

Shaklee Sports Nutrition

PUT IN THE BEST, BRING OUT THE BEST



Business Growth Opportunity

Sports nutrition is a \$10+ billion market in North America¹ and is expected to reach \$307 million in Canada – a relatively small country in terms of population – in 2020.² The market for products in this category has been growing 3% – 5% per year for the past several years and is projected to continue this growth rate for the next three to five years. The popularity of sports and the sports nutrition category seems resistant to the economic downturn.

The energy-drink market is growing even faster—at 9% per year—and is the fastest-growing segment of the beverage industry.

Sporting goods and services, including sports nutrition products, are going mainstream with young and trendy consumers. Physical activity is increasing for people aged 18 to 34, leading to an increased interest in sports products for these consumers.

Open the Conversation

Ask questions leading to sports nutrition:

- What type of sports drinks do you currently consume?
- What do you like about the products you use?
- Do you use certain products before, during, and/or after workouts?

Keep the Conversation Going

Set up the problem. Sports nutrition products are sold at big-box retailers, drugstores, and even grocery stores. However, many conventional sports nutrition products – especially the most popular retail brands – contain artificial flavours, sweeteners, colours, and preservatives.

Conventional sports products may be untested, or they may contain ingredients that are unproven. Rather than testing products in clinical tests or with world-class athletes, many companies choose to introduce new products without scientific substantiation. Additionally, ingredients that can provide important benefits may be missing from some products.

It doesn't make sense to put unproven or untested ingredients in your body at the same time you're asking your body to deliver maximum effort and optimal performance.

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Introduce Shaklee Sports Nutrition

Discuss the benefits of Shaklee Sports Nutrition



Shaklee Sports Nutrition products are used at the highest levels of competition, so you can trust them every time you take them: before, during, and after your workouts. Train longer. Recover faster. Perform better. And don't worry – these are natural-source products with no artificial flavours, sweeteners, colours, or preservatives. Everything you need. Nothing you don't. **That's PURE Performance.**

Always Safe

Natural-source products with:

- No artificial flavours, sweeteners, or preservatives
- No synthetic colourants
- No banned substances
- Exceptional quality control

Always Works

- Clinically tested with proven results: Physique® and Performance®

Always Green

- Environmentally friendly packaging

Explain the Shaklee Difference

Thousands of athletes around the world trust Shaklee Sports Nutrition. We've got you covered no matter what you play, where you play, or how hard you play. Shaklee powers athletes to push limits and achieve more.

- Shaklee-sponsored athletes have won more than 121 medals
- Seven of *Time-Life's Greatest Adventures of All Time* were fuelled by Shaklee
- These are natural-source products with no artificial flavours, sweeteners, colours, or preservatives
- Our products are clinically tested with proven results:
 - Performance minimizes fluid loss for optimal hydration³
 - Performance increases endurance for better athletic performance⁴
 - Physique naturally activates and enhances the body's recovery process after exercise⁴
 - Physique helps build strong muscles and repair body tissues⁴

Shaklee Formulas Meet Market Trends⁵

Lean and toned is in: Shaklee products are proven to help you train longer and recover faster so you can stay lean and toned.

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Convenience is in: Shaklee Energy™ Chews are more convenient than energy drinks to transport and consume.

Fitness and endurance are in: Shaklee Sports Nutrition products provide ingredients to help you optimize fitness levels and athletic performance.

Natural is in: Shaklee Sports Nutrition products don't contain artificial flavours, sweeteners, colours, or preservatives.



Science – Sports Nutrition at a Glance

Energy – Extensive research has shown the benefits of caffeine on improved physical performance. L-theanine is an amino acid found almost exclusively in tea and has been associated with better mental focus when combined with caffeine, while tyrosine is an amino acid that supports mental performance. Some of the benefits of consuming the ingredients in Shaklee Energy Chews include sustained energy, improved performance and alertness, and sharpened focus.

Fluids⁶ – Dehydration is one of the key factors in decreased performance in trained athletes. Because dehydration can compromise athletic performance, athletes should strive for optimal hydration levels before, during, and after exercise. Drinking small amounts of cool liquids early and often during exercise is recommended. Shaklee Performance is clinically proven to hydrate better than water and to significantly increase endurance.

