



**2020–2021  
Shaklee Incentives  
(Canada)**

## Contents

Join Options	Page 3
Shaklee Loyalty Rewards Program	Page 5
Refer a Friend (Member Referral Program)	Page 7
Prove It Challenge™ Kit	Page 8
Star Club	Page 8
Loyalty Bonus	Page 11
Dream Trip	Page 14
Top Achievers International Trip	Page 20
New Director Conference	Page 23
Shaklee Recognition	Page 24
New Key Coordinator Hometown Celebration	Page 25
New Master Coordinator Ceremony	Page 25
Car Bonus Program	Page 26
\$20K in 2020	Page 29

## Shaklee 2020–2021 Incentives

The *Statement of Privileges and Responsibilities of Shaklee Family Members (P&R)* is the legal document that outlines the privileges you, as a Shaklee Family Member, can expect from the Company, and the responsibilities the Company expects you to assume. Except as indicated for the Five-Year Rule, in the event of a conflict between this document and the *P&R*, the *P&R* governs. Shaklee reserves the right to modify all or part of this document on notice to Distributors by posting in the Member Centre as provided in the *P&R*.

### Definitions

All capitalized terms have the meanings set forth in the *Statement of Privileges and Responsibilities of Shaklee Family Members (P&R)* unless otherwise specified in this document.

### Company's Right to Change/Cancel Incentive Program and/or Terms

Shaklee may, at its discretion, alter, limit, or modify the incentive structure or any other feature of any Incentive Program described in this Incentives Booklet. The Company reserves the right to change or modify Incentive Program Terms and Conditions or terminate any Incentive Program at any time, for any reason, without prior notice. Your continued participation in any Incentive Program will confirm your acceptance of such changes. The Company reserves the right to monitor the accounts of all participants, at any time and without notice, for compliance with Program Rules. All interpretations of Incentive Program Terms and Conditions are at the Company's sole discretion, and the Company's decisions will be final. In the event of any discrepancy between the English version and any translated version of any Incentive Program Rules, the English language version will govern.

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## Join Options – Members and Distributors

When someone joins our Shaklee Family, that person can become a Member (a customer who wants to receive Member pricing on all products and enjoy other Member benefits) or a Distributor (someone who wants to share Shaklee with others and potentially build a business and earn bonuses).

### Members

Members and Preferred Members are referred to as Members, and they can enjoy all Member benefits (regardless of the date they joined Shaklee).

Member benefits include:

- FREE shipping on all orders of \$150 or more and \$11 flat-rate shipping on orders less than \$150; the \$150 consists of total product value minus all discounts (before taxes and order charges)
- Access to Loyalty Rewards: earn up to an additional 15% back in redeemable Loyalty Rewards points for qualifying Loyalty Orders (formerly AutoShip orders) plus other rewards in our loyalty program

A new Member can get started today in one of following ways:

- Join with a Prove It Challenge™ Kit; includes two canisters of Life Shake™, one box of Vitalizer™, free membership, free shipping, and two free Healthy Cleanse products for \$169
- Spend \$150 and get free Membership, which includes free shipping on all orders of \$150 or more
- Become a Member by paying \$19.95 and receiving a New Member Kit; the order will qualify for \$11 flat-rate shipping



## Shaklee 2020–2021 Incentives

### Distributors

All Distributors are eligible to earn bonuses. A Distributor is someone who joins with a \$49.95 Business Starter Kit (or upgrades from a Member to a Distributor with a \$49.95 Business Starter Kit).

Distributor benefits:

- Eligible to earn all Shaklee rewards in the Dream Plan
- Eligible to earn Star Club and Loyalty Bonuses
- Access to Loyalty and Shipping Rewards on orders placed between the 1<sup>st</sup> and the 15<sup>th</sup> of the month:
  - Loyalty Rewards: earn up to an additional 15% back in redeemable Loyalty Reward points for qualifying Loyalty Orders, plus other rewards, in our Loyalty Rewards program. Each point earned is \$1 toward free Shaklee products.
  - Loyalty Shipping Rewards: Distributors and Business Leaders can earn up to 25 shipping reward points per month based on dollars spent on order charges (i.e., shipping and handling). You get 1 point for each \$1 spent on order charges. Use your reward points to get free products.
- Receive up to 19% off the Member Price (MP) on each Business Booster purchased in the first 90 days of joining (with full PV); each discounted Business Booster can only be purchased once per Shaklee ID.s
- The Business Starter Kit includes:
  - A Product Catalogue
  - A Quick-Start Guide
  - A Shaklee glass water bottle
  - Three months of a Personal Website – your online store – which begin the date the Distributor joins
  - 3 Life Shake™ Sample Credits to share via the Shaklee Share App (expire 30 days from the join or upgrade date)
  - A \$10-off digital coupon to share with a potential new Distributor digital; the coupon promo code is provided in the “welcome” e-mail the new Distributor receives



A new Distributor can get started in one of the following ways:

- With the Prove It Challenge™ Kit; includes two canisters of Life Shake™, one box of Vitalizer™, free shipping, and two free Healthy Cleanse products for \$169 plus the purchase of a Business Starter Kit for \$49.95 = \$218.95 (excluding taxes)
  - Business Boosters are offered during the join flow, and a person joining with a Prove It Challenge Kit will receive free shipping on all Business Boosters added to that purchase; Business Boosters are designed to allow new Distributors the chance to experience one or as many product categories as they choose with an up to 19% discount off MP in their first 90 days (with full PV)
- With the \$49.95 Business Starter Kit; if a Member upgrades to Distributor, the Business Starter Kit is still \$49.95

## Shaklee Loyalty Rewards Program

You automatically receive these benefits once you set up a qualifying Loyalty Order. Here's how you earn up to 15% back in points:



5% BACK IN POINTS	10% BACK IN POINTS	15% BACK IN POINTS
Months 1–3	Months 4–6	Months 7+
Spend \$150 or more per month	Spend \$150 or more per month	Spend \$150 or more per month

### MORE BENEFITS



#### Quick and Easy to Manage

Always have what you need. Change your order or cancel – anytime.



#### Redeem Points for Free Products

One point is worth \$1, redeemable for free Shaklee products.



#### Enjoy a Special Birthday Gift

Receive a gift during your birthday month with your Loyalty Order.

### Eligibility and Timing

- The Loyalty Rewards program is available to all Members, Distributors, and Business Leaders
- This program and point accumulation on qualifying orders began on August 1, 2019

### How to Earn Points

- Earn up to 15% back in points on your consecutive Loyalty Orders of \$150 or more
- A qualifying order is a Loyalty Order of \$150 or more at your price tier (exclusive of order charges and applicable taxes); you can have multiple qualifying orders per month
- Make sure you place an order each month to keep your Loyalty Rewards points; if no Loyalty Order is placed, you'll revert to a 5% earning level
- A minimum order of \$1 must be placed during the month to keep previously accrued points; point balance will reduce to zero if no order is placed during a calendar month
- Distributors and above can earn points on orders placed between the 1<sup>st</sup> and 15<sup>th</sup> of the month, while Members can earn points on qualifying orders the entire month
- Loyalty Rewards points apply to the first \$500 in qualifying orders each month

## Shaklee 2020–2021 Incentives

### How to Redeem Points

- To redeem points, you must have the full amount of points needed for a product (e.g., 1 point = \$1 to redeem toward product)
- A paid order of \$150 or more is required to redeem points
- You may redeem up to 100 points per order
- Points can be redeemed on most Shaklee products except for business tools, join kits, and accessories
- A free birthday product will be added to your order automatically when you place a qualifying order (i.e., a Loyalty Order of \$150 or more at your price tier) during the birthday month of the primary account member
- Members can place an order any day of the month; Distributors and above must place an order between the 1<sup>st</sup> and 15<sup>th</sup> day of the month to receive the free birthday product
- New Members and Distributors must wait 30 days from joining to redeem points or receive a free birthday product

### Point Value (PV)

- Points are non-transferable and have no cash value or PV
- Points are not applicable toward prior purchases or charges

### Product Returns and Resale

- If a product obtained with points is returned, the points will not be returned to your account
- If a product on which you earned points is returned, or the order is cancelled, the corresponding points will be deducted from your balance

### *Shipping Rewards Points: For Distributors and Business Leaders Only*

- Shaklee Distributors and Business Leaders can earn up to 25 Shipping Rewards points per month based on dollars spent on order charges
- Earn 1 point for each \$1 spent on order charges
- No monthly minimum order is required to keep your Distributor Shipping Rewards points, but make sure to place a monthly order to keep your Loyalty Rewards points
- Loyalty Rewards and Distributor Shipping Rewards can be combined when redeeming points on eligible orders
- Products obtained with points are not for resale



**Shaklee reserves the right to change or cancel the Loyalty Rewards program with or without notice.**

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## Refer a Friend (Member Referral Program)

Good health is meant to be shared. Members can refer a friend to shop with Shaklee. Referred friends will save \$10 on their first purchases of \$100 or more and your Members will get \$10 to spend on themselves. It's a win-win. The more friends they refer, the more they save – and all this helps grow your team.



### How It Works

We do all the work for you! Your Members simply need to share their “Refer a Friend” links with friends, family, work colleagues, or anyone they want to share Shaklee with – then, the magic starts! All NEW customers and Members that your Members introduce to Shaklee will receive a \$10 off promo code to use on their first Shaklee purchases of \$100 or more (excluding taxes and order charges). Then, once their orders are placed, your Members will receive a promotion code for \$10 off their next orders of \$100 or more, too! Your Members can earn as many \$10 off promotion codes as they like!

