

The Shaklee Opportunity

We provide a healthier life for everyone
and a better life for anyone[®]

 **Shaklee**[®]



We give you an
opportunity to thrive



What do you want?



Money?



Time?



Health?



Car and travel?

What would make a difference?



Would \$1,000 to \$5,000 per month make a difference for you?

How about a new car?



Travel to the San Francisco Bay Area?



Shaklee World Headquarters

Exploring exotic locations?



What if you could earn...



...up to \$100,000?

Make an even bigger impact?



Meet Shaklee

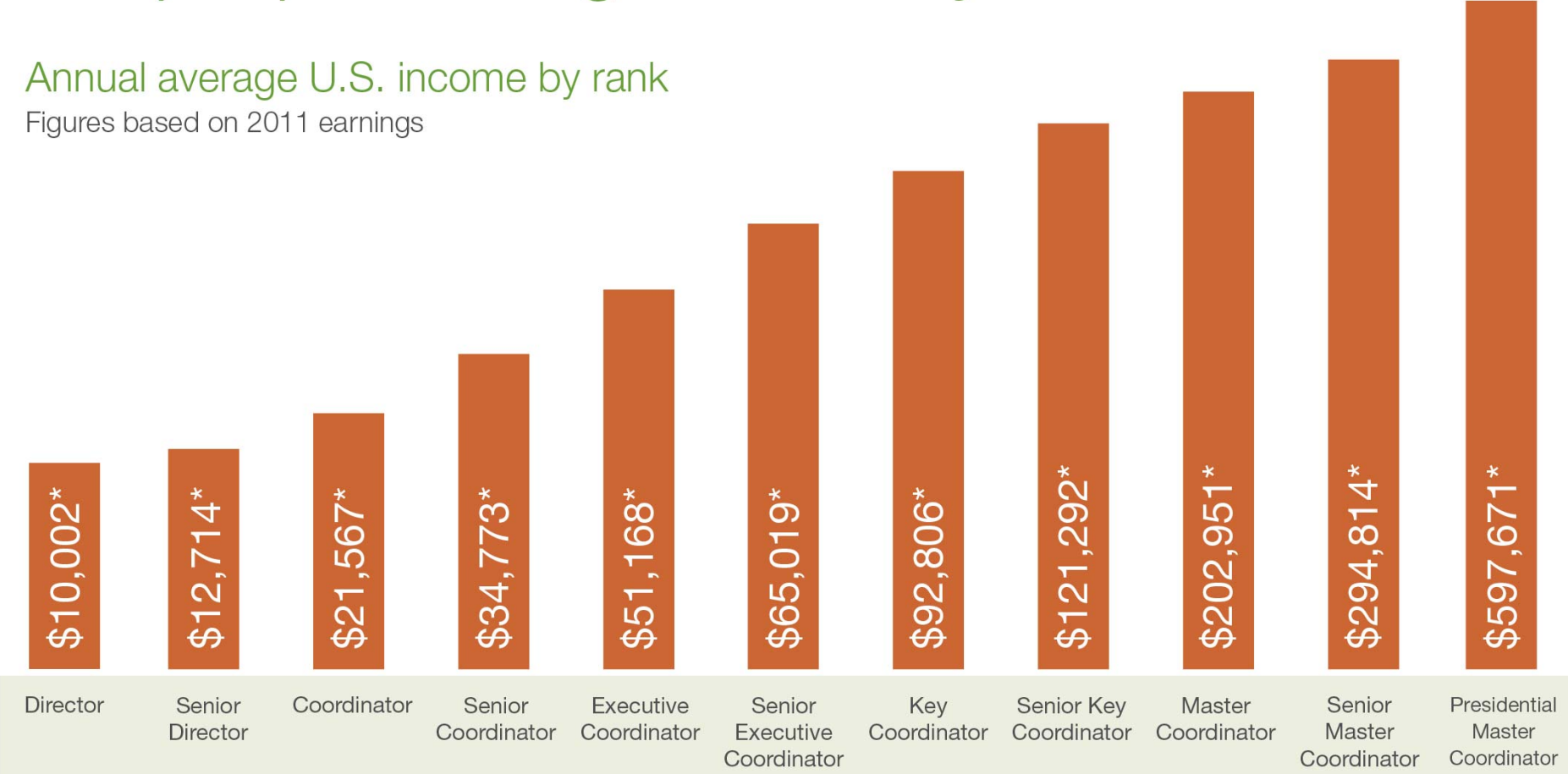


We've paid over \$6 billion to people just like you, and we offer products that make a difference to people and the planet.

