



Shaklee 180™ Launch

FAQs for Shaklee Distributors

These FAQs have been developed to help our Distributors and Business Leaders answer questions about the Shaklee 180 program launch. This document isn't appropriate for new Shaklee 180 Specialists, who should be directed to the MyShaklee web site and training materials in the Shaklee 180 Library.

General Questions about Shaklee 180

1. What is Shaklee 180™?

Shaklee 180™ is our unique new weight loss program with clinically tested products† launched January 2013 – just in time for the weight loss season. But it's more than that.

It's also a comprehensive support program – the first 90 days are designed to help you lose weight and once you're at your goal weight, the next 90 days help you learn how to keep the pounds off. That's why we call it Shaklee 180.

And it's also a simple, highly replicable business building process – designed to create stable Directors – faster – and to generate strong and consistent PV from the high level of customer engagement that the program fosters through a system of rewards and the ability to earn their product for free. See [Offer Details](#) on MyShaklee.com.

† The weight loss portion of the Shaklee 180 Program was tested in a preliminary 12-week clinical study in which participants on average lost 15.4 pounds and 6.7 inches. Meal-in-a-bars were not part of the study.

2. What are the elements of the Shaklee 180 program that make it such an effective platform for business growth?

The Shaklee 180 program was designed to maximize your business in the following ways:

- Highly compelling and demonstrable product
- Significant mass market appeal of weight loss category
- Comprehensive program of 90 and 90 – lose the weight and learn how to keep it off
- Virality of 3 for Free program
- Simple and duplicatable system from marketing your party to hosting your party
- Simple training that can be completed in the first 48 hours
- Marketing system that practically does the inviting for new people
- Highly effective party DVD eliminates the learning curve for new people – they do not have to learn to present – simply have to push “play”
- New Business Kits with every part of the system and product included
- Comprehensive customer relationship management supported by Shaklee to increase success of your customers and Shaklee 180 Specialists
- Simplified path to Director and a simple system to access the rewards of *FastTRACK*

- When you bring people into the program as recommended, the system rewards your customers and Shaklee 180 Specialists (business builders) for engaging in activity that will help to build your business. So the secret to building successfully with Shaklee 180 is to use the system consistently, as recommended and trained, and to promote and train the exact same thing to your Shaklee 180 Specialists.

As part of the Shaklee 180 program you receive:

- **Marketing Tools** – Attractive, compelling ways to invite people to “Join You in a 180” – the Shaklee After-After™ Magazine, Shaklee 180 Lead Capture PWS, You’re Invited Video, Turnaround™ Call, E-invites, Scripts and Product Sample Mailing System.
- **Shaklee 180 Turnaround™ Party** – Social and simple, easily replicated and powered by the Turnaround Today DVD so that the newest Distributor can host a party. Upline involvement creates a credible and effective close.
- **Comprehensive Support** – Education, information and support from Shaklee Health Sciences, in the form of regular newsletters, videos, simple meal plans and suggestions, and more.
- **Shaklee 180 Rewards and Healthy Competition** – Win prizes while you lose weight – exclusive to the Shaklee 180 Turnaround & Lean & Healthy Kits, when you log activity on the Shaklee 180 Mobile App (or online in April 2013), you earn entries to our Weekly Sweepstakes drawing, with 25 people winning prizes each week. You can also enter the Healthy Competition and have the opportunity to win a vacation package awarded every 90 days or the grand prize trip to Paris awarded every 180 days. See [Offer Details](#) on MyShaklee.com.
- **3 for Free** – Anyone with a Turnaround or Lean & Healthy Kit on AutoShip can qualify to get their products free when they refer three customers who purchase the Turnaround or Lean & Healthy Kit – creates Director stability and virality, naturally leveraging customer relationships. See [Offer Details](#) on MyShaklee.com.
- **Simplified Rewards Presentation** – The rewards of the Dream Plan, plus incentives, explained and trained in a way that anyone can understand and act on, with becoming a Director within your first one to three months, and helping others to do the same as the central message.
- **Super Simple Training System** – Specialist Start-Up Training Guide and Video Training Modules provide a simple, duplicatable method of orienting and getting new Specialists active, scheduling their own Turnaround Parties – and earning – right away.

3. When will the Shaklee 180 program launch?

The program officially launched on 1/1/13 in the US. The Shaklee 180 program launches in February 2013 in Canada.

4. Does the launch of the Shaklee 180 program include any changes to the Dream Plan or to pricing?

No, there is no change to compensation, current incentives or to pricing or PV of the individual products. The rewards of building a business with Shaklee 180 – compensation and incentives – are the same, but are explained and trained in a very compelling, attractive and simplified way. See the Key to Rewards training module for Shaklee 180 Specialists to see how this works.

