

YOUTH® Look Younger Longer Event Customizable Presentation Script

Cover slide: YOUTH®

- Today, I want to introduce you to a revolutionary anti-aging skin care system, along with a way to earn extra income that can help you on the path to creating a life you can truly love.
- YOUTH is our clean beauty line, launched in August 2017, that has generated unprecedented success for us at Shaklee

Slide 2: Look Younger Longer

- What if you could really Look Younger Longer?
- At Shaklee, we've been helping people Live Younger Longer with our commitment to creating breakthrough innovations in the field of natural health
- Shaklee has been on a mission to create healthier lives while helping the planet with safe, ultra-pure, clinically proven nutrition products, green cleaners, and healthy weight products in addition to YOUTH
- Ever since our founder, Dr. Shaklee, pioneered the supplement industry with the creation of the first multivitamin in the United States more than 100 years ago, the innovation has continued
- And now those years of innovation have helped us to take skin care to the next level with YOUTH
- Unlike ordinary skin care, our advanced technology and powerful botanicals in YOUTH target the cellular level of your skin
- Our promise is that YOUTH will not only dramatically improve the health of your skin, but it will also 100% guarantee to shift the appearance of your skin to a younger age

Slide 3: As Seen in *Self*

- In fact, our Advanced Renewal Night Cream was recently featured on Self.com as a top product to treat a leading skin care concern

Slide 4: Look as Young as You Feel on the Inside

- We designed YOUTH skin care products to make sure the world sees you the way you see yourself
- You'll look as young as you feel on the inside because the YOUTH collection:
 - Harnesses the power of botanicals
 - Nourishes your skin with essential nutrients and vitamins
 - Is formulated with advanced technology
- YOUTH offers clinically proven products created in harmony with nature to bring you clinical results without compromise

Slide 5: A Decade of Aging Erased

- When we were developing YOUTH, we knew it could help transform how people saw themselves and how the world saw them – but we wanted to prove it
- That’s why we engaged world-class skin experts to develop the Skin Age Index; this index uses factual, clinical data to measure the key areas of skin aging, including the appearance of facial wrinkles, pore size, even skin tone, firmness, skin texture, hyperpigmentation, and radiance
- And by measuring YOUTH results with the Skin Age Index, what did we find?
- We found 100% of women in the study were clinically proven to have younger-looking skin after using YOUTH
- Not only that, but two thirds shifted their skin age to a younger decade – that’s a decade of aging erased!

Slide 6: Clinically Proven Clean Beauty

- YOUTH is formulated without parabens, phthalates, propylene glycol, sulfates, coal tar, PEG derivatives, petrolatum, hydroquinone, artificial colours, and artificial fragrances
- In fact, YOUTH has a list of more than 2,500 questionable ingredients we’ll NEVER formulate with; we call it our “free-of” list
- Our “free-of” list is far longer than the lists some other companies provide
- Why is this so important? Because it’s what so many people are looking for in the skin care marketplace today – and not finding!
- You can check out our full “free-of” list on our *Naturally* blog at go.shaklee.com/naturally

Slide 7: The Science of YOUTH®: The Power of Botanicals

- Key ingredients in YOUTH are derived from nature and botanically based
- With eight patents and patents pending, each and every YOUTH product is specifically formulated to address the multiple causes of aging, whether it be your lifestyle, the effects of the environment, or natural aging
- We created patent-pending Youth Complex, found in each of our YOUTH regimens, to support critical cellular functions that will restore your youthful glow
 - *Lotus japonicus* activates a key youth protein to regenerate cells to produce more collagen and elastin
 - Vital Repair+® Complex with vitamins A, B₅, C, and E, plus grape seed extract and more, provides antioxidant nutrients and essential vitamins to block skin-damaging free radicals and encourage healthy cell growth
 - Muscadine grape polyphenols help protect and repair cellular DNA in your skin while blocking collagen and elastin breakdown
 - And *Schisandra chinensis* fruit extract structurally helps provide more nutrients and energy to the skin

Slide 8: YOUTH Activating Serum

- We've included key actives from our patent-pending Youth Complex in every YOUTH product
- However, our Youth Activating Serum features 10 times the normal concentration of Youth Complex, making it the true hero product of the YOUTH collection
- This is your must-have product for skin regeneration
 - Gentle encapsulated vitamin A retinol and apple cell extract support renewal at the cellular level to help restore a youthful glow
 - *Lotus japonicus* supports critical cellular functions such as collagen and elastin production
 - *Schisandra chinensis* provides nutrients for cellular energy
 - Muscadine grape polyphenols protect against skin-damaging free radicals and help repair cellular DNA
 - Vital Repair+ Complex encourages healthy cell growth

