

## Redefining Vitality



### Vitalizer™ Value. Every Day.

Shaklee Vitalizer™ nutrients create a foundation for a longer, healthier life. Vitalizer™ is an amazing value.

Unstable times underscore the need to spend wisely; investing in your health today might save even more in the long run. Every purchase you make is important to you, and we want to help you get the most for your money. That's why Shaklee Vitalizer™ is made with the best ingredients, and its formulation is guided by leading scientific research—value you can believe in every day.

Did we mention the 100% satisfaction guarantee? At Shaklee, we understand the importance of health. But, perhaps just as significant, we understand the importance of value.

### Vitalizer™ Vitality. Every Day.

Health experts recommend that all adults take a multivitamin daily. Guided by 12 clinical studies, Shaklee Vitalizer™ provides a comprehensive spectrum of vitamins, minerals, antioxidants, anti-aging phytonutrients, omega-3 fatty acids, and probiotics.

Vitalizer provides 80 bio-optimized, clinically proven nutrients at a price you can afford—with a 100% money-back guarantee. Vitalizer™ combines the best ingredients with extraordinary quality. It also contains **SEVEN** different omega-3 fatty acids and the most powerful antioxidant spectrum **PLUS** a patent-pending delivery system formulated to deliver the right nutrients to the right place at the right time. That's S.M.A.R.T.™ (Shaklee Micronutrient Advance Release Technology™).

Best ingredients. Extraordinary quality. Guided by leading scientific research. Shaklee Vitalizer™.

## The Shaklee Difference™

### Vitalizer's 80 Bio-Optimized Nutrients Support:

- ✓ Supercharged vitality
- ✓ Immune health
- ✓ Stress management
- ✓ Anti-aging phytonutrients
- ✓ Antioxidant and DNA protection
- ✓ Heart and brain health
- ✓ Bone and joint health
- ✓ Digestive health
- ✓ Lung health
- ✓ Prostate health
- ✓ Healthy skin, hair, and nails
- ✓ Nerve and muscle function
- ✓ Breast health
- ✓ Preconception nutrition
- ✓ Colon health
- ✓ Healthy teeth and gums
- ✓ Vision and eyes health

### Most Powerful Antioxidant Spectrum

- ✓ Helps protect cells, tissues, and organs against aging
- ✓ Superior protection against free radical damage
- ✓ Full-spectrum vitamin E from all 8 natural forms
- ✓ 26 antioxidants working together to augment your body's antioxidant network

### 7 Omega-3s Help Reduce the Risk of Heart Disease\*

- ✓ Also promotes brain and joint health
- ✓ High-potency EPA and DHA
- ✓ Ultra-pure pharmaceutical grade

# The Shaklee Difference™

## Optimal Absorption. Optimal Value.

Vitamins, minerals, and other nutrients should be delivered to specific regions of your digestive system for enhanced absorption and utilization. Other brands may not be designed with optimal absorption in mind.

Vitalizer™ uses the patent-pending S.M.A.R.T.™ delivery system to ensure that the right nutrients get to the right place at the right time, helping you create your foundation for a healthier life. This S.M.A.R.T.™ delivery system is so advanced that it has 12 patents and two more patents pending, meaning you can't find it anywhere else.

Vitalizer's patent-pending S.M.A.R.T.™ delivery system includes:

- Advanced Formula Vita-Lea® (two tablets per Vita-Strip®): Aqueous film coating for immediate release of nutrients in the stomach
- B+C Complex (one caplet per Vita-Strip®): Sustained release gel-diffusion system is clinically proven to maintain blood-nutrient levels over 12 hours; also enhances B vitamin delivery by up to nearly 200% so your body gets the optimum benefit throughout the day
- Caroto-E-Omega (two softgels per Vita-Strip®): pH-activated enteric coating provides protection against stomach acid so the softgel doesn't dissolve in the stomach but instead releases in the upper intestinal tract—where fat-soluble nutrients are best absorbed—while simultaneously minimizing fishy aftertaste
- Optiflora® Probiotic (one capsule per Vita-Strip®): Patented triple-layer encapsulation protects the active cultures against stomach acid and facilitates release of live beneficial probiotics in the lower GI tract, where the capsule can work to provide immune support in the GI system

## Once-a-Day Convenience. Everyday Value.

- Take just one Vita-Strip® a day
- Vitalizer's S.M.A.R.T.™ delivery system gets the right nutrients to the right place at the right time
- Other multipacks often require you to divide packs throughout the day (i.e., some tablets for the morning, others for the evening)
- Other multipack supplement regimens often require you to take many more tablets and capsules than Vitalizer's convenient six

