

## **YOUTH® Look Younger Longer Event 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 an extra income that can help put you on the path to creating a life you can truly love.

### **Slide 2: LOOK YOUNGER LONGER**

- What if you could 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 for more than 60 years.
- And now those years of innovation have helped take skin care to the next level with YOUTH.
- Unlike ordinary skin care, our advanced technology in YOUTH targets 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.
- YOUTH truly is designed to make sure the world sees you as young as you see yourself.

### **Slide 3: THE SKIN CARE MARKET IS GROWING**

- Why is now the perfect time for YOUTH?
- 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% in 2016, outpacing the total facial skin care market.
- This presents a great opening in the skin care market for YOUTH, as you'll see.

### **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 with the Skin Age Index, we found that 100% of the women in our study were clinically proven to have the appearance of younger-looking skin after using YOUTH.

- Not only that, but two thirds of women shifted their skin age to a younger decade; that's a decade of aging erased!

#### **Slide 6: THE SCIENCE OF YOUTH**

- Key ingredients in YOUTH and our patent-pending Youth Complex are derived from nature and are 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's your lifestyle, the effects of the environment, or natural aging.
- Botanicals packed with antioxidants and vitamins support collagen and elastin production, and structurally help provide more nutrients to the skin.

#### **Slide 7: CLINICAL RESULTS WITHOUT COMPROMISE**

- By focusing on potent botanicals derived from nature as some of the key ingredients in YOUTH, we've proved you don't have to sacrifice safety and purity for effectiveness. YOUTH provides your skin with clinical results without compromise.
- Today's skin care marketplace really covers the full spectrum – from companies that promise their products are “all natural” or “without harmful chemicals” and yet can't provide effective products, to companies that use an array of questionable ingredients in order to deliver results.
- No company, it seems, has been able to hit that sweet spot – where safety meets results.
- This is where YOUTH comes in!

#### **Slide 8: “FREE-OF” LIST**

- The fact is that we have a list of more than 2,500 ingredients that we'll NEVER use in our YOUTH products. 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 the full “free-of” list on our *Naturally* blog at [go.shaklee.com/naturally](http://go.shaklee.com/naturally).

#### **Slide 9: YOUTH RECAP**

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

#### **Slide 10: YOUTH ADVANCED ANTI-AGING REGIMEN**

- All five products in the YOUTH Advanced Anti-Aging regimen were designed to work together to deliver remarkable results.

#### **Slide 11: FOUR SIMPLE STEPS**

- These four simple steps will help you achieve remarkable results:
  - Cleanse
  - Tone
  - Renew
  - Hydrate and protect

#### **Slide 12: STEP 1 IS CLEANSE, WITH LUMINOUS GEL OIL CLEANSER**

- Our 3-in-1 soap-free, pH-balanced Luminous Gel Oil Cleanser polishes, purifies, and prepares your skin with a patented blend of vitamins and polyphenols, plus exfoliating algae.

#### **Slide 13: STEP 2 IS TONE, WITH PERFECTING SKIN TONER**

- Perfecting Skin Toner exfoliates, hydrates, and nourishes to produce glowing skin.

#### **Slide 14: STEP 3 IS RENEW, WITH YOUTH ACTIVATING SERUM**

- Youth Activating Serum has 10 times the active ingredients to provide the regimen's critical regeneration step.
- This potent blend supports collagen production for superior radiance and rejuvenation, helping your skin act younger.

#### **Slide 15: STEP 4 FOR DAYTIME: HYDRATE AND PROTECT WITH MINERAL DEFENCE MOISTURIZER SPF 30**

- Mineral Defence Moisturizer defends your skin from the effects of the sun with naturally derived mineral zinc oxide, which provides chemical-free SPF 30 protection.
- And it provides a shield that protects your skin from environmental pollutants and free radicals.

#### **Slide 16: STEP 4 FOR NIGHTTIME: ADVANCED RENEWAL NIGHT CREAM**

- Advanced Renewal Night Cream It helps collagen and elastin production and supports skin cell renewal while you sleep.
- This targeted night repair cream is available in two formulas – Rich and Light – to deeply hydrate and soften your skin.

### Slide 17: RADIANCE C+E HYDRATING SERUM

- Radiance C+E capsules further restore radiance and can be used to enhance the Advanced Anti-Aging Regimen.
- This hydrating serum contains a powerful, patented dose of 20% vitamin C to reduce the appearance of age spots, smooth skin texture, and improve overall skin tone.
- Plus, it has vitamin E and raspberry cell extract to plump, brighten, and visibly reduce the appearance of fine lines and wrinkles.
- The capsules themselves are plant-based, 100% vegan, and biodegradable.
- When you add Radiance C+E to the Advanced Anti-Aging Regimen, you'll want to use it after using the Perfecting Skin Toner and immediately before using the Youth Activating Serum.

