



# Shaklee Vitalizer™

Everyday Nutrition for Life

## THE CHALLENGE

Vitamins are essential to life. They help keep your cells healthy and working properly. However, according to the Dietary Guidelines for Americans, most people are deficient in several key nutrients. The problem? Without adequate intake of a variety of nutrients, long-term health challenges may arise, from compromised immunity to poor cardiovascular function and more. Getting all the nutrients you need in the right amounts can be difficult – especially when busy schedules leave you with limited food options. So what can you do to make sure your body is getting all the nutrients it needs?

## DID YOU KNOW?

- More than 50% of Canadian adults don't eat the recommended minimum of seven servings of vegetables and fruit each day
- Common factors such as stress and aging can increase the body's need for essential vitamins and minerals
- Fast food sales have increased by 2,000% over the past 30 years
- A 2004 study of 43 crops showed a decline in the nutrient content of up to 38% over the past 50 years

## SOLUTION

### Shaklee Vitalizer™

Backed by nearly 60 years of nutrition science, and based on 12 clinical trials and a first-of-its-kind Landmark Study, the customized Vitalizer formulas target the specific health needs of men, women, and active adults over 50. Shaklee Vitalizer is the first step toward an optimal nutritional foundation.

Vitalizer is the most advanced multinutrient supplement pack in the marketplace today and features a patent-pending delivery system designed to enhance absorption of key nutrients. Vitalizer is more than just a single multivitamin; with scientifically supported levels of key nutrients clinically proven to create a foundation for a healthier life, it's the only comprehensive multinutrient supplement pack you need.

## THE SHAKLEE DIFFERENCE

### Always Safe

- ✓ Up to 350 tests conducted on certain key ingredients for harmful contaminants
- ✓ More than 1,000 quality inspections every time Vitalizer is made
- ✓ No artificial flavours, colours, sweeteners, or preservatives added
- ✓ Gluten free

### Always Works

- ✓ Based on 12 clinical studies
- ✓ Formulation based on a groundbreaking, first-of-its-kind Landmark Study
- ✓ Features a S.M.A.R.T.™ delivery system
- ✓ Contains every vitamin plus the minerals your body needs
- ✓ Delivers ultra-pure fish oil containing seven omega-3 fatty acids
- ✓ Guaranteed super-active probiotics
- ✓ Feel better in 30 days or get your money back

### Always Green

- ✓ Recyclable decorator carton
- ✓ Soy-based ink
- ✓ No bisphenol-A used in packaging

Benefits customized for you



## Vitalizer™ Without Iron – ideal for men

- Bone health – high in calcium and vitamins D and K
- Metabolism – with all 8 essential B vitamins, vitamins C and D, and chromium
- Digestive health – with probiotics
- Healthy skin, teeth, and gums – with vitamins A and C, plus magnesium and zinc
- Overall good health – with vitamins A, C, and E, plus selenium and beta-carotene



## Vitalizer™ With Iron – ideal for women

- Immune function – with vitamin A and zinc
- Bone health – high in calcium and vitamins D and K
- Metabolism – with all 8 essential B vitamins, vitamins C and D, and chromium
- Digestive health – with probiotics
- Healthy skin, teeth, and gums – with vitamins A and C, plus magnesium and zinc
- Overall good health – with vitamins A, C, and E, plus selenium and beta-carotene
- Helps prevent iron deficiency



## Vitalizer™ Gold – ideal for adults 50+

- Cardiovascular health – with coenzyme Q<sub>10</sub>
- Bone health – high in calcium and vitamins D and K
- Immune function – with vitamin A and zinc
- Metabolism – with all 8 essential B vitamins, vitamins C and D, and chromium
- Digestive health – with probiotics
- Healthy skin, teeth, and gums – with vitamins A and C, plus magnesium and zinc
- Overall good health – with vitamins A, C, and E, plus N-acetyl-L-cysteine, selenium, and beta-carotene
- Available with or without vitamin K\*

\*Vitalizer Gold Without Vitamin K is suitable for those taking blood-thinning medications.