### Sharing the “Refer a Friend” Link

Your Members can click on the “Refer & Get \$10” link at the top of any page or “Refer a Friend” in the footer of ca.shaklee.com to start the process. When they’re logged in, they can share their unique links with anyone new to Shaklee via e-mail or social media, or they can copy the link and send it via text. This unique link is how we make sure your Members get their rewards. Once their friends click on the unique link, your Members will receive their own links to unlock their \$10 off promo codes by entering their e-mail addresses. New Customers and Members simply need to enter their unique promo codes at checkout to receive \$10 off their first orders of \$100 or more (excluding taxes and order charges). The reward will expire 30 days from the initial creation or delivery to the new e-mail address. If the referred friend has previously purchased on ca.shaklee.com or is joining as a Distributor, the referred friend won’t qualify for the offer, and the Member who made the referral won’t earn a promo code.

### How Your Members Redeem Their Promotions

Your Members will receive an e-mail with a promo code for \$10 off their purchases of \$100 or more after their friends make a purchase from ca.shaklee.com and use their unique promo codes. To redeem their promo codes, your Members will enter their codes into the coupon/promo code box during checkout. Loyalty Orders (formerly known as AutoShip orders) are excluded. Only one promo code can be used per order. The promo code only applies to online purchases of \$100 or more (excluding taxes and order charges). The reward will expire 90 days from initial delivery to the registered e-mail address of the Member making the referral. The reward is non-transferable and is only redeemable by the referring Member.

### Terms and Conditions

The Shaklee Refer a Friend Program (“Program”) is valid for residents of Canada, the United States, and Puerto Rico. This is a Member referral program. Distributors, Associates, and Business Leaders are excluded from direct participation in this Program. Only one promo code can be used at a time, and each unique promo code can only be redeemed once. No Program rewards will be given if the referred friend does not make an eligible Refer a Friend purchase of \$100 or more on ca.shaklee.com. Program rewards are subject to verification at Shaklee’s sole discretion and only apply to online purchases made through ca.shaklee.com. All taxes and order charges apply. Terms, conditions, features, availability, service, and support options of the Shaklee Refer a Friend Program are subject to change without notice and at any time. By participating in the Program, a participant agrees that he or she participates in the program at his or her own risk and, to the fullest extent permitted under federal law, in no event will Shaklee be liable

## Shaklee 2020–2021 Incentives

for any direct, indirect, special, incidental, consequential, or any other type of damages related to or arising from the Program or participant's participation in the Program.

In the event a referred person returns a purchased item and his or her order value decreases below the minimum purchase amount, the referral promotion code awarded to the referring Member may be revoked. Members may not refer anyone who has an existing ca.shaklee.com account under an alternate e-mail address. The referring Member will be the Sponsor and Original Sponsor of the new guest or Member. Price Differential will be withheld on the first by the new Member or Guest when the promotion code is redeemed. Price Differential will not be affected on future orders. The promo code cannot be applied to previous purchases and is not redeemable for cash.

Shaklee and its Program service providers reserve the right to delay, cancel, or revoke unique promotion codes in any suspected case of fraudulent use or misuse of Shaklee services or this Program. Rewards are subject to verification at Shaklee's sole discretion. Any misuse of the Program by Distributors or Business Leaders is strictly prohibited. Please note that this is an ongoing Program that may be terminated with or without notice.

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## Prove It Challenge™ Kit

Begin with a Prove It Challenge™ Kit and get the special price of \$169 for two canisters of Life Shake™, one box of Vitalizer™, two free Healthy Cleanse products, and free shipping.

- Any new Member or Distributor can purchase the Prove It Challenge Kit for \$169 (one time per Shaklee ID)
- When a Prove It Challenge Kit is purchased by someone as part of a join order, a \$25 Prove It Bonus will be paid to the Original Sponsor
- All existing Members and Distributors will have the same one-time opportunity to purchase the Prove It Challenge Kit for \$169, regardless of price tier; a \$25 Prove It Bonus will be paid to the Original Sponsor, but this order does not count toward the additional \$75 Star Club Bonus, described below



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## Star Club

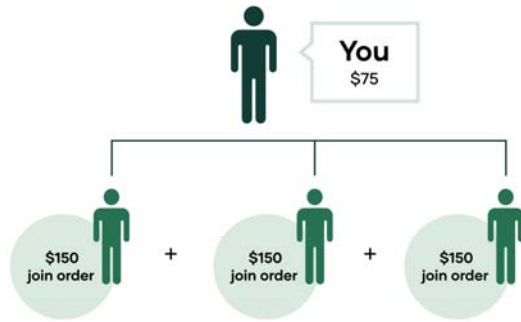
Star Club rewards you for growing loyal teams – three new people at a time!

- Each month, when you help three new people get started with Shaklee as a Member or Distributor with a \$150 product order, the \$75 Star Club Bonus is yours!
- Do it again in the same month and you'll earn another \$75; we'll reward you every time!
- Get an extra \$25 for every person who joins with a Prove It Challenge™ Kit; this \$25 Prove It Bonus is part of the Star Club Program





## Shaklee 2020–2021 Incentives



### Pro Tip:

Encourage your 3 new people to place Loyalty Orders (formerly AutoShip orders) to start earning Loyalty Rewards points to redeem for free products. Having all your Members and Distributors earning Loyalty Rewards will be rewarding for you and them!

## Star Club Rules

1. Star Club Bonuses can be earned by a new or existing Distributor, Associate, or Business Leader. You must be the Original Sponsor (at the time of purchase) of the new Member or Distributor.
2. Each new Member or Distributor counts toward Star Club when he or she joins on or after September 25, 2020 with a \$150+ product purchase (excluding taxes, order charges, membership fees, and/or a Business Starter Kit).
3. When you're the Original Sponsor of three eligible new Members or Distributors in a calendar month, you earn a \$75 Star Club Bonus.
4. As part of the Star Club, you'll get a \$25 Prove It Bonus for each Member or Distributor who purchases a Prove It Challenge™ Kit the first time. Only a Prove It Challenge Kit purchased at the time of joining will count toward the \$75 Star Club Bonus.
5. There's no limit to the number of bonuses you can earn each month.
6. The count of new Members or Distributors starts over with each calendar month, so try to sponsor at least three new Members or Distributors each month.
7. The month you become a Distributor, you're given the remainder of that month plus a full calendar month to sponsor your first three eligible Members or Distributors and earn the \$75 Star Club Bonus.
8. Star Club Bonuses are paid daily (Monday through Friday, with a 4:00 p.m. ET activity cutoff) for earners on Direct Deposit. All other qualifiers will be paid in their monthly Bonus/Commission cheques.
9. In the event the Original Sponsor is no longer active, the bonus will be paid monthly to the next eligible Original Sponsor.
10. You don't have to be bonus eligible (with a 100 PV personal order) to earn a Star Club Bonus.
11. Anyone creating and/or placing product orders through fake Member/Distributor/Business Leader accounts, or using the credit card of another person without that person's permission, or otherwise attempting to manipulate this incentive will be subject to all remedies for breach of contract set forth in the *P&R*, up to and including termination. The Company tracks shipping addresses, billing addresses, and credit cards.

## Star Club Bonus Payments

Star Club Bonuses are paid daily on regular business days. These bonuses are paid the next business day as long as a Distributor joins by 4:00 p.m. Eastern Time. Orders received after 4:00 p.m. ET will be paid on the second business day.

## Shaklee 2020–2021 Incentives

Shaklee generally pays bonuses monthly; however, Star Club Bonuses are paid daily, on regular business days, when you're registered for direct deposit<sup>1</sup> of your bonuses.

Star Club Bonuses are paid daily with the following exceptions:

- The Original Sponsor qualified for a \$25 Prove It Bonus through an existing Member, Distributor, or Business Leader (instead of a join or upgrade order)
- In the event that the Original Sponsor has a closed account

### Daily Star Club Bonus Pay Schedule

The daily Star Club Bonus pay schedule is as follows:

DAYS AND TIMES SPONSORED	DAY PAYMENT DEPOSITED*
FRIDAY 4:01 P.M. THROUGH MONDAY 4:00 P.M.	TUESDAY MORNING
MONDAY 4:01 P.M. THROUGH TUESDAY 4:00 P.M.	WEDNESDAY MORNING
TUESDAY 4:01 P.M. THROUGH WEDNESDAY 4:00 P.M.	THURSDAY MORNING
WEDNESDAY 4:01 P.M. THROUGH THURSDAY 4:00 P.M.	FRIDAY MORNING
THURSDAY 4:01 P.M. THROUGH FRIDAY 4:00 P.M.	MONDAY MORNING

\*Though funds are transferred the next business day, the receiving bank may take at least one business day to credit your account.

## Star Club FAQs

### ***What is Star Club?***

When you're the Original Sponsor of three new Members or Distributors in a calendar month with a \$150 product order or more, you qualify for Star Club and earn a \$75 Star Club Bonus!

### ***How does Star Club work with Prove It Bonuses?***

We combined the programs. Now, when you have three new Members or Distributors join with \$150 or more (including a Prove It Challenge™ Kit) in a calendar month, you'll get a \$75 Star Club Bonus. You'll still earn the \$25 Prove It Bonus the first time each Member or Distributor purchases a Prove It Challenge Kit.

### ***Do Distributor upgrades count toward a Star Club Bonus?***

No. Members who become Distributors don't count for a Star Club Bonus, as it's based on their join orders. However, they do count for a Loyalty Bonus.

### ***Does the New Member Kit or Business Starter Kit count toward the \$150 join order?***

No. Purchases of the New Member Kit or Business Starter Kit don't count toward the \$150 minimum product purchase requirement.