Slide 9: Younger-Looking Skin in 4 Simple Steps

- All components of the Advanced Anti-Aging Regimen target the cellular level, accelerating skin renewal for softer, more supple skin with a youthful glow
- This advanced skin care collection is clinically proven to deliver younger-looking skin and is 100% guaranteed to shift the appearance of your skin to a younger age
- The Advanced Anti-Aging Regimen includes:
 - Step 1: Luminous Oil Gel Cleanser to gently polish, purify, and protect your skin
 - Step 2: Perfecting Skin Toner to exfoliate, hydrate and nourish your skin
 - Step 3: Youth Activating Serum to accelerate skin cell renewal to a more youthful rate
 - Step 4 – Day: Mineral Defence Moisturizer SPF 30 to protect your skin from the sun
 - Step 4 – Night: Advanced Renewal Night Cream (in your choice of either Light or Rich formula)

Slide 10: NEW Active Cellular Hydration Technology™

- Our innovation continues with the invention of Active Cellular Hydration Technology™ and the addition of two new products to the YOUTH collection: Moisture Activating Serum and Moisture Lock Day Cream
- Proper hydration is the cornerstone of any skin care regimen
- One of the main causes of aging skin is dry skin, which can make skin look older; dry skin actually acts like older skin – the outer surface becomes dry and cell turnover reduces, which results in skin that's more prone to sensitivity, lines, and wrinkles and is less receptive to skin care products
- For skin to perform optimally, hydration is required; but as we age it can become more difficult for skin to absorb hydration or other skin care ingredients
- Our two new hydration products were designed to restore vital moisture and bring your skin the hydration it needs to maintain its youthful glow
- As I mentioned, the power behind both comes from our new Active Cellular Hydration Technology
 - Our exclusive formula combines powerful botanicals including:

- Cactus extract, which acts as a moisture magnet, attracting moisture to skin's outer layers
- A NEW, unique blend of four forms of hyaluronic acid, which targets skin's layers and can retain up to 1,000 times its weight in water, locking in moisture and forming a reservoir deep within the skin
- And 100% plant-based squalane, which creates an efficient seal that acts as protective barrier to prevent water loss and retain moisture
- All of this leads to the reduction of fine lines and redness, leaving skin hydrated, plump, and soft

Slide 11: NEW Moisture Activating Serum

- NEW Moisture Activating Serum provides the advanced hydration your skin needs to look younger longer
 - This fast-absorbing, gel-like serum instantly delivers intense instant hydration to quench and plump your skin
 - It helps restore skin's natural moisture and build a moisture barrier to reduce water loss and the appearance of fine lines
 - And it's clinically proven to replenish hydration levels by 212% and lock in hydration for up to 8 continuous hours
 - Skin is measurably hydrated for up to 24 hours

Slide 12: Intense Hydration in 4 Simple Steps

- The Advanced Hydration Regimen is formulated to address dry and dehydrated skin
- When skin becomes dry, it's more prone to sensitivity, lines, and wrinkles, making it look older
- This regimen addresses intense hydration and moisture retention with Moisture Activating Serum and Moisture Lock Day Cream, both featuring Active Cellular Hydration Technology™
- The Advanced Hydration Regimen includes:
 - Step 1: Luminous Gel Oil Cleanser
 - Step 2: Perfecting Skin Toner
 - Step 3: Moisture Activating Serum to drench your skin with intense hydration
 - Step 4 – Day: Moisture Lock Day Cream to quench thirsty skin
 - Step 4 – Night: Advanced Renewal Night Cream

Slide 13: NEW Moisture Lock Day Cream

- With NEW Moisture Lock Day Cream, you can get smoother, plumper, softer, and more hydrated skin
 - It quenches thirsty skin, replenishes hydration, and protects skin from moisture loss while sealing in the actives of your serum to maximize its benefits
 - Not only does this luxurious cloud-like cream give your skin superior hydration but it also provides anti-aging benefits with Vital Repair+ Complex and muscadine grape extract

Slide 14: Targeted Treatments to Awaken and Brighten

- You may choose to use one of our YOUTH targeted treatments in addition to your regimen for even more added benefits for your skin type
- Wouldn't you love to awaken each day to brighter, smoother, more youthful-looking eyes?
- And what would you think if I told you there's a product that can revive tired skin and restore radiance?
- Let's talk about two targeted treatments that can do that – and much more

