a healthy diet, exercise & smart supplementation.

THERE ARE THREE TYPES OF SUPPLEMENTS

Let's talk about supplements because this is a big topic & there are many choices out there. There are a lot of differences with what is found on the shelf. Let's look at the most common supplement available; Synthetic Supplements. You will see it at the top & this is what you typically will get from grocery stores, discount stores, etc. You can buy tablets for only a couple dollars. You can buy a couple apples for the same price you can purchase 600 tablets of Vitamin C, for example. This is an interesting category. In the synthetic vitamin world there is really no food in these. They are completely man-made to replicate what you would get nutrient-wise from the food molecule. There are no enzymes. There are lots of side effects from short-term stimulants. There are ingredients for energy, like caffeine, a lot of dangerous coatings & fillers & additives that have no business going into our bodies. They are marketed to be good for us. One of my biggest pet peeves is artificial sweeteners that are put into everything, but also into supplements. We know these sweeteners are not good for health & really something we should stay away from. If you were to go to your local waste management plant & look at the

sewage the number one substance floating across the surface is undigested vitamins. So, many times people feel like I got a good value because I bought the vitamins real cheap, but the question you have to ask is what are you paying for? And, if you are just giving that vitamin a little “field trip” through your body down through your intestines & out your bottom into the toilet, Is that really a good value? That is really important when deciding which vitamin you are going to take.

Now let’s look at the Natural Extract. This is the type you are going to find at a health food store. This category, in lay terms, takes food & extracts the nutrients that they want to put in the supplement. This extraction uses chemicals or heat which potentially destroys the enzymes. The question is: can the body utilize these extractions? Another interesting fact is that, by law, they can label a supplement “natural” as long as it is 15% natural. So, you have an interesting combination of extracted ingredients added to vitamins made from food & they label it natural & meanwhile possibly only 15% is actually natural. There is a lot of imbalance in this category; for instance, many companies omit critical nutrients, such as biotin, which is more expensive by weight than silver. It is a very important B vitamin & many companies will either not add it or add a very small amount.

Another problem to address is artificial colors, flavors, sweeteners, binders & fillers. Bioavailability is the most important factor, so one has to question the bioavailability of such items and ask the question will a synthetic or extract enter my bloodstream & nourish the cells.

If it cannot get into your blood stream what good are you doing? That is really important. Do you want a company that provides that?

A thought to consider is that what if you could find a company that is so committed to working with raw ingredients that go beyond organic to create a supplement? What if this company paid attention to what is going on in our food supply? What if this company has more dedicated testing than any other company in the industry with regard to testing for contaminants, such as pesticides & fungicides?

So, let’s look at this third category, Shaklee And, basically, they use only raw ingredients from nutrient-rich soil. There is no heat, low

pressure & it the highest quality of those raw materials. Shaklee has incredible testing to make sure that nothing is getting into the supplement that shouldn't be there. They do testing to make sure it is getting absorbed, that it is bioavailable & it is getting into the bloodstream at the right time. This is everything that goes into a supplement that gets results & the reason we are so excited about these products is we know that if you use them and try them you are going to feel the difference. Now, I am going to tell you a story. During the 1990's, Ginseng was one of Shaklee's most popular products. When Shaklee received the raw Ginseng, they ran the usual battery of tests. These showed toxic levels of fungicide on the Ginseng. Because of widespread flooding, all the Ginseng coming out of Asia had been sprayed with these fungicides. Shaklee rejected batch after batch and finally chose to quit production of their Ginseng product for over two years until they could find an untainted source—even though it cost the company significant profits. In the meantime, all of the other Ginseng products that were being sold were sold with the contaminated ginseng. I think it is an important story to share. We have lots of stories like this to share in Shaklee & it shows the priorities that this company has & what is most important to them .

WE ARE SHAKLEE PAGE

Here are pictures showing the products that we have. There is the Nutrition Line and the 180 Line, which is a fantastically designed program for weight loss. We have a Sports Nutrition Line that is not shown on this page but I would like to mention it because I think it is important. We have a great Personal Care Line that is as natural as it can get & a Healthy Home Care Line which is excellent and I will touch on briefly at the end of the presentation. So, when you choose Shaklee, you know 3 things to be true.