### ***Can a Distributor earn more than one Star Club Bonus a month?***

Yes. A Distributor may earn additional Star Club Bonuses with each additional three new Members or Distributors enrolled in the same calendar month, with no limit to the number of Star Club Bonuses earned. And they may repeat it every month!

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<sup>1</sup> If you wish to sign up for direct deposit, log into ca.shaklee.com, go to My Business, click on the "Me" tab, then scroll down to the "Income" section.

## Shaklee 2020–2021 Incentives

### **When are Star Club Bonuses paid?**

Star Club Bonuses are paid to the qualified Original Sponsor DAILY (Monday through Friday, with a 4:00 p.m. Eastern Time activity cut-off) as long as the qualified Original Sponsor has registered to receive payment by Electronic Funds Transfer (EFT), also known as Direct Deposit. If the earner isn't registered for EFT, payment will be made in the next month's Bonus/Commission cheque.

### **Does the Star Club Bonus qualifier need to have his or her own purchase of 100 PV or more to earn a Star Club Bonus?**

No, you don't have to be bonus eligible to earn the Star Club Bonus.

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## Loyalty Bonus

Earn up to \$1,500 each month! Just be on Loyalty Rewards, help three new Distributors get on Loyalty Rewards, and help them do the same.

1. To qualify for the Loyalty Bonus, you must have a monthly \$150 Loyalty Order (formerly AutoShip order) that processes in the current month. All three Distributors you personally enrol must also have a \$150 Loyalty Order process on their second orders (or beyond), as do any new Distributors they enrol later on.
2. All new and existing Distributors, Associates, and Business Leaders are eligible to earn bonuses in this program. For a Distributor to count in this program for you, her or she must join (or upgrade) after September 1, 2020.
3. The Loyalty Bonus can be earned on a monthly basis.
4. There are three Loyalty Bonuses that you can earn: \$50, \$250, and \$1,500. Each bonus is achieved through the structure described below:
  - \$50 – Help three Distributors you've personally sponsored place a Loyalty Order of \$150 in the same month
  - \$250 – Each of the Distributors you've sponsored have three Distributors they've personally sponsored who place a Loyalty Order of \$150 in the same calendar month
  - \$1,500 – Each of those three directly sponsored Distributors have three personally sponsored Distributors who place a Loyalty Order of \$150 in the same calendar month
5. Once you have this structure in place, the Distributors simply need to continue to place Loyalty Orders of \$150 or more in the same month and you can earn a bonus each month they do. You don't need to repeat with brand-new Distributors each month to continue earning.



Let's break it down:

### Earn a \$50 Loyalty Bonus

1. Place your monthly Loyalty Order of \$150
2. Help three new Distributors also place Loyalty Orders of \$150 in the same month
3. You just earned a \$50 Loyalty Bonus!

**Plus:** if you and your three Distributors place \$150 Loyalty Orders next month, you earn the \$50 Loyalty Bonus again.



## Earn a \$250 Loyalty Bonus

1. Help your three Distributors earn the \$50 Loyalty Bonus by helping each of them get three new Distributors to place Loyalty Orders of \$150 in the same month
2. You just earned the \$250 Loyalty Bonus!

**Plus:** if you, your three Distributors, and each of their three Distributors place \$150 Loyalty Orders next month, you earn the \$250 Loyalty Bonus again.



## Earn a \$1,500 Loyalty Bonus

1. Help your three Distributors earn the \$250 Loyalty Bonus by helping each of their three Distributors get three new Distributors to place Loyalty Orders of \$150 in the same month
2. You just earned the \$1,500 Loyalty Bonus!

**Plus** – you guessed it! – if they all do it again next month, you earn the \$1,500 Loyalty Bonus again.



## Loyalty Bonus Rules

1. Any bonus-eligible Distributor, Associate, or Business Leader with a Loyalty Order (formerly AutoShip order) of \$150 or more who processes during the month may participate in this program.
2. For a Distributor to count in this program, he or she must join (or upgrade) after September 1, 2020. Any existing Distributors who joined prior to this date aren't eligible to be counted in this program.
3. Loyalty Orders of \$150 or more, processed in the qualifying calendar month, are counted toward the bonus requirements. Join orders are excluded.
4. Qualifying Loyalty Orders must be paid for by the Distributor (via credit card held in the name of the Distributor listed on the account) and shipped to the primary shipping address listed on the account.
5. Member Loyalty Orders do not count toward this bonus.
6. A qualifying Loyalty Order that's returned will result in a retraction of any bonus earned based on that Loyalty Order.
7. In order to qualify for the \$50 bonus, you must have three personally sponsored Distributors with a qualifying Loyalty Order of \$150 or more.
8. For this incentive program, the Original Sponsor is not relevant. The Placement Sponsor will receive credit for all first-level Distributors with a qualifying Loyalty Order of \$150 or more.

## Shaklee 2020–2021 Incentives

9. In order to qualify for the \$250 bonus, you must first be qualified for the \$50 bonus. In order to qualify for the \$1,500 bonus, you must first be qualified for the \$250 bonus.
10. This bonus is not cumulative; one may earn either the \$50, \$250, or \$1,500 bonus but not all three at one time.
11. You don't need to repeat with brand-new Distributors each month to continue earning. Once you have this structure in place, the Distributors simply need to continue to place Loyalty Orders of \$150 or more in the same calendar month.
12. This bonus is paid monthly and will be added to your bonus/commission payment.
13. As long as all qualifications are met, this bonus may be earned each month.
14. Anyone creating and/or placing product orders through fake Distributor/Business Leader accounts, or using the credit card of another person without his or her permission, or otherwise attempting to manipulate this incentive will be subject to all remedies for breach of contract set forth in the *P&R*, up to and including termination. The Company tracks shipping addresses, billing addresses, and credit cards.

## Loyalty Bonus FAQs

### ***What is the Loyalty Bonus program?***

The Loyalty Bonus program rewards Distributors and Business Leaders who participate in the Shaklee Loyalty Rewards program for helping others also participate in the Loyalty Rewards program. A qualifier may earn bonuses of \$50, \$250, or \$1,500 each month for completing tiers within a structure of new Distributors/Business Leaders participating in the Loyalty Rewards program.

### ***How does the Loyalty Bonus program work?***

\$50: you must have three personally sponsored Distributors and/or Member-to-Distributor upgrades who joined or upgraded September 1, 2020 or later with a minimum \$150 Loyalty Order in the same calendar month.

\$250: your three personally sponsored Distributors must each have three other qualified, personally sponsored Distributors and/or Member-to-Distributor upgrades who joined or upgraded September 1, 2020 or later under them with a minimum \$150 Loyalty Order in the same calendar month.

\$1,500: your nine qualified Distributors also must each have three qualified, personally sponsored Distributors and/or Member-to-Distributor upgrades who joined or upgraded September 1, 2020 or later sponsored under them with a minimum \$150 Loyalty Order in the same calendar month.

Bonus amounts will be paid to the Placement Sponsor – not to the Original Sponsor.

### ***How does the sponsorship tree work with Loyalty Bonuses?***

Unlike Star Club Bonuses, which are paid to the Original Sponsors, Loyalty Bonuses are determined by the Placement Sponsor. For example, if Cathy sponsors Kevin as a new Distributor and places Kevin under Kelly, Kelly would be the Placement Sponsor and she would count Kevin as one of her Tier 1 Distributors.

### ***Are Distributors and/or Business Leaders required to have their own Loyalty Orders to participate in earning a Loyalty Bonus?***

Yes. A Distributor or Business Leader must have his or her own Loyalty Order of \$150 or greater processed in the calendar month to be eligible to earn any Loyalty Bonus during that month.

### ***Who's eligible to participate in the Loyalty Bonus program?***

Only new Distributor joins or Member-to-Distributor upgrades beginning September 1, 2020 or later may occupy a spot in the Loyalty structure and count toward a Loyalty Bonus for their direct (placement) sponsors.

## Shaklee 2020–2021 Incentives

### **What’s considered a “qualifying” Loyalty Order?**

All Loyalty Orders must be second orders or later (i.e., cannot be join orders). For those who joined September 1 and September 30, 2020, for a second order to count as one of your required three Tier 1 qualifiers, it must be placed after October 1, 2020.

### **If a Distributor in my structure promotes to Business Leader, do I still get to count that person as one of my three?**

Yes. All Distributors and Business Leaders will continue to count as part of your three each month as long as they’re qualifying with their own \$150 Loyalty Orders each month (and they don’t need to be consecutive). If a Distributor resigns and re-enrolls as a Member instead, there will be compression within your structure.

### **If I’ve completed all three tiers in the Loyalty Bonus structure, and one of the qualifying Distributors doesn’t place a \$150 Loyalty Order, would I have to start all over?**

No. All you’d need to do is replace the one Distributor who doesn’t place a \$150 Loyalty Order with another Distributor who has joined in a previous month (but after September 1, 2020) and is placing a qualifying Loyalty Order of \$150. If no replacement is found, the Distributor will be paid the highest Loyalty Bonus for which he or she is fully qualified.

### **Are there any additional volume requirements to earn a Loyalty Bonus?**

No. The only requirements are for YOU and each of the Distributors in your Loyalty Bonus structure (joining or upgrading September 1, 2020 or later) to be qualifying with a minimum \$150 Loyalty Order each month a bonus is earned.



SHAKLEE  
DREAM TRIP  
Costa Rica

**Trip Qualification Period:**  
**January 1 – December 31, 2020**

**Trip Dates: May 15–20, 2021**

The Shaklee Family is going to Costa Rica, where you’ll be in awe of the magnificent wildlife and patches of untouched nature. Escape to Dreams Las Mareas Costa Rica: a vibrant resort located on an expansive palm-studded beach surrounded by lush green mountains and jungles. We want you to join us!