Real people making real money

Annual average U.S. income by rank

Figures based on 2011 earnings



*Average annual income for each rank is calculated monthly based on information reported on Form 1099-MISC for all U.S. Business Leaders who achieved the rank that month. The sum of these monthly averages is the figure reported above. Results will vary with effort. Shaklee Corporation does not guarantee that any particular income level will be achieved.

Build a future



FastTRACK Key Coordinators: Nathan & Jenni Oates

- Directors in August 2009
- Senior Directors in February 2010
- Coordinators in May 2010
- Senior Coordinators in June 2010
- Executive Coordinators in October 2010
- Senior Executive Coordinators in February 2011

How you do it

FastTRACK
up to \$100,000



Enjoy the Shaklee lifestyle

Nashville,
Tennessee



Shaklee World
Headquarters,
California



Caribbean Cruise



Travel the world



Changing brands can change your life™

Redirect your spending on products you already use every day and get:

Naturally safe, proven effective solutions to everyday needs

A 100% money-back guarantee

Rewards for sharing what you like about Shaklee



Products people need and use every day:

Healthy aging market:

\$162B

worldwide

Natural product market:

\$7B

U.S.

Weight loss market:

\$108B

U.S.

Skin care market:

\$3.2B

U.S.

Green-household product market:

19%

U.S. (projected growth)

The #1 natural nutrition company in the U.S.



Healthy Nutrition



Healthy Weight



Healthy Beauty



Healthy Home

Shaklee Vitalizer™

Changing brands can change your life™

- 80 bio-optimized nutrients
- Based on a first-of-its-kind Landmark Study
- Features a S.M.A.R.T.™ delivery system
- Delivers ultra-pure fish oil containing seven omega-3 fatty acids
- Guaranteed superactive probiotics



Feel better in 30 days or your money back!

The Shaklee Difference



Over 80,000 annual quality tests to ensure the greatest purity and potency

Over 350 tests on every new ingredient to screen for harmful contaminants



Purest, most potent natural ingredients

Backed by scientific and clinical proof found in over 90 peer-reviewed publications

2007 Landmark Study:
Changing Brands Can
Change Your Life™



Sustainable products that are **safe for you, your home, and your planet®**

Leading the environmental movement with sustainable business practices

2007 Landmark Study: Changing brands can change your life™

In this groundbreaking study, we collaborated with researchers from the UC Berkeley School of Public Health to evaluate long-term Shaklee supplement users. The study showed the **overall health of Shaklee users to be markedly better** than nonsupplement users—based, in part, on the four key biomarkers of health:



33% Lower Triglyceride Levels†

In the body and in foods, fats exist in a chemical form called triglycerides. Lower levels of triglycerides have been shown to support heart health.

11% Lower Ratio of Total Cholesterol to HDL Cholesterol†

HDL cholesterol helps remove “bad” cholesterol from the blood. A lower ratio of total cholesterol to HDL cholesterol has been shown to promote heart health.

60% Lower Levels of C-Reactive Protein†

C-reactive protein (CRP) is found in the blood and measures the body’s response to biological stress. Lower levels of C-reactive protein can contribute to increased heart health.

36% Lower Levels of Homocysteine†

Homocysteine is an amino acid produced naturally in the body. Lower levels of homocysteine in the blood can help support optimal heart health.

Research has shown self-rated health to be an excellent predictor of future health, and **8 out of 10** Shaklee users who participated in the Landmark Study described their health as being “Very Good” to “Excellent.”

†Percentages reflect Shaklee supplement users compared with nonsupplement users. Data for nonusers was obtained from NHANES 2001–2002 and NHANES III 1988–1994.

Earn to infinity on your network

facebook

 Blogger™

Linked  in.

 *Shaklee*®

Social
Marketing®

twitter

Google
AdWords

You  Tube

yelp. 

All trademarks are the property of their respective owners.