### Slide 18: 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.
- This multitasking 5-in-1 beauty balm evens, corrects, hydrates, nourishes, and protects your skin.
- Plus, it contains naturally derived, chemical-free, SPF 30 broad-spectrum UVA/UVB protection.
- Our BB cream provides buildable coverage to your desired level: apply one layer for light coverage, or more for additional coverage.
- Find your skin's perfect match with one of our four shades, or blend two or more together for your own customized shade.

### Slide 19: NEW RESTORING EYE TREATMENT

- We're excited to welcome the newest member of our YOUTH collection: Restoring Eye Treatment.
- And who wouldn't love to awaken each day to brighter, smoother, and more youthful-looking eyes?
- Restoring Eye Treatment Contains a unique peptide blend shown in a clinical study to reduce the appearance of lines and wrinkles around the eyes, and 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.

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

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

### **Slide 20: YOUTH POWER DUOS**

- And now there are three Power Duos, each providing a great way to start experiencing the benefits of YOUTH.
- Each of our Power Duos delivers targeted solutions for your skin.
- Plus, you save when you buy these products together!

### **Slide 21: HYDRATE AND NOURISH DUO**

- The Hydrate and Nourish Duo provides deep hydration for luminous skin.
- Used together, Perfecting Skin Toner and Advanced Renewal Night Cream (in your choice of Light or Rich formula) exfoliate, hydrate, and nourish while smoothing and deeply softening your skin.
- Use this duo in the evening so you can wake up to smooth and youthful skin, or in the morning to protect your skin from the daily elements.
- Shaklee Members save \$6 when they purchase Perfecting Skin Toner and Advanced Renewal Night Cream together in the Hydrate and Nourish Duo.

### **Slide 22: RENEW AND NOURISH DUO**

- Experience skin renewal from the inside out with the Renew and Nourish Duo.
- When they're used together, Youth Activating Serum and Advanced Renewal Night Cream (in your choice of Light or Rich formula) rejuvenate skin at the cellular level, then smooth and deeply soften.
- Use this duo at night at nighttime only to renew your skin while you sleep for younger-looking, smoother, and more luminous skin.
- Shaklee Members save \$10 when they purchase the Youth Activating Serum and Advanced Renewal Night Cream together in the Renew and Nourish Duo.

### **Slide 23: BRIGHTEN AND NOURISH DUO**

- Ready, set, glow with the Brighten and Nourish Duo.
- Radiance C+E Hydrating Serum brightens and plumps your skin while Advanced Renewal Night Cream smoothes and hydrates.
- It's the perfect pair to erase the dulling effects of the environment for a brighter, more radiant you.
- Mix both products together in the palm of your hand to create a creamy texture, and apply it to clean skin – morning or night.
- Shaklee Members save \$10 when they purchase Radiance C+E and Advanced Renewal Night Cream together in the Brighten and Nourish Duo.

#### **Slide 24: “BEFORE & AFTERS”**

- So, you’ve heard about the science behind YOUTH, and you’ve heard about our YOUTH collection.
- Now let’s see some real results from real people who’ve used the YOUTH regimen.

#### **Slide 25: KRYSTLE’S BEFORE & AFTER**

- These are Krystle’s results after using the YOUTH Advanced Anti-Aging Regimen for 60 days.
- Notice the improvement in the appearance of fine lines and wrinkles in the forehead area.
- Notice the improvement in evenness of skin tone.

#### **Slide 26: NANCY’S BEFORE & AFTER**

- These are Nancy’s results after using the YOUTH Advanced Anti-Aging Regimen for 60 days.
- Notice the improvement in evenness of skin tone, especially her forehead and cheeks.
- Notice a softening in the appearance of fine lines.

#### **Slide 27: BOBBIE’S BEFORE & AFTER**

- These are Bobbie’s results after using the YOUTH Advanced Anti-Aging Regimen for 60 days.
- Notice the improvements in evenness of skin tone and radiance.

#### **Slide 28: 100% GUARANTEED**

- All Shaklee products are 100% guaranteed.
- If you’re not satisfied with any one of our YOUTH products, 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 29: SHARING YOUTH**

- So, how can a product help you Love Your Life? By sharing your passion for it with others and helping them Look Younger Longer, too.