## Points Required

Qualification Type	Required Points
Incentive Trip for one person/one room	250
Incentive Trip for two people/one room	350

You don’t have worry about keeping track of your own points. Visit your incentive trackers to see your point total, your targets, and your breakdown of points toward earning this amazing trip!

## How to Qualify

In addition to accumulating the required points:

- You must have at least 30 points (personal) in the Sponsoring Category (Carry-Forward points do not count toward the 30-point minimum)

## Shaklee 2020–2021 Incentives

- You must be a Paid-As Coordinator or higher for at least four consecutive months within the Qualification Period
- Once that requirement is met, your Paid-As Rank may not fall below Senior Director in any month (except that you may have one Volume Grace Month or waiver) for the remainder of the Qualification Period and all succeeding months through April 2021

A maximum of 100 Sponsoring Category points may be counted toward trip qualification.

A maximum of 50 Loyalty Dream points may be counted toward trip qualifications.

## How to Earn Points

You can earn points in five different categories tied to the growth and development of your business: Sponsoring, Loyalty Dream, Rank Advancement, Personal Group Volume (PGV) Growth, and Activity.

### Sponsoring Category

Earn points for new people you personally sponsor with a qualifying product purchase. The more you personally sponsor new Members and Distributors, the more points you can earn.<sup>2</sup> Additionally, you can earn extra points every time you sponsor three people with the purchase of a Prove It Challenge™ Kit in one month.

Sponsoring Type	Points
Personally sponsor a new Member or Distributor with a Prove It Challenge™ Kit	5
Personally sponsor a new Member or Distributor with \$150 or more	3

Star Club Bonus	Points
Earn a \$75 Star Club Bonus	5

### Member or Distributor Sponsoring

The Original Sponsor of the new Member or Distributor is awarded the Personal Sponsoring points. Sponsoring points will be awarded based on the new Member or Distributor qualifying product purchase at the time he or she joins. Points must be earned by December 31, 2020 in order to count for the January 1 – December 31, 2020 Qualification Period.

**Example 1:** Raquel joins as a Member on January 2, 2020 with a \$150 product order. Her Original Sponsor, Tommy, earns 3 Sponsoring points. On February 1, 2020, Raquel realizes that she wants to share Shaklee products with others, so she upgrades to Distributor with the purchase of a Prove It Challenge Kit. Tommy does not earn any additional Sponsoring points.

**Example 2:** Janine, Alena, and Sarah each purchase a Prove It Challenge™ Kit in March 2020 and join as either Members or Distributors. Their Original Sponsor, Michele, earns 15 Sponsoring points – 5 Sponsoring points for each. Additionally, Michele qualifies for a \$75 Star Club Bonus and earns another 5 points for a total of 20 Sponsoring points.

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<sup>2</sup> A maximum of 100 Sponsoring Category points, including Prove It Challenge Bonus points, counts toward the Dream Trip.

## Loyalty Dream Category

Earn points when a new Member or Distributor you personally sponsored this incentive year (between January 1 and December 31, 2020) places a qualifying Loyalty Order during the 2020 incentive period. The Original Sponsor of the new Member or Distributor is awarded the Loyalty Dream points.

Every month a new Member or Distributor earns Loyalty Rewards points, you earn 1 Loyalty Dream point – up to a maximum of 50 points in this category.

Loyalty Rewards	Points
Every month a new Member or Distributor earns Loyalty Rewards points	1

A qualifying order is a Loyalty Order of \$150 or more that qualifies for Loyalty Rewards points. Distributor orders must be placed by the 15<sup>th</sup> of the month.

Shipping Rewards points earned by Distributors don't count for this category.

## Rank Advancement Category

To earn Rank Advancement points, you must achieve and be paid as the new Paid-As Rank and maintain for three additional months (for a total of four consecutive months),<sup>3</sup> without personal use of Volume Grace Months (VGMs) or waivers, during this incentive year.

### Two-Year Dream Incentive Rule<sup>4</sup>

New rank is determined according to the Two-Year Dream Incentive Rule, meaning that the rank achieved must meet one of the following criteria:

- A first-time, never-before-achieved rank, or
- A Paid-As Rank that was held only prior to the January 2018 PV month, or
- A Paid-As Rank that was held for less than four consecutive months from January 2018 through December 2019 (note: a month in which a Volume Grace Month [VGM] or waiver was used does not count as a month in which Director rank was held)

**Example 1:** Associate Alan promoted to Director in January 2018 and met all requirements of rank in the February and March PV months. In April and May of 2018, he took VGMs and in June 2018 was retitled to Associate. Since Alan held the rank for less than four consecutive months, his base rank is Distributor. When he achieves and holds the rank of Director for four consecutive months, he'll earn Rank Advancement points.

**Example 2:** Annie had the five-year base rank of Senior Executive Coordinator for the January – December 2019 incentive qualification year because she'd earned Executive Coordinator and Senior Executive Coordinator Rank Advancement points in 2017. However, she hasn't held a Paid-As Rank higher than Senior Coordinator in the past two years. With the Two-Year Dream

<sup>3</sup> For the ranks of Key Coordinator and higher, you must meet the requirements of the rank and hold for two additional consecutive months (total of three consecutive months) before promotion to the appointed title occurs. For purposes of this section and the Car Bonus Program section, the first month that you meet the requirements to be paid at that rank is the month that your qualification begins. For example, you meet all requirements for the Key Coordinator rank and are paid as a Key Coordinator in the March 2020 PV month. You continue to meet the requirements for the Key Coordinator rank in the April, May, and June PV months. You are promoted to Key Coordinator in the May PV month. You earn your Rank Advancement points for Key Coordinator in the June PV month.

<sup>4</sup> This replaces the previous Five-Year Rule.



## Shaklee 2020–2021 Incentives

Incentive Rule, her base rank is reset to Senior Coordinator for the 2020–2021 incentive qualification year. Annie promoted to the Paid-As Rank of Executive Coordinator in February 2020. She held in the March, April, and May PV months. Annie earned 110 Executive Coordinator Rank Advancement points in the May 2020 PV month.

### Rank Advancement Points

New Rank Achieved	Points
Director	30
Senior Director	50
Coordinator	75
Senior Coordinator	90
Executive Coordinator	110
Senior Executive Coordinator	145
Key Coordinator	180
Senior Key Coordinator	210
Master Coordinator	250
Senior Master Coordinator	275
Presidential Master Coordinator	300

Rank Advancement points will be awarded only once during the Incentive qualification year for any given rank. They'll start accumulating in January 2020 and be awarded at the conclusion of the four-consecutive-month period during this incentive year. The first month that anyone can earn Rank Advancement points will be April 2020. Points must be earned by the December 2020 PV month in order to count for the January 1 through December 31, 2020 Qualification Period. New Rank Advancement points expire at the end of the Qualification Period and cannot be carried over to the next Qualification Period or incentive trip.

**Example 1:** Business Leader Karen promotes to Senior Coordinator in the May 2020 PV month. She must maintain as a Paid-As Senior Coordinator or higher in each of the June, July, and August PV months, and then will be awarded 90 points. The 90 points count for the January 1 – December 31, 2020 Qualification Period.

**Example 2:** Business Leader Kevin achieves the new rank of Paid-As Senior Executive Coordinator in the December 2019 PV month. With the new Two-Year Rule, his base rank is reset. Kevin must maintain as a Paid-As Senior Executive Coordinator or higher in each of the January, February, March, and April 2020 PV months, and then will be awarded 145 points.

## Shaklee 2020–2021 Incentives

### PGV Growth Category

Grow your Personal Growth Volume (PGV) over your base by at least 12,000 to begin qualifying for points in this category. PGV for incentive trip purposes includes your PGV plus the PGV of any First Generation Leader you promote in Canada and the United States during the Qualification Period.

You earn PGV points according to the increase over your base:

Increase Over Base	Points Awarded	Total Cumulative Points
12,000	25	25
24,000	+50	75
36,000	+75	150
48,000	+75	225
60,000	+75	300

Points are cumulative so, if you increase 60,000 PGV over your base, you'll accumulate 300 total points in this category. Points will be awarded in the PV month in which they're earned along the way.

Your personalized adjusted monthly PGV targets for each point threshold can be found on your Dream Tracker.

#### Base

Your cumulative PGV base is the greater of:

1. The total of your PGV for each month from the January through December 2019 PV months, or
2. 24,000

**Example 1:** Business Leader Alan had 3000 PGV each month during the Base Period. His PGV base is 36,000.

**Example 2:** Business Leader Charlie had 5000 PGV each month during the Base Period. He had one First Generation Leader, Betty, break out in 2019. Since the PGV base only includes one's PGV, this breakout does not affect Charlie's PGV.

#### Incentive PGV Calculations

Your incentive PGV is your cumulative PGV for the 12-month incentive period of January 1 – December 31, 2020. PGV from First Generation Business Leaders promoted during the qualification period will continue to count for your incentive PGV. A First Generation Director breakout can be a new or re-appointed Business Leader after the December 2019 PV month. That person's PGV will be included for as long as he or she maintains a Business Leader rank during the incentive period except for the month of breakout, as it's already included in your PGV that month. The new First Generation Director's PGV will be added to your Incentive Tracker monthly but does not count for bonus purposes.

**Example 1:** In February 2020, Mary holds the Paid-As Rank of Director. She's working with Susan, who promotes to Director in March 2020. That month, the PGV from Susan's promotion is already included in Mary's PGV, so Mary won't see any additional PGV in March. Starting in April 2020, the PGV that's generated from Susan's Personal Group will continue to count toward Mary's incentive PGV.

