



**CHANGING BRANDS CAN CHANGE
YOUR LIFE[™]**

NORTH AMERICANS ARE OVERFED AND UNDERNOURISHED



FACT:

2,000%

increase in fast food sales since 1976



FACT:

33%

of our total calories come from fast food



FACT:

Less than 50%

of us get the recommended amount of fruit and vegetables

NORTH AMERICANS ARE OVERFED AND UNDERNOURISHED



FACT:

Top vegetables eaten? **Ketchup**, **French fries**, and iceberg lettuce



FACT:

Up to 38% decline in nutrient content of garden crops during past 50 years



FACT:

Many North American adults are lacking 7 key nutrients in their diets



WHY SUPPLEMENT?

- Hectic work and family schedules make it tough to eat right
- Stress and aging increase your body's need for nutrients
- Extremely difficult to get all the nutrients you need in the right amounts
- Countless studies can't all be wrong; leading experts believe nutritional supplementation positively affects overall health
- If you want to help improve your health, supplementing is very important

THE SHAKLEE DIFFERENCE



PURITY

Everything you need. Nothing you don't.



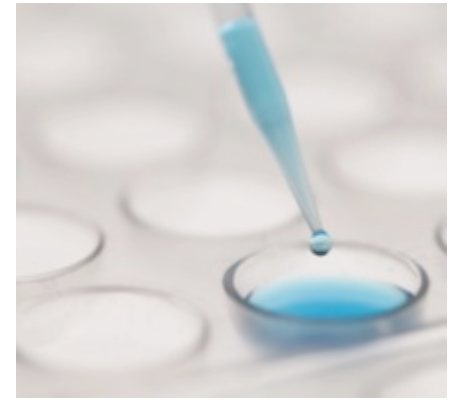
POTENCY

Guaranteed through uncompromising formulation.



PERFORMANCE

Best absorbed for maximum benefit.



PROOF

The strongest scientific, clinical studies.



PURITY

Everything you need. Nothing you don't.

- Most stringent screening process in the industry
- Beyond pharmaceutical standards set by the United States Pharmacopeia (USP)
- Test for more than 350 contaminants, including 320+ pesticides, while USP standards require we test for just 80
- More than 100,000 tests a year to ensure purity and potency



POTENCY

Guaranteed through uncompromising formulation.

- Thousands of hours reviewing scientific literature for ingredients
- Selection of best-studied forms of each nutrient
- Proprietary formulations rigorously tested for purity and potency
- More than 60 patents and patents pending



PERFORMANCE

Best absorbed for maximum benefit.

- Use of patented delivery systems for best absorption
- All formulas tested for bioavailability and dissolution
- Proof of absorption: study of Shaklee B+C Complex showed that its unique delivery system allows the body to absorb 198% more B vitamins over a 12-hour period compared with conventional delivery systems



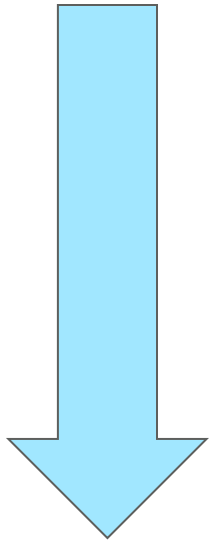
PROOF

The strongest scientific, clinical studies.

- More than 100 scientific publications in peer-reviewed journals
- \$250+ million invested in clinical testing, research, and development
- Landmark Study: one of the most important studies ever done on long-term supplement users showed that multiple Shaklee supplement users had markedly better health than both single-multivitamin and non-supplement users

GROUNDBREAKING RESEARCH

This first-of-its-kind Landmark Study evaluated long-term multiple Shaklee supplement users and showed they **had markedly better health** than non-supplement users:



33%

Lower Triglyceride Levels

- Lower levels have been shown to support heart health

11%

Lower Rate of Total Cholesterol to HDL Cholesterol

- A lower ratio has been shown to promote heart health

59%

Lower Levels of C-Reactive Protein

- Lower levels can contribute to increased heart health

36%

Lower Levels of Homocysteine

- Lower levels can help support optimal heart health

Research has shown self-rated health to be an excellent predictor of future health, and **8 out of 10** Shaklee users who participated in the Landmark Study described their health as being “very good” to “excellent.”



