



# Shaklee Life Plan

FEEL AMAZING IN 30 DAYS - GUARANTEED



Our best, most comprehensive nutritional system ever

Clinically proven nutrients to help provide the foundation for a healthier life

Feel amazing in 30 days - guaranteed

Feel healthier for the rest of your life

35 patents and patents pending

## Business Growth Opportunity

Every time you share the Shaklee Life Plan, you're taking the first step in improving someone's health. Wherever we look, we're being advised of the need for nutrient supplementation. Sales of supplements in North America grew by more than 7.4% to \$32.5 billion versus a year ago. Vitamins remain the breadwinner for the supplement market, driven by a multivitamin subcategory nearing \$5.5 billion per year. Meal replacements grew at the highest rate, growing by more than 14.8%. **The Shaklee Life Plan is well positioned for success**, offering premium, holistic health support in a convenient, cost-effective package designed to promote every aspect of your health.

## Open the Conversation

### Ask general health questions, leading to nutrition:

- How healthy do you consider yourself to be today? Are there things you'd like to improve?
- Is it challenging to get the nutrition your body needs every day?
- Did you know there are nutrients that can help protect and repair DNA?
- Would you like to feel more vitalized? Achieve a healthier weight? Experience the benefits of digestive and immune support? Feel healthier overall?

## Keep the Conversation Going

### Set up the problem

A recent study showed that many Canadians are lacking key nutrients in their diets, and common factors such as stress and aging can also increase your body's needs. Even if you're conscientious about what you eat, it's very challenging to ensure that you're getting the nutrients you require to maintain optimal health. Shaklee has been committed to helping Canadians improve their health since 1976.

## Introduce the Shaklee Life Plan

### Talk about the benefits of the Life Plan

The Shaklee Life Plan is the result of the foremost scientific research and decades of studies, designed to bring you the most essential nutrients for a healthier life. Combining the Shaklee Life Shake Mix and the Shaklee Life-Strip, the plan is designed to support every aspect of your health - **with nutrients clinically proven to help provide the foundation for a healthier life.**

- Our best, most comprehensive nutritional system ever
- Feel amazing in 30 days - guaranteed
- Feel healthier for the rest of your life
- 35 patents and patents pending



# Shaklee Life Plan

Feel Amazing in 30 Days – Guaranteed

(page 2)

## Explain the Shaklee Difference

**Proven by science: the research behind the new Shaklee Life Plan**  
**The Life Plan has 35 patents and patents pending.**



### FEEL AMAZING IN 30 DAYS – GUARANTEED:

In an independent in-home usage test\* of Life Plan products, 94% of participants reported a positive result after three weeks of usage. Positive results included:

- Feeling better
- Feeling more active
- Feeling energized
- Feeling less hunger

### LANDMARK STUDY†

Shaklee scientists have published 125 scientific papers and presentations including the Landmark Study, which was conducted by the University of California Berkeley and remains one of the largest studies ever on long-term multiple supplement users.

Shaklee supplement users had markedly better biomarkers of health for benefits in cardiovascular and cognitive health compared with non-supplement users. Shaklee had twice the number of users who rated their health “very good to excellent”:

- 11% lower cholesterol ratios, a key marker for cardiovascular health
- 33% lower levels of triglycerides, a critical biomarker for heart health
- 36% lower levels of homocysteine, an indicator of cognitive health
- 59% lower levels of C-reactive protein, a key biomarker for biological stress

### TELOMERE STUDY

Dr. Elizabeth Blackburn, a Shaklee Scientific Board Advisor, was awarded the 2009 Nobel Prize for Medicine for the discovery of telomerase: an enzyme that lengthens telomeres and protects chromosomes. Over time, our telomeres gradually become shorter, and telomere length is thought to be a marker of overall health.

- Shaklee conducted a preliminary telomere study that compared people using multiple Shaklee supplements for at least five years with healthy non-smokers living in the San Francisco Bay area; the study showed that the rate of telomere shortening in Shaklee users was 40% lower than in the healthy control group‡
- A statistical analysis projects that an 80-year-old Shaklee user would have the same telomere length as someone who’s 41 years old‡

\*The test was conducted by Stamford Marketing Field Research, Inc. with 220 adults in four regions in the United States. Participants were instructed to take one Shaklee Life Shake and one Shaklee Life-Strip for 30 days.

†Block G, Jensen CD, Norkus EP, Dalvi TB, Wong LG, McManus JF, Hudes ML. Usage patterns, health, and nutritional status of long-term multiple dietary supplement users: a cross-sectional study. *Nutr J.* 2007 Oct 24;6:30doi:10.1186/1475-2891-6-30. <http://www.nutritionj.com/content/6/1/30>.

‡Harley CB, et al. Cross-sectional analysis of telomere length in people 33–80 years of age: effects of dietary supplementation. *JACN.* 55<sup>th</sup> Annual Conference. 2014 Oct; 33(5): 414.



