

## LYL Events Presentation Script

### Cover slide: YOUTH™

### Slide 2: LOOK YOUNGER LONGER

- What if you could look younger longer?
- At Shaklee, we've been helping people live healthier by creating innovative nutritional supplements for more than 60 years.
- And now we're applying some of the same ingredients in those scientific breakthroughs, including powerful antioxidants, to improve the health – and the appearance – of people's skin with YOUTH.

### Slide 3: SKIN CARE MARKET IS GROWING

- The global anti-aging skin care market will grow \$40 billion in 5 years.
- Although older consumers are still key to marketing efforts, younger consumers and men are becoming more aware of the value in taking care of their skin.

### Slide 4: KEY AREAS OF SKIN CARE MARKET GROWTH

- In the prestige skin care category, which includes YOUTH, natural and clinical products grew 10%, outpacing the total facial skin care market.
- This presents a great opening in the skin care market for YOUTH.
- YOUTH provides clinical skin care results without compromising your safety with questionable ingredients used by so many other companies, as you'll see.

### Slide 5: INSPIRATION FOR YOUTH

- So, what was our inspiration for YOUTH?
- As we get older, we may find that the image we see in the mirror each day doesn't match the age we feel on the inside.
- The key to beautiful, younger-looking skin is cell renewal. As we age, skin renewal slows and we produce less collagen and elastin. Unlike ordinary skin care, our advanced technology goes beyond addressing aging on the surface to target the cellular level of your skin.
- Our promise is that you'll not only dramatically improve the health of your skin with YOUTH, but you'll shift your skin to a younger age – 100% guaranteed.
- YOUTH is truly designed to make sure the world sees you as young as you see yourself.

#### **Slide 6: A DECADE OF AGING ERASED**

- Now let's talk results.
- 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 to measure the appearance of facial wrinkles, pore size, even skin tone, firmness, skin texture, hyperpigmentation, radiance, and sagging with factual clinical data.
- And by measuring using the Skin Age Index, we found that 100% of women were clinically proven to have younger-looking skin after using YOUTH.
- Not only that, but 2/3 actually SHIFTED THEIR SKIN TO A YOUNGER DECADE.

#### **Slide 7: SCIENCE BEHIND YOUTH**

- So how does it work to provide such amazing results without using so many of the questionable, potentially dangerous ingredients so many other companies use today?
- As we age, critical processes that help keep our skin looking healthy and youthful slow down. As this happens, it leads to a loss of radiance and that youthful glow. Our skin produces less and less collagen and elastin, leading to wrinkles and a loss of firmness.

#### **Slide 8: THE POWER OF BOTANICALS TO FIGHT THE CAUSES OF AGING**

- Key ingredients in YOUTH and our patent-pending Youth Complex 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, environmental damage, or natural aging.
- Botanicals packed with antioxidants and vitamins help regenerate cells to produce more collagen and elastin, and structurally help provide more nutrients and energy to the skin.

#### **Slide 9: CLINICAL RESULTS WITHOUT COMPROMISE**

- By focusing on potent botanicals derived from nature as some of the key ingredients in YOUTH, we've proven that you don't have to sacrifice safety and purity for effectiveness. YOUTH provides your skin with clinical results without compromise.
- And the entire YOUTH line is 100% vegan, gluten free, and cruelty free.

#### **Slide 10: REINFORCE CLINICAL RESULTS**

- Clinical results without compromise: remember, 100% of women were clinically proven to have younger-looking skin, and 2/3 actually shifted their skin age into a younger decade.

### **Slide 11: YOUTH RECAP**

- And YOUTH is dermatologist tested, hypoallergenic, suitable for sensitive skin, non-comedogenic, ophthalmologist tested, 100% vegan, gluten free, and cruelty free.

### **Slide 12: BEYOND ORGANIC**

- We like to say our standard is “Beyond Organic.”
- Beyond Organic is our philosophy that Shaklee quality standards go beyond how and where an ingredient is grown. We look to confirm the purity and potency of ingredients after harvest to guarantee that the final finished product is free of hundreds of chemical contaminants.
- We screen for more than 350 contaminants, pesticides, and impurities on every new botanical ingredient; that’s three times more than what’s required! And we perform more than 100,000 quality tests per year to ensure that our products are safe.

### **Slide 13: “FREE-OF” LIST**

- Today’s skin care marketplace really covers the full spectrum, from companies who promise to be “all natural” or “without harmful chemicals” without providing effective products, to companies that use an array of chemicals considered to be harmful in order to deliver results.
- No company, it seems, has been able to hit that spot where safe meets results. And that’s where YOUTH comes in, providing those clinical results without compromise.
- In fact, we have a list of 2,500 ingredients that will NEVER be included in YOUTH products! We call it our “free-of” list.
- Our “free-of” list is far longer than the lists some other companies provide.