Shaklee pays more



- One of the most lucrative compensation plans in the industry
- You set the goal
- Earn immediate income and monthly commissions
- Duplicate yourself
- Earn on your ENTIRE network to infinity

In business for yourself, not by yourself



- Cutting-edge technology
- Warehouse, distribution, shipping, and fulfillment
- Meetings, conferences, and Webinars
- Superb customer service
- State-of-the-art Personal Web Sites
- Training—
Shaklee University

Visionary leadership



Roger Barnett
Chairman & CEO
Shaklee Corporation

Entrepreneurial family

Proven successes

Invested millions researching the industry before buying Shaklee

Committed to our future

Strong foundation for success



Shaklee is the #1 natural nutrition company in the U.S.

55-plus-year heritage helps guarantee success



How to Get Started as a GOLD

GOLD PAK 250 PV

A MORE-
THAN \$500
RETAIL VALUE
FOR \$299!



GOLD PLUS PAK 500 PV

A MORE-
THAN \$850
RETAIL VALUE
FOR \$599!



What you do

- Sign up as a GOLD*
- Find 3 other GOLDS*
- In the process, find 10 customers

Do it again!

*Purchase one of the three GOLD PAK options



3 GOLDS



10 customer members

Other options

\$49.95 New Distributor Welcome Kit

- Basic tools needed to start your Shaklee business
- Share and save between 15%–25%



\$19.95 New Member Pack

- Enjoy products at a discount with the option of starting your own business
- Share and save between 15%–25%



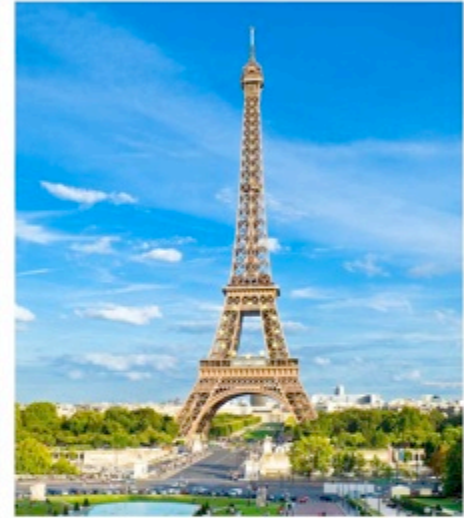
What to do next

Join as a GOLD

1. Experience the products and sign up for AutoShip
2. Put together your action plan
3. Start building your business team



Think about the possibilities



Up to \$100,000

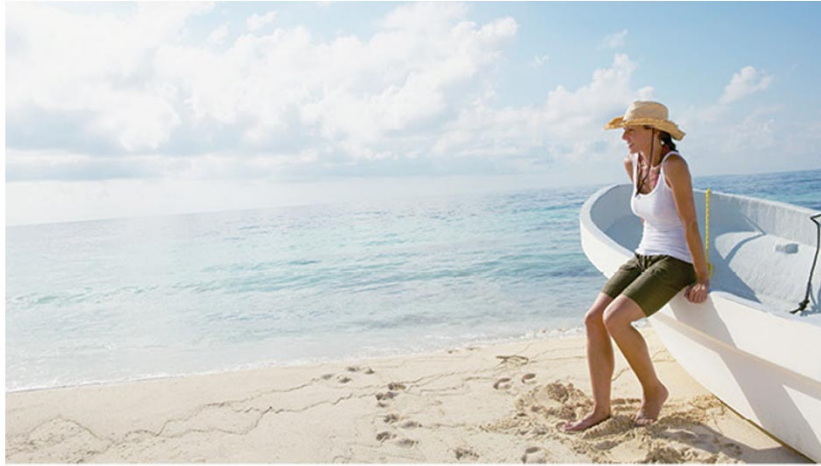




“Your future life will be exactly
what you decide to make it.”