WHERE DO YOU START?

SCIENTIFIC STUDIES RECOMMEND



THE CHALLENGE

- Which brand can I trust?
- What's the correct dosage?
- Which products can I take together?
- How many tablets should I take every day?



VITALIZER™

80 bio-optimized nutrients clinically proven to create a foundation for a longer, healthier life



WHAT WOULD YOU RATHER TAKE? THIS OR...



VITALIZER'S ONE CONVENIENT DAILY STRIP?

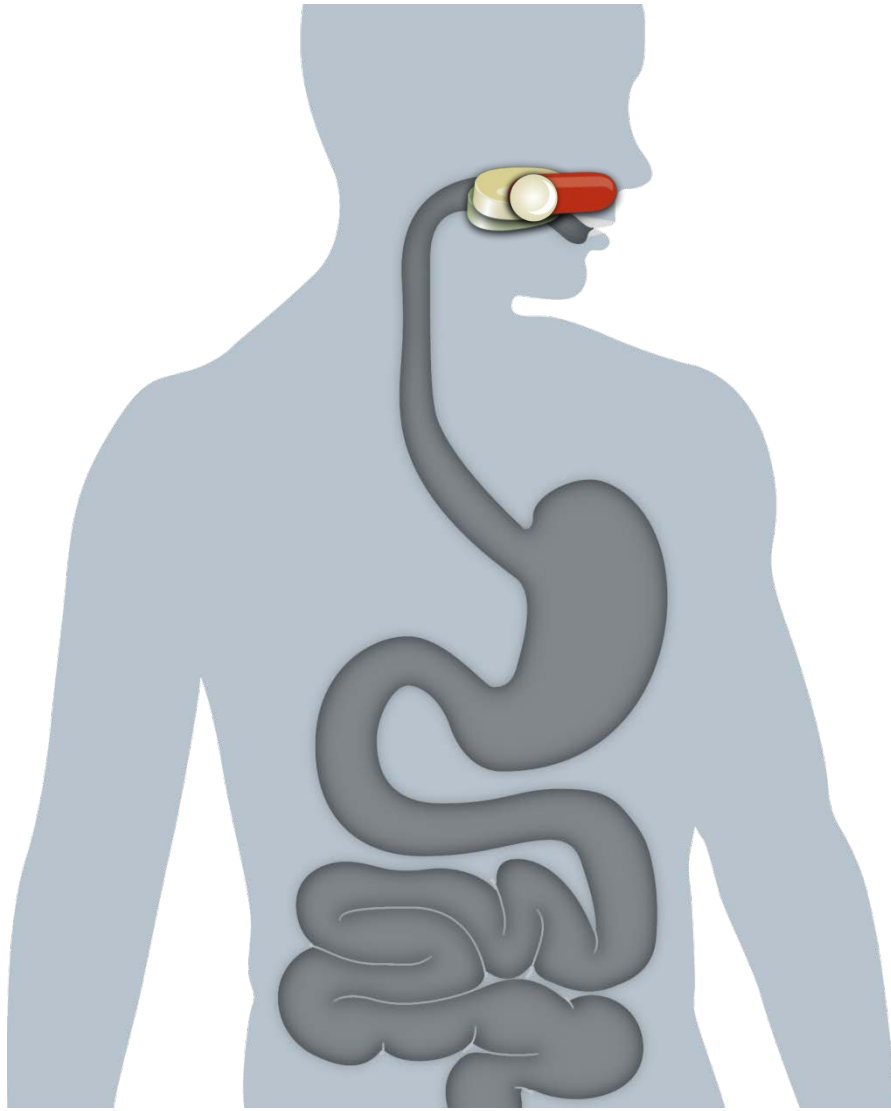


WHAT'S IN VITALIZER™?



