

**PROVE IT  
CHALLENGE™**

 ***Shaklee***®  
Opportunity



# We believe that everyone has the right to thrive

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To live a life of:

- Energy
- Meaning
- Purpose





# We're on a mission to change health care into well care

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Today, people associate health care with being sick

**Let's reverse that**

We believe health care should actually be about health



# Proven by people

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Join our movement of more than 2 million strong to claim your right to thrive



# Proven by science

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Shaklee products are proven by the largest study in the world on the role of nutrition in health: the **Landmark Health Study**





# The Landmark Health Study

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## OVERALL HEALTH

### Rate Their Health Better

84% of people reported “very good” to “excellent” health<sup>1</sup>



## OVERALL HEALTH

### Take Little to No Medication

83% lower prescription drug usage compared with non-supplement users<sup>2</sup>



## INFLAMMATION

### Have Healthier Levels of C-Reactive Protein

59% lower levels of C-reactive protein, a measure of systemic inflammation<sup>1</sup>



## METABOLIC HEALTH

### Maintain Good Metabolic Health

52% lower prevalence of diabetes compared with non-supplement users<sup>2</sup>



## HEART HEALTH

### Have Better Cardiovascular Health

- 90% reduced risk of cardiac arrest based on the Omega-3 index<sup>3</sup>
- 33% lower levels of triglycerides<sup>1</sup>
- 11% lower ratio of total cholesterol/HDL cholesterol<sup>1</sup>



## COGNITIVE HEALTH

### Have Lower Risk of Dementia

36% lower levels of homocysteine, an indicator of dementia risk<sup>4</sup>

<sup>1</sup> Block et al. Usage patterns, health and nutritional status of long-term multiple dietary supplement users—a cross-sectional study. *Nutrition Journal*. 2007, 6:30-41.

<sup>2</sup> Jacques et al. *J. American College of Nutrition*. 2019, in press.

<sup>3</sup> Albert et al. Blood levels of long-chain n-3 fatty acids and the risk of sudden death. *N Engl J Med*. 2002 Apr11; 346(15):1113-8. <https://www.ncbi.nlm.nih.gov/pubmed/11948270>.

<sup>4</sup> Seshadri et al. Plasma homocysteine as a risk factor for dementia and Alzheimer’s disease. *N Engl J Med*. 2002 Feb 14;346(7):476-83. <https://www.ncbi.nlm.nih.gov/pubmed/11844848>.

# The Shaklee Difference™

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SAFE

**350**

tests against  
harmful  
contaminants

PROVEN

**100+**

patents and  
published scientific  
papers

GUARANTEED

All products are

**100%  
guaranteed**

**144**

gold, silver, and  
bronze medals  
(to date) from  
The Games





# It starts with a simple challenge

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# Feel amazing in just 30 days — guaranteed

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You'll feel:

- Healthier
- More energized
- More focused and ready for anything!

And we prove it





# Accept the Prove It Challenge™

Ready, set, cleanse\*

## DAYS 1-7

Start with a Healthy Cleanse to reset your system and a daily multi-nutrient strip.



Continue with a strip and shake a day

## DAYS 8-30

Adopt a daily nutrition routine that includes the strip and replaces one meal with a shake featuring clinically backed vitamins, minerals, and protein.



\*Shaklee Canada's complete Healthy Cleanse Program also includes Alfalfa Complex (#57110).

Results: feel healthier, more energized, and more focused

# My story

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Copy goes here...

Image of presenter



**I proved it –  
now I get  
paid for it**

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# The Prove It Challenge makes earning simple

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## 1 – Prove It

Take the Prove It Challenge and feel amazing in 30 days.



