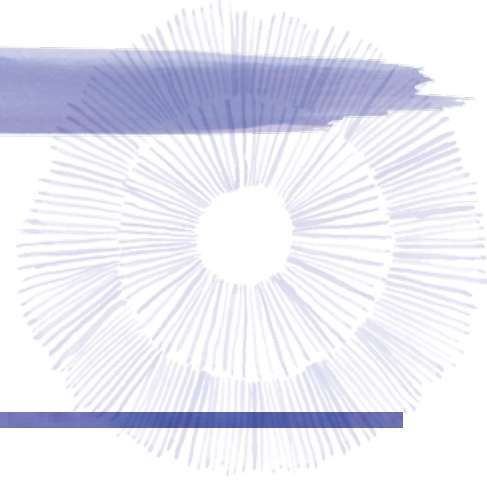




SLOW AGING AT THE CELLULAR LEVEL®*



Now 30% more
powerful**



Protect and
repair DNA[†]

40% lower rate
of telomere
shortening[‡]

13x more powerful
than resveratrol alone**

Business Growth Opportunity

Research suggests that healthy aging is a growing concern in the U.S. Consumers spend an estimated \$361 million on healthy aging supplements every year, showing industry sales growth of 6% year after year. **Shaklee is well positioned for success in this category.** As a pioneer in nutritional health, Shaklee focused its research efforts on aging at the cellular level—where aging begins, and in 2009 launched Vivix, a product designed to slow cellular aging naturally.* The ongoing commitment to innovation from Shaklee led to a **new formulation of Vivix that is 30% more powerful and available in both liquid and liquigel forms.**

Open the Conversation

Ask general health questions, leading to questions about aging well

- How healthy do you consider yourself? Are there things you'd like to improve?
- Are you concerned about aging?
- Many people look at their skin for signs of aging, but did you know that aging begins on the inside at the cellular level?
- Did you know that there are nutrients that can help protect and repair DNA?
- Would you be interested in slowing cellular aging?

Keep the Conversation Going

Set up the problem

The health of your cells strongly influences your overall health, and our cells are continuously damaged by environmental exposure. Even the simple act of eating a meal can result in the formation of free radicals. Free radicals can damage cell components like DNA and trigger normal inflammatory reactions which are thought to contribute to cellular aging. Aging starts with our cells.



SLOW AGING AT THE CELLULAR LEVEL®*

Introduce Vivix

Discuss the benefits of Vivix

Vivix contains a triple patented, all natural blend of powerful polyphenols that:

- Helps slow cellular aging naturally[‡]
- Helps your cells **protect and repair DNA** and combat free radicals[‡]
- Helps promote telomere health:
 - In a preliminary clinical study, Shaklee users who took Vivix and other Shaklee supplements for at least five years across the adult age range had a 40% lower rate of telomere shortening than a healthy control group[∞]
 - A statistical analysis projects that an 80-year-old Shaklee user would have the same telomere length as a 41-year-old[∞]
- **Is 13x more powerful than resveratrol alone at slowing a key mechanism of aging^{**}**



Explain The Shaklee Difference

- **Triple patented**, all natural blend of powerful polyphenols
- Immense antioxidant power
- Based on the muscadine grape—one of nature’s rarest, most potent fruits
- Proprietary extraction process preserves bioactive polyphenols.

Common Questions

1. Who should use this product and why?

Adults 18+ who are interested in protecting and repairing their DNA, and healthy aging. This product is for people of all ages who are looking to live a longer, healthier life.

2. Does Vivix require refrigeration?

The NEW liquigel does not require refrigeration. It is best to refrigerate the liquid after opening to help maintain optimal freshness.

3. What are polyphenols?

Polyphenols are phytonutrients with powerful antioxidant benefits, and they have been shown in laboratory studies to have protective effects against cellular aging.^{*} They protect and repair DNA.

4. What are telomeres?

Telomeres are protective caps at the ends of our chromosomes which help protect our DNA. As we age our telomere length gradually declines. Telomere length is thought to be a marker of overall health.

[‡]Laboratory studies show that Vivix key ingredients protect and repair DNA

^{**}Laboratory studies show Vivix ingredients help slow the formation of AGE proteins

[∞]Cross-Sectional Analysis of Telomere Length in People 33-80 Years of Age: Effects of Dietary Supplementation. Harley CB et al. (2014) 55th Annual Conference, JACN, Vol. 33(5), p414.

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



SLOW AGING AT THE CELLULAR LEVEL®*

5. Will I see immediate results after taking Vivix?

You may not see immediate results because Vivix is designed to provide long-term health benefits at the cellular level by helping your cells protect and repair DNA and combat free radicals.* Vivix may also contribute to slowing the rate of telomere shortening.