And much more

S.M.A.R.T.[™] DELIVERY SYSTEM



Shaklee

Micronutrient

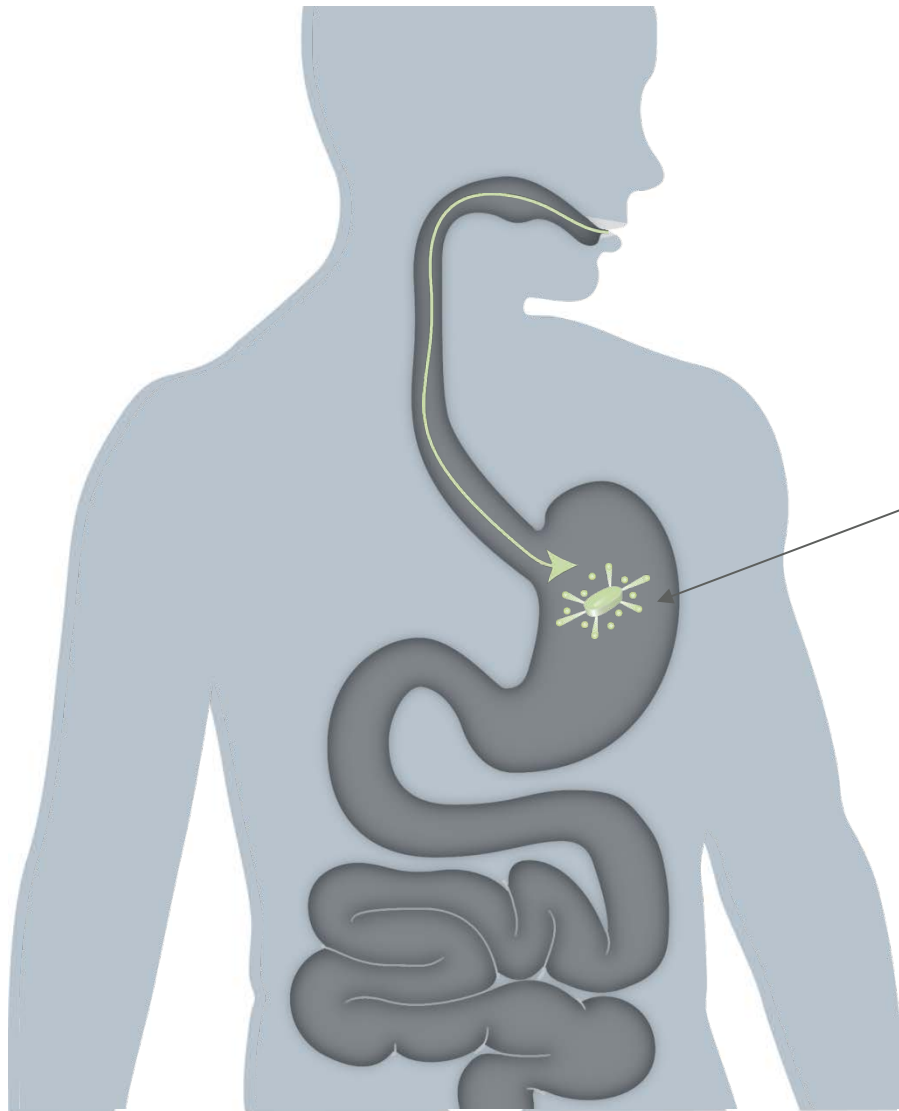
Advanced

Release

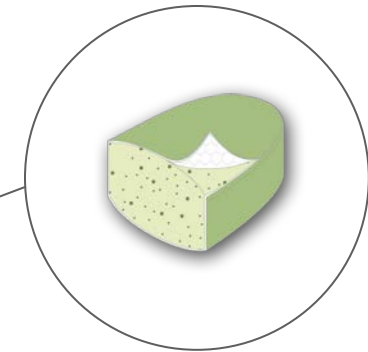
Technology[™]