## Most Benefits. Best Value.

- Vitalizer™ costs only \$2.84\* per day—that's less than a fancy cup of coffee; other packs can cost as much as \$4.76 per day—an 80% difference
- Best ingredients, extraordinary quality

## Every Vitamin + Minerals Your Body Needs

- ✓ High potency for supercharged vitality
- ✓ Bio-optimized nutrients for optimum absorption
- ✓ All 8 highly potent B vitamins including biotin

## Guaranteed Superactive Probiotics to Improve Digestive Health

- ✓ Support healthy digestion and immunity
- ✓ Extensively studied active cultures
- ✓ Patent-pending delivery system

## Anti-Aging Nutrients

- ✓ Protect DNA and support healthy aging
- ✓ Powerful flavonoids and carotenoids, including lutein and lycopene

## Always Safe

- ✓ Up to 350 tests conducted for heavy metals, microbial contamination, pesticides, and more on all new botanical ingredients
- ✓ More than 1,000 quality inspections every time Vitalizer™ is made
- ✓ No artificial flavours, sweeteners, or preservatives added
- ✓ Gluten free

## Always Works

- ✓ 80 bio-optimized nutrients
- ✓ S.M.A.R.T.™ delivery system
- ✓ Most powerful antioxidant spectrum
- ✓ Every vitamin + minerals your body needs
- ✓ Anti-aging nutrients
- ✓ 7 omega-3s to help reduce the risk of heart disease†
- ✓ Guaranteed superactive probiotics to improve digestive health
- ✓ Based on 12 clinical studies
- ✓ 100% Shaklee Guarantee

## Always Green

- ✓ Packaging is free of bisphenol-A, phthalates, and toxic inks
- ✓ Recyclable packaging
- ✓ Not tested on animals

\*Based on Member Price (MP).

†Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of heart disease.

# The Shaklee Difference™

## Vitalizer™ Value.

If you're not taking Vitalizer™, are you getting everything you're paying for?

Does Your Multi...?	Vitalizer™	Your Multi
Provide every vitamin plus minerals your body needs?	✓	?
Deliver 80 bio-optimized, clinically proven nutrients?	✓	?
Contain full-spectrum vitamin E with all 8 natural forms, including gamma tocopherol?	✓	?
Provide 600 IU of the most bio-available form of vitamin D <sub>3</sub> ?	✓	?
Provide 26 different antioxidants to help protect against free radical damage?	✓	?
Provide a full spectrum of 7 omega-3 fatty acids to help lower the risk of heart disease?*	✓	?
Provide guaranteed live probiotics to support digestive health?	✓	?
Deliver nutrients with the patent-pending S.M.A.R.T.™ delivery system to enhance nutrient absorption?	✓	?

Is Your Multi...?	Vitalizer™	Your Multi
Based on 12 Shaklee clinical studies and guided by a Landmark Study that showed multiple Shaklee supplement users had markedly better health than those who used a single multivitamin or no supplements at all?	✓	?
Developed by one of North America's finest and most respected nutrition companies?	✓	?
Tested more than 1,000 times every time it's made?	✓	?
Developed by a 50+-year-old company with more than 100 scientific publications backing it up?	✓	?
Free of artificial flavours, sweeteners, or added preservatives?	✓	?

\*Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of heart disease.

# YOU-trients: How Vitalizer™ Benefits YOU

NUTRIENT*	VITALIZER™	NUTRIENT'S BENEFIT IN THE BODY
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VITAMINS		
Vitamin A	5,000 IU	Supports healthy eyes, skin, and immune system
Vitamin E	200 IU	Supports heart and cellular health
Vitamin C	500 mg	Supports a healthy immune system, cell membranes, and connective tissue
Vitamin D <sub>3</sub>	600 IU	Supports healthy bones and teeth, calcium absorption
Folic acid	0.4 mg	Supports cardiovascular and prenatal health
Thiamine (B <sub>1</sub> )	9 mg	Supports cellular energy production and nerve function
Riboflavin (B <sub>2</sub> )	10.2 mg	Supports cellular energy production and metabolism
Niacinamide	120 mg	Supports cellular energy production, healthy skin, and carbohydrate metabolism
Vitamin B <sub>6</sub>	10 mg	Supports cellular energy production and amino acid metabolism
Vitamin B <sub>12</sub>	36 mcg	Supports blood formation and a healthy nervous system
Biotin	300 mcg	Supports cellular energy production and carbohydrate and fat metabolism
Pantothenic acid	60 mg	Supports cellular energy, hormone, and neurotransmitter production