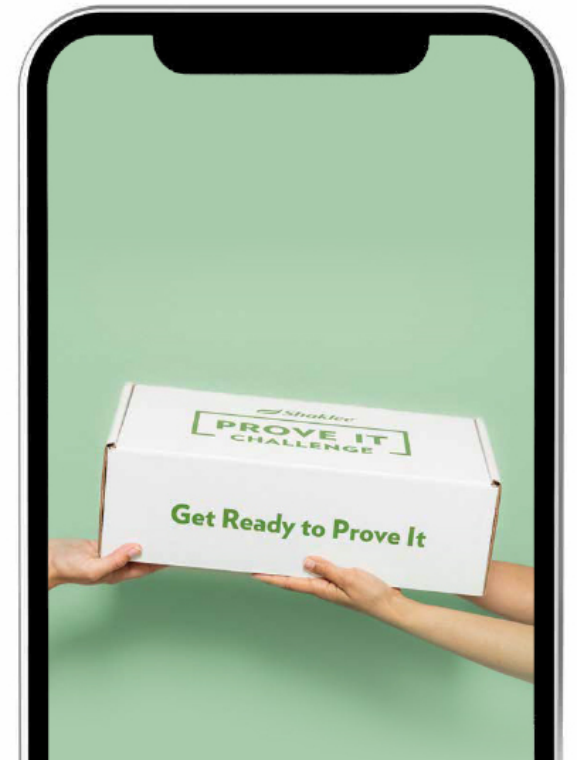
## 2 – Live It

Keep going with a strip and shake every day and become Living Proof.



## 3 – Share It

Feel amazing and help others feel the same.





# Earn cash daily

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While other programs may pay you once, at Shaklee you get paid on that customer for life

**PAID DAILY\***



Plus, earn additional commissions on all future purchases from those customers

**Sharing a  
little can lead  
to a lot**

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# Unlimited potential\*



\*Figures based on 2018 earnings. The typical participant in the Shaklee Canada Inc. Compensation Plan earns an average of \$250.27 per year. However, participants at the Business Leader level earn on average \$10,807 a year and can earn more than \$199,842 a year at the top levels. Earnings were calculated on a monthly basis of those Business Leaders in the achieved rank. Results will vary with effort. Shaklee Canada Inc. does not guarantee that any particular income level will be achieved. The ranks of Senior Master Coordinator and Presidential Master Coordinator have not been achieved in Canada yet, so the figures shown here are 2018 U.S. earnings.

# A business designed with you in mind

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## **Simple**

A straight-forward, proven system for sharing

## **Social**

It's about people, conversations, and community

## **Flexible**

You decide what your income goals are and how much time you want to dedicate to them

## **Mobile**

Anytime, anywhere business tracking and digital tools for sharing and training





# Get started today

**PROVE IT**  
**CHALLENGE™**





# Appendix

PROVE IT  
LIVE IT  
SHARE IT

 Shaklee

# Everything you need to live a clean, healthier life

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Healthy Nutrition



Healthy Weight



Healthy Beauty



Healthy Home

# Sharing is rewarding

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## Earn cash daily

You can earn cash daily by sharing products with customers. The more you share, the more you can earn.

## Earn income monthly

Have a bigger vision? Go beyond part time by growing your team. Earn a meaningful income, become part of a community, and make a difference in people's lives.





# What does \$900 a month look like?

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## Director

Use the Prove It Challenge to get a group of 20–30 people who accept the challenge and become living proof.

Help two others start to do what you do.

- All-expense-paid trip for two to San Francisco and Shaklee Global Headquarters



# New Director Trip

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Home Office Trip to  
San Francisco Bay Area