**PROOF:  
CHANGING  
BRANDS CAN  
CHANGE YOUR  
LIFE™**

Shaklee Vitalizer™ is based on 12 clinical studies and a first-of-its-kind Landmark Study. In this groundbreaking study, we collaborated with researchers from the UC Berkeley School of Public Health to evaluate long-term multiple Shaklee supplement users. The study showed the overall health of the Shaklee supplement users to be markedly better than non-supplement users – based, in part, on four key biomarkers of health.

**33% Lower Triglyceride Levels\***

In the body and in foods, fats exist in a chemical form called triglycerides. Lower levels of triglycerides have been shown to support heart health.

**11% Lower Ratio of Total Cholesterol to HDL Cholesterol\***

A lower ratio of total cholesterol to HDL (“good”) cholesterol has been shown to support heart health.

**59% Lower Levels of C-Reactive Protein\***

C-reactive protein (CRP) is found in the blood and is a measurement of the body’s biological stress. Lower levels of CRP may support heart health.

**36% Lower Levels of Homocysteine\***

Homocysteine is an amino acid produced naturally in the body. Lower levels of homocysteine in the blood may support heart health.

**NOT ALL  
VITAMINS ARE  
CREATED EQUAL**

Vitamins, minerals, and other nutrients should be delivered to specific regions of your digestive system for enhanced absorption and utilization.

Shaklee Vitalizer is the only multinutrient supplement pack in the marketplace with S.M.A.R.T.™, a patent-pending, cutting-edge delivery system designed to improve absorption of key nutrients, ensuring the right nutrients get to the right place at the right time.



Shaklee  
Micronutrient  
Advanced  
Release  
Technology™

**S.M.A.R.T. GETS ABSORPTION RIGHT**



**Vita-Lea®  
Advanced  
Multivitamin**

Dissolves in less than 30 minutes in the stomach; designed to enhance absorption of folic acid from the patented micro coating.



**B+C  
Complex**

Provides up to 198% greater absorption of B vitamins over 12 hours, as shown in a clinical study, through sustained-release delivery to the small intestine.



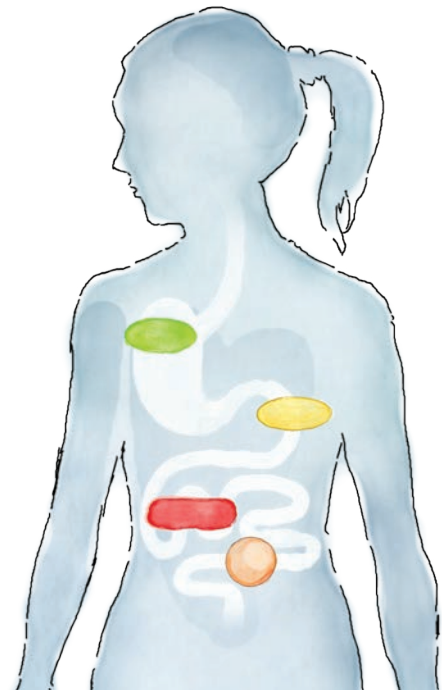
**Caroto-E-  
Omega**

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.



\*Percentages reflect Shaklee supplement users compared with non-supplement users. Data for non-users was obtained from NHANES 2001–2002 and NHANES III 1988–1994.

HOW DOES  
THE NUTRIENT  
CONTENT OF  
VITALIZER  
COMPARE WITH  
THE FOODS IN A  
HEALTHFUL DIET?