FOR MAXIMUM ABSORPTION

VITA-LEA[®] ADVANCED MULTIVITAMIN



S. M. A. R. T.[™]
Delivery System

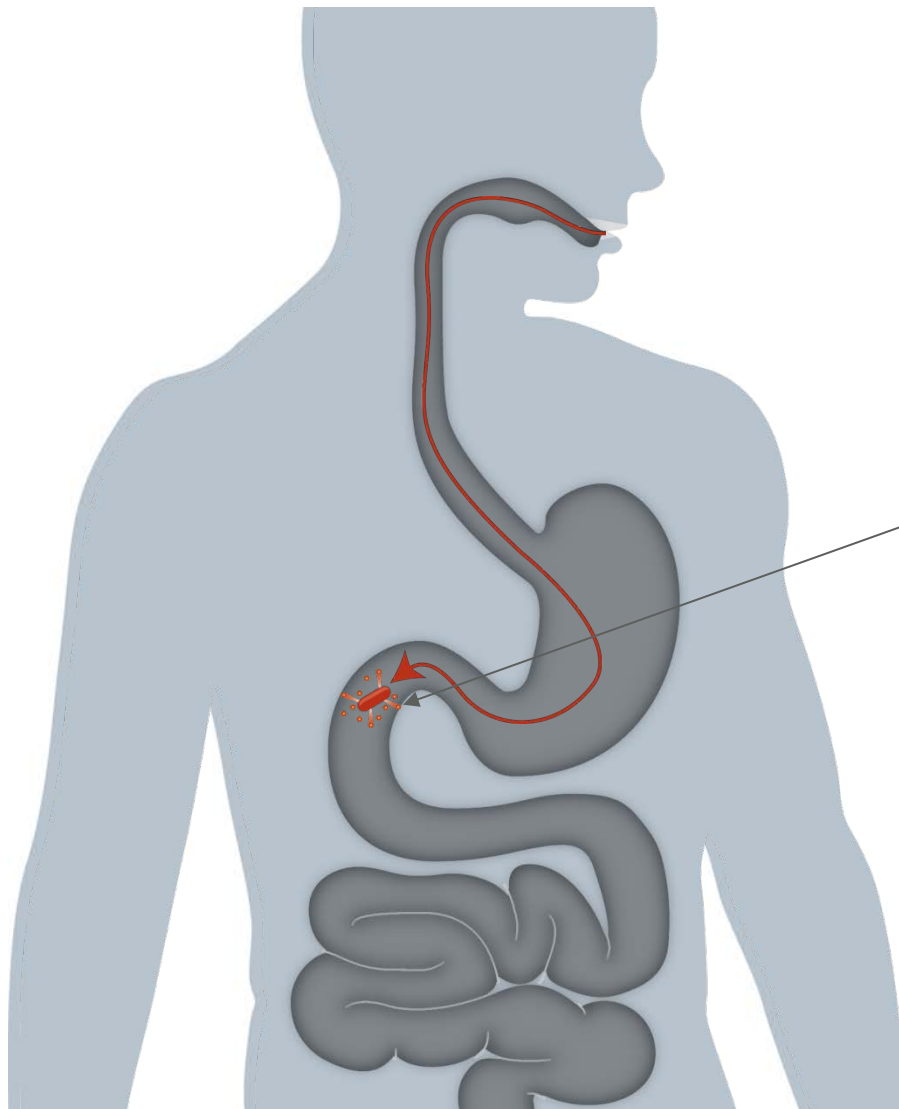


Vita-Lea

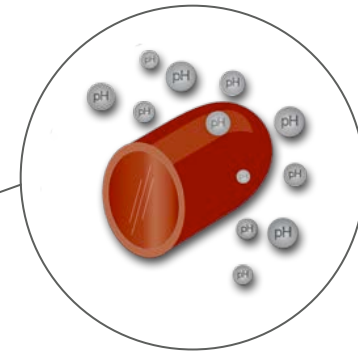
Micro coated for immediate release in the stomach to enhance absorption of folic acid

Offers optimum bioavailability!