# What does \$1,000 a month look like?

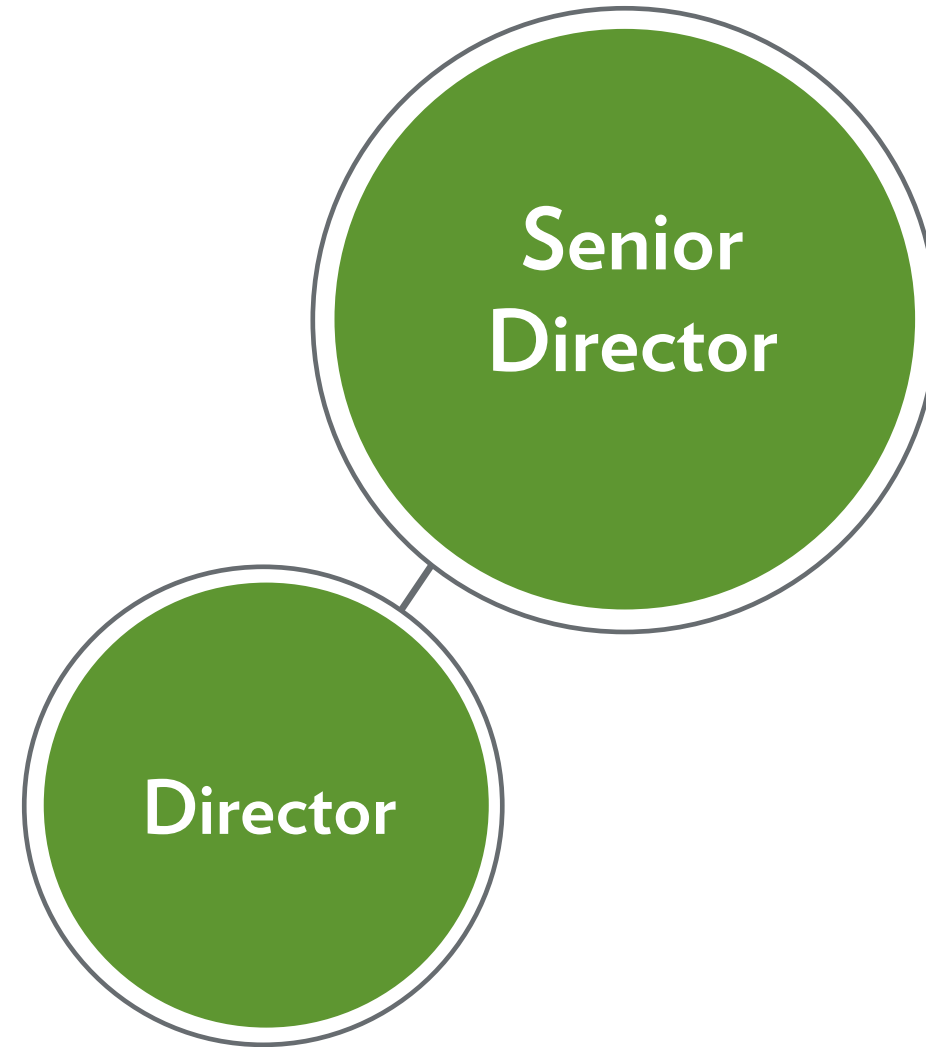
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## Senior Director

Keep adding to your group of 20–30 people who've accepted the challenge and become living proof.

Teach and train one other person to do what you do.

- \$250 monthly car payment





# Car Bonus

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\$250 in monthly  
Car Bonus



