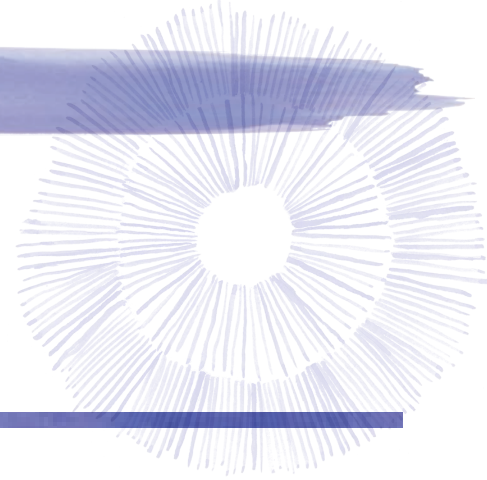


OmegaGuard®

KEEP YOUR HEART HEALTHY



Business Growth Opportunity

The North American fish oil category is worth more than \$1.6 billion annually, and showing growth of 18% year over year.* Because the combination of heart disease and stroke is the second leading cause of death in Canada (per Statistics Canada), consumers are focused on heart health – which makes it easier to connect with people looking for solutions. Premium omega-3 supplements (i.e., those with higher-potency smaller capsules, and greater safety/purity) are driving category growth. **With OmegaGuard, Shaklee is well-positioned for continued success in this category.**

Open the Conversation

Ask general health questions, leading to heart health:

- How healthy do you consider yourself to be today?
- Do you try to be proactive about your health? Are there things you'd like to improve?
- I was just talking to a friend about heart health and how fish oil can help.
- You look great! What do you do to live healthy? Are nutritional supplements part of your regimen?

How to Keep the Conversation Going

Talk about the benefits of fish oil for heart and overall health:

- Helps reduce the risk of heart disease[†]
- Known to maintain and support cardiovascular health[†]
- Supports brain, eye, and joint health

Explain the Shaklee Difference:

- One serving (3 softgels) contains 1800 mg of pharmaceutical-grade fish oil with a total of 990 mg of omega-3 fatty acids including EPA and DHA
- Delivers more EPA and DHA omega-3 fatty acids (the fatty acids that do the most work) than other brands
- Our proprietary distillation process removes heavy metals and toxins, ensuring ultra-pure fish oil
- Small, easy-to-swallow softgels

*Fish oils/omega fatty acids: this is an umbrella category that includes all supplements sold as fish oils or marketed as omega 3-6-9 (fish and non-fish) supplements. Source: Euromonitor, January 22, 2014.

[†]Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease. One serving of OmegaGuard provides 900 mg of EPA and DHA omega-3 fatty acids. (See nutrition information for total fat, saturated fat, and cholesterol content.)

OmegaGuard®

Keep your heart healthy

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Common Questions



1. Who should use this product and why?

Adults age 18+ who are interested in helping reduce their risk of heart disease.

2. What kind of fish is in OmegaGuard?

- Small, whole, cold water fish such as sardines and anchovies, because they have fewer contaminants
- Only fish that are from sustainable sources

3. Why should I choose OmegaGuard over other products?

- OmegaGuard is a premium, high quality brand and competitively priced among the high quality brands
- OmegaGuard has more EPA and DHA than other brands

4. What about other sources of omega-3s like ALA (alpha-linolenic acid), or krill oil?

- Fish oil is the richest source of EPA and DHA omega-3 fatty acids
- The human body can only partially convert ALA to EPA and DHA

5. What other products should people consider taking?

To meet your specific heart health needs, Shaklee recommends considering one of our SmartHeart™ Regimens: SmartHeart™ Blood Pressure Regimen contains OmegaGuard®, CoQHeart®, and Blood Pressure, or SmartHeart™ Cholesterol Regimen contains OmegaGuard®, CoQHeart®, and Cholesterol Reduction Complex.* Taken together, these products are designed to support optimal cardiovascular health.

*Products providing 400 mg of plant sterols and stanols, consumed twice a day with meals for a daily intake total of at least 800 mg, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Cholesterol Reduction Complex supplies 1,000 mg of plant sterols and stanols.

OmegaGuard®

Keep your heart healthy

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Get Social

Share the benefits of OmegaGuard on social media. Tag us, **@ShakleeHQ**, and use hashtag **#Shaklee** on Twitter® and Instagram®.

- **Facebook® example:** How's your heart health? OmegaGuard nutritional supplement by Shaklee supports cardiovascular health. Contact me to learn more.
- **Twitter example:** Help reduce the risk of heart disease with OmegaGuard by @ShakleeHQ. Tweet me to learn more! #Shaklee

   /ShakleeHQ  /ShakleeCanada



Tips for the Pricing Conversation

#57695 | OmegaGuard | 90 softgels

Become a Member and pay preferred pricing

Member Price: \$26.65 | Point Value: 18.44

AUTOSHIP PRICE - SAVE 10%

Member Price: \$23.98 | Point Value: 16.60

Additional Resources



OmegaGuard video

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.