With our busy lifestyles, we know making healthful food choices every single day is virtually impossible. That's why we've packed plenty of good nutrition into a daily serving of Shaklee Vitalizer. **Here's just some of what you get!**

**For each of the nutrients listed, one Vita-Strip® provides the same amount found:**

Vitamin A . . . . .	in 1 cup of Brussels sprouts
Vitamin C . . . . .	in 7 medium oranges
Vitamin D . . . . .	in 10 cups of fortified milk
Vitamin E . . . . .	in 27 servings of dry roasted almonds (serving = 1 oz.)
Vitamin K . . . . .	in 1 cup of broccoli
Vitamin B <sub>12</sub> . . . . .	in 15 servings of top sirloin steak (serving = 3 oz.)
Folic acid . . . . .	in 4 cups of cooked green peas
Vitamin B <sub>6</sub> . . . . .	in 17 bananas
Niacin . . . . .	in 5 chicken breasts
Thiamine . . . . .	in 6 cups of fortified cereal
Riboflavin . . . . .	in 19 cups of plain yogurt
Biotin . . . . .	in 1 dozen eggs
Pantothenic acid . . . . .	in 12 cups of mushrooms

**Vitamins**

Calcium . . . . .	in 3 slices of cheese
Boron . . . . .	in 1½ avocados
Chromium . . . . .	in 15 glasses of grape juice
Magnesium . . . . .	in 3 servings of mixed nuts (serving = 1 oz.)
Zinc . . . . .	in 3¾ cups of kidney beans
Iron . . . . .	in 6 cups of raisins (Vitalizer With Iron formula only)
Phosphorus . . . . .	in 1 cup of cooked soybeans
Selenium . . . . .	in 3¾ cups of brown rice
Copper . . . . .	in 2 cups of cooked lentils
Manganese . . . . .	in 1 cup of pineapple
Iodine . . . . .	in 2 baked potatoes
Molybdenum . . . . .	in 1¼ cups of fresh green beans

**Minerals**

Lycopene . . . . .	in 1½ tomatoes
Alpha-carotene . . . . .	in ½ cup of winter squash
Lutein + zeaxanthin . . . . .	in 32 spears of asparagus
Beta-carotene . . . . .	in 1¾ cups of raw spinach
Berry seed extract seeds . . . . .	in 1 cup of fresh berries

**Phytonutrients**

Omega-3 fatty acids . . . . .	in 50 grams of sardines
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**Omega-3 Fatty Acids**

AND MUCH MORE...

## WHY VITA-STRIPS®?

When capsules come in contact with softgels, it can reduce the potency of nutrients within. No other supplement can provide the exclusive benefits you'll find in one easy daily serving of Shaklee Vitalizer. Each Vita-Strip offers:

- Product freshness and potency
- Extra protection against moisture
- A design that safeguards against tablet interaction, ensuring product quality that lasts
- A small, pocket-friendly design for easy portability



## HOW DOES YOUR MULTIVITAMIN COMPARE WITH VITALIZER?

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

Does your vitamin...	Vitalizer™:	Your vitamin:
Provide all vitamins plus minerals your body needs?	✓	?
Deliver scientifically supported levels of clinically proven nutrients?	✓	?
Contain a full spectrum of vitamin E with all eight natural forms, including gamma-tocopherol?	✓	?
Provide 1000 IU of the most bioavailable form of vitamin D?	✓	?
Provide 26 different antioxidants to help protect against free radical damage?	✓	?
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 vitamin...	Vitalizer™:	Your vitamin:
Based on 12 Shaklee clinical studies and a first-of-its-kind Landmark Study?	✓	?
Tested more than 1,000 times every time it's made?	✓	?
Developed by an established and highly respected company with more than 100 scientific publications backing it up?	✓	?
Free of artificial colours, flavours, sweeteners, added preservatives, and gluten?	✓	?

