



# Shaklee 180<sup>®</sup> Distributor Selling Guide

## Business growth opportunity

69% of Americans have been defined as overweight.

Sales for weight-management products and services reached \$4.5 billion in 2013 and are expected to grow at a rate of 4%. Trends in the weight-management market are:

- Meal replacements for weight management
- Focus on the benefits of protein\*

With Shaklee 180<sup>®</sup>, you are well positioned for continued success in this category.

## Two ways to open the conversation

### Ask about general health and other interests, and follow up with ways to lose weight and be healthier

Making healthier choices can help you and your family look and feel better. Shaklee offers many options: You can set a better base for health and feel more energy with Healthy Foundations, target key concerns with Healthy Solutions and Healthy Weight, clean your home with Healthy Home's nontoxic cleaners, and feel refreshed with our Healthy Beauty line.

"What are your main health concerns? How can I help you thrive?"

### Have a general conversation about weight-management

"It can be hard to manage your weight, especially with less than healthy food all around you. I'd like to share my weight-loss journey with you. Shaklee 180<sup>®</sup> has really helped me."  
(If you have lost weight with Shaklee 180<sup>®</sup>, tell your story.)

### If you don't have a weight-loss journey to share:

"It can be hard to manage your weight, especially with less-than-healthy food all around you. The support of a complete program with healthy products can really help. Shaklee 180<sup>®</sup> is complete and healthy." (Share a Shaklee 180<sup>®</sup> testimonial from myshaklee.com.)

### Or, consider an event or seasonal approach, such as:

- Looking your best for the holidays
- Making a New Year's resolution
- Getting ready for a special event, such as a wedding or reunion
- Feeling good in summer clothes
- Losing the baby-weight



\*CDC

\*\*Euromonitor Category Briefing: Weight Management in the United States May 27, 2014



## Introduce Shaklee 180®

Shaklee 180® is a complete program that supports your weight-management goals. It's designed to burn fat, not muscle while you lose weight.

- It's simple—just replace two meals and a snack, plus one supplement and an Energizing Tea and have a healthy third meal.
- Shaklee 180® works because it's based on nutritional science: protein and fiber keep you feeling full, while leucine helps you retain lean muscle during weight-loss.
- Retaining muscle helps maintain your metabolism—or calorie-burning ability—both during and after you lose weight.
- An app and a website guide you through the program, track your success, and provide helpful tips, expert advice, recipes and exercises.
- You could win a trip to San Francisco with a makeover when you submit your success story to the Healthy Competition.\*\*



## Explain the Shaklee Difference

- With most diets, you lose fat AND muscle, slowing down metabolism and making it easier to regain weight. Shaklee 180® is powered by leucine, an essential amino acid, which helps retain muscle while you lose weight.
- Shaklee 180® features products that you know are healthy and safe. No artificial flavors, sweeteners, or preservatives.

## Recommend AutoShip

Customize your Shaklee 180® kit using our online tool. Plus, save 10% on AutoShip with the Lean & Healthy and Smoothee kits.

## Common questions

### How much does it cost?

The Shaklee 180® Program is a great value. It replaces two meals a day for a month. Plus, you get a metabolic booster, an energizing tea and snacks. A Shaklee 180® Energizing Smoothee meal costs less than an extra Value Meal® at McDonald's®, and leaves you feeling better about your choices, too.

<p><b>Smoothee meal with non-fat milk</b></p> <p>\$2.91<sup>1</sup>            260 calories            340 mg sodium            3 g fat            24 g protein            6 g fiber</p>	<p><b>McDonald's® Quarter Pounder Extra Value Meal<sup>2</sup></b></p> <p>\$7.09            1,060 calories            1,300 mg sodium            42 g fat            33 g protein            6 g fiber</p>	<p><b>McDonald's® Dollar Menu<sup>2</sup>: Double Cheese-burger, small French Fries, Small Coke</b></p> <p>\$3.80            740 calories            970 mg sodium            28 g fat            24 g protein            4 g fiber</p>	<p><b>Starbucks® Grande Caffé Latte +Carrot Cake Muffin<sup>2</sup></b></p> <p>\$5.90            560 calories            27 g fat            17 g protein            2 g fiber</p>
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\*\*\*NO PURCHASE NECESSARY. Open to legal residents of the 50 United States (D.C.). 18 years or older who did not purchase any equipment or products for purposes of enter the Promotion. Behind Shaklee 180 Program and enter Sweepstakes by 3/15/15. Upload Contest Submission by 3/15/15. To enter and for Official Rules, including prize descriptions, visit [www.myshaklee180.com](http://www.myshaklee180.com). Void where prohibited. All trademarks are property of their respective owners



## I don't do smoothies. They're boring and don't taste good.

The Shaklee 180® Energizing Smoothies actually taste great, and you get to customize them with fruit, vegetables and spices. We can share lots of recipes from Shaklee 180® customers. But if you are really not a “smoothie person” you may enjoy the Shaklee 180® Meal-in-a-Bar instead. There are great flavors, like Peanut Butter Chocolate Chip and White Chocolate Cinnamon.

## What makes this program special?

The Shaklee 180® products have been formulated with lean protein and leucine to help you retain muscle. That means they are designed so you lose the fat, not the muscle. Muscle is what helps keep your metabolism up, which helps you with weight management. Shaklee 180® is designed to burn fat, so you see inch loss and pound loss which can improve the proportion of muscle to fat in your body. There is a reason muscle is called “lean”—pound for pound, muscle takes up less space than fat. Even when weight stays the same, you will notice your clothes fitting better!



## How fast will I lose weight?

Safe weight-loss is widely recognized to be 1 to 2 lbs. per week. The Shaklee 180® Program is designed to help you attain a lifestyle to help you stay at a healthy weight for the long term.