THE SHAKLEE DIFFERENCE

They are always **Safe**, they always **Work** & they are always **Green**. I want to point out the most important bullets now.

Always Safe: We do 100,000 annual quality tests on all of our ingredients. Every new botanical ingredient gets 350 contaminant

tests alone. This is unheard of in the industry and absolutely sets the standard and what allows our product to be incredibly safe and guaranteed. You can see the ingredients Shaklee will not put in their products: the parabens, no dioxane, no phthalates, nor formaldehyde. No artificial sweeteners, flavors, or colorings. No banned substances ever! We have an amazing track record for a company that started in 1956, of never having these harmful chemicals in our products. We are proud of no animal testing. Beyond organic, state earlier, means organic raw materials have been tested for contaminants after leaving organic soil.

Always works- we have over 500 million products sold & over \$250 million invested in research and development. We have over 100 published peer-reviewed clinical studies. This is very significant because it is the best type of clinical study. They are peer-reviewed so they are third party, double-blind, placebo-controlled. They are not just clinical studies where a company buys an advertisement spot in a magazine. They are truly quality studies that have been nominated for publication and really have the very best scientific evidence proving that the product really does what it's supposed to do.

We have a great number of elite athletes that use Shaklee products. We have powered over 60 gold metals, which we are very proud of, and we have over 60 patents and patents pending.

Always Green: On the green side, we were the very first company and the only company to be climate neutral certified year after year, which is a big deal. Dr. Shaklee created the very first non-toxic household cleaning product in 1960. We have saved SO much in plastics and packaging waste because of our Get Clean kit. We have planted one million trees, so we have a really neat place in the world, environmentally speaking.

2007 LANDMARK STUDY

Now I want to talk about the landmark study that was of 2007. It was a study headed by Dr. Gladys Block, who is a leading epidemiologist in the country. She took 3 groups of people: a group who didn't use

supplements at all, a group taking your typical over-the-counter supplements, and a group taking Shaklee supplements for over 20 years. Dr. Block gathered a great amount of health data to compare where these people were in their health status. As you can see here on the chart, in every category where it is good to have a lower amount, the Shaklee people had a significantly lower amount: Diabetes, heart attack, congestive heart failure, stroke, C-Reactive proteins, which is a biomarker for inflammation in the body. The category where it was better to have a higher number, which is your HDL, or good cholesterol, Shaklee's levels were significantly higher. So, it was a very good study for us to be a part of and we received very information that we really had no control over. But, it was published, and we are very proud of that.

UC BERKELEY

Now, I want to talk about this set of statistics because it's very important and it also came from the same collection of data with UC Berkley. The average American under 65 has 12.2 different prescriptions written every year. The average American over 65 has 19 different prescriptions written every year. The Shaklee users who had used Shaklee more than 20 years and whose average age was 63 had only 0.6 prescriptions written every year. This is the point, this is the message, this is the goal...to stay healthy and stay off medications so we can live our life thriving! This is the Shaklee difference!

ALL IN ONE VITA-STRIP PAGE

Now, I am going to talk about a product called Vitalizer. This is the most complete and most well-designed daily vitamin strip there is. The data for this and the way Shaklee was able to put this together largely came from the information gathered from the Landmark study. Shaklee put together a supplement pack that incorporates all of the products the people were using in the study so we know everyone's needs. If you look down the right hand column of this picture: there is 55 years of nutritional science, based on 12 clinical studies, 12 patents and patents pending, 0 artificial colors, flavors, preservatives and sweeteners, 1000 quality tests every time a Vitalizer box is made. There are 80 different biooptimized nutrients and that means they have maximum absorption. If you look at all of these beautiful

foods here on the left, these are all of the foods you would need to eat and in these amounts in order to get the nutritional content you get in this Vitalizer strip.