Electrolytes – Electrolytes are minerals that control fluid balance, blood volume, heart rate, and body temperature. Electrolytes help balance the need for fluids with thirst to properly hydrate athletes. The OPTI-LYTE® blend in Performance contains six electrolytes to support optimal hydration; the leading brand contains only four electrolytes.

Carbohydrates – Hardworking muscles need carbohydrates. The harder and longer you work out, the more your body needs to replenish carbohydrates to generate energy. Carbohydrates should make up at least 50% of an athlete's calories during and after athletic events. Performance® and Physique® are both excellent sources of carbohydrates.

Proteins – Muscles are made of protein. Athletes need to consume high-quality, easy-to-digest protein to help repair, rebuild, and build new muscle mass in response to exercise. Extremely high intakes of protein aren't necessary to increase muscle growth or performance. Physique provides the right ratio of proteins to carbohydrates and is clinically proven to stimulate an anabolic state that promotes muscle growth and energy recovery after a workout.

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Before, During, After

The Right Fuel for the Right Time

Shaklee makes it so simple to know what to take and when to take it. We have three Sports Nutrition products, each with its own purpose and each with its own specific timing. From start to finish, we've got you covered! Athletes make tough demands on their bodies. Get the very most out of your workouts by delivering the right nutrition at the right time. The Shaklee Sports Nutrition line makes it simple!

Energy

Before and During Exercise: Shaklee Energy™ Chews

You need energy for motivation and to “spark” the metabolic reactions that fuel muscles.

Healthy Energy on Demand

Shaklee Energy Chews provide a clean burst of healthy energy to help you get that extra edge when you need it most. Each chew contains a scientific blend of caffeine from natural green tea extract – plus L-tyrosine, L-theanine, B vitamins, and vitamin D – to help:

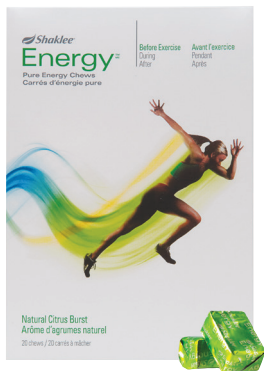
- **Sustain energy**
- **Improve performance**
- **Maintain alertness**
- **Sharpen focus**

Shaklee Energy Chews include:

- Key nutrients such as energy-releasing B vitamins, the antioxidant vitamin C, and bone-building vitamin D
- The key amino acids L-tyrosine and L-theanine, both associated with mental alertness and focus
- Natural caffeine from green tea, associated with energy and performance

Explain the Shaklee Difference

- Formulated with natural caffeine from green tea
- Contains no artificial flavours, sweeteners, or preservatives
- Includes no synthetic colourants
- Gluten free
- Just two convenient soft chews per serving instead of a canned or bottled product



BEFORE AND DURING EXERCISE

ADULTS: take 1 to 2 chews every 3 to 4 hours as needed. Do not consume more than 5 chews daily. For occasional use only.

| MEDICINAL INGREDIENTS (PER CHEW): | |
|--|------------------|
| Caffeine | 60 mg |
| L-theanine | 50 mg |
| N-acetyl-L-tyrosine | 50 mg |
| Vitamin C (ascorbic acid) | 3 mg |
| Niacinamide | 1 mg |
| Pantothenic acid (d-panthenol) | 0.5 mg |
| Vitamin B ₆ (pyridoxine hydrochloride) .. | 0.1 mg |
| Riboflavin | 85 mcg |
| Thiamine (thiamine hydrochloride) .. | 75 mcg |
| Folate (folic acid) | 20 mcg |
| Biotin | 15 mcg |
| Vitamin D ₃ (cholecalciferol) .. | 1.25 mcg (50 IU) |
| Vitamin B ₁₂ (cyanocobalamin) | 0.3 mcg |

NON-MEDICINAL INGREDIENTS: organic dried cane syrup, organic brown rice syrup, organic rice syrup solids, natural flavours, carnauba wax, soy lecithin, palm oil, organic corn starch, citric acid, organic green tea extract (*Camellia sinensis*), natural colour (turmeric).

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Performance



DURING EXERCISE

During Exercise: Shaklee Performance® Pure Hydration Drink

Performance contains a scientific blend of electrolytes to support optimal hydration and a unique mix of carbohydrates to maintain glucose levels for increased stamina.

