

## Opportunity Presentation – August 2017

Slide #	Title or Topic	Speaking Points
1.	Love Your Life The Shaklee Business	<ul style="list-style-type: none"><li>• Hello and welcome!</li><li>• Thank you for giving me the opportunity to share something with you that I feel very passionate about.</li><li>• It's about identifying your dreams and goals, finding your purpose, and having a simple path for achieving what you want most from your life.</li></ul>
2.	Why I'm Here	<ul style="list-style-type: none"><li>• [Customizable slide – you (e.g., Distributor) insert your own photo illustrating your “why”]</li><li>• [Presenter tells own 2-minute story, focusing on own “<b>why</b>” or “<b>identity</b>” (if he or she has been through that exercise) in building a Shaklee business]</li><li>• [Keep it brief and focused on the motivation to help or serve others]</li></ul>
3.	Live Healthier, Look Younger Longer, Love Your Life	<ul style="list-style-type: none"><li>• I'm here to introduce you to a company and, more importantly, to a community that I'm privileged to be part of.</li><li>• I think it's true that we all want the same things out of life.</li><li>• We want to feel great. Every day.</li><li>• We want to wake up with the energy to accomplish everything we want with confidence and passion. To seek out and really enjoy every adventure life offers.</li><li>• No matter how old we are chronologically, we all want to live healthier – as if we were younger.</li><li>• And Shaklee has been helping people live healthier since 1956.</li><li>• We have the proof in our ground-breaking clinical studies. And we have the proof in the people who are part of our Shaklee Family.</li><li>• These are people who lead healthy, active, and purposeful lives – from their 20s and 30s to well into their 50s, 60s, 70s and beyond!</li><li>• The people you see in this slide are all excellent examples of that proof. They're living healthier, looking younger longer, and loving the lives they've created by sharing Shaklee products as part of a healthy lifestyle with others.</li></ul>

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4. Mission and the Three Pillars of the Shaklee Business
- For more than 60 years, the Shaklee business has helped people create extraordinary lives because of these three pillars: Product, Income, and Community.
  - Products – Our wellness products combine the best of nature and science, and are safe, proven, and 100% guaranteed to help you to lay the foundation for a better, healthier lifestyle.
  - Income – Shaklee offers a significant income opportunity. You can start earning right away, helping people live healthier and look younger longer. The more people you help, the more you can earn. And there are no limits to what you can earn.
  - Community – When you join Shaklee, you’re joining an amazing group of people working toward a common purpose. We’ll teach and coach you, celebrate your success, and offer support whenever you need it to stay focused on your goals.
5. Visionary Leadership
- If there’s a fourth pillar of the Shaklee Business, it’s the visionary leadership that founded the company and guides it today.
  - With Chairman and Chief Executive Officer Roger Barnett, Shaklee continues to create breakthrough products that meet 21<sup>st</sup> century health and wellness trends and growth markets.
  - Roger stands on the shoulders of our founder, Dr. Forrest C. Shaklee, who invented the first multivitamin in the United States more than 100 years ago.
  - Dr. Shaklee started the company in 1956 on a philosophy of putting service to other people before profits – living by the Golden Rule. He also strongly believed that Living in Harmony With Nature® offers us the best possibility of living a healthy life.
  - Shaklee leadership is defined by rock-solid standards of integrity in both business practices and product quality, and a belief that people are capable of accomplishing anything they decide to when they’re driven by a purpose and are part of something bigger than themselves.
6. Clinical Results Without Compromise
- The success of every Shaklee Business starts with our life-changing products and your exclusive ability to share them with others as a Shaklee Independent Distributor.
  - Our products are safe, proven, and 100% guaranteed to support a healthy lifestyle – products that have created raving fans who’ve relied on them for decades.
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- What sets our products apart from others is something we call “The Shaklee Difference™.”
  - Shaklee never sacrifices safety and purity for efficacy. We create safe products that are proven by science to do what we say they’ll do – every single time.
  - Shaklee is obsessed with the purity and safety of the products. And, for that reason, we say our products are “Beyond Organic.” Shaklee quality and safety goes beyond how or where the ingredients are grown. Quality and safety are confirmed by testing.
  - Shaklee conducts more than 100,000 quality tests per year and screens for more than 350 contaminants, pesticides, and impurities on every new botanical ingredient. This is three times the number of tests required by the United States Pharmacopeia (USP).