### **Slide 14: YOUTH ADVANCED ANTI-AGING REGIMEN**

- Now let’s talk about the rest of our YOUTH products.
- All components of the Advanced Anti-Aging Regimen were designed to work together to deliver remarkable results.
- Every single product in the YOUTH line is formulated with active anti-aging ingredients, providing treatment benefits.

### **Slide 15: LUMINOUS GEL OIL CLEANSER**

- STEP 1: Luminous Gel Oil Cleanser
- Polish, purify, and prepare your skin with a patented blend of vitamins and polyphenols plus exfoliating algae in our 3-in-1, soap-free, pH-balanced cleanser.

#### **Slide 16: PERFECTING SKIN TONER**

- STEP 2: Perfecting Skin Toner
- Exfoliate, hydrate, and nourish with this toner for glowing skin. Free your skin of dull cells and environmental pollutants to show the world a brighter, more radiant you.

#### **Slide 17: YOUTH ACTIVATING SERUM**

- STEP 3: Youth Activating Serum
- This serum has 10 times the actives to provide the critical regeneration step in the regimen. This potent blend supports collagen production to make your skin act younger for superior radiance and rejuvenation.

#### **Slide 18: MINERAL DEFENCE MOISTURIZER SPF 30**

- Next is Step 4 for daytime.
- Mineral Defence Moisturizer SPF 30 protects your skin from the effects of the sun, with naturally derived mineral zinc oxide for chemical-free SPF 30 protection.
- It also provides a pollution-protection shield that defends your skin against environmental pollutants and free radicals.
- Plus, it has vitamins and minerals to moisturize your skin and improve overall appearance of skin tone.

#### **Slide 19: ADVANCED RENEWAL NIGHT CREAM**

- STEP 4 for nighttime is our Advanced Renewal Night Cream.
- It helps collagen and elastin production, and aids skin cell renewal while you sleep.
- A proprietary botanical blend makes your skin appear younger looking, smoother, and more luminous.
- Available in Rich formula to deeply hydrate and soften your skin, or Light formula for those who prefer a lighter texture.

#### **Slide 20: RADIANCE C+E HYDRATING SERUM**

- To further restore radiance, Radiance C+E Hydrating Serum capsules can be used as an enhancement to the Advanced Anti-Aging Regimen.
- Radiance C+E 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 contains vitamin E and raspberry cell extract to plump and brighten your skin, 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 the Advanced Anti-Aging Regimen, you'll want to use it immediately before using the serum and after using the toner.

#### **Slide 21: YOUTH ACTIVATING BB CREAM SPF 30**

- And to perfect your daily look following the Advanced Anti-Aging Regimen and Radiance C+E, there's our Youth Activating BB Cream SPF 30.
- It evens, corrects, hydrates, nourishes, and protects your skin, providing buildable coverage to your desired level.
- Plus, it contains the same naturally derived zinc oxide for chemical-free, SPF 30, broad-spectrum UVA/UVB protection found in our Mineral Defence Moisturizer SPF 30.

#### **Slide 22: OUR COMPANY**

- At Shaklee, our mission is to create a healthier life for everyone and a better life for anyone.
- We make products that are gentle on the environment, and we never test on animals.
- And for more than 60 years, we've been committed to creating products in harmony with nature.

#### **Slide 23: 100% GUARANTEED**

- All Shaklee products are 100% guaranteed.
- If you're not satisfied with YOUTH or any other Shaklee product, you can send it back to us for a full refund, even if the container is empty. No questions asked.

#### **Slide 24: START TODAY**

- Purchase the YOUTH Advanced Anti-Aging Regimen now and receive a free Radiance C+E and a silver YOUTH cosmetics bag.
- Each product in the Advanced Anti-Aging Regimen delivers a 60-day supply.

#### **Slide 25: OUR OPPORTUNITY**

- With the YOUTH skin care line, Shaklee has created the right products at the right time.
- And Shaklee is committed to helping people live healthier and Look Younger Longer.
- Shaklee provides a business model that offers the potential for substantial income with low start-up costs.
- Plus, Shaklee provides the right tools and training material to support you as you build your business.
- Can you see the potential in the YOUTH opportunity?

**Slide 26: SHARE YOUTH**

- Are you interested in sharing YOUTH? Purchase the YOUTH Skin Care Success Pack and get started today.