Satisfy Your Thirst for Winning

Dehydration is one of the key factors in decreased athletic performance. Performance is clinically proven to hydrate better than water, plus it has more electrolytes than the leading hydration drink. Our proprietary OPTI-LYTE® electrolyte blend, combined with our unique mix of carbohydrates, delivers increased stamina and supports optimal hydration. Take the “endure” out of endurance sports.

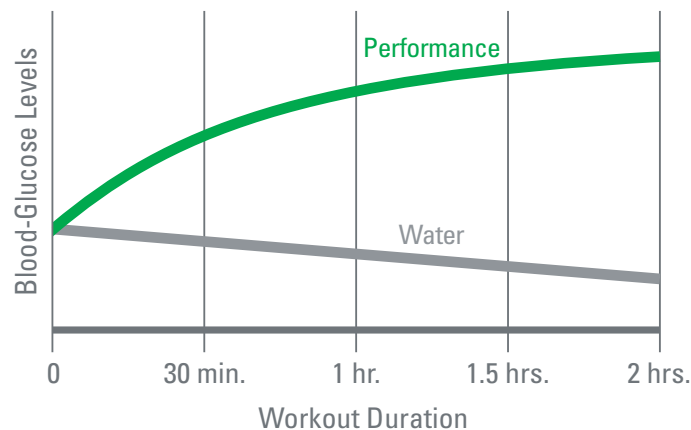
Clinically Proven to Increase Stamina

We call it Performance for good reason. Clinical tests with high-level athletes show that Shaklee Performance:

- **Minimizes fluid loss for optimal hydration**
- **Delivers a full spectrum of electrolytes, including calcium and magnesium (not in the leading brand)**
- **Maintains blood-glucose levels to increase stamina**

Shaklee Performance Hydrates Better Than Water

More stamina. More endurance. The longer and tougher your workout, the better Performance gets.



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Performance

Shaklee Performance includes:

- OPTI-LYTE: a proprietary blend of six electrolytes to support optimal hydration
- A unique mix of carbohydrates to deliver increased stamina

Explain the Shaklee Difference

- Contains more electrolytes than the leading hydration drink
- Clinically proven
- Made with natural sweeteners and flavours but no synthetic colourants or preservatives



DURING EXERCISE

ADULTS: use 3 tablespoons (28 g) of powder for every 250 mL of cold water and mix well. Replace lid tightly on canister and store in a cool, dry place. Refrigerate any unused portion of the mixed drink.

Nutrition Information Per 3 Tablespoons (28 g)

| Amount | % Daily Value |
|------------------------------|---------------|
| Calories 100 | |
| Fat 0 g | 0 % |
| Saturated 0 g + Trans 0 g | 0 % |
| Cholesterol 0 mg | 0 % |
| Sodium 130 mg | 5 % |
| Potassium 50 mg | 1 % |
| Carbohydrates 25 g | 8 % |
| Fibre 0 g | 0 % |
| Sugars 11 g | |
| Protein 0 g | |

MEDICINAL INGREDIENTS: EACH 3 TABLESPOONS CONTAIN:

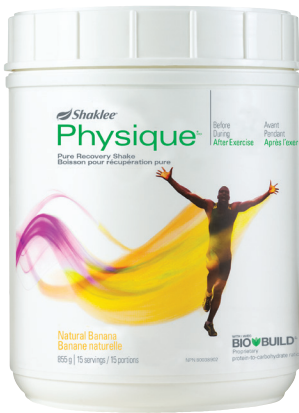
Sodium (from sodium citrate) 130 mg
 Potassium (potassium chloride)..... 50 mg
 Chloride (potassium chloride) 45 mg
 Calcium (tricalcium phosphate)..... 40 mg
 Magnesium (magnesium carbonate) .. 5 mg

NON-MEDICINAL INGREDIENTS:
 maltodextrin, fructose, dextrose, citric acid,
 natural lemon-lime flavour, turmeric.

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AFTER EXERCISE

Physique

After Exercise: Shaklee Physique® Pure Recovery Shake

Physique is a scientific blend of protein and carbohydrates proven to improve glycogen synthesis and stimulate muscle recovery after a workout.