CAROTO-E-OMEGA



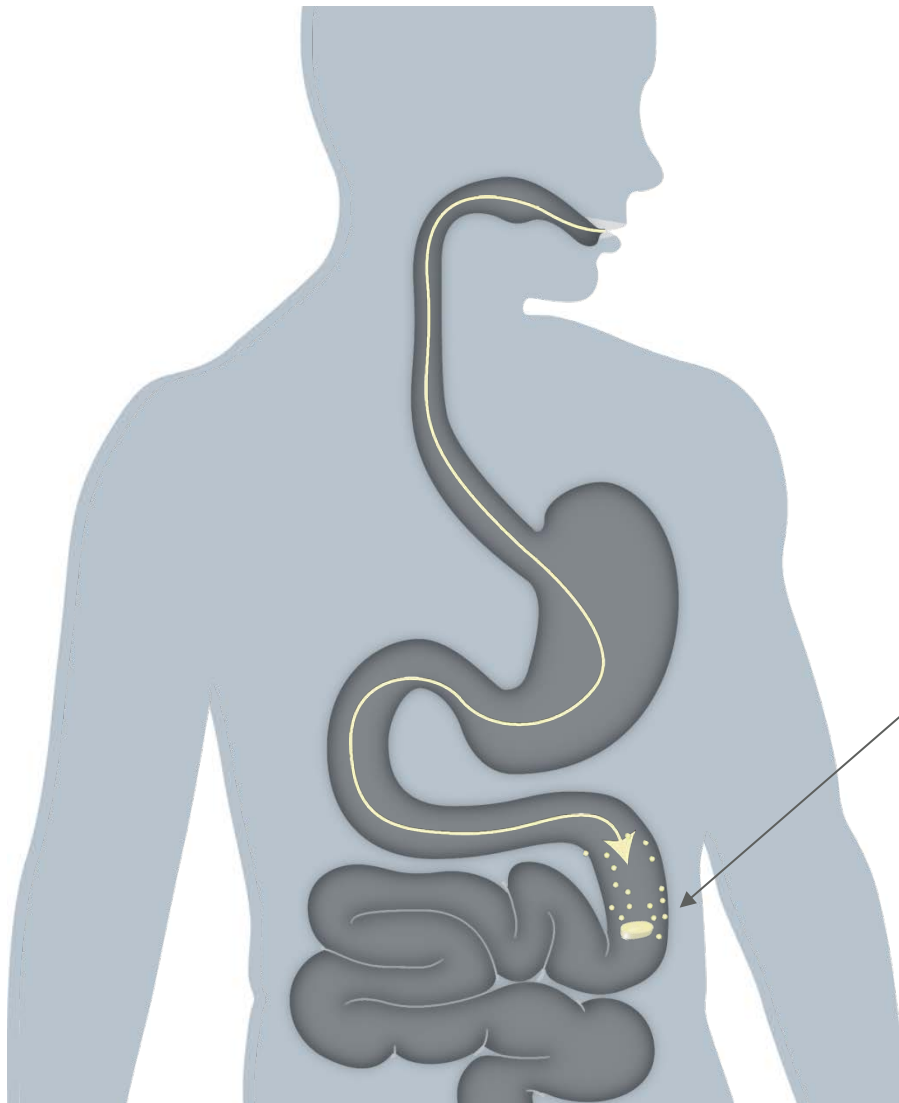
S. M. A. R. T.[™]
Delivery System



Caroto-E-Omega

Carotenoids, vitamin E, and omega-3 fatty acids are enteric coated for release in the upper intestine to reduce fishy aftertaste