# Shaklee Life Plan

Feel Amazing in 30 Days – Guaranteed

(page 3)

## Proven by people: our Shaklee users and Shaklee athletes

Shaklee has millions of users across the globe who trust us for nutrition to help improve their health. Many Shaklee users have been customers for decades and tell inspiring stories of their life transformations.

Our world-class athletes, who've won more than 120 gold, silver, and bronze medals at the Summer and Winter Games, use Shaklee because they not only get the performance and efficacy they need to compete but also the purity and high quality of our products, which are guaranteed safe.

## 100% guaranteed

We stand behind every single one of our products. We believe in the purity, potency, and performance of all our products and we back that belief with a 100% guarantee.

## The Shaklee Life Plan combines the Shaklee Life Shake Mix and the Shaklee Life-Strip, which are designed to promote every aspect of your health.

### SHAKLEE LIFE SHAKE MIX – AVAILABLE IN SOY AND NON-SOY FORMULAS

This delicious new meal shake contains nutrients clinically proven to help create the foundation for a healthier life.

#### One shake does it all:

- Keeps you refreshed and satisfied
- Helps you achieve a healthier weight
- Provides digestive and immune support
- Helps build strong muscles

#### Contains:

- 25 grams\* of protein per serving, including 16 grams of **ultra-pure proprietary, plant-based, non-GMO protein** with precise ratios of all **nine essential amino acids** for perfect protein delivery and absorption
- Added **leucine** to help you preserve lean muscle mass and achieve a healthier weight
- A powerful combination of prebiotics and **one billion CFU of a patented probiotic** to support digestive and immune health; these probiotics are 780 times more viable than the probiotics found in yogurt
- Alpha-linolenic acid (ALA), an essential **omega-3 fatty acid** known to support cardiovascular health

Life Shake is gluten free, lactose free, low glycemic, and kosher and contains no artificial flavours, sweeteners, colours, or preservatives. It's available in vanilla, chocolate, strawberry, and café latte flavours.

\*When prepared as directed with 1 cup of skim milk.



# Shaklee Life Plan

Feel Amazing in 30 Days – Guaranteed

(page 4)

## SHAKLEE LIFE-STRIP

Every serving of Shaklee Life is the culmination of years of research and quality testing to guarantee every Life-Strip delivers pure and potent vitamins, minerals, omega-3 fatty acids, polyphenols, antioxidants, and phytonutrients to help create the foundation for a healthier life.

This comprehensive nutritional system contains:

- **NEW Vivix® Liquigels** – Contain a multiple-patented, natural blend of a broad spectrum of polyphenols with key ingredients shown in laboratory studies to protect against oxidative cell damage
- **NEW OmegaGuard® Plus** – Combines 1000 mg of ultra-concentrated omega-3 fatty acids (EPA/DHA) – sourced from wild Pollock raised sustainably in pure Alaskan waters – with coenzyme Q<sub>10</sub> for cardiovascular health; a five-step purification process and an enteric-coated softgel eliminate fishy aftertaste
- **NEW Advanced Multivitamin** – Provides complete nutrition to support bone and tissue health, and dissolves in less than 30 minutes in the stomach and is designed to enhance absorption of folic acid from the patented micro coating
- **B+C Complex** – Helps the body metabolize carbohydrates, fats, and proteins, and has been shown in a clinical study to provide up to 198% greater absorption of B vitamins over 12 hours



## Common Questions

### 1. Who should use the Shaklee Life Plan and why?

Adults (i.e., those 18 years of age and older) can use the Shaklee Life Plan to help ensure they're getting optimal nutrition every day for a healthier life. The Life-Strip is available with or without iron. With the inclusion of Vivix, the Life-Strip is not recommended for pregnant or lactating women. Anyone taking blood-thinning medications should consult a physician prior to use because Life-Strip contains vitamin K.

### 2. Would I need to take additional supplements for my health?

The Shaklee Life Plan includes non-GMO protein, a patented probiotic, vitamins, minerals, antioxidants, patented polyphenols, and phytonutrients to help provide the foundation for a healthier life. If there are specific areas of your health that you're concerned about or interested in improving, we have targeted nutritional solutions you may want to add to your regimen.



# Shaklee Life Plan

Feel Amazing in 30 Days – Guaranteed

(page 5)



### 3. What are telomeres?

Telomeres are protective caps at the ends of our chromosomes that help protect our DNA. As we age, our telomere length gradually declines. Telomere length is thought to be a marker of overall health. In a preliminary clinical study, Shaklee users who took Vivix along with other Shaklee supplements for more than five years had a 40% lower rate of telomere shortening across the adult age range compared with a healthy control group.\* Dr. Elizabeth Blackburn, a Shaklee Scientific Board Advisor, was awarded the 2009 Nobel Prize for Medicine for the discovery of the enzyme telomerase, which lengthens telomeres and protects chromosomes.

### 4. What is Vivix and why would I need it?

The health of your cells strongly influences your overall health, and your cells are continuously damaged by environmental exposure. Vivix contains a multiple-patented, natural blend of a broad spectrum of polyphenols designed to **help protect against oxidative cell damage**. This product's key ingredients have been shown in laboratory studies to slow the formation of advanced glycation end-product (AGE) proteins, which can compromise cell integrity and longevity.