5. How will my group members learn about these changes?

Beginning in late December 2012, Shaklee began sending a series of emails to your Members, teasing the program and the changes. We have announced the launch of Shaklee 180 to all Shaklee Family Members, and will continue to promote the program throughout the weight loss season in January, February and March, with targeted messaging for those who have been Cinch customers

over the past 6 months, as well as those who haven't. There is a lot of additional messaging via banners on MyShaklee.com (the Shaklee Member Center) on your Personal Web Sites, messages on hold in the Call Centers, notifications to customers who have Cinch in their AutoShip and order drops announcing the change from Cinch to Shaklee 180.

Shaklee 180™ Training

6. What training is available to Shaklee Distributors or Shaklee 180 Specialists for the Shaklee 180 program?

One of the simplest ways to learn about Shaklee 180 is through the [Shaklee 180 Specialist Start-Up Guide](#) which is included in the Shaklee 180 Specialist Kit, and is also downloadable from the Shaklee 180 Resource article on MyShaklee.com.

Using your guide, follow along with video modules on MyShaklee.com, as Laura Evans expands on the Guide and gives all the tips and tricks for building a successful Shaklee 180 business. To locate the video Training, click on My Business, then after the page load is complete, click on the button next to the Training link on the right to expand the training options.

7. Is there more in-depth training for Shaklee Distributors and Business Leaders on Shaklee 180?

The Specialist Start Up Guide and video training is designed to be all you or your new specialist needs to learn the Shaklee 180 business. If you weren't able to attend one of the Shaklee 180 Regional Events where training was offered, you can still watch the [recording of our 12/5 Webcast](#), which provides a longer version of that same training.

From Cinch® to Shaklee 180™

8. What is happening with the Cinch® products now that Shaklee 180 has launched?

The Cinch® Inch Loss Plan and Cinch products will become the Shaklee 180 program and products. For the most part, product names have changed and packaging with a fresh new brand identity has emerged. The product formulations remain largely the same, with a few enhancements based on customer feedback received for the Cinch products.

9. Are the prices of the Cinch products changing?

No, the prices and PV of the individual products remain the same. There is a new 10% AutoShip discount available for the Metabolic Boost*.

10. What hasn't changed in the transition from Cinch to Shaklee 180?

- Shaklee 180 Smoothees and bars are Powered by Leucine™.
- Shaklee 180 products are low glycemic.
- Shaklee 180 products have NO artificial colors, flavors, sweeteners, or preservatives added.
- Shaklee 180 products are gluten-free.
- Shaklee 180 products are made with non-GMO soy protein.
- Shaklee 180 includes a non-soy option in the Shaklee 180 Energizing Whey Smoothie.
- Shaklee 180 Smoothees provide 24 grams of protein when prepared as directed.

11. What about the products has changed with Shaklee 180?

The following are the formulation changes for the Cinch Shake Mix – now called Shaklee 180 Energizing Smoothee Mix:

- Amount of sugar per serving is reduced from 15g-16g to 10g
- No fructose – now sweetened with natural cane sugar and stevia
- Decreased calories per serving from 180 190 to 170
- A new blend of soluble and insoluble fiber for improved digestibility

The 3-in-1 Boost is now called Metabolic Boost* and delivers the same great benefits through green tea extract (EGCG) to help boost metabolism and chromium, vanadium, banaba leaf to help keep blood sugar level steady.* With the exception of chromium, vanadium and calcium, the additional vitamins and minerals have been removed for greater compatibility when taking Metabolic Boost* with Vitalizer. The number of tablets in each bottle is increased from 84 to 90, with no change in price – and the addition of a 10% discount on AutoShip.

12. Will the product reformulations affect our ability to cite the Cinch 12-Week Preliminary Clinical Study as substantiation for the weight loss claim we made for Cinch?

The changes in product formulation were not significant and primarily to enhance flavor and digestibility only. The changes do not affect the ability to cite the 12-Week Preliminary Clinical Study. Please see Shaklee 180 product labels and literature for approved Shaklee 180 product and program claims along with required disclaimer language.

13. Will people who signed up for the Cinch Transformation Pack before it ended on 11/30 continue to get Cinch products in January, or will they get Shaklee 180 products?

Those who ordered the Cinch Transformation Pack AutoShip promotion before it ended on 11/30/12 received Cinch products in December and part of January. The products will be switched to Shaklee 180 products in January. There isn't any change in pricing or any of the other terms of the Cinch Transformation Pack promotion. The shipper has changed so that it doesn't reflect Cinch branding. In addition, a flyer will be inserted into the Transformation Pack containing the Shaklee 180 products, explaining the changes to the purchaser.