#### First Generation Leaders Who Count for PGV

During the Qualification Period, the PGV of any First Generation Leader who meets any of the following criteria will count toward your PGV:

1. The First Generation Leader is a new Business Leader who promoted during the Qualification Period

## Shaklee 2020–2021 Incentives

2. The First Generation Leader is a reinstated Business Leader who promoted during the Qualification Period and who was not a Business Leader in December 2019

**Example:** Business Leader Kyle had one First Generation Business Leader, Frances, in June, July, August, and September of 2019. In December 2019, Kyle didn't have any First Generation Business Leaders because Frances was an Associate that month. If Frances re-promotes to Director again, she'll count toward Kyle's incentive PGV because she wasn't a Director in December 2019.

### Activity Category

Activity points may be offered during the incentive year as a way for you to gain additional Dream Incentive points. The promotion rules will specify how these points will be earned and how they'll be displayed on your tracker in this category.

#### Virtual Conference Registration Activity Points

Activity	Points
Register for and participate in the 2020 Shaklee Virtual Conference	15

If you register for and attend the 2020 Shaklee Virtual Conferences, you'll earn 15 Activity points toward the Dream Trip. A maximum of 15 points can be earned for this activity per Shaklee ID.

### Purchase/Sale, Survivorship, Combined Distributorships

If a business is transferred due to Survivorship or to a Purchase/Sale transaction, the Company will adjust the transferee's base rank and base PGV so that they're the same as those held by the transferor. Points earned by the transferor in those categories prior to the transfer will be deducted from the transferor and reassigned to the transferee. The transferee will forfeit any prior points earned.

In the case of the formation or dissolution of a Combined Distributorship, the Company will adjust bases and points on a case-by-case basis.

No Shaklee Dream Incentive Trip points may be earned from a reorganization, roll-up, or sponsorship line movement. Shaklee reserves the right to determine in its sole discretion whether an award of points is appropriate.

### Additional Requirements (for ALL Qualifiers)

- If you achieve enough trip points to qualify, but the remaining rank maintenance requirements are not fully met, Shaklee reserves the right to cancel your participation in the trip and/or to charge your account for costs incurred on your behalf.
- In all cases, at least one attendee must be on Shaklee's records as a member of the qualifying distributorship. As long as one attendee is on Shaklee's records as a member of the qualifying distributorship, he or she may bring whomever he or she would like as an additional attendee(s) to accompany him or her on the trip. If, for any reason, no one from the qualifying distributorship attends, Shaklee reserves the right to charge back any non-refundable trip expenses incurred by Shaklee on behalf of the distributorship.
- Trip rewards are non-transferable and must be taken in the year earned. At the end of the Qualification Period, qualifiers will be e-mailed registration information that includes event registration deadlines. If you are unable to register and book your airfare by the deadline, you may incur additional costs and/or be unable to attend this event.

## Shaklee 2020–2021 Incentives

- Shaklee provides round-trip coach air transportation from an airport near your hometown (the mailing address on file with Shaklee). Attendees are responsible for paying any additional airfare if they embark from another location.
- A Business Leader who qualifies for the trip will be rewarded with the highest milestone earned. The highest reward you can earn is a trip for two in one room.
- The 2021 Dream Trip includes round-trip air transportation, group transfers to/from the airport in Costa Rica on set arrival and departure dates, five nights at the Dreams Las Mareas all-inclusive property (including most meals and beverages), and hotel gratuities.

## Leadership Qualifications for Key Coordinators and Above

Eligible Key Coordinators and higher may qualify for the Dream Trip under the alternate Leadership Qualifications in lieu of qualifying by points.

### Eligible Key Coordinators and Higher

To be eligible to qualify using the Leadership Qualifications, you must have been a Paid-As Key Coordinator or higher in at least four PV months from January through December 2019, not necessarily consecutive.

In addition, you must be a Paid-As Key Coordinator or higher for four months during the Qualification Period (January – December 2020). Once that requirement is met, your Paid-As Rank may not fall below Executive Coordinator for the remainder of the Qualification Period and all succeeding months through the month prior to the trip.

### Leadership Qualifications

You must meet all the following criteria to qualify:

1. Have at least three Business Leaders in your downline (within six generations), down to and including the next Eligible Key Coordinator or higher (but not his or her downline), who have fully qualified for the Dream Trip
  - a) Fully qualified means that each of these Business Leaders has at least 250 incentive points, including at least 30 Sponsoring points, and has been a Paid-As Coordinator or higher for at least four consecutive months during the Qualification Period; remember that once those qualifications have been met, these Business Leaders can't fall below Senior Director through April 2021
2. Have 30 personal Sponsoring points

Three fully qualified teams with 250+ points earns a Dream Trip for two people in one room (350-point tier). If you qualify via the Leadership Category and you qualify via incentive points, you'll only qualify for the highest reward possible, which is the Dream Trip for two people in one room. At least one attendee must be on Shaklee's records as a member of the qualifying distributorship.

## Presidential and Senior Master Coordinators



Presidential and Senior Master Coordinators who maintain as Paid-As Presidential and Senior Master Coordinators for at least nine months during the Qualification Period, and in the month prior to the Dream Trip, automatically qualify for this trip.

Presidential and Senior Master Coordinators who qualify in this way automatically earn the trip at the 350-point level, which includes two people in one room. If you qualify via the Presidential or Senior Master Coordinator Category and you qualify via incentive points, you'll only qualify for the highest reward possible, which is the Dream Trip for two people in one room. At least one attendee must be on Shaklee's records as a member of the qualifying distributorship.



**Trip Qualification Period:**  
**January 1 – December 31, 2020**

**Trip Dates: April 10–16, 2021**

## How to Qualify

Achieve the new Paid-As Rank of Key Coordinator or higher for four consecutive months during the 2020–2021 incentive period (based on the Five-Year Rule, as seen below) to qualify for the Top Achievers International Trip to Australia.

First-time Paid-As Rank Advancements at the following ranks (when held for four consecutive months) will qualify you for this trip:

- Key Coordinator
- Senior Key Coordinator
- Master Coordinator
- Senior Master Coordinator
- Presidential Master Coordinator

**Example 1:** Business Leader Bobbie had a base rank of Executive Coordinator. She advanced to the Paid-As Rank of Key Coordinator for the first time in July 2020. She held the Paid-As Rank of Key Coordinator in July, August, September, and October. She completed four consecutive months at the new Paid-As Rank of Key Coordinator and has qualified for the trip. Her only other requirement is to stay above the rank of Executive Coordinator through the month of the trip.

**Example 2:** Business Leader Tiye has the base rank of Master Coordinator (because she had held it for more than four consecutive months in the last five years), but she's currently a Senior Key Coordinator. Then, in October 2019, she advanced to the Paid-As Rank of Senior Master Coordinator for the first time. She held the Paid-As Rank of Senior Master Coordinator in October, November, December, and January. She completed four consecutive months at the new Paid-As Rank of Senior Master Coordinator and has qualified for the trip. Congratulations to Tiye for jumping two ranks to meet the qualification! Her only other requirement is to stay above the rank of Executive Coordinator through the month of the trip.

### Five-Year Rule<sup>5</sup>

New rank is determined according to the Five-Year Rule, meaning that the rank achieved must meet one of the following criteria:

- A first-time, never-before-achieved rank, or
- A Paid-As Rank that was held only prior to the January 2015 PV month, or
- A Paid-As Rank that was held for less than four consecutive months from January 2015 through December 2019 (note: a month in which a Volume Grace Month [VGM] or waiver was used does not count as a month in which Director rank was held)

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<sup>5</sup> The Five-Year Rule as defined here supersedes the definition in the P&R.

## Shaklee 2020–2021 Incentives

### Qualifications

- First-time Rank Advancement is based on the Five-Year Rule (as defined on page 21)
- You must hold the new rank for at least four consecutive months
- Those who start their new rank qualifications by December 2020 and maintain for the four consecutive months (through March 2021) will qualify for the 2021 Top Achievers International Trip
- Once the Rank Advancement requirement is met, your Paid-As Rank may NOT fall below Executive Coordinator through the month of the trip
- The highest reward you can qualify for is two people in one room for this international trip – even if you advance more than one of these ranks during the Qualification Period

### Leadership Qualifications for Key Coordinators and Above

Eligible Key Coordinators and higher may qualify for the Top Achievers International Trip under the alternate Leadership Qualifications in lieu of qualifying via Rank Advancement.

#### Eligible Key Coordinators and Higher

To be eligible to qualify using the Leadership Qualifications, you must have been a Paid-As Key Coordinator or higher in at least four PV months from January to December 2019, not necessarily consecutive.

#### Leadership Qualifications

Eligible Key Coordinators and above who increase their total cumulative Qualified Organizational Volume (QOV)<sup>6</sup> by 60,000 over their 2019 bases will earn the 2021 Top Achievers International Trip.

Rank	Cumulative QOV Increase
Key Coordinator – Presidential Master Coordinator	60,000 + QOV

In addition, you must be a Paid-As Key Coordinator or higher for four months during the Qualification Period (i.e., January through December 2020). Once that requirement is met, your Paid-As Rank may not fall below Executive Coordinator in any month for the remainder of the Qualification Period and all succeeding months through the month of the trip.

#### Base

Your cumulative QOV base is the greater of:

1. The total of your cumulative QOV for each month from the January to December 2019 PV months, or
2. 300,000

**Example 1:** Business Leader Tony is a Key Coordinator who had a QOV of 30,000 every month during 2019. His cumulative QOV is 360,000. If his cumulative QOV total in 2020 is 420,000 or more (an increase of 60,000 QOV or more over his base), he'll qualify for the Top Achievers International Trip.