MINERALS		
Calcium	500 mg	Supports strong bones, nerve transmission, and muscle contraction
Phosphorus	350 mg	Major component of bone and teeth
Iodine	0.15 mg	Supports healthy thyroid function
Magnesium	200 mg	Supports strong bones and muscle function, helps retain normal blood pressure and heartbeat
Copper	2 mg	Supports bone health and is a component of enzymes involved in collagen synthesis
Zinc	15 mg	Supports the immune system and is involved in the regulation of gene expression
Manganese	2 mg	Supports bone health and is involved in amino acid metabolism
Selenium	70 mcg	Supports the body's antioxidant defence system, immune system, and thyroid function
Chromium	120 mcg	Helps retain normal glucose levels and supports carbohydrate, protein, and fat metabolism
Molybdenum	30 mcg	Supports metabolism and cell function as a component of numerous enzymes

OMEGA-3s		
Total omega-3 fatty acids	500 mg	Support heart, brain, and joint health
Full spectrum includes:		
EPA	280 mg	The most well-studied omega-3 fatty acid
DHA	180 mg	Important for healthy early brain development
5 other fatty acids	40 mg	Full-spectrum omega-3 fatty acid nutrition

PROBIOTICS		
<i>Bifidobacterium longum</i> (probiotic)	250 million CFU	Helps keep the digestive system running smoothly and boosts the immune system
<i>Lactobacillus acidophilus</i> (probiotic)	250 million CFU	Generally considered to be beneficial because it produces vitamin K, lactase, and anti-microbial substances

\*This nutritional information is for Vitalizer™. Vitalizer + Iron™ also provides 14 mg of iron.

# YOU-trients: How Vitalizer™ Benefits YOU

NUTRIENT*	VITALIZER™	NUTRIENT'S BENEFIT IN THE BODY
<b>OTHER INGREDIENTS</b>		
Zeaxanthin	80 mcg	Carotenoid antioxidant that supports eye health
Quercetin	50 mg	Plant-based flavonoid compound with antioxidant and other properties
Lycopene	2.5 mg	Provides free radical protection and may support normal cardiovascular and prostate health
Lutein	2 mg	Provides free radical protection, supports healthy eyes, and may support heart health
Bioflavonoid complex	25 mg	Provides free radical protection and supports normal cell metabolism
Gamma-, beta-, delta-tocopherols	35 mg	Natural forms of vitamin E thought to have additional benefits beyond vitamin E activity

\*This nutritional information is for Vitalizer™. Vitalizer + Iron™ also provides 14 mg of iron.



## Shaklee Vitalizer™

For those who don't need extra iron  
57000/30 Vita-Strips™  
(30-day supply)

## Shaklee Vitalizer + Iron™

For those seeking additional iron  
57010/30 Vita-Strips™  
(30-day supply)

## It All Adds Up to Value.

### Redefining Vitality

# Shaklee Vitalizer™

Dietary Supplement

**100% Shaklee Guarantee.** We stand behind each and every one of our products. The ingredients, purity, safety, and performance of all our Healthy Nutrition, Healthy Weight, Healthy Home, and Healthy Beauty products are 100% guaranteed.



## Anatomy of Quality

### Step 1: The Recipe for Vitalizer™

- Vitalizer™ is made from more than 60 different raw materials that deliver 80 different nutrients, each with detailed specification and processes that address purity and potency.
- To ensure that Vitalizer™ meets Shaklee quality standards, a manual with more than 550 pages of specifications is used to provide detailed instructions on how to make and test the product.

### Step 2: Selecting Raw Material Vendors

- Extensive quality checks are done prior to accepting a vendor as "Shaklee approved," with more than 60 different quality checkpoints required on each raw material. Extensive testing is performed on multiple lots of a new ingredient before we approve the vendor.

### Step 3: Raw Material Quality Inspection

- During the qualification period, more than 640 tests are performed on the 69 raw materials to ensure that we're receiving materials that meet our standards.

### Step 4: Selecting a Manufacturer That Exceeds GMP Standards

- When considering a potential facility, more than 40 hours are devoted to the auditing process to ensure the highest quality of manufacturing and process controls.
- More than 200 validation test are performed on vitamins and minerals to ensure a consistent, high-quality production process.
- On-site inspections take place every 6 months.

### Step 5: Manufacturing—More Than 1,000 Quality Inspections Every Time Vitalizer™ Is Made

- More than 100 visual quality inspections to review appearance.
- More than 110 tests conducted to ensure that each ingredient on the label is present in the right amount.
- More than 500 physical tests to make sure the product is being manufactured consistently.
- More than 330 raw material tests are done on every single batch, with an additional 253 annual audit checks.

### Step 6: We're Not Done Yet

- Even after Vitalizer™ is shipped, we continue to test retained samples to ensure that all the nutrients preserve potency and maintain freshness. Because, above all, Shaklee is committed to quality. You see it in the 100% money-back guarantee, the 1,000 quality tests, and the patent-protected technology that make Vitalizer™ an incredible value.