More Gain, Less Pain

Work out harder. Recover faster. Repeat. Physique is a pure, natural-source, high-octane fuel for rapid muscle recovery, endurance, and strength.

- Helps build strong muscles
- Helps restore muscle energy
- Supports muscle and body tissue repair

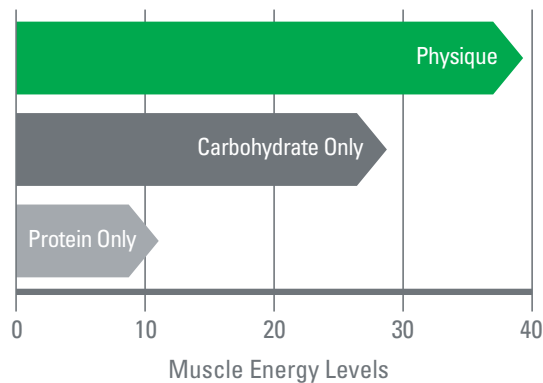
End every workout with Physique – because today's finish line is tomorrow's starting line.

Clinically Proven to Accelerate Recovery

Physique with BIO-BUILD® has been clinically proven to naturally activate the body's recovery process. Plus, the intelligent-release protein blend allows your body to absorb a full spectrum of amino acids over time to help re-energize depleted muscles.

Shaklee Physique Improves Recovery

Recover faster. Recover more completely. Physique restores energy to your muscles when taken immediately after working out and again two hours later.



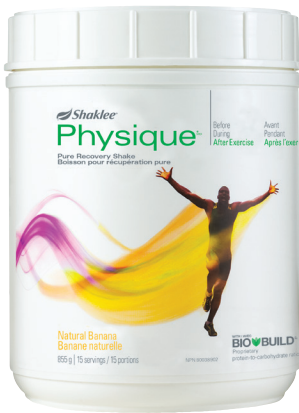
Shaklee Physique includes:

- BIO-BUILD: a proprietary protein-to-carbohydrate ratio to support rapid recovery and lean-muscle building
- Intelligent-release protein blend designed to allow the absorption of amino acids over time

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AFTER EXERCISE

Physique

Formulated to Help All Types of Athletes

Whether your passion is endurance sports, adventure, or fitness – we’ve got you covered. Whether you’re a weekend warrior or a world-class athlete – we’ve got you covered. Whether you like competing as a team, one-on-one, or against yourself – we’ve got you covered. It doesn’t matter if your focus is getting in shape or taking your favourite sport to the next level. Inside. Outside. Around the track or around the house. Shaklee Sports Nutrition can help!

Shaklee Sports Nutrition Is Perfect for Anyone Who Enjoys:

| | | | |
|----------|----------|---------|-----------------|
| Running | Jogging | Walking | Lifting weights |
| Aerobics | Golf | Tennis | Martial arts |
| Bowling | Softball | Soccer | Basketball |
| Skiing | Hiking | Biking | Snowboarding |

Explain the Shaklee Difference

- Helps maximize recovery of muscle energy for your next workout
- Clinically proven to naturally activate and enhance the body’s recovery process after exercise
- Contains only 1 gram of fat per serving
- Includes no dietary fibre and a moderate level of protein for easier digestion
- Made with natural sweeteners and flavours but no synthetic colourants or preservatives

ADULTS: mix ½ cup (57 g) of powder with 1 cup (250 mL) cold non-fat milk. For a 99% lactose-free serving, mix ¾ cup (85.5 g) of powder with 1 cup (250 mL) of cold water. Use immediately after exercise to help maintain proper muscle function and again 2 hours later. Take a few hours before or after any medications. Consult a health care practitioner for use beyond 6 months.