# What does \$1,800 a month look like?

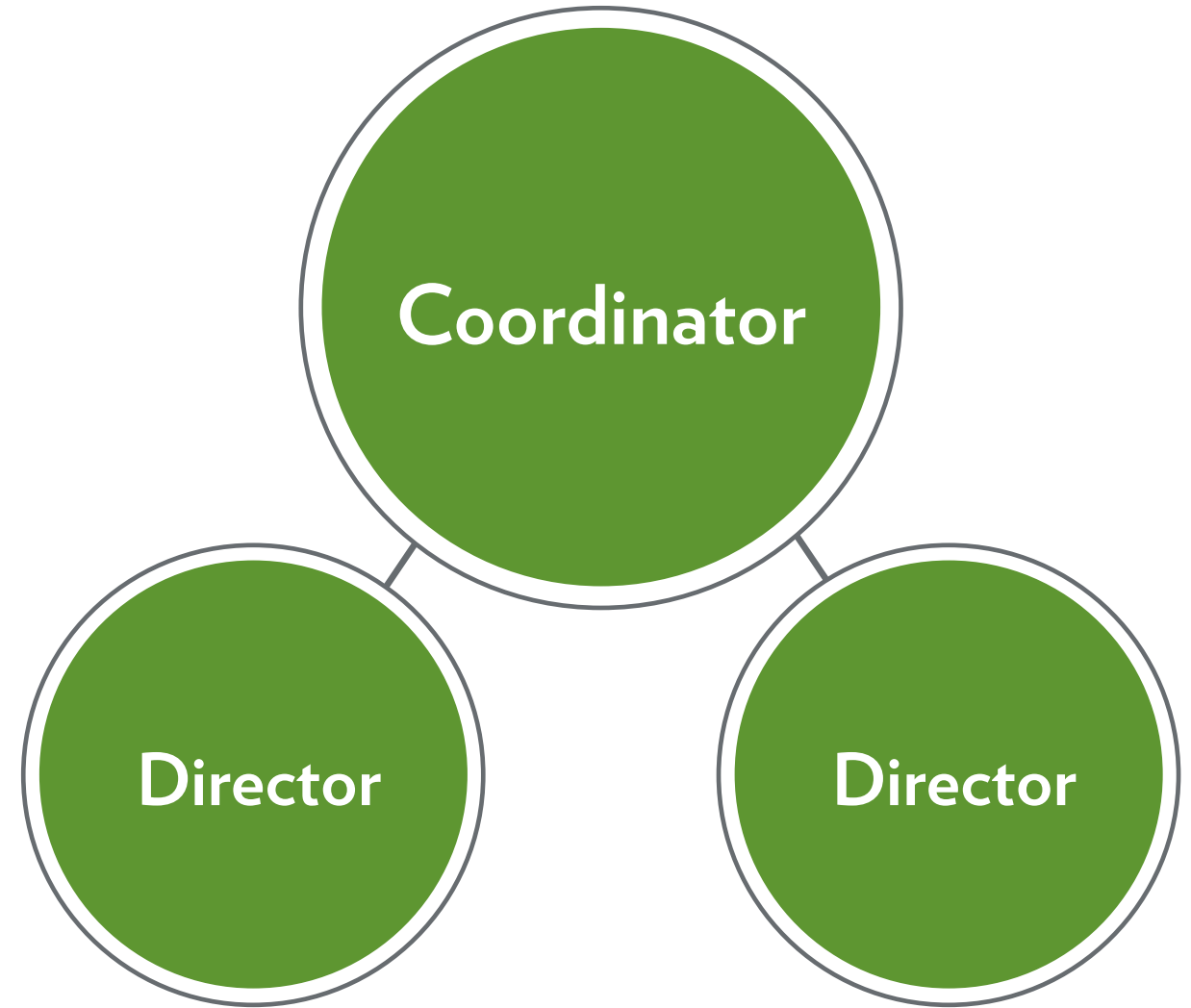
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## Coordinator

Keep adding to your group of 20–30 people who've accepted the challenge and become living proof.

Teach and train two other people to do what you do.

- All-expense-paid trip for two to Costa Rica





# Costa Rica

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All-expense-paid trip for two





# What does \$1,800 a month look like?

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## Coordinator

Keep adding to your group of 20–30 people who've accepted the challenge and become living proof.

Teach and train two other people to do what you do.

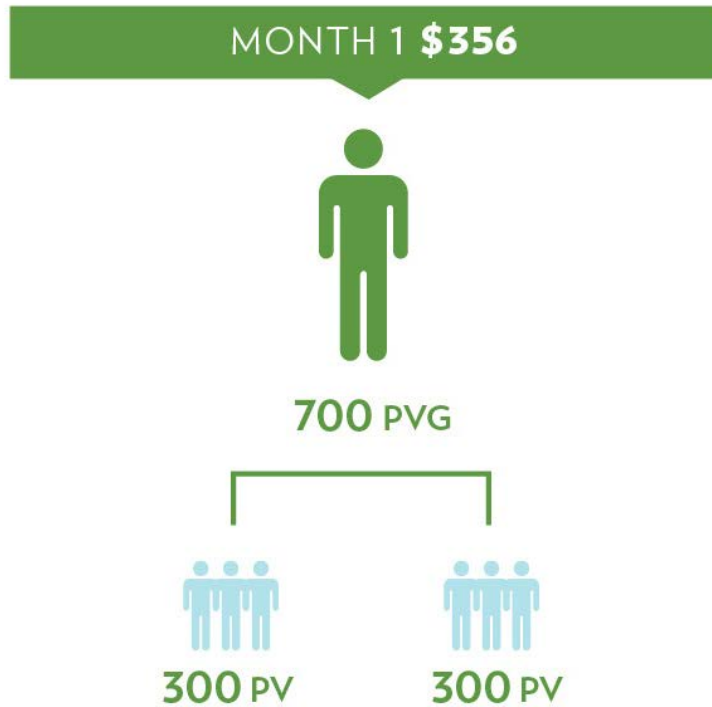
- All-expense-paid trip for two to Costa Rica