VITALIZER SMART DELIVERY SYSTEM PAGE

In addition to that, you will see on the next page, that the delivery systems are so sophisticated and so effective. You can see on this little chart on that right that each tablet will release and be delivered to different places along the digestive tract, which really is a phenomenal thing that's only in Shaklee Vitalizer. I want to tell you what is in the Vitalizer strip. You have 2 multivitamins, which are absolutely fundamental when you are building your health and supplementing. You have a tablet which is your **Caroto-E-Omega**, which contains all your carotenoids, all your vitamins E's in natural form and your omega 3 fatty acids. You will see on the left all of the benefits from this: the healthy brain, the immune function. Omega 3 fatty acids are connected to so many different things from helping us deal with depression, to better cognitive functioning, and having a healthier heart. You have your B and C Complex, which have a great sustained delivery system. B and C are one of those things your body will go through quickly when you're under stress, so you want to have a steady release. It's very important for the antioxidants, immune function and tissue repair. Vitamin B is a gift that helps with nerves, mood, and managing stress. Then you have this little pearl called Optiflora, which is Shaklee's probiotic. You've probably caught an advertisement on TV about the benefits of good bacteria, and Shaklee's is very unique. Optiflora is triple-encapsulated, so it survives the stomach acid and doesn't get killed off as it's digested. Studies have shown that probiotics off the shelf have tested with absolutely zero active bacteria, and less than 10% of probiotics with live bacteria survived stomach acid. It's really important that you have a probiotic that stays alive in the capsule and survives the digestive process, and Shaklee's Optiflora does that. What you have in this Vitalizer box is a phenomenal amount of nutrition that works together to help the body be the best it can be. You can scroll down the left hand side of the page and see the benefits. Everything you buy in the Vitalizer pack can be purchased separately, so you have some options. This is an ideal place to start because you get so much with such great delivery systems.

SHAKLEE PROTEIN

Okay, let's talk about Shaklee protein. Protein is such an interesting topic and sort of a hot topic in today's world because there is so much information out there. Let's look down the right hand column & talk about the benefits of Shaklee protein and some options we have. It fights against aging, cancer and boosts energy. This is the number one thing that makes a difference when I work with people who have some energy issues because it balances blood sugar and is incredibly beneficial to each cell in the body. We find it has a major impact helping people with energy and food cravings. It builds immunity, promotes heart health, helps with cholesterol levels, breast and prostate health, regulates menopause-- powerful asset to woman at this stage in life to help regulate hormones. It builds every cell in the body that needs to be healthy in order to create another cell, and this requires the right amount of protein. It sustains energy.

You can see the daily benefits you would get from supplementing with Shaklee protein. It is biologically complete which means it has all essential 9 amino acids in the right ratio. It absorbs in 15 minutes. It's Kosher. It's the highest quality, and it's non-GMO, which is very important. There is a lot of discussion out there about soy, and we have a ton of research and good, accurate information if you would like it. Shaklee was the first company ever to make a protein isolate that was plant-based. You can see across the top the different protein shakes offered in 180, and that is a whole meal. You get all your protein in addition to good vitamins and fiber. You also have the option of a protein boost, on the right and left-hand side. One of the other things you need to know about Shaklee proteins is that they are not alcohol processed, but water-washed, which is really critical in maintaining the isoflavones and the benefits you would get from soy.

SHAKLEE 180

Okay, let's talk about Shaklee 180. The protein powder that we just talked about is the cornerstone of this line. This is a fantastic healthy weight management or weight loss line. The key is that there is an amino acid ingredient called Leucine, which helps maintain muscle, so as you lose weight you don't lose muscle, just fat. This answers

the issue of metabolism. When someone is wanting to lose weight, they must keep a healthy metabolism. Note the benefits of the 180 Smoothee: 24 grams of non-GMO protein, high in fiber (Shaklee is actually considered the fiber expert in the world and we have the best source of fiber) low-glycemic (I've heard many doctors say this is the perfect food for a diabetic or a pre-diabetic because of this glycemic element). It boosts your metabolism & tastes great. When you follow the 180 program you are not hungry because of the protein & fiber content in the 180 Smoothee. You are meeting all of your body's nutritional needs and don't feel panicky for food. This is a great way to get in shape, lose weight and reach your goals.