**7. Clinical Proof That You Can Live Healthier**

- Shaklee products are proven by science. That’s another part of what makes them different.
- Shaklee has published 135 scientific papers and presentations, 90 of which are in peer-reviewed publications, like this one...
- The Landmark Study was a first-of-its-kind study that evaluated health markers in consumers of multiple Shaklee supplements who used them for 20 to 43 years.
- Led by an acclaimed nutrition researcher with the University of California, Berkeley, the Landmark Study compared long-term (20+ years) users of multiple Shaklee supplements with those who took just a single non-Shaklee supplement or no supplement at all.\* The study showed that the people who used Shaklee supplements had much healthier biomarkers for cardiovascular, heart, and cognitive health compared with non-Shaklee or single-supplement users.
- The long-term Shaklee users clearly demonstrated lower levels of the most important heart health biomarkers recognized by the American Heart Association.
- Shaklee designs products with improved health outcomes in mind, and this is one reason why we can say we have the clinical proof that you can live healthier with Shaklee.

\*Gladys Block, Christopher D Jensen, Edward P Norkus, Tapashi B Dalvi, Les G Wong, Jamie F McManus and Mark L Hudes. Nutrition Journal 2007, 6:30doi:10.1186/1475-2891-6-30. Published 24 October 2007.

**8. Green for Our Planet**

- Shaklee is also a leader and early proponent of environmental responsibility.
  - Shaklee products are gentle on the environment, and are never tested on animals.
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- Shaklee was the first company in the world to be certified Climate Neutral® in 2000, and in we've planted more than 1,000,000 trees in our *Million Trees. Million Dreams.™* campaign.
  - Shaklee is safe for you and safe for our planet.

**9.** 100% Guaranteed

- And, of course, the company backs every product with a 100% Satisfaction Guarantee. If for any reason you don't have an excellent experience with any of our products, you can return it for a full refund, even if the container is empty. No questions asked

**10.** The Shaklee Dream Plan

- Once you're on the path to living healthier and looking younger longer, and you start experiencing the positive changes in your health that Shaklee products can help provide, it's natural to want to start talking to other people about them. And when you do, you can really start loving your life.
- The Shaklee Business is powered by the Dream Plan – compensation for sharing Shaklee products with others that rewards you in many different ways throughout your Shaklee career.
- It's **flexible** – You can fit your business wherever you like into your busy life, and you can invest as much time as you want, setting your own goals for what you'd like to earn.
- It's **simple** to learn and to teach to others. You don't have to be a scientist or a nutritionist. Shaklee gives you access to all the power of Shaklee science through simple digital tools and resources, such as the Shaklee Healthprint™ assessment.
- It's **social**. That means it's also fun and engaging, and can be a part of your conversations with people anytime and anywhere.
- And, of course, it's **mobile**. You're not sitting in an office, or in a store, so there's no inventory requirement. It goes where you go, because everything is accessible right from your smart phone.

**11.** Join as a Qualified Distributor

- So... how do you earn? How do you get started?
  - The best way to start is to join as a Qualified Distributor with the purchase of a collection of products called a Success Pack. Start experiencing those products for yourself, and start sharing your experience with others.
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- When you do, you'll be able to begin earning what we call Success Bonuses. The great thing about these bonuses is that they're cash paid daily (the first business day after someone joins with a product purchase). So, if you're on Direct Deposit, there's no waiting period to see the results of your efforts.
- This is a way to earn the extra cash you may need, whenever you need it. There's no time limit, and no limit to the number of times you can earn.

**12.** *FastTRACK* Rewards

- Another way to earn is through the *FastTRACK* incentive program.
- Just like it sounds, *FastTRACK* rewards you for building your Shaklee business quickly, by developing and leading a team of other Distributors.
- When you achieve a new leadership level within a specified time frame, you qualify to earn a bonus that's paid monthly, over a 10-month period.
- And when the people you're working with develop quickly along with you, you earn a 50% match on the *FastTRACK* rewards they're earning.
- It really adds up – you can earn up to \$34,000 as you grow your leadership level from Senior Director to Senior Executive Coordinator. And when someone you're helping does the same, you earn \$17,000.
- However fast you decide to develop your Shaklee business is absolutely perfect. It's your business, so you set the pace. But if you have a big goal, or want to develop a career income quickly by coaching and leading a team on an accelerated timeline, this program will be of interest to you, and we can talk more about it.