# Our success system

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 New  Reorders



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**\$300** Prove It bonuses  
**\$56** other commissions

# Our success system

 New  Reorders

MONTH 1 **\$356**



700 PVG



300 PV



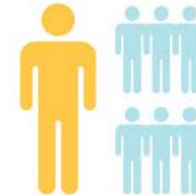
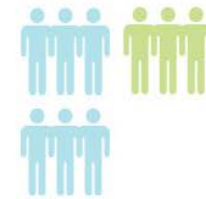
300 PV

**\$300** Prove It bonuses  
**\$56** other commissions

MONTH 2 **\$638**



1742 PVG



700 PV

**\$450** Prove It bonuses  
**\$188** other commissions



# Our success system

 New  Reorders

MONTH 1 **\$356**



700 PVG



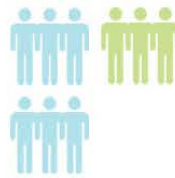
300 PV



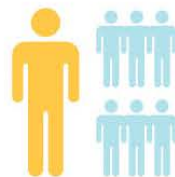
300 PV

**\$300** Prove It bonuses  
**\$56** other commissions

MONTH 2 **\$638**



1742 PVG



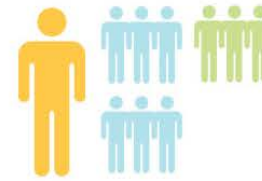
700 PV

**\$450** Prove It bonuses  
**\$188** other commissions

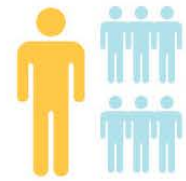
MONTH 3 **\$1,044**



3126 PVG



1042 PV



700 PV

**\$600** Prove It bonuses  
**\$444** other commissions

# Why cleanse?

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Reset your system to jump-start your health goals.

Our program helps reset the digestive system by promoting healthy intestinal activity, supporting liver cell function, and providing a natural body cleanse.

The cleanse also helps reduce cravings for unhealthy food by introducing more fruit and vegetables as part of your new healthy lifestyle.



# Why cleanse?

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In a preliminary health study, results showed our 7-Day Healthy Cleanse\* offered multiple benefits:



Helps increase  
focus and energy<sup>†</sup>



Helps improve  
sleep quality<sup>†</sup>



Supports healthy  
digestion<sup>†</sup>



Helps jump-start  
weight loss<sup>†</sup>

Users experienced an average weight loss of 6.8 pounds and decrease in waist circumference of 1.62 inches.<sup>†</sup>

\*Shaklee Canada's complete Healthy Cleanse Program also includes Alfalfa Complex.

<sup>†</sup>Based on a 7-day pilot study conducted by three Shaklee Distributors – a medical doctor and two nutritionists – in collaboration with Shaklee Medical Affairs. This study included Alfalfa Complex.



# Why Vitalizer™?

Vitalizer offers advanced nutrition with a full spectrum of clinically supported vitamins, minerals, antioxidants, phytonutrients, omega-3 fatty acids, and probiotics in one convenient Vita-Strip®.

Based on 12 clinical studies and the Landmark Health Study, Vitalizer is designed to support your optimal health.

Available in the following formulas:

- With Iron (ideal for women)
- Without Iron (ideal for men)
- Gold (ideal for active adults over 50)



# Why Vitalizer?™

Vitalizer packs an abundant amount of nutrition into a single daily strip.