— Dr. Forrest C. Shaklee

Join us



- EXTRA SLIDES

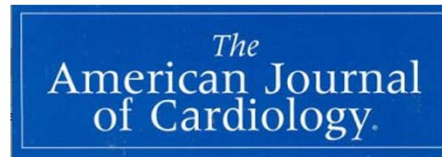
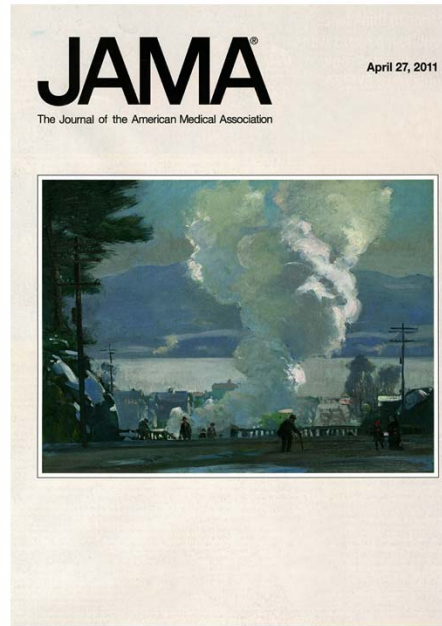
Naturally safe,
proven effective

Driven by science, not fads:
Over 100 scientific papers — 90 of
them published in peer-reviewed
scientific journals

Building loyalty through quality:
Average customer has been
buying products for 17.6 years

“We stand alone in our industry with the number of
rigorous published studies that advance the state
of nutritional knowledge.”

Dr. Jamie McManus, FAAFP
Chair, Medical Affairs, Health Sciences, & Education



People are talking about Shaklee



Oprah Winfrey

Get Clean® is one of Oprah Winfrey's *Favorite Things*.



Dan Esty

In his book *Green to Gold*, Dan Esty praised Shaklee leadership in eco-friendly business practices and strategies.



Dr. Wangari Maathai

Nobel Peace Prize Laureate Dr Wangari Maathai shared her experience as global ambassador of the Shaklee *A Million Trees. A Million Dreams.* campaign with the United Nations, inspiring their Billion Tree campaign.



Brad Lamm

Author of *Just 10 LBS* and *Dr. Oz Show* regular, Brad Lamm loves the Cinch® Inch Loss Plan!

What is Social Marketing®?

Unique products need unique distribution

Traditional Business:



Profits:



Social Marketing:



“The products have only two flaws:
They can’t walk and they can’t talk.
That’s your job.”

– Dr. Shaklee, Founder

“Other companies count on your word of
mouth to create their value. At Shaklee,
we reward you for the value you create.”

– Roger Barnett, Chairman and CEO

Control your economy

With Shaklee, you can:



Get paid weekly*



Qualify for world travel



Drive a new car

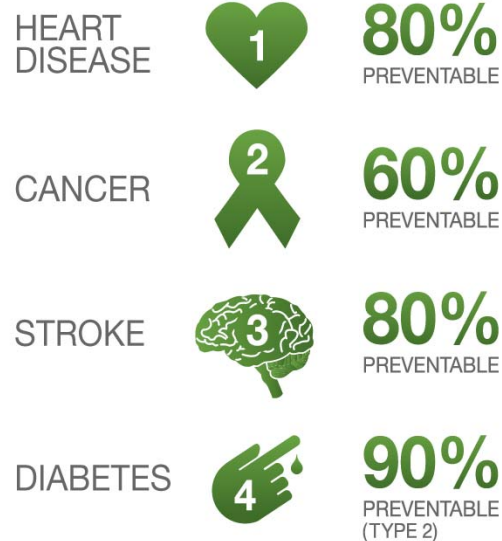


Earn up to \$100,000
in your first 15 months

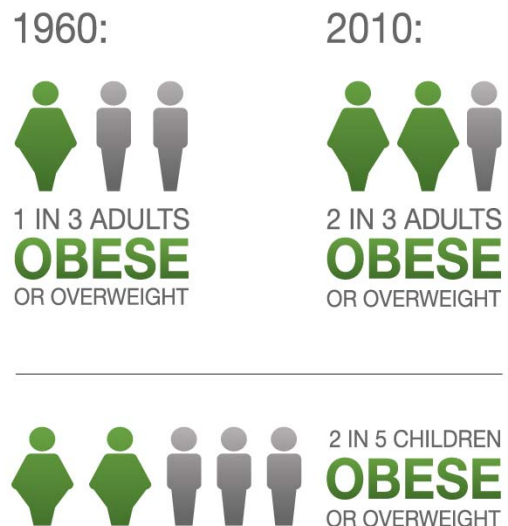
* Power Bonuses are paid weekly. All other compensation is paid monthly.

People want and need what we have

LEADING CAUSES OF DEATH



OBESITY IN AMERICA



NUTRITION IN AMERICA