14. What about the Cinch-branded web sites? Will they be updated with Shaklee 180?

The CinchClub.com and CinchPlan.com web sites have been discontinued, including the version of the CinchPlan.com web site that was associated with some legacy Personal Web Site templates. These sites were tremendously useful, but the vast majority of the content and functionality has been significantly enhanced and updated in the new world of Shaklee 180.

These sites are replaced by the Shaklee 180 Lead Capture Personal Web Site, by resources and tools available to Shaklee 180 customers and Specialists in MyShaklee.com in the My180 tab, and by the Shaklee 180 Mobile application that is scheduled to become available at the end of January.

Personal Web Sites that were set up with the Cinch template option were automatically switched to either the "All Products" or "Shaklee Opportunity" template, and the Cinch template has been permanently retired. Switching your Cinch PWS automatically to another template will preserve any personalized content you may have on your PWS. If the template automatically applied isn't your choice, it's easy to manage this – visit MyShaklee.com and switch your site to another of the six

available templates.

(Please note: The Shaklee 180 Lead Capture Web Site isn't available as an option to switch from one template to another at this time, to avoid losing your personalized content. You'll have the ability to switch to this template from other templates after 2/28/2013. And the site can be set up as a new, free web site from now through 2/28/13.)

15. What will happen to Cinchwellness.com?

Since the last day to order Cinch Transformation Pack was 11/30, we gave people one month (until 12/28) to sign up for the Cinchwellness tools. Starting 12/29, no new subscriptions have been allowed for Cinchwellness. If you are currently subscribed to Cinchwellness, you can continue to access the tools until 3/31.

You can access the tools 2 ways:

1. Using the cinchwellness.com url;
2. From Healthy Weight shopping page in Member Center. Scroll down and you will see the link to Cinchwellness that has always been there.

Support programming and functionality similar to Cinchwellness.com will become available through the Shaklee 180 Mobile App when it launches, as well as a lot of additional functionality that enables you to log activities and sharing to earn points towards weekly rewards. The Shaklee Mobile App is expected to become available at the end of January 2013.

Turnaround Kit and Lean & Healthy Kit – Product Kits

16. How does someone get started in Shaklee 180?

To get started with the products, customers and Shaklee 180 Specialists can choose one of two product kits – the 180 Turnaround Kit or the Lean & Healthy Kit. Each of these Kits comes with a support program and the opportunity to join as a Member for free if purchase is made at the time of sponsoring. Placing one of these Kits on AutoShip is the first step to qualifying to earn your Shaklee 180 products for free.

17. What is the Shaklee 180 Turnaround Kit?

The Turnaround Kit is the Shaklee 180 weight loss Kit, or your “Before to After” Kit. The Turnaround Kit offers clinically tested weight loss products† - and a program designed to burn fat, not muscle.

Each Kit contains two healthy meals a day, Energizing Tea, and healthy snacks in your choice of flavors plus Metabolic Boost* (one-month supply). In addition, you receive personalized support and Shaklee 180 online tools, and access to the Shaklee 180 Workout program. If purchased when you join Shaklee, the Kit comes with a free \$19.95 Membership, offering 15% off of all future Shaklee product purchases. Also, the first purchase of this Kit comes with expedited shipping (if applicable) to ensure delivery within 3 business days.

18. What are the product components of the Turnaround Kit?

- 3 Canisters Shaklee 180 Smoothee Mix
- 1 Box Shaklee 180 Snack Bars
- 2 Boxes Shaklee 180 Meal-in-a-Bars
- 1 Box Shaklee 180 Energy Tea
- 1 Bottle Shaklee 180 Metabolic Boost*

19. Can the components of the Turnaround Kit be customized?

Yes, at purchase, you choose the flavors for the Smoothees, the Snack Bars, the Meal-in-a-Bars and the Energy Tea that you prefer.

20. What are the price, PV and value of the Turnaround Kit?

The price of the Turnaround Kit is \$269.95 across all price tiers, with 200 PV, and represents more than \$395 in retail value, when free membership and expedited shipping are included, for a savings of over \$125.00.

Retail value of the Kit is determined as follows:

- Product retail value - \$320.15
- Free membership - \$19.95
- Personalized support and Shaklee 180 online tools - \$9.95/month
- Shaklee 180 Workout Program - \$19.95/month
- If applicable, free upgrade to expedited shipping for certain purchases (to achieve delivery within three business days) - \$26.95

Total Retail Value with free membership and expedited shipping on first purchase (if applicable):
\$396.95

Total Retail Value Subsequent Purchase: \$350.05

In addition, with purchase of the Turnaround Kit, you can participate in a weekly rewards program and Healthy Competition and if your Kit is on AutoShip, you can qualify to receive your next month's products for free. See [Offer Details](#) on MyShaklee.com.