**13.** Coach Others, Lead a Team

- You set your own goals and determine the time and effort to devote to achieving them.
- Each rank advancement provides greater opportunity and increased recognition for your achievements – greater income potential, bigger car bonuses, higher *FastTRACK* bonuses for those who advance quickly.
- There's truly no limit to your income opportunities.

**14.** Life-Changing Experiences

- When you reach the leadership level of Coordinator, you can begin to qualify for the annual incentive trips that Shaklee offers – and they're more than just trips. They really are life-changing experiences.

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- It's the destinations, for sure. Shaklee has recently taken its leaders to such places as Machu Picchu, Peru; Los Cabos, Mexico; Paris; Kenya; and Bora Bora. Travelling with Shaklee is a unique, no-holds-barred luxury experience, full of moments that become memories forever.
  - The best way to travel is with your friends and business partners – the people on your team who worked together to achieve it.
  - And one of the amazing things is that wherever we go, Shaklee finds a way for trip achievers to participate in an event that will give something back to the community we visited. For instance, Shaklee travellers have helped build schools in Africa.

**15. Car Program**

- Shaklee also offers a Car Bonus Program that begins very early in your process of building your business – when you reach the leadership level of Senior Director.
- Once you qualify, you select a car and Shaklee will send you a payment each month – a larger payment if your car is a hybrid or electric car, consistent with our stance on environmental preservation.
- As your leadership level grows, so do the potential car payments until you reach the top leadership rank in Shaklee, and then you're handed the keys to a luxury car!

**16. Love Your Life Stories  
– #1 Harper and Ryan**

- We've talked about the rewards of the Shaklee Business. Now let's spend some time on what those rewards can look like, and why we say having a Shaklee business makes it possible to truly love your life.
  - Harper and Ryan joined Shaklee as Distributors in 2005. Harper, a former executive assistant, "dabbled" in the business for several years until in 2011, when she decided to stay home full time with her young daughter. That year, she became a Director and, shortly afterward, made a commitment to invest the time and energy required to build a more significant income.
  - The flexibility of the Shaklee business can enable someone like Harper to leave a full-time job so that she can stay home to enjoy every moment with her children, while pursuing her business during times that are convenient for her and her family.
  - More importantly, it's made it possible for Harper and her family to be empowered to lead an integrated life, with choices that many families would love to have.
  - Currently, Harper is a Senior Key Coordinator. In 2016, that leadership level had an average annual income of \$121,819 in the United States and \$85,275 in Canada.
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- 17.** Love Your Life Stories  
– #2 Julie
- When she started to build her Shaklee business here in Canada, Julie was the single mother of a 4-year-old boy.
  - Because of her Shaklee income, Julie was able to purchase her own home, send her son to school, and take him on several Shaklee incentive trips, including a cruise. She's since earned and enjoyed visits to such sunny destinations as Mexico and Hawaii, but says, "Among my favourite Shaklee memories would have to be two amazing trips: Paris and Kenya. I took my oldest son to Kenya. Both trips were once-in-a-lifetime chances, and they left me with memories I never dreamed would be possible."
  - Since then, Julie has remarried, and while her four additional children keep her busy, her Shaklee business continues to grow.
  - Currently, Julie is a Senior Key Coordinator. In 2016, that leadership level had an average annual income of \$85,275 in Canada.
- 18.** Love Your Life Stories  
– #3 Nary and Tif
- Nary and Tif are a mother-and-daughter team. Nary joined Shaklee in 2011, and Tif eventually gave in and joined her mom later that year.
  - Now, they're two of Shaklee's fastest-growing leaders, each with their own independent businesses, their own style, and their own team of fast-moving *FastTRACK*-earning leaders.
  - Currently, Nary is a Senior Master Coordinator. In 2016, that leadership level had an average annual income of \$275,994. There are currently no Senior Master Coordinators in Canada.
  - Tif is a Key Coordinator. In 2016, that leadership level had an average annual income of \$95,867 in the United States and \$89,016 in Canada.
- 19.** Love Your Life Stories  
– #4 Martha and Ivan
- Martha and Ivan were introduced to Shaklee in 1981. Like many successful Business Leaders, they started as product users. Martha was "desperately ill" at the time and wanted to do something about it. When she regained her health, she loved the products so much that she just had to share them.
  - In 1990, she and Ivan became Shaklee Distributors, making the commitment to share the Shaklee business opportunity, too, helping thousands of people accomplish their physical and financial health goals, which enabled Martha and Ivan to achieve important goals of their own.