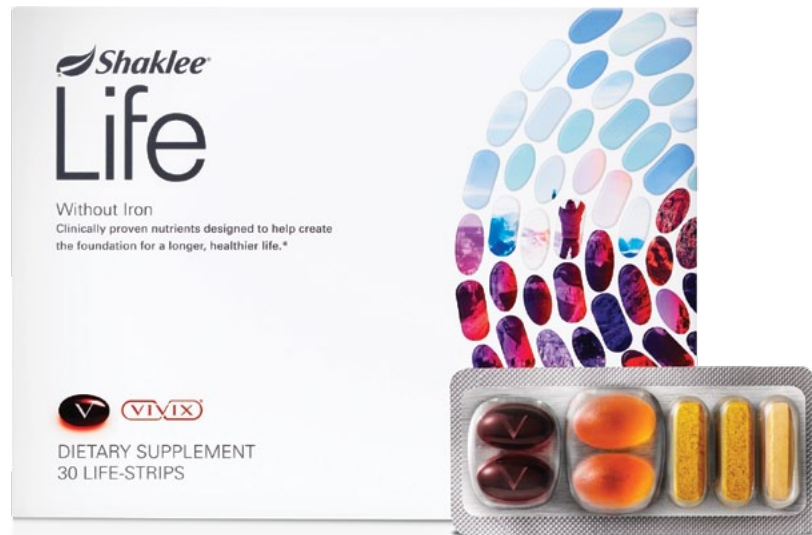
6. What other products should people take?

EVEN BETTER TOGETHER

The new Vivix liquigel is also available as part of the best, **most comprehensive nutritional system** in the world, Shaklee Life. This proprietary plan is backed by **over 10 patents**, and was developed from **breakthrough clinical research** including the Landmark Study, one of the largest clinical studies on long-term supplement usage. This science was combined with our telomere study to design the Shaklee Life-Strip, with **clinically proven nutrients to help create the foundation for a longer, healthier life.***

The new Shaklee Life-Strip delivers pure, potent vitamins, minerals, omega-3 fatty acids, polyphenols, antioxidants, and phytonutrients to help support optimal health.*

- NEW Vivix liquigels for cellular health, healthy aging*
- Advanced multivitamin Vita-Lea Life™ for complete nutrition, bone, and joint health*
- OmegaGuard® Plus for heart and brain health
- B+C for immune health and energy*



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



SLOW AGING AT THE CELLULAR LEVEL®*

Share the benefits of Vivix on social media

Tag **@ShakleeHQ** and use hashtag **#Shaklee** on Twitter® and Instagram®.

- **Facebook® example:** Nancy is a professional researcher. When she learned about Vivix and its impact on cellular health*, she was hooked. Contact me to learn more! <http://www.shaklee.tv/nancys-shaklee-effect>
- **Twitter example:** Learn about slowing cellular aging with Vivix by Shaklee. <http://www.shaklee.tv/nancys-shaklee-effect>. Tweet me to learn more! #Shaklee



Tips for the Pricing Conversation

Vivix | Item #21500 Liquid, #21501 Liquegel

Suggested Retail Price: \$100.00

Become a Member, Save 15%: \$85.00 | Point Value: 54.65

AUTOSHIP PRICE—SAVE 10%

Suggested Retail Price \$90.00 | Member Price: \$76.50 | Point Value: 50.00

Vivix Single Serve Packets | Item #21502 | 30 servings

Suggested Retail Price: \$126.00 | Member Prize: \$107.10 | Point Value: 68.88

AUTOSHIP

Suggested Retail Price \$113.40 | Member Price: \$96.39 | Point Value: 61.99

Vivix Kosher | Item #22911 | 30 servings

Suggested Retail Price: \$100.00 | Member Prize: \$85.00 | Point Value: 54.65

AUTOSHIP

Suggested Retail Price \$90.00 | Member Price: \$76.50 | Point Value: 50.00

NEW Shaklee Life-Strip | Item #21293 without iron, Item #21294 with iron

Suggested Retail Price: \$200.00 | Member Prize: \$169.96 | Point Value: 114.23

AUTOSHIP

Suggested Retail Price \$180.00 | Member Price: \$152.96 | Point Value: 103.62

Life Plan

The Shaklee Life Plan includes a **coupon that is good for a \$100 separate purchase for only \$10.**



SLOW AGING AT THE CELLULAR LEVEL®*



(page 5)

Additional Resources



Vivix® video



Vivix® consumer brochure



Life Plan video



Life Plan consumer brochure

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.

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