### 5. What makes the Shaklee Life Shake Mix unique?

The Life Shake contains plant-based, pure non-GMO protein in soy and non-soy formulas; added leucine to help preserve lean muscle; and a powerful combination of prebiotics and one billion CFU of a patented probiotic. The clinically tested probiotic strain is a spore-forming micro-organism that creates a protective coating on the probiotic, allowing it to survive passage through stomach acid so that it's able to reach your lower digestive system. The Life Shake contains no artificial flavours, sweeteners, colours, or preservatives, and it's gluten free, lactose free, low glycemic, and kosher.

### 6. Is the Life Plan expensive versus other products in the marketplace?

For less than the cost of a morning coffee and pastry at Starbucks<sup>†</sup>, you can fuel your body with optimal nutrition every day with a serving of the Life Plan. Along with the benefits of the Shaklee Life Shake Mix – a protein-rich meal shake – the Life-Strip provides vitamins, minerals, antioxidants, polyphenols, and phytonutrients to provide the foundation for a healthier life and is 100% guaranteed, or we'll give you your money back.

And if you place the Life Plan on AutoShip, along with saving an additional 10%, you'll receive an **online coupon for an individual Shaklee product (worth up to \$89.35 MP) for only \$10.**

\*Harley CB, et al. Cross-sectional analysis of telomere length in people 33–80 years of age: effects of dietary supplementation. *JACN*. 55<sup>th</sup> Annual Conference. 2014 Oct; 33(5): 414.

†Products were purchased in Burlington, Ontario January 2016. Starbucks Venti Mocha: \$4.75 plus banana bread: \$2.25. Shaklee pricing based on Member AutoShip price. All trademarks are the property of their respective owners.



## Shaklee Life Plan

Feel Amazing in 30 Days – Guaranteed

(page 6)

### Share the benefits of the Shaklee Life Plan on social media.

Tag us @ShakleeCanada or @ShakleeHQ and use hashtag #Shaklee on Twitter® and Instagram®.

- **Facebook® example:** Who wants to feel amazing in 30 days, guaranteed? Ask me how!
- **Twitter example:** Everyone wants to live healthier, and I'm no exception. That's why I choose Life Plan by @ShakleeCanada. Tweet me to learn more! #Shaklee

   /ShakleeHQ  /ShakleeCanada



### Tips for the Pricing Conversation

**100% guaranteed – feel amazing in 30 days or we'll give you your money back!**

**Shaklee Life Plan | #79351 | 30 servings**

Member Price: \$265.25 | Point Value: 176.10

**AUTOSHIP PRICE – SAVE 10%**

Member Price: \$238.72 | Point Value: 158.49

**Shaklee Life Plan, Kosher\* | #79354 | 30 servings**

Member Price: \$255.10 | Point Value: 170.78

**AUTOSHIP PRICE – SAVE 10%**

Member Price: \$229.59 | Point Value: 153.70

**The Life Plan includes a coupon good for an \$89.35 Member Price purchase for only \$10!**

**Life-Strip | #57294 With Iron | 30 Life-Strips**

Member Price: \$177.45 | Point Value: 114.00

**AUTOSHIP PRICE – SAVE 10%**

Member Price: \$159.70 | Point Value: 102.60

**Life-Strip | #57293 Without Iron | 30 Life-Strips**

Member Price: \$177.45 | Point Value: 114.00

**AUTOSHIP PRICE – SAVE 10%**

Member Price: \$159.70 | Point Value: 102.60

**Shaklee Life Shake Mix, Soy Canister | 15 servings**

Member Price: \$43.90 | Point Value: 31.05

#56261 | Vanilla                      #56267 | Strawberry

#56264 | Chocolate                #56270 | Café Latte

**Shaklee Life Shake Mix, Soy Packets | #56262 | 14 servings**

Member Price: \$54.80 | Point Value: 38.75

**Shaklee Life Shake Mix, Non-Soy Canister | 15 servings**

Member Price: \$70.80 | Point Value: 50.04

#56278 | Vanilla                      #56277 | Chocolate

\*Includes Kosher Vivix®, B-Complex, Chewable Cal Mag Plus, Vita-D<sub>3</sub>®, your choice of two Life Shake or Shaklee 180™ Whey Protein Smoothie Mix canisters, and your choice of Vita-Lea® With or Without Iron (60s).

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# Shaklee Life Plan

Feel Amazing in 30 Days – Guaranteed

(page 7)

## Additional Resources



Life Plan video\*



Life Plan consumer brochure



Vivix® consumer brochure

## HOW WILL YOU JOIN SHAKLEE?

Enjoy the benefits and be rewarded in more ways than you can imagine.

### USE

Experience the way Shaklee products can help transform your health.

### SHARE

Share Shaklee products with friends and family and earn extra cash plus rewards.

### BUILD

Build a team in a way that works for you and fits your life, with the potential for significant financial rewards.

## Join Us and Be Part of the Effect

\*This video was produced in the United States and may include some product claims that have not been authorized and/or approved by Health Canada.