Slide 15: Restoring Eye Treatment

- Restoring Eye Treatment makes a great addition to any of our regimens
- It contains a unique peptide blend shown in a clinical study to reduce the appearance of lines and wrinkles around the eyes, including crow's feet, in as few as 7 days*
- It reduces the appearance of puffiness and dark circles†
- It helps smooth the eye contour and visibly firms and hydrates†
- Plus, it features a unique cooling tip that refreshes and energizes the eye area with a gentle massage at application
- When adding Restoring Eye Treatment to a regimen, use it after the toner and before the activating serum

*As measured in a 28-day clinical study of twice-daily use involving 36 subjects.

†As perceived by a majority of subjects in a 28-day clinical study of twice-daily use involving 36 subjects.

Slide 16: Radiance C+E Hydrating Serum

- Our top-selling targeted treatment is Radiance C+E Hydrating Serum
- It contains a powerful, patented dose of 20% vitamin C to reduce the appearance of age spots, smooth skin texture, and improve overall skin tone
- It also has vitamin E and raspberry cell extract to plump, brighten, and visibly reduce the appearance of fine lines and wrinkles
- And Radiance C+E capsules themselves are plant based, 100% vegan, and biodegradable
- When adding Radiance C+E to one of our regimens, you'll want to use it after the toner and immediately before using the activating serum
- And for a limited time only, with your first purchase of either the Advancing Anti-Aging Regimen, the new Advanced Hydration Regimen, or the new Personalized Regimen, you'll receive a FREE Radiance C+E when you place your regimen on AutoShip (*these offer rules are available on the last page of this document*)

Slide 17: NEW Purifying Clay Mask and NEW Hydrating Gel Mask

- Another beauty trend we're getting ahead of is masks!
- We're excited to introduce two NEW masks to help you get your glow on with an instant facial!
- The first is our Purifying Clay Mask, which naturally detoxifies, clarifies, and purifies skin with a triple blend of mineral-rich clays, superfine charcoal powder, and volcanic ash from pristine Jeju Island in the Pacific Ocean

- This formula absorbs and removes pollutants, impurities, and excess sebum to help minimize the appearance of pores, and reveals smoother skin without stripping or drying
- Next is our Hydrating Gel Mask, which provides deep, soothing moisture for refreshed, hydrated skin
- This refreshing gold gel is packed with hyaluronic acid, aloe leaf juice, and a multi-herbal blend to indulge your skin with instant and long-lasting moisture
- Both of our masks can be used once or twice a week; just follow these simple steps:
 - Apply on clean skin
 - Relax for 10 minutes
 - Then, rinse with a wet cloth to reveal glowing skin!
- You can use either mask on its own, or you can use them together
- For your own custom facial, apply Hydrating Gel Mask where you need hydration the most and the Purifying Clay Mask where you need detoxifying the most

Slide 18: Youth Activating BB Cream SPF 30

- To perfect your daily look, we offer Youth Activating BB Cream SPF 30
- This amazing 5-in-1 beauty balm evens, corrects, hydrates, nourishes, and protects your skin, providing buildable coverage to your desired level
- It contains naturally derived, chemical-free, SPF 30 broad-spectrum UVA/UVB protection
- Plus, it features a marine polymer that creates a protection shield for your skin
- Our BB cream provides flawless buildable coverage – apply one layer for a natural look, or add more for additional or complete coverage
- Find your perfect match with one of our four shades, or blend two or more together for your own customized shade

Slide 19: New Personalized Regimen

- The new Personalized Regimen is designed for you to customize your skin care regimen based on your concerns and preferences, and to adjust it when you experience changes
- It includes:
 - Step 1: Luminous Gel Oil Cleanser
 - Step 2: Perfecting Skin Toner
 - Step 3: Youth Activating Serum OR Moisture Activating Serum
 - Step 4 – Day: Mineral Defence Moisturizer SPF 30 OR Moisture Lock Day Cream
 - Step 4 – Night: Advanced Renewal Night Cream

Slide 20: Remarkable Results in 4 Simple Steps

- There's a perfect YOUTH regimen for everyone, whether it's the Advanced Anti-Aging Regimen, the Advanced Hydration Regimen, or the Personalized Regimen, which lets you combine products from both other regimens

Slide 21: Regimen Offers

- With the purchase of any one of these three regimens comes rewards*
- Whenever you buy one, you'll receive a FREE exclusive YOUTH-branded cosmetics bag*
- And with your first purchase of any of these regimens, you'll also receive our best-selling targeted treatment, Radiance C+E Hydrating Serum, absolutely FREE when you place the regimen on AutoShip; that's a \$90 MP value!*
- The rules for these offers can be found online at the Member Centre: MyShaklee.com (*and are available on the last page of this document*)

*Please note that these offers exclude the Anti-Aging Regimen.