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<sup>6</sup> QOV (Qualified Organizational Volume) consists of all your Organizational Volume (OV) minus the entire OV of your largest leg in a given month. Your largest leg can change from one month to the next depending on each leg's OV at the business close of the month.

## Shaklee 2020–2021 Incentives

**Example 2:** Business Leader Laura hit Key Coordinator for the first time in September 2019. She held Key Coordinator for the remainder of the year, but her monthly average QOV for 2019 was only 15,000. Her cumulative QOV base will be set at the minimum of 300,000.



**2020 New Director Conference Dates: November 6–7, 2020**

**Conference Location: Virtual**

### Eligibility

Business Leaders in the Dream Plan who are first-time Directors, or who meet the requirements of the Five-Year Rule (as defined on page 21 of this booklet), are eligible to qualify for the New Director Conference.

### How to Qualify

- Earn a total of 18,000 Car Volume (CV)<sup>7</sup> in any six-consecutive-month period within your first 12 months as a Director; the entire qualification must be completed by the end of the 12<sup>th</sup> month<sup>8</sup>
- You must be a Director or higher, with no Volume Grace Months (VGMs) or waivers, during the six-consecutive-month period
- Once the qualifications are completed, you must maintain Director rank or higher through the month prior to the event, with no more than one VGM or waiver
- The qualifications must be completed two full months prior to the calendar month of the Conference

**Example:** To attend the November 2020 New Director Conference, a Business Leader must complete the 18,000 CV no later than the August 2020 PV month. Once the CV qualification is completed, the Business Leader must maintain Director rank or higher, with no more than one VGM or waiver, each month through the October 2020 PV month.

### Need a “Second Chance?”

Were you eligible for the New Director Conference but did not qualify in your first year? If so, keep reading to confirm your eligibility and to find out what you need to do to join us at our next New Director Conference.

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<sup>7</sup> **CV:** A Business Leader’s Unencumbered Group Volume (as defined in the *Statement of Privileges and Responsibilities of Shaklee Family Members [P&R]*), plus the Personal Group Volume of each First Generation Leader, up to a maximum of 2000 per First Generation Leader (same as Car Volume). CV does not include volume from outside Canada and the United States.

**Unencumbered Group Volume:** A Business Leader’s Personal Group Volume, excluding the Personal Group Volume of a First Generation Director in the month the First Generation Director promotes.

<sup>8</sup> A Business Leader may qualify by accumulating 18,000 CV in as few as three consecutive months. All other requirements listed above apply.

## “Second Chance” Eligibility

You must be a Dream Plan Business Leader who was eligible to qualify for the New Director Conference at one time (meaning you were a first-time Business Leader or met the requirements of the Five-Year Rule, as defined on page 21) but you did not accumulate sufficient CV to qualify within your first 12 months as a Business Leader.

## “Second Chance” – How to Qualify

- Earn a total of 48,000 CV within any 12-consecutive-month period beginning in 2019 or later<sup>9</sup>
- Be a Director or higher, with no VGMs or waivers, during each month of the Qualification Period
- Once the qualifications are completed, you must maintain Director rank or higher through the month prior to the event, with no more than one VGM or waiver
- The qualifications must be completed two full PV months prior to the calendar month of the conference

**Example:** To attend the November 2020 New Director Conference, a Business Leader must complete the 48,000 CV no later than the August 2020 PV month. Once the CV qualification is completed, the Business Leader must maintain Director rank or higher, with no more than one VGM or waiver, each month through the October 2020 PV month.

## Additional Requirements (for ALL Qualifiers)

- If you qualify for the New Director Conference, but the remaining rank requirements are not fully met, Shaklee reserves the right to cancel your participation in this virtual event.
- Training and recognition are the key components of the event. Qualification is for up to two people, each of whom must be on record with Shaklee as a member of the qualifying Shaklee ID number.
- At the end of the Qualification Period, qualifiers will be e-mailed registration information that includes the registration deadline. If you’re unable to register by this deadline, you may be unable to attend this event.

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## Shaklee Recognition

### Qualification Period: January – December 2021

One of the best things we do at Shaklee is celebrate and recognize each other’s successes –and big things are coming in the New Year! Focusing on achievements within the NEW Star Club and Loyalty Bonus programs will result in the activities rewarded in the new Recognition Program! More details are coming soon. Please note: this information is subject to change at our discretion.



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<sup>9</sup> A Business Leader may qualify by accumulating 48,000 CV in as few as eight consecutive months. All other requirements listed above apply.



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## New Key Coordinator Hometown Celebration



We're coming to your hometown to host a reception in your honour! We want to celebrate you with your friends and family and make it known that you're earning cars, money, and trips while living the Shaklee dream.

### Eligibility

New (first-time) Key Coordinators who are in the Dream Plan are eligible for the New Key Coordinator Hometown Celebration.

### Qualifications

You must be a fully qualified Paid-As Key Coordinator for three consecutive months and promote to Key Coordinator as per the *P&R*. Once qualified, your Paid-As Rank may not fall below Senior Executive Coordinator in any month up to and including the month of the celebration.

### Hometown Celebration Details

Food, fun, and friendship with a private guest list selected by the Key Coordinator, with recognition on site by a member of the Shaklee Sales Team. The date and time for the celebration will be jointly determined by the new Key Coordinator and the Shaklee Sales Representative, and will be held in the Key Coordinator's city in Shaklee's records, unless an alternate location is approved by Shaklee.

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## New Master Coordinator Ceremony



It's time to pack your bags and head to Shaklee Global Headquarters in Pleasanton for a green carpet celebration and ceremony, including an invitation to a once-in-a-lifetime dinner – all in your honour!

### Eligibility

New (first-time) Master Coordinators are eligible for the New Master Coordinator Ceremony.

### Qualifications

You must be a fully qualified Paid-As Master Coordinator for three consecutive months and promote to Master Coordinator as per the *P&R*. In addition, you must be a Paid-As Master Coordinator in the month of the trip. Qualification is for up to two people, each of whom must be on record with Shaklee as a member of the qualifying Shaklee ID number.

### Master Coordinator Ceremony Details

The trip includes airfare to San Francisco for up to two people who are on record with the qualifying Shaklee ID number, VIP transfers, two nights' hotel stay, official ceremony at Shaklee Global Headquarters, and a very special dinner with Roger and Sloan Barnett.

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## Car Bonus Program



Are you driving the car of your dreams? You can be – with Shaklee! When you build a Shaklee business and grow to higher levels of leadership while accumulating higher volumes of product sales, Shaklee will reward you with progressively larger car payments toward your very own new car!

### Eligibility

Business Leaders in the Dream Plan are eligible for the Car Bonus Program. They must first complete a three-month Qualification Period and are then eligible to earn the car bonus for their program when monthly requirements for their program are met. Business Leaders may participate in the Car Bonus Program for each rank only once.

### Registration

Once a Business Leader has completed the required three-month Qualification Period described below, Shaklee will e-mail the Car Bonus Program packet, which includes the options available and next steps.

Business Leaders wishing to participate in the Car Bonus Program must send to Shaklee the completed *Car Program Registration* form, along with documentation of car lease or purchase, and a picture of the Business Leader with his or her car, within 6 months after the Qualification Period is completed.<sup>10</sup>

The car may be either a new car or certified pre-owned car with model year within the last five years (e.g., if the registration is submitted in 2020, the model year can be 2016, 2017, 2018, 2019, or 2020).

### Drive-Off or Down Payment Assistance

Business Leaders may request to have Shaklee reserve up to six months of Car Bonuses for them, which they may use to pay the “drive-off” charges on a car lease or the down payment on the purchase of a car. Business Leaders who wish to request this option will indicate that on the *Drive-Off/Down Payment Assistance Agreement* form. The remaining period during which monthly car bonuses can be earned will be reduced by the number of months that bonuses have been placed on reserve and will start in the month after Shaklee receives documentation of the purchase or lease of a car. Once the reserve period has elapsed, a request to receive these funds must be made within 90 days.

Once the reserved funds have been issued, a copy of a purchase or lease agreement – along with the *Car Program Registration* form – must be received by Shaklee within 60 days of the issue date of the funds. If Shaklee does not receive a copy of the purchase or lease agreement within the 60-day period, Shaklee may debit your Shaklee account for the amount issued for these reserved funds.

## Senior Director Car Program

**Qualification Period:** Hold Paid-As Senior Director Rank or higher and have a minimum of 5000 Car Volume<sup>11</sup> for each of three consecutive months.

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<sup>10</sup> Note that a Business Leader may choose not to register within six months of initially completing the qualifications. So long as the Business Leader registers within six months of the most recently completed three-consecutive-month period in which all qualifications are met, the requirements of this section are deemed to have been met.

<sup>11</sup> **Car Volume:** A Business Leader’s Unencumbered Group Volume (as defined in the *Statement of Privileges and Responsibilities of Shaklee Family Members*), plus the Personal Group Volume of each First Generation Leader, up to a maximum of 2000 per First Generation Leader. CV does not include volume from outside Canada and the United States.

**Unencumbered Group Volume:** A Business Leader’s Personal Group Volume, excluding the Personal Group Volume of a First Generation Director in the month the First Generation Director promotes.

## Shaklee 2020–2021 Incentives

**Monthly Car Bonus:** Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$225 per month for a non-hybrid car or \$250 per month for a hybrid car for up to 36 months in each month in which the Business Leader has at least 5000 Car Volume.

If the Business Leader has less than 5000 Car Volume or uses a VGM or waiver in any given month, no Car Bonus will be paid for that month.