## 100% Shaklee Guarantee



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

## Shaklee Vitalizer™ Medicinal Ingredients\*

Daily dosage: 1 Vita-Strip®

	Amount per day		
	Without Iron	With Iron	Gold†
Beta-carotene ( <i>Blakeslea trispora</i> , <i>Elaeis guineensis</i> )	9500 IU	9500 IU	9500 IU
Biotin (d-biotin)	300 mcg	300 mcg	300 mcg
Boron (sodium tetraborate)	1000 mcg	1000 mcg	1000 mcg
Calcium (dicalcium phosphate and calcium ascorbate)	500 mg	500 mg	500 mg
Chromium (chromium chloride)	120 mcg	120 mcg	120 mcg
Copper (cupric gluconate)	1 mg	1 mg	1 mg
Folate (folic acid)	400 mcg	400 mcg	400 mcg
Iodine (potassium iodide and sea kelp)	150 mcg	150 mcg	150 mcg
Iron (ferrous fumarate)	0 mg	18 mg	0 mg
Magnesium (magnesium oxide)	225 mg	200 mg	225 mg
Manganese (manganese gluconate)	2 mg	2 mg	2 mg
Molybdenum (sodium molybdate)	75 mcg	75 mcg	75 mcg
Niacinamide	120 mg	120 mg	130 mg
Nickel (nickel sulphate)	15 mcg	15 mcg	5 mcg
Pantothenic acid (calcium d-pantothenate)	60 mg	60 mg	65 mg
Phosphorus (dicalcium phosphate)	350 mg	350 mg	350 mg
Riboflavin	10.2 mg	10.2 mg	11 mg
Selenium (sodium selenate or selenite [Gold])	70 mcg	70 mcg	70 mcg
Silicon (silicon dioxide)	2 mg	2 mg	2 mg
Thiamine (thiamine mononitrate)	9 mg	9 mg	9.75 mg
Tin (stannous chloride)	10 mcg	10 mcg	10 mcg
Vanadium (sodium metavanadate)	20 mcg	20 mcg	20 mcg
Vitamin A (vitamin A acetate)	1500 IU	1500 IU	1500 IU
Vitamin B <sub>6</sub> (pyridoxine hydrochloride)	12 mg	12 mg	14 mg
Vitamin B <sub>12</sub> (cyanocobalamin)	36 mcg	36 mcg	54 mcg
Vitamin C (calcium ascorbate, ascorbic acid)	500 mg	500 mg	500 mg
Vitamin D <sub>3</sub> (cholecalciferol)	1000 IU	1000 IU	1000 IU
Vitamin E (d-alpha-tocopherol concentrate, d-alpha-tocopheryl acid succinate)	200 IU	200 IU	200 IU
Vitamin K <sub>1</sub> (phytonadione)	100 mcg	80 mcg	100 mcg <sup>†</sup>
Zinc (zinc gluconate)	15 mg	15 mg	23 mg
Total omega-3 fatty acids (marine lipid concentrate)	500 mg	500 mg	500 mg
EPA (eicosapentaenoic acid)	280 mg	280 mg	280 mg
DHA (docosahexaenoic acid)	180 mg	180 mg	180 mg
Other naturally occurring omega-3 fatty acids	40 mg	40 mg	40 mg
<i>Bifidobacterium longum</i> (probiotic, strain BB536) [million CFU]	250	250	250
<i>Lactobacillus acidophilus</i> (probiotic, strain NCGM) [million CFU]	250	250	250
Lycopene (from tomato extract)	5 mg	2.5 mg	5 mg
Lutein (lutein ester from marigold flower extract)	5 mg	5 mg	5 mg
Zeaxanthin (zeaxanthin ester from marigold flower extract)	200 mcg	200 mcg	200 mcg
Mixed tocopherols (gamma-, beta-, and delta-tocopherols)	35 mg	35 mg	35 mg
Cranberry ( <i>Vaccinium macrocarpon</i> fruit extract)	0 mg	50 mg	0 mg
Coenzyme Q <sub>10</sub> (ubiquinone)	0 mg	0 mg	30 mg
N-acetyl-L-cysteine	0 mg	0 mg	50 mg

\*For a complete list of non-medicinal ingredients for each Vitalizer formulation, please see the appropriate decorator carton.

†Medicinal Ingredients for Vitalizer Gold With Vitamin K. Those for Vitalizer Gold Without Vitamin K are identical with one exception (i.e., there is no vitamin K).