

YOUTH® Look Younger Longer Event Presentation Script

Cover slide: YOUTH®

- We do it every single year: we make New Year's resolutions, but before the month of January is over, many of them are forgotten
- So what would it be like to make a resolution that was so exciting, so inspiring, and so doable that you'd realize your goal?
- I want to invite you to make just such a resolution – a resolution to LOVE YOUR LIFE
- And today, I want to introduce you to a revolutionary new anti-aging skin care system, along with a way to earn an extra income that can help you on the path to creating a life you can truly love in 2018

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 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 Power of Botanicals to Fight the Causes of Aging

- 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 has been able to hit that sweet spot where safety meets results – until now
- 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

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
- Step 1 is Luminous Gel Oil Cleanser
 - Our 3-in-1 soap-free, pH-balanced cleanser polishes, purifies, and prepares your skin with a patented blend of vitamins and polyphenols, plus exfoliating algae
- Step 2 is Perfecting Skin Toner
 - It exfoliates, hydrates, and nourishes to produce glowing skin
- Step 3 is Youth Activating Serum
 - The must-have product of the YOUTH collection has 10 times the active ingredients to provide the regimen's critical regeneration step
 - Youth Activating Serum supports collagen production for superior radiance and rejuvenation
- Step 4 has two parts; for DAY use there's Mineral Defence Moisturizer SPF 30
 - It defends your skin from the effects of the sun with naturally derived mineral zinc oxide, which provides chemical-free SPF 30 protection
 - This outstanding moisturizer also provides a shield that protects your skin from environmental pollutants and free radicals
- The second part of Step 4 is for NIGHT use, featuring 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 11: Radiance C+E Hydrating Serum

- These capsules further restore radiance and can be used to enhance the Advanced Anti-Aging Regimen
- Radiance C+E 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, be sure to use it between Step 2 (Skin Perfecting Toner) and Step 3 (Youth Activating Serum)

Slide 12: 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 13: "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 14: 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 15: 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 16: Derek's Before & After

- These are Derek's results after using the YOUTH Advanced Anti-Aging Regimen for 60 days
- Notice the improvements in pore size and in the appearance of fine lines

Slide 17: 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 18: 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 19: 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 20: Share Your Story

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

Slide 21: 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 2017, that leadership level had an average annual income of \$103,561 in Canada.

Slide 22: Martha and 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 2017, that leadership level had an average annual income of \$190,655 in Canada.

Slide 23: 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 24: 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 25: 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 26: Join as a Distributor

- The best way to start is to 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 bonuses 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 effort.

- 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 27: 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 28: 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. Join for free – a \$19.95 value – when you order a YOUTH regimen or place a \$150 product order.
- 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 29: We'd Love You to Join Our Team

- Thank you for taking the time to learn about YOUTH skin care. 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.