Slide 22: Skin Care Customized to Meet Every Need

- Because different skin has different needs, you'll want to select the right regimen and targeted treatment products to suit your skin
- Depending on your skin's needs, you may want to use both serums in your daily routine; for example, if you want the added hydration benefits without losing the anti-aging power of Youth Activating Serum, you can add Moisture Activating Serum to your routine, using it right before applying Youth Activating Serum
- You may also choose to use one of our YOUTH targeted treatments in addition to your regimen for even more added benefits for your skin type
- Your skin's needs may change from day to day, so it may be necessary to change up your routine, too; YOUTH provides you with the flexibility to customize your skin care routine based on your daily requirements

Slide 23: YOUTH Recap

- Our entire YOUTH collection of products, from cleansers to treatments to moisturizers, provides anti-aging benefits, including cellular renewal and hydration, for younger-looking skin
- All YOUTH products are 100% vegan, cruelty free, gluten free, dermatologist tested, hypoallergenic, suitable for sensitive skin, non-comedogenic, and ophthalmologist tested
- And every Shaklee product is 100% guaranteed
- If you're not satisfied with any of our products, you can send them back to us for a full refund, even if the container is empty – no questions asked

SLIDE 24: Sharing YOUTH Skin Care

- As proud as I am to share these YOUTH skin care products with you today, I'm just as proud of the way we choose to sell our products, so I'd like to talk to you about our business opportunity
- Sharing your passion for YOUTH skin care with others and helping them look younger longer can help you build a life you truly love
- *Share your own 2-minute story about how the Shaklee/YOUTH Business Opportunity has changed your life*

SLIDE 25: How Do You See Yourself Fitting In?

- So, whether you choose to join us today as a customer, or if you're interested in sharing these great products with others and making some money along the way, I'm here to help you get started
- Let's begin by having you experience the products for yourself

Free YOUTH cosmetics bag offer rules:

1. Available in Canada and the United States from August 17 through September 30, 2018 at 11:59 p.m. Eastern Time.
2. Open to the entire Shaklee Family: guests, Members, Preferred Members, Distributors, Qualified Distributors, Associates, and Business Leaders.
3. Receive a FREE exclusive YOUTH cosmetics bag with every purchase of the new Personalized Regimen (#79456), the new Advanced Hydration Regimen (#79455), or the Advanced Anti-Aging Regimen (#79453). This offer excludes the Anti-Aging Regimen (#79454).
4. Eligible orders must be placed online through MyShaklee.com, Shaklee Connect™, mobile, or Shaklee PWS.
5. Offer does not apply to orders placed through the Call Centre.
6. There is no point value (PV) on the free product, which can't be returned for cash or product credit, or exchanged for another product.
7. The colour of the cosmetics bag may vary.
8. Offer good while supplies last.

Free Radiance C+E Hydrating Serum offer rules:

1. Available in Canada and the United States through December 31, 2018 at 11:59 p.m. Eastern Time.
2. Open to new and existing Members, Preferred Members, Distributors, Qualified Distributors, and Associates (even if they've redeemed this offer in the past). Business Leaders are excluded from direct participation in this offer.
3. When you purchase the new Personalized Regimen (#79456), the new Advanced Hydration Regimen (#79455), or the Advanced Anti-Aging Regimen (#79453) and place it on AutoShip, you'll receive one FREE YOUTH Radiance C+E Hydrating Serum (a \$90 MP value). This offer excludes the Anti-Aging Regimen (#79454).
4. The free Radiance C+E Hydrating Serum offer is so amazing that we're only offering it one time per Member or Distributor ID.
5. Eligible orders must be placed online through MyShaklee.com, Shaklee Connect™, mobile, or Shaklee PWS.
6. Offer does not apply to orders placed through the Call Centre or orders processed as one-time address changes.
7. There is no point value (PV) on the free product, which can't be returned for cash or product credit, or exchanged for another product.
8. Offer good while supplies last.