## I don't want to lose a lot of weight; I just want to get leaner. Is there a Shaklee 180® plan for that?

Try the Lean & Healthy Kit. It's one Energizing Smoothie a day plus Vitalizer™, and has been shown in a clinical study<sup>4</sup> to help you get leaner, be healthier and feel better.

## How will I keep the weight off?

Shaklee 180® helps you retain muscle during weight-loss, which helps keep your metabolism up. The Shaklee 180® program contains everything you need to develop a healthy lifestyle and to learn how to keep the weight off.

## Will I be hungry?

Shaklee 180® smoothies and bars are packed with protein and fiber to keep you feeling full. We also offer protein-rich snacks and a tea to keep your energy up.

## What is leucine and how does it work?

Leucine is an amino acid your body uses to make proteins. It is an essential amino acid, which means your body cannot produce it. You must get essential amino acids from the foods you eat.

## Can the Shaklee 180® Program be used by children?

The Energizing Smoothies and bars can be used by children as part of a healthy daily diet. We do not recommend children, pregnant women, or nursing women use Shaklee 180® Energizing Tea because of its caffeine content, or the Metabolic Boost\* because of its herbal ingredients.

\*This statement have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



## Why are the Energizing Smoothees made with soy protein?

Unlike many other vegetable proteins, soy is a complete protein, meaning it has adequate proportions of all the essential amino acids your body needs to build muscle and perform other crucial functions. Shaklee has a long history of using soy protein. Shaklee uses high-quality non-GMO soy protein. Soy protein have been shown to have health benefits, especially for your heart.

## Why do the Energizing Smoothees have sugars and carbohydrates?

Most of the foods we eat contain carbohydrates and sugars. For example, one medium apple has 25g of carbohydrates and 19g of sugars.\*\*\*Carbohydrates and sugars are part of a healthy diet. They are key sources of energy for the body. The Shaklee 180® program provides healthy proportions of protein, carbohydrate, and fat over the course of the day.



## What is stevia and why is it in the Energizing Smoothees?

Stevia is a natural, no calorie sweetener made from the leaves of the plant species *Stevia rebaudiana*. It is used to sweeten the smoothies.

## How does the program teach healthy habits?

As part of the Shaklee 180® Program, you get access to articles, recipes, tools, and rewards to help you live a healthy lifestyle. Plus, you are personally supported by Shaklee. If you have any questions, you can speak with your Distributor or contact the experts at Shaklee.

## What happens after weight-loss?

Shaklee has a wide array of offerings to meet your personal healthy lifestyle goal.

- You can concentrate on staying lean with the Shaklee 180® Lean & Healthy kit.
- You can transition to Healthy Foundations with our Foundations Regimen containing Vitalizer™ and Vitalizing Protein™.
- You can focus on areas specific areas of concern with Healthy Solutions.

## Tips to help share Shaklee 180®

1. Let the customers know how good Shaklee 180® products taste by distributing samples of Shaklee 180® products at events, or by using them as refreshments at gatherings.
2. Invite customers who have had success with Shaklee 180® to share their stories with your friends and/or their friends at a small gathering.
3. Provide a hostess gift for those who host a Shaklee gathering at their house.
4. Incentivize customers to start on AutoShip by offering a small financial reward for each month they continue to purchase a kit on AutoShip.
5. Make a list of acquaintances with a wide network. Examples include personal trainers, coaches, teachers, hair salon owners, chiropractors, and other medical professionals. Talk to them about the financial rewards they could receive by sharing Shaklee 180® with their customers.
6. If you don't have your own personal testimonial, share testimonials from the Shaklee 180® Brag Book, located in the online library.



## Get social

Share the benefits of Shaklee 180® Facebook® and Twitter®

**f Facebook example:** (Will work with Kathleen for examples. <https://www.youtube.com/watch?v=Py4AiMPlwPk>)

**t Twitter example:**

Find more great shareable social media posts with Hearsay Social. Sign up on MyShaklee today!



## Tips for the pricing conversation

### Sample for the Shaklee 180 Turnaround Kit: #89280

The Shaklee 180 program is a great value. It replaces two meals a day for a month. Plus, you get a metabolic booster, an energizing tea and snacks. A Shaklee 180® smoothie meal costs less than a Value Meal at McDonald's<sup>3</sup>, and leaves you feeling better about your choices, too.

**Turnaround Kit: #89280** | 30-day kit | \$269.95

**Lean & Healthy Kit: #89281** | 30-day kit \$159.95 | 10% off on AutoShip

**Smoothie Kit: #89326** | 30-day kit \$159.95 | 10% off on AutoShip

## Additional resources

Use the support tools for Shaklee 180® on the Shaklee 180® Resources page. You will find downloadable tools to share, video links, and an assortment of other valuable information.



## HOW WILL YOU JOIN SHAKLEE?

Enjoy the benefits, and be rewarded in more ways than you can imagine.

### USE

Experience the way Shaklee products can help transform your health.

### SHARE

Share Shaklee products with friends and family and earn extra cash + rewards.

### BUILD

Build a team in a way that works for you and fits your life, with the potential for significant financial rewards.

\*USDA Official USDA Food Plans: Cost of Food at Home at Four Levels, U.S. Average, July 2014

<sup>1</sup>USDA Food Database

<sup>2</sup>Milk prices National Dairy Retail Report, September 4, 2014

<sup>3</sup>Centers for Disease Control article "Losing Weight"

<sup>4</sup>Calorie and nutrition information found on the McDonald's and Starbucks websites, 9/16/14

<sup>5</sup>In a 9-month study, the use of Shaklee 180® Energizing Smoothies post exercise, plus daily use of Vitalizer improved lean body mass and other markers of health better than exercise alone.

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