Nutrition Information Per ½ cup (57 g)

| Amount | % Daily Value |
|-------------------------------------|---------------|
| Calories 210 | |
| Fat 0.5 g | 1 % |
| Saturated 0 g + Trans 0 g | 0 % |
| Cholesterol less than 5 g | 2 % |
| Sodium 80 mg | 3 % |
| Potassium 40 mg | 1 % |
| Carbohydrates 38 g | 13 % |
| Fibre 0 g | 0 % |
| Sugars 21 g | |
| Protein 14 g | |

MEDICINAL INGREDIENTS:

EACH ½ CUP OF POWDER CONTAINS:

| | |
|--|----------------------|
| Dextrose | 23 g |
| Maltodextrin | 17 g |
| Milk protein from milk protein isolate (<i>Bos taurus</i> , milk) | 9.8 g |
| Whey protein from whey protein isolate (<i>Bos taurus</i> , milk) | 4.2 g |
| Magnesium (magnesium oxide) | 80 mg |
| Vitamin C (ascorbic acid) | 60 mg |
| Niacinamide | 20 mg |
| Pantothenic acid (calcium d-pantothenate) | 9 mg |
| Vitamin E (d-alpha-tocopheryl acetate) | 5 mg AT (7.5 IU) |
| Zinc (zinc oxide) | 3.75 mg |
| Vitamin B ₆ (pyridoxine hydrochloride) | 2 mg |
| Riboflavin | 1.36 mg |
| Thiamine (mononitrate) | 1.35 mg |
| Copper (copper gluconate) | 0.5 mg |
| Manganese (manganese sulphate) | 0.5 mg |
| Folate | 400 mcg |
| Biotin | 300 mcg |
| Vitamin A (vitamin A palmitate) | 225 mcg RAE (750 IU) |
| Chromium (chromium nicotinate) | 30 mcg |
| Molybdenum (sodium molybdate) | 18.75 mcg |
| Selenium (selenium yeast) | 17.5 mcg |
| Vitamin B ₁₂ (cyanocobalamin) | 5.4 mcg |

NON-MEDICINAL INGREDIENTS: natural flavours, soy lecithin, turmeric, xanthan gum.

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Tips on How to Maximize Your Workouts – Suggestions From Shaklee Health Scientists

Before Exercise⁷

Eating the right pre-event foods has been proven to improve athletic performance. Foods should be high in energy-producing carbohydrates, moderate in protein, low in fat, and familiar to the athlete. Good pre-event foods include sandwiches, salads, pasta, fruit, and vegetables. Meals are best consumed two to four hours before exercise. More rapidly absorbed liquid nutrition shakes (such as the Shaklee Life Shake Mix) or similar food products may be consumed as little as one hour before an event, depending on how quickly you digest your foods. Before, during, and after events, hydrate with cool liquids in small amounts, early and often.

Studies suggest caffeine benefits exercise by encouraging working muscles to use fat as fuel, thus delaying the depletion of limited carbohydrate fuel stores, which supports endurance exercise. Another benefit of caffeine may be to alter the perception of exercise intensity. Some athletes experience reduced fatigue when consuming caffeine prior to exercise. Shaklee Energy™ Chews provide a healthy burst of energy with natural caffeine from green tea extract.

During Exercise

Research supports the benefits of carbohydrate consumption prior to short-duration events, as well as endurance events lasting more than 60 minutes. Shaklee Performance® is doubly effective because it provides much-needed hydration along with a ready source of carbohydrate fuel for hardworking muscles. We recommend 4–8 fluid ounces of Performance for every 15–30 minutes of training. If carbohydrate foods are to be ingested during prolonged endurance activity, they should be low in fat and protein to minimize digestive distress. Foods such as bananas, oranges, raisins, and other snacks may be consumed in small amounts at frequent intervals, in addition to fluids, during events lasting an hour or more.

After Exercise

What you eat after your workout can be just as important as the workout itself. Post-event nutrition should include sources of both protein and carbohydrates. Your meal/snack should be consumed immediately after exercise (no more than 30 minutes after completing exercise) to trigger the anabolic recovery state. This will help you maximize muscle energy and repair. Shaklee Physique® is clinically proven to enhance the anabolic rebuilding and recovery states after exercise and is a key component of any natural sports nutrition program requiring daily training sessions. For maximum recovery, consume Physique immediately after exercise and again two hours later.



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Tips for the pricing conversation

#54158 | Shaklee Energy™ Chews | 20 chews

Become a Member and pay the discounted Member Price*: \$19.30 | Point Value: 11.00

#54497 | Shaklee Performance® | 539 g – 19 servings

Become a Member and pay the discounted Member Price*: \$21.45 | Point Value: 13.45

#54495 | Shaklee Physique® | 855 g – 15 servings

Become a Member and pay the discounted Member Price*: \$39.70 | Point Value: 24.92



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.

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