NUTRIFERON

I want to talk about a product called Nutriferon. This product was developed by Dr. **Kojima**, recipient of the Nobel Prize for discovering interferon, which causes our body's immune system to run at a more efficient and more effective rate. Shaklee has a lifetime patent on Nutriferon. When our body is exposed to foreign invaders, Nutriferon goes to work, targeting any & all harmful substances. There's phenomenal science behind this product, and it really improves immune function. It's a great alternative to consider when it comes to the flu shot.

VIVIX

Let's talk about Vivix, one of the more exciting things to happen in the nutritional world in the last decade. Resveratrol is being majorly impacted by the nutritional world. Shaklee's had this product since 2008, and Shaklee sold 1 million bottles the first year. It's a really amazing scientific breakthrough. Shaklee's Vivix is 10x more powerful than resveratrol alone in slowing the key mechanism of cellular aging, meaning the things that impact the cells of our body and bring on health conditions. So, Vivix is going to come in and protect us from all of the things we would develop as our cells age and help undo some of that damage. If you look on the chart, you can see the 4 major things Vivix impacts: cell defense, cell energy, cell repair, and cell performance. Vivix goes in and helps repair damage done to the DNA. It increases the mitochondria in the cell, which is the energy

storehouse of the cell. It helps get the sludge and inflammation causing things out of the cell that occur from the different things we eat or the cell is exposed to, and it overall increases cell performance. A recent study looked at 2 groups of people who ate a fairly unhealthy breakfast that would cause an inflammation response in the body (bacon, eggs, hashbrowns, etc.). One group was using Vivix, and this product was found to completely blunt and prevent the inflammation response from these unhealthy foods. Resveratrol and Vivix will help protect the body from things that cause inflammation. It has major implications with inflammation-related conditions. Now, this is not to say that we shouldn't watch what we eat, but Vivix helps protect the body when we do. The testimonies as to how this product has helped people are vast and astounding, and there is abundant supplementary information on this product.

SHAKLEEKIDS

Let's look at some products for kids. We have a fantastic multivitamin called Incredivites with 23 essential nutrients. It had the optimum levels of Vitamin D before all of the massive information came out about Vitamin D and how beneficial it is. They taste good and are profound in benefitting immune support and the basic multivitamin. I love working with children with Shaklee nutrition because their bodies respond so wonderfully to the nutrition you give them. I think this is a great way to make a positive, long-lasting impact on a child's health. On the left, you see the Mighty Smart. That is the DHA chew that's fantastic for brain health. It's a fish oil that just happens to taste like an orange Star Burst. It's somewhat miraculous that Shaklee was able to do that. Kids love it, and again it's great for their brain, so this is a nice option. The organic content in this little chew is fantastic.

GET CLEAN

Let's look at the Get Clean Line. This is our non-toxic household cleaning line. It's chemical-free, biodegradable, and incredibly beneficial for health. Many times when we work with people to help them get healthier, dealing with the chemicals in the home is the best place to start because you're taking that stress off the body that it's exposed to on a daily basis. Shaklee's Get Clean kit is incredibly concentrated. Let me just give you a few stats: This kit here from

Shaklee is \$99 and is equivalent to \$3,400 worth of products from the store. It saves 108 pounds of packaging waste, 248 pounds of greenhouse gases, and is the environmental equivalent of planting 10 trees. It's a great option for people to save money and cleans better than anything out there! It cleans so very well! It's so easy to use too. We have a great cost comparison. Anyone who deals with any type of allergies, asthma issues, breathing issues, immune function issues would be very wise to look at getting the chemicals out of your home. It makes a huge difference.

3 WAYS TO ENGAGE

I want to end with talking about the 3 ways you can engage with Shaklee. You have some options, and we love helping people explore and figure out what the next step in Shaklee could be for them.

The first is at the top of the circle and that is to **use** the products. Most people want to use these products because they get great results and find them to be effective and they have a huge impact on their family's health.

Or, you could choose to **share** the products. Many people become referral partners. They use the products and share with family or friends, getting free products in return. Most of us find ourselves talking about the products automatically because they work so well and we like them.

Or you can look to **build** a business. Some people find Shaklee, believe in the philosophy and want to build their own business, creating a great income for themselves. We want you to know that all of these things are available. We are happy to help you explore and see what would be the best place for you to start. Thank you so much for your time.

***Please see attachment for Lifestyle (final) page.**