B+C COMPLEX



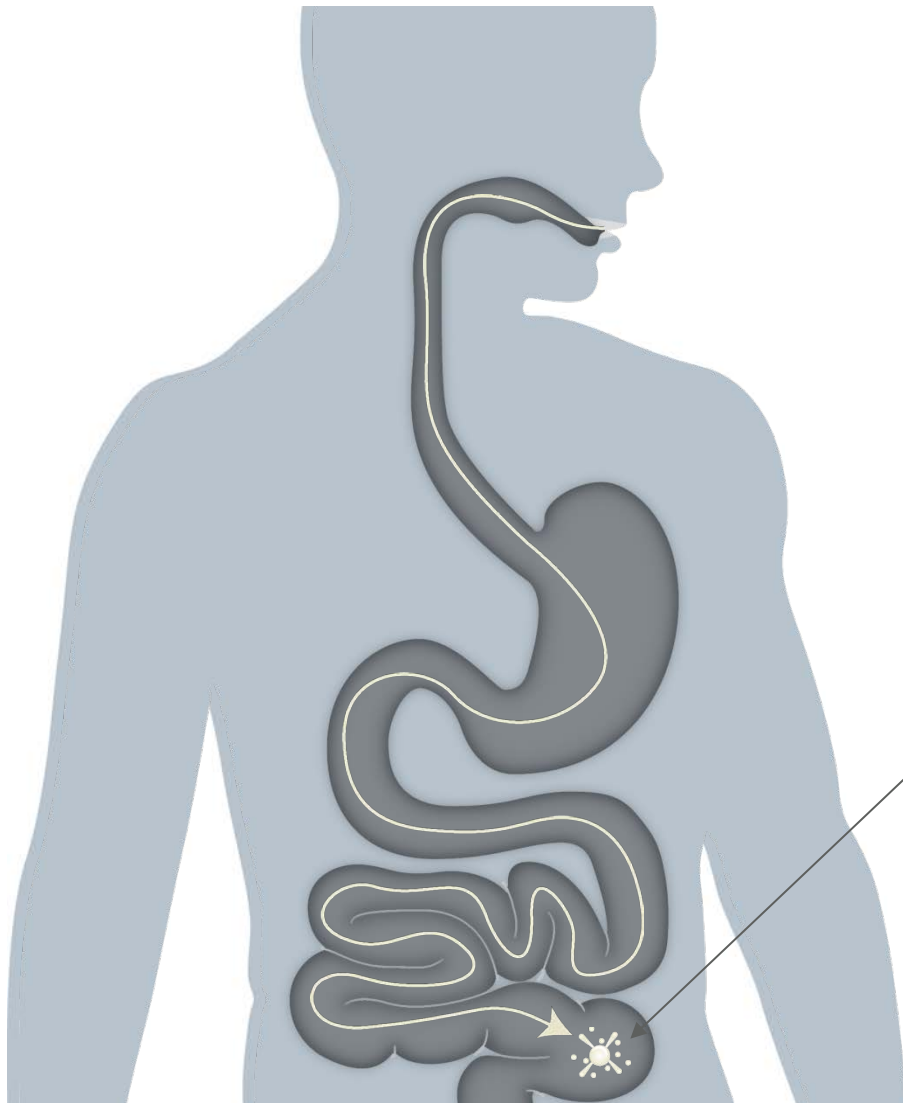
S. M. A. R. T.™ Delivery System



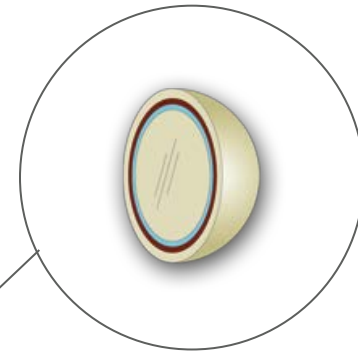
B+C Complex

Sustained-release delivery to the small intestine; clinically shown to provide up to 198% greater absorption of B vitamins over 12 hours compared with conventional delivery systems

OPTIFLORA[®] PROBIOTIC



S. M. A. R. T.[™]
Delivery System



Optiflora Probiotic

Triple-layer encapsulation protects the live cultures against harmful stomach acid for release in the lower intestine

WHY SHAKLEE VITALIZER™?

- **Purity** – Most stringent screening process beyond USP standards; more than 1,000 quality tests each time Vitalizer is made
- **Potency** – Selection of best-studied nutrients in proprietary formulations
- **Performance** – S.M.A.R.T.™ delivery system, supported by 12 patents and patents pending to ensure best absorption
- **Proof** – Based on 12 Shaklee clinical trials and a first-of-its-kind Landmark Study



DOES MY SUPPLEMENT PROVIDE WHAT I NEED?



Healthy, energetic adults
have different needs



Our bodies need
different nutrients
depending on our age



We need a supplement
formulation that's
customized for our
specific needs, based on
gender and age

THERE'S A VITALIZER™ THAT'S RIGHT FOR EVERYONE



Without Iron*

- Heart health
- Immune health
- Physical energy
- Bone health
- Digestive health
- Healthy skin, teeth, and gums



With Iron†

- Bone health
- Heart health
- Immune health
- Physical energy
- Digestive health
- Healthy hair, skin, and nails



Gold‡

- Healthy aging
- Heart health
- Bone and joint health
- Immune health
- Healthy vision
- Digestive health
- Physical energy

*Ideal for men.

†Ideal for women.

‡Ideal for adults 50+.



VITALIZER™

Feel Better in 30 Days or Get Your Money Back



Free Membership
With Vitalizer*
Get a free Shaklee
membership
(a \$19.95 value) and
pay preferred pricing on
future product purchases

*This is an optional program. Shaklee does not require you to purchase products to become a Member.