**Rank Increases Beyond Senior Director:** Senior Directors who achieve the rank of Senior Coordinator or higher during the 36 months they are in the Senior Director Car Program will earn the Car Bonus amount for the Senior Coordinator (or applicable) Car Program in any month in which they are fully qualified, Paid-As Senior Coordinators or higher and meet the Car Volume requirement for the Car Program corresponding to that rank. This does not impact the Business Leader's eligibility to then participate in the Senior Coordinator Car Program once the 36 months in the Senior Director Program have passed.

### Senior Coordinator Car Program

**Qualification Period:** Hold Paid-As Senior Coordinator rank or higher and have a minimum of 7000 Car Volume for each of three consecutive months.

**Monthly Car Bonus:** Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$325 per month for a non-hybrid car and \$375 per month for a hybrid car for up to 36 months in each month in which the following qualifications are met:

- 1) The Business Leader is a fully qualified, Paid-As Senior Coordinator or higher, and
- 2) The Business Leader has 7000 Car Volume

If the Business Leader's Paid-As title falls below Senior Coordinator in any given month, the Business Leader will earn a Car Bonus of \$225 for a non-hybrid car or \$250 for a hybrid if the Business Leader has at least 7000 Car Volume that month.

If the Business Leader's Car Volume falls below 7000 or if a VGM or waiver is used in any given month, no Car Bonus will be paid for that month.

**Rank Increases Beyond Senior Coordinator:** Senior Coordinators who achieve the rank of Senior Executive Coordinator or higher during the 36 months they are in the Senior Coordinator Car Program will earn the car bonus amount for the Senior Executive Coordinator (or applicable) Car Program in any month in which they are a fully qualified, Paid-As Senior Executive Coordinator or higher and meet the Car Volume requirement for the Car Program corresponding to that rank. This does not impact the Business Leader's eligibility to then participate in the Senior Executive Coordinator Car Program once the 36 months in the Senior Coordinator Program have passed.

### Senior Executive Coordinator Car Program

**Qualification Period:** Hold Paid-As Senior Executive Coordinator rank or higher and have a minimum of 9000 Car Volume for each of three consecutive months.

**Monthly Car Bonus:** Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$400 per month for a non-hybrid car or \$450 per month for a hybrid car for up to 36 months in each month in which the following qualifications are met:

- 1) The Business Leader is a fully qualified, Paid-As Senior Executive Coordinator or higher, and
- 2) The Business Leader has 9000 Car Volume

If the Business Leader's Paid-As title falls below Senior Executive Coordinator in any given month, the Business Leader will earn \$325 for a non-hybrid car or \$375 for a hybrid if the Business Leader has at least 9000 Car Volume.

## Shaklee 2020–2021 Incentives

If the Business Leader's Car Volume falls below 9000 or if a VGM or waiver is used in any given month, no Car Bonus will be paid for that month.

**Rank Increases Beyond Senior Executive Coordinator:** Senior Executive Coordinators who achieve the rank of Senior Key Coordinator or higher during the 36 months they are in the Senior Executive Coordinator Car Program will earn the Car Bonus amount for the Senior Key Coordinator (or applicable) Car Program in any month in which they are a fully qualified, Paid-As Senior Key Coordinator or higher and meet the Car Volume requirement for the Car Program corresponding to that rank. This does not impact the Business Leader's eligibility to then participate in the Senior Key Coordinator Car Program once the 36 months in the Senior Executive Coordinator Program have passed.

### Senior Key Coordinator Car Program

**Qualification Period:** Hold Paid-As Senior Key Coordinator rank or higher and have a minimum of 13,000 Car Volume for each of three consecutive months.

**Monthly Car Bonus:** Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$450 per month for a non-hybrid car or \$500 per month for a hybrid car for up to 36 months in each month in which the following qualifications are met:

- 1) The Business Leader is a fully qualified, Paid-As Senior Key Coordinator or higher, and
- 2) The Business Leader has 13,000 Car Volume

If the Business Leader's Paid-As title falls below Senior Key Coordinator in any given month, the Business Leader will earn a Car Bonus of \$400 for a non-hybrid or \$450 for a hybrid if the Business Leader has at least 13,000 Car Volume for the month.

If the Business Leader's Car Volume falls below 13,000 or if a VGM or waiver is used in any given month, no Car Bonus will be paid for that month.

**Rank Increases Beyond Senior Key Coordinator:** Senior Key Coordinators who achieve the rank of Master Coordinator or higher during the 36 months they are in the Senior Key Coordinator Car Program will earn the Car Bonus amount for the Master Coordinator Car Program in any month in which they are a fully qualified, Paid-As Master Coordinator or higher and have at least 15,000 Car Volume. This does not impact the Business Leader's eligibility to then participate in the Master Coordinator Car Program once the 36 months in the Senior Key Coordinator Program have passed.

### Master Coordinator Car Program

**Qualification Period:** Hold Paid-As Master Coordinator rank or higher and have a minimum of 15,000 Car Volume for each of three consecutive months.

**Monthly Car Bonus:** Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$500 per month for a non-hybrid car or \$600 per month for a hybrid car for up to 36 months in each month in which the following qualifications are met:

- 1) The Business Leader is a fully qualified, Paid-As Master Coordinator or higher, and
- 2) The Business Leader has 15,000 Car Volume

If the Business Leader's Paid-As title falls below Master Coordinator in any given month, the Business Leader will earn a Car Bonus of \$450 for a non-hybrid or \$500 for a hybrid if the Business Leader has at least 15,000 Car Volume for the month.

If the Business Leader's Car Volume falls below 15,000 or if a VGM or waiver is used in any given month, no Car Bonus will be paid for that month.

## Presidential Master Coordinator Car

**Qualification Period:** Hold Paid-As Presidential Master Coordinator rank or higher and have a minimum of 23,000 Car Volume for each of three consecutive months.

**Monthly Car Bonus:** Once registration in the program has been accepted by Shaklee, the Business Leader will earn \$800 per month for a non-hybrid car or \$900 per month for a hybrid car for up to 36 months in each month in which the following qualifications are met:

- 1) The Business Leader is a fully qualified, Paid-As Presidential Master Coordinator or higher, and
- 2) The Business Leader has 23,000 Car Volume

If the Business Leader's Paid-As title falls below Presidential Master Coordinator in any given month, the Business Leader will earn a Car Bonus of \$500 for a non-hybrid or \$600 for a hybrid if the Business Leader has at least 23,000 Car Volume for the month.

If the Business Leader's Car Volume falls below 23,000 or if a VGM or waiver is used in any given month, no Car Bonus will be paid for that month.

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## \$20K in 2020 Incentive

This is a big year – and the start of a big new decade – and we want to reward you for taking the next big step in your Shaklee business. When you advance in rank and hold for three more consecutive months, you can earn an additional cash bonus over and above your regular earnings – up to \$20,000!

**EARN UP TO  
\$20K IN 2020  
IN ADDITIONAL CASH  
BONUSES**

### Who's Eligible

All new and existing Members, Distributors, and Business Leaders (up to Senior Master Coordinator) are eligible to participate.

### How It Works

Promote to the new Paid-As Rank of Director or above, with a 50% Qualified Organizational Volume (QOV) rule applied at the rank of Senior Coordinator and higher during 2020, and earn progressive cash awards up to a total of \$20,000.

For each new rank, you must achieve the new Paid-As Rank and maintain that Paid-As Rank for three additional consecutive months (a total of four consecutive months) without the use of Volume Grace Months or waivers.

A new rank for this \$20K in 2020 incentive must meet one of the following criteria:

- A first-time, never-before-achieved rank, or
- A Paid-As Rank that was held only prior to January 2018 PV month, or
- Appointed to Director for the first time beginning with the July 2020 PV month

**Example 1:** The highest Paid-As Rank Annie held was Coordinator in the July 2019 PV Month. Her base rank for this incentive is Coordinator. She must promote to at least the Paid-As Rank of Senior Coordinator (with at least 5000 QOV) by December 31, 2020 and hold it for a total of four consecutive months to earn any award in \$20K in 2020 rank bonuses.

## Shaklee 2020–2021 Incentives

**Example 2:** Alan promoted to his highest Paid-As Rank – Senior Director – in September 2017 and held that rank in the October, November, and December 2017 PV months. He fell to the rank of Director in January 2018. Since Alan has not been at the Paid-As Rank of Senior Director between January 2018 and December 2019, his base rank for this incentive is Director. He must promote to at least the Paid-As Rank of Senior Director or above by December 31, 2020 and hold it for a total of four consecutive months to earn any award in \$20K in 2020 rank bonuses.

### \$20K in 2020 Rank Bonuses

New First-Time Rank	Maintenance Required	Award Earned
Director	Achieve + three months	\$500
Senior Director	Achieve + three months	\$1,000
Coordinator	Achieve + three months	\$3,000
Senior Coordinator*	Achieve + three months	\$6,000
Executive Coordinator*	Achieve + three months	\$10,000
Senior Executive Coordinator*	Achieve + three months	\$12,000
Key Coordinator*	Achieve + three months	\$20,000
Senior Key Coordinator*	Achieve + three months	\$20,000
Master Coordinator*	Achieve + three months	\$20,000
Senior Master Coordinator*†	Achieve + three months	\$20,000
Presidential Master Coordinator*†	Achieve + three months	\$20,000

\*Payment of bonuses at this rank requires that a minimum 50% of QOV also be achieved and maintained.

†These ranks have not yet been achieved in Canada.

### Additional Rules

1. Although a person may advance by more than one rank in a given month, only one award may be earned at a time. The full maintenance is required for each rank (four consecutive months) prior to payment of the award and before maintenance for the next rank award (achieve + three months) may begin.

**For example,** if Jim’s base rank for the incentive period is Director, and he promotes to the Paid-As Rank of Coordinator in January 2020, he’ll be required to complete the maintenance period for the Senior Director rank (January + three months’ maintenance in the February, March, and April PV months) before he can start qualifications for the rank of Coordinator in the May, June, July, and August PV months.