- As their business thrived, the couple began enjoying the tangible rewards of the Shaklee business, including travel to such exotic destinations as Bali, Kenya, Paris, and Bora Bora, and becoming members of the prestigious Shaklee Million Dollar Earners Club.
- More importantly, Shaklee products came into Martha's life when she needed them most. Today, she's a healthy and proud grandmother, a Wellness Coach at a holistic clinic, a speaker at international wellness conferences, and the author of more than 100 published health articles.
- Currently, Martha and Ivan are Master Coordinators. In 2016, that leadership level had an average annual income of \$160,820 in Canada.

**20.** How Do You See Yourself Fitting In?

- What questions came up for you as you've learned about the Shaklee Business?
- What did you see in this presentation that piqued your interest?
- Do you have the vitality and level of energy you need to accomplish everything your busy day demands of you?
- Do you have the balance of work, family, and leisure time that you'd like to have?
- Do you have the lifestyle you desire?
- If you could design a life that you would truly love, and be in control of your time and finances, what would that look like?

**21.** Join as a Member

- Are you ready to get on the path toward living healthier? And looking younger longer?
- One way to do that is to join as a Member. There are three options: join free with a minimum \$150 order; join free with Vitalizer™, one of our most popular advanced nutrition foundations; or, join as a Member for \$19.95 and enjoy all of the benefits of membership.
- When you join as a Preferred Member by placing a minimum \$150 order on AutoShip in your first full calendar month in Shaklee, you also enjoy the following exclusive benefits: FREE shipping on all \$150 AutoShip orders; more than 10% off the Member Price of Preferred Member Special Value Packs in your first three full months; and other special Preferred Member promotions.

**22.** Join as a Distributor

- Or are you ready to create a life you can truly love, and start your Shaklee business as a Shaklee Distributor or Qualified Distributor?



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- Join with the Distributor Welcome Kit for \$49.95. It comes with everything you need for a quick start in your new Shaklee business: product literature, business-building brochures, and access to a suite of digital tools to promote and grow your business online. Plus, you'll receive a Personal Website for three months (a \$59.85 value).
  - To unlock Qualified Distributor benefits – including the ability to earn Success Bonuses and *FastTRACK* bonuses, and to grow your business internationally – purchase at least one Success Pack in your first full calendar month with Shaklee.
- 23.** Love Your Life... With Shaklee
- Get started by sharing the product categories you're passionate about! And when you purchase a Success Pack, you save 18% off the Member Price and earn full point value (PV) during your first full calendar month as a new Distributor.
- 24.** Choose a Success Pack
- **YOUTH™ Anti-Aging Skin Care Success Pack – Value: \$575 | You pay: \$350 | PV: 308**  
Now everyone can look younger longer. Our clinically tested skin care collection erases the appearance of up to a decade of skin aging for a more radiant-looking you.
  - **Core Nutrition Success Pack – Value: \$511 | You pay: \$295 | PV: 248**  
Create the foundation for living healthier with our best, most comprehensive nutritional system ever. (There's also a kosher version of this pack.)
  - **Healthy Weight and Cleanse Success Pack – Value: \$460 | You pay: \$255 | PV: 211**  
These clinically proven products to help you lose the fat, not the muscle, and begin a journey to become leaner, healthier, and more energized.
  - **Performance™ Sports Nutrition Success Pack – Value: \$542 | You pay: \$320 | PV: 240**  
This is personalized nutrition to meet the needs of everyone, from those who are just beginning a fitness program to high-performance athletes.
  - **Best Sellers Success Pack – Value: \$521 | You pay: \$305 | PV: 228**  
Create the foundation for living healthier and having a healthier home.
  - **I Want It All Success Pack – Value: \$1,525 | You pay: \$1,130 | PV: 910**  
This is the best investment to grow your business! The pack includes a broad selection of products to help you get your business off to a great start.
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**25.** We'd Love to  
Welcome You to Our  
Team!

- Thank you for taking the time to learn about Shaklee and to think about what this could mean for your life, and the lives of people you care about. I would love to be able to welcome you to my team and support you in loving everything about your life, through Shaklee.