Vitamin C  
in 7 medium  
oranges



Vitamin D  
in 10 cups of  
fortified milk



Vitamin B<sub>12</sub>  
in 15 servings of  
top sirloin steak\*



Vitamin E  
in 27 servings of  
dry-roasted almonds\*



Chromium  
in 15 glasses of  
grape juice



Folic acid  
(Vitalizer With Iron)  
in 8 cups† of  
cooked green peas



Zinc  
in 3.75 cups of  
kidney beans



Coenzyme Q<sub>10</sub>  
(Vitalizer Gold)  
in 65 ounces of  
canned tuna



Vitamin A  
in 1 cup of  
Brussels sprouts



Calcium  
in 3 slices of  
cheese



Iodine  
in 2 baked  
potatoes



Vitamin K  
in 1 cup of  
broccoli



Niacin  
in 5 chicken  
breasts



Magnesium  
in 3 servings of  
mixed nuts\*



Selenium  
in 3.75 cups of  
brown rice



Boron  
in 1.5 avocados



Lycopene  
in 1.5 tomatoes



Pantothenic acid  
in 12 cups of  
mushrooms



Riboflavin  
in 19 cups of  
plain yogurt



Vitamin B<sub>6</sub>  
in 17 bananas



Phosphorus  
in 1 cup of  
cooked soybeans



Copper  
in 2 cups of  
cooked lentils



Molybdenum  
in 1.25 cups of  
fresh green beans



Beta-carotene  
in 1.75 cups of  
raw spinach



Biotin  
in 1 dozen eggs



Thiamine  
in 6 cups of  
fortified cereal



Lutein and zeaxanthin  
in 32 spears of  
asparagus



Omega-3s  
in 50–100 grams  
of sardines



Manganese  
in 1 cup of  
pineapple



Iron  
(Vitalizer With Iron)  
in 6 cups of raisins

\*A serving of nuts = 1 ounce; a serving of steak = 3 ounces.

†Vitalizer Without Iron, and Vitalizer Gold formulas contain as much folic acid as 4 cups worth of cooked green peas.

# Why Vitalizer?™

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Vitalizer is designed to deliver nutrition through our patented S.M.A.R.T.™ technology to dramatically improve absorption of key nutrients.



#### **Vita-Lea®**

Designed to dissolve in less than 30 minutes in the stomach and to enhance absorption of folic acid from the patented micro coating



#### **B+C Complex**

Shown in a clinical study to provide up to 198% greater absorption of B vitamins over 12 hours