2. Any new rank qualifications met by December 2020 will be permitted to continue maintenance to earn an award(s) up to and including the rank held in December 2020 or until the maximum of \$20,000 in awards is paid, whichever occurs first. You must maintain the Paid-As Rank that you were in December 2020 for the remainder of the maintenance period in order to achieve all your eligible awards.

**For example,** Brad promotes to the new Paid-As Rank of Senior Coordinator in the October 2020 PV month. He holds that rank in the November PV month and promotes to the Paid-As Rank of Executive Coordinator in the December PV month. He’ll be required to complete the maintenance period for the Paid-As Senior Coordinator Rank through the January 2021 PV month to earn the \$6,000 Senior Coordinator award. In order to start the qualification for the Paid-As Rank of Executive Coordinator, Brad will need to hold that rank in January, February, March, April, and May to qualify for the Executive Coordinator award of \$10,000. If at any point after December 2020 Brad drops below Executive Coordinator, he won’t qualify for this award.

## Shaklee 2020–2021 Incentives

3. A maximum total cumulative award of \$20,000 will be paid to any qualifier who achieves multiple new ranks and completes full maintenance for those awards, with a partial award paid on the highest fully qualified rank in order to complete the \$20,000 total cumulative award, if applicable.

*For example*, if Kelly qualifies for a bonus at each of the ranks of Senior Coordinator (\$6,000), Executive Coordinator (\$10,000), and Senior Executive Coordinator (\$10,000) during the incentive period, she'll earn the maximum award of \$20,000 – that is, \$6,000 for Senior Coordinator + \$10,000 for Executive Coordinator + \$4,000 for Senior Executive Coordinator.

4. No more than two persons advancing to the same Paid-As Rank or higher within a given leg may earn any award at the same time on the same underlying downline volume. The two persons who are lower in the downline genealogy, who are advancing to the same Paid-As Rank or higher, will be eligible for the award.

*For example*, if Jim promotes to the rank of Senior Director in May 2020, his First Generation Business Leader Kevin promotes to the rank of Senior Director in May 2020, and Kevin's First Generation Business Leader Joe promotes to Senior Director in May 2020, Kevin and Joe will need to complete their maintenance periods through August 2020. Jim may not earn this award based on Kevin and Joe's activity.

5. All earned awards will be paid the month after the completion of all four consecutive months of qualification.

*For example*, a \$20K in 2020 award earned in April 2020 (the Paid-As Rank was held January, February, March, and April) will be paid via Direct Deposit around May 25, 2020 or with the May 2020 PV commission cheque around June 15, 2020 if the Business Leader isn't set up on Direct Deposit.

6. Any return of product that counted toward qualification of any award will disqualify that award and will result in the forfeiture/deduction of any award(s) paid from the qualifier and/or his or her upline Business Leader.
7. \$20K in 2020 bonuses may not be earned from a reorganization, roll-up, or sponsorship line movement. Shaklee reserves the right to determine in its sole discretion whether an award is appropriate.
8. To receive \$20K in 2020 bonuses, a qualifier must meet all eligibility requirements including but not limited to:
  1. Advancing to a new higher Paid-As Rank (above one's base rank)
  2. Completing the required maintenance of that new Paid-As Rank
  3. Increasing Organizational Volume (OV) for each month after the rank advancement over the month prior to the rank advancement; see examples below for this final requirement

### **Example A: Successful Qualification**

Leader Janice, who has a base rank of Executive Coordinator, advances in Paid-As Rank from Executive Coordinator to Senior Executive Coordinator. Her OV in the month prior to her rank advancement was 26,450 and grew to 31,825 in the month of her advancement. Janice must maintain her new Paid-As Rank for three additional consecutive months, and her OV must remain above 26,450 in each month of her maintenance, to be eligible to receive the \$20K in 2020 bonus for Senior Executive Coordinator.

## Shaklee 2020–2021 Incentives

### *Example B: Unsuccessful Qualification*

Leader Robert, whose base rank is Senior Coordinator, advances in Paid-As Rank from Senior Coordinator to Executive Coordinator. In the month prior to his rank advancement, he had 24,675 OV but was missing his third First Generation Leader Leg to qualify for Executive Coordinator. In the month of his rank advancement, Robert acquires his third First Generation Leader Leg; however, his OV falls to 20,320 – lower than his OV in the month prior to his rank advancement. This month will not count as his first month at the new higher Paid-As Rank because his OV is not higher than his OV in the month prior to his rank advancement. If, in the next month, Robert remains at the new higher Paid-As Rank and increases his OV to a level above 24,675, that month may count as his first month at the new higher Paid-As Rank. Business Leader growth may be another factor that's considered in whether a qualification is successful or not.

## Additional Terms and Conditions

### [\\$20K in 2020 and Director Promotions](#)

The \$20K in 2020 incentive is designed to reward Business Leaders for developing organizations and increasing in rank through the recruitment, motivation, and retention of Distributors and Business Leaders, and the productive development of a Member base, in an accelerated time frame. It is not consistent with the spirit of the program to allow people to earn the \$20K in 2020 bonus as a result of reorganizing sponsorship lines.

### [\\$20K in 2020 and Reorganizations](#)

The Company (i.e., Shaklee) will not approve any reorganization or sponsorship line movement where the new Sponsor, new Business Leader, any intervening Distributor between the new Sponsor and new Business Leader, or any upline Business Leader within six generations is in qualification for a *\$20K in 2020* incentive or is still within the time frame where he or she could be in qualification for a *\$20K in 2020* incentive, unless the new Sponsor, new Business Leader, any intervening Distributors, and the six upline Business Leaders relinquish their eligibility to participate in the \$20K in 2020 incentive, as evidenced by their signatures on the Reorganization Form.

From time to time, a new prospect may accidentally sign up on the wrong Personal Website, or under the wrong sponsor, through no fault of the Website owner. In those cases, the new Member/Distributor and/or his or her current Business Leader of record may contact Shaklee with the Reorganization Form within 30 days of signing up online to be transferred to the correct sponsor. In such cases, the Original Sponsor will also be changed and the \$20K in 2020 eligibility of the uplines of the Original Sponsor will not be affected.

In addition, the Company reserves the right to review, disallow, and/or rescind any reorganization into or within the downline of anyone who they promote to any Business Leader rank that assists in qualifying for any \$20K in 2020 incentive if Shaklee determines that qualification for the *\$20K for 2020* award is due in whole or in part to the reorganization. Alternatively, the Company reserves the right to exclude any of the uplines involved, regardless of rank, from participation in the \$20K in 2020 incentive.

In the case of a separation, divorce, or full or partial dissolution of a Combined Distributorship, if any first-level Shaklee Family Member is moved with the departing member, then, for purposes of the \$20K in 2020 incentive, the Company will treat the transaction as a reorganization subject to the rules above. If there's a court order specifying how the first levels are to be divided, Shaklee will determine on a case-by-case basis eligibility for participating in the \$20K in 2020 incentive.

### [\\$20K in 2020 and Purchase/Sale or Survivorship Transactions](#)

In the case of a Purchase/Sale or Survivorship transaction, the buyer/transferee may no longer participate in the \$20K in 2020 incentive.



## Shaklee 2020–2021 Incentives

- The \$20K in 2020 eligibility and qualifications, if any, of the seller/transferor are considered personal to the seller/transferor and do not transfer to the buyer/transferee
- In addition, the buyer/transferee relinquishes any \$20K in 2020 eligibility or qualifications related to the sponsorship position he or she is leaving

### P&R Provisions

In order to participate in the \$20K in 2020 bonus, you must be in compliance with all provisions of the *Statement of Privileges and Responsibilities of Shaklee Family Members (P&R)*, including, but not limited to, the following:

#### Chapter 1, Other Director Requirements Section

Although Business Leaders may share the expense of office space, and one Business Leader may help another through temporary difficulties (but not on a continuing or indeterminate basis), Business Leaders may not prop up a sham or “paper” Business Leader through diverted orders or other devices. “Paper” Business Leaders are those who are Business Leaders in name only and do not actively operate their Shaklee businesses but allow other Business Leaders to sustain and direct their sales leadership functions. This prohibition applies to all Business Leader ranks.

#### Chapter 3, Export/Import Policy Section

The products of Shaklee Canada Inc. have been formulated, manufactured, and labelled to comply with Canadian regulatory requirements. The Shaklee products formulated, manufactured, and labelled to comply with the laws of other countries, including the United States, do not necessarily comply with Canadian regulatory requirements. Therefore, Shaklee Independent Distributors may not, directly or indirectly, export the products of Shaklee Canada Inc. for resale in another country, nor may a Shaklee Independent Distributor directly or indirectly import Shaklee products from another country for resale within Canada. Shaklee Canada Inc. will not honour any product guarantee or warranty for products sold in violation of this provision, and any Shaklee Family Member or Shaklee Independent Distributor engaging in such sales will be solely responsible for the products and any related claims or complaints.

Shaklee Independent Distributors may, however, sell and ship Shaklee products to purchasers in other countries where Shaklee does not do business for the purchaser’s personal use only and not for resale to others. If Shaklee operates a business in any market, products of another country may not be shipped to that market for any purpose whatsoever.

#### Chapter 3, Doing Business on the Internet Section, Prohibited Online Business Practices

12. Shaklee products may not be marketed or sold on Amazon, eBay, TaoBoa, Craigslist, Backpage, Kijiji, other online auction Websites, or any e-commerce sites or price-comparison Websites that list other products. Distributors may not market directly on these sites or through the use of any other individuals or agents.