#### **Slide 30: SHARE YOUR STORY**

- *Share your own 2-minute story about how the Shaklee Business Opportunity has changed your life.*

### Slide 31: JULIE

- When she started to build her Shaklee business in Canada, Julie was the single mother of a 4-year-old boy.
- Because of her Shaklee income, Julie was able to purchase her own home, send her son to school, and take him on several Shaklee incentive trips, including a cruise. She's since earned and enjoyed visits to such sunny destinations as Mexico and Hawaii, but says, "Among my favourite Shaklee memories would have to be two amazing trips: Paris and Kenya. I took my oldest son to Kenya. Both trips were once-in-a-lifetime chances, and they left me with memories I never dreamed would be possible."
- Since then, Julie has remarried, and while her four additional children keep her busy, her Shaklee business continues to grow.
- Currently, Julie is a Senior Key Coordinator. In 2016, that leadership level had an average annual income of \$85,275 in Canada.

### Slide 32: MARTHA & IVAN

- Martha and Ivan were introduced to Shaklee in 1981. Like many successful Business Leaders, they started as product users. Martha was "desperately ill" at the time and wanted to do something about it. When she regained her health, she loved the products so much that she just had to share them.
- In 1990, she and Ivan became Shaklee Distributors, making the commitment to share the Shaklee business opportunity, too, helping thousands of people accomplish their physical and financial health goals, which enabled Martha and Ivan to achieve important goals of their own.
- As their business thrived, the couple began enjoying the tangible rewards of the Shaklee business, including travel to such exotic destinations as Bali, Kenya, Paris, and Bora Bora, and becoming members of the prestigious Shaklee Million Dollar Earners Club.
- More importantly, Shaklee products came into Martha's life when she needed them most. Today, she's a healthy and proud grandmother, a Wellness Coach at a holistic clinic, a speaker at international wellness conferences, and the author of more than 100 published health articles.
- Currently, Martha and Ivan are Master Coordinators. In 2016, that leadership level had an average annual income of \$160,820 in Canada.

### Slide 33: OUR OPPORTUNITY

- It's flexible. You can fit your business wherever you like in your busy life, and you can invest as much time as you want, setting your own goals for what you'd like to earn.
- It's simple to learn and teach others. You don't have to be a scientist or a nutritionist. Shaklee gives you access to all the power of Shaklee science through simple digital tools and resources, such as the Shaklee Healthprint™ assessment.
- It's social. That means it's also fun, engaging, and can be a part of your conversations with people anytime and anywhere.
- And, of course, it's mobile. You're not sitting in an office or in a store. There's no inventory requirement. It goes where you go, because everything is accessible right from your phone.

### Slide 34: THE DREAM PLAN

- The Shaklee Business is powered by the Dream Plan – compensation for sharing Shaklee products with others that rewards you in many different ways throughout your Shaklee career.

### Slide 35: HOW DO YOU SEE YOURSELF FITTING IN?

- What did you see in this presentation that piqued your interest?
- Do you have the balance of work, family, and leisure time that you'd like to have?
- Do you have the lifestyle you desire?
- If you could design a life that you truly love, and be in control of your time and finances, what would that look like?

### Slide 36: JOIN AS A DISTRIBUTOR

- Join Shaklee as a Distributor with the purchase of a Distributor Welcome Kit for only \$49.95.
- Or join as a Qualified Distributor with the purchase of a collection of products called a Success Pack, start experiencing those products for yourself, and start sharing your experience with others.
- When you do, you'll be able to begin earning what we call Success Bonuses. The great thing about these bonuses is that they're cash paid daily (the first business day after someone joins with a product purchase). So, if you're on Direct Deposit, there's no waiting period to see the results of your efforts.
- This is a way to earn the extra cash you may need, whenever you need it. There's no time limit, and no limit to the number of times you can earn.

### Slide 37: YOUTH SUCCESS PACK

- Get started by sharing YOUTH! And when you purchase the YOUTH Success Pack, you save 18% off MP.
- **YOUTH® Anti-Aging Skin Care Success Pack: Value: \$575 | You Pay: \$350**  
Now everyone can look younger longer. Our clinically tested skin care collection erases the appearance of up to a decade of skin aging for a more radiant-looking you.

### Slide 38: JOIN AS A MEMBER

- Or, if you'd like to try YOUTH at low Member pricing, you can choose to join Shaklee as a Member.
- When you join as a Preferred Member by placing a minimum \$150 product order on AutoShip in your first full calendar month, you also enjoy the exclusive benefit of free shipping on all \$150 AutoShip orders. You'll also receive up to 11.75% off the Member Price of Preferred Member Special Value Packs in your first three full months, plus other special Preferred Member promotions.



**Slide 39: WE'D LOVE YOU TO JOIN OUR TEAM**

- Thank you for taking the time to learn about YOUTH skin care by Shaklee. I encourage you to think about what this could mean for your life – and the lives of people you care about. I'd love to be able to welcome you to my team and support you in loving everything about your life – through Shaklee.