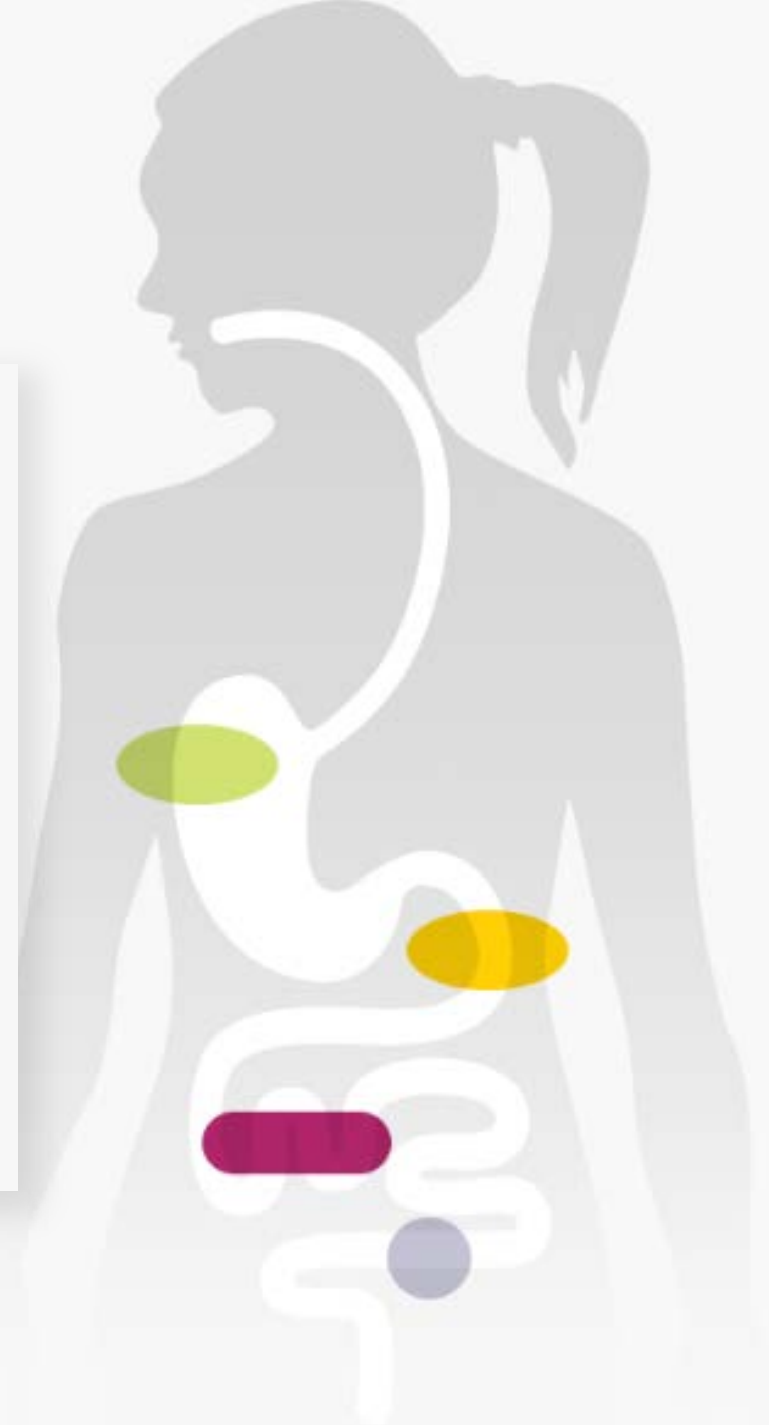
#### **Caroto-E-Omega**

Enteric coating helps reduce fishy aftertaste by delivering omega-3 fatty acids, carotenoids, vitamin E, and other fat-soluble nutrients to the upper intestine



#### **Optiflora® Probiotic**

Delivers healthy microflora to the lower intestine through our triple-layer encapsulation technology, protecting them from stomach acid





# Why Life Shake™?

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Life Shake is a protein-rich meal replacement shake clinically proven to help you thrive and create the foundation for a healthier life.

One daily Life Shake helps build strong muscles and protective antibodies and can help you reach and maintain a healthy weight while delivering essential vitamins and minerals to support cardiovascular, brain, bone, immune, and overall health.

Select from:

- Vanilla, Chocolate, Strawberry, or Café Latte flavours
- Plant or Soy, with 20 grams of non-GMO protein per serving



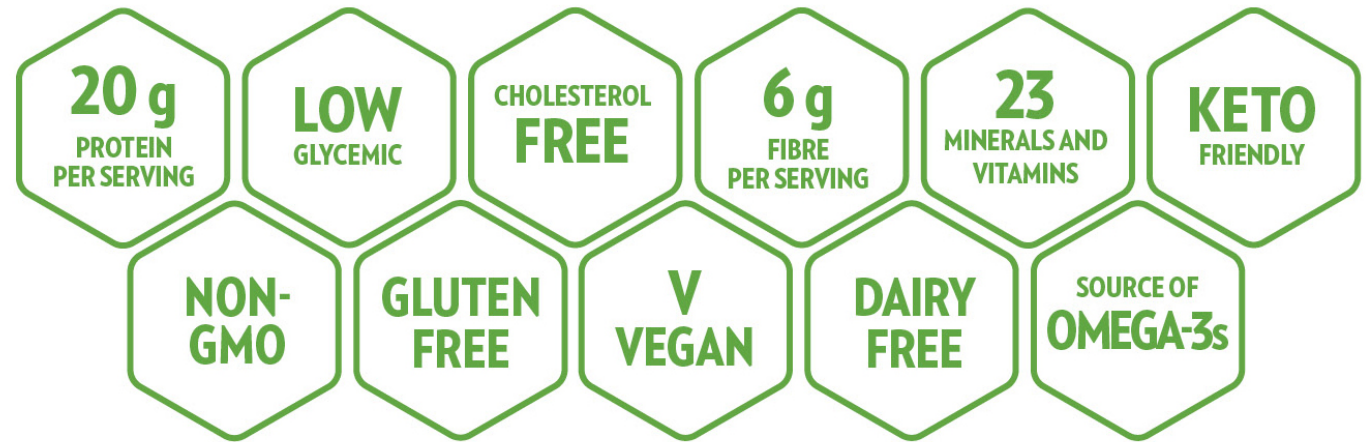
# Why Life Shake™?

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Life Shake is Powered by Leucine®, the most effective branched-chained amino acid for:

- Preserving muscle mass
- Helping burn fat
- Improving metabolism
- Reducing cravings

Life Shake is also clinically proven to support healthy blood sugar levels.



# Shaklee is proven to help people thrive

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Our business model empowers people to take control of their own lives and show others how to do the same.