21. When we say that the cost of a Shaklee 180 meal is less than \$3.00, how was that determined?

The less than \$3 per meal claim is based on the cost per serving at Member Price of a Smoothee when mixed with non-fat milk. The cost of the Smoothee serving is MP \$2.72. When you add milk at an estimated cost of \$.21 per 8 oz cup, that brings the total cost of a meal replacement to \$2.93.

22. Why are there no multivitamins as part of the Turnaround Kit?

Making the primary weight loss product pack compatible with Shaklee Vitalizer™ has been a frequent request over the years of experience with Cinch, since the majority of our Cinch users have also used Shaklee Vitalizer along with the Cinch products. The formulation changes in Metabolic Boost* create that compatibility, for those who wish to use Vitalizer while on the Turnaround Kit.

23. What is the Shaklee 180 Lean & Healthy Kit?

The Lean & Healthy Kit is your "After-After™" Kit, with clinically tested products† and a program designed to create a leaner, healthier you. Each Kit contains 30 healthy meals (one meal per day) plus a 30-day supply of Vitalizer multi-nutrient pack. In addition, you receive personalized support and Shaklee 180 online tools, and access to the Shaklee 180 Workout program. If purchased when

you join Shaklee, the Kit comes with a free \$19.95 Membership, offering 15% off of all future Shaklee product purchases.

† The weight loss portion of the Shaklee 180 Program was tested in a preliminary 12-week clinical study. Meal-in-a-bars were not part of that study. The Lean and Healthy portion of the Shaklee 180 Program was tested in a 9-month study along with exercise.

24. What are the product components of the Lean & Healthy Kit?

2 Canisters Shaklee 180 Smoothie Mix
1 Box Shaklee Vitalizer™ (or a 4-supplement Kosher option)

25. Can the components of the Lean & Healthy Kit be customized?

Yes, at purchase, you choose the flavors for the Smoothies and the version of Shaklee Vitalizer that is best for you.

26. What are the price, PV and value of the Lean & Healthy Kit?

The price of the Lean & Healthy Kit is \$149.95 across all price tiers, with 100 PV, and represents more than \$245 in retail value, when free membership is included, for a savings of over \$95.00.

Retail value of the Kit is determined as follows:

- Product retail value - \$196.00
- Free membership - \$19.95
- Personalized support and Shaklee 180 online tools - \$9.95/month
- Shaklee 180 Workout Program - \$19.95/month

Total Retail Value with Free Membership: \$245.85

Total Retail Value without free membership: \$225.90

In addition, with purchase of the Lean & Healthy Kit, you can participate in a weekly rewards program and Healthy Competition and if your Kit is on AutoShip, you can qualify to receive your next month's products for free. See [Offer Details](#) on MyShaklee.com.

27. How were the price and PV of these two Kits determined, and why only one purchase price instead of tiered pricing?

The price, PV and other elements of these two Kits have been carefully designed to maximize the potential for replication and virality within the Shaklee 180 program. The pricing creates a truly fantastic offer for your customers, reducing price resistance and objections at the point of purchase.

This pricing enables you to offer a way to earn their products for free when they bring you additional customers who will be incentivized to do the same. 3 for Free makes customer gatherers of your customers. It is a win-win-win for the Customer, the Distributor and Business Leader.

A single purchase price of \$269.95 for the Turnaround Kit and \$149.95 for the Lean & Healthy Kit simplifies the conversation and actually represents a discount on the MP price for these products, if they were to be purchased individually. PV for the Turnaround Kit is rounded up slightly and for the Lean & Healthy Kit is rounded down slightly, which creates a nice round 200 or 100 PV number that aids a customer (and you) in quickly and easily determining whether they have earned their

products for free for the next month. See [Offer Details](#) on MyShaklee.com.

28. Can my customers purchase the same products individually, instead of in the Turnaround and Lean & Healthy Kits?

Yes, all of the products in the Kits are available for purchase individually, with standard price tiers and PV. Purchasing individually won't qualify for 3 for Free, however, and doesn't include the free program support and rewards system available with the Kits.

29. Can the Whey Shaklee 180 Smoothee be selected as part of the Turnaround or Lean & Healthy Kit?

No, not at this time. The price difference between the Whey Smoothee and the Soy Protein Smoothee options could not be accommodated in the product selection wizard. We are looking into the possibility of making this an option in the near future, so please stay tuned.

30. What are the price and PV for the Turnaround Kit and the Lean & Healthy Kit in Canada?

Turnaround Kit - \$289.95/200 PV
Lean & Healthy Kit - \$159.95/100 PV

31. When does expedited shipping for the Turnaround Kits apply?

First purchases of the Turnaround Kit are shipped to ensure that the Kit arrives to the purchaser within 3 business days (assuming the order is processed prior to 2 pm Eastern Time on the order date). The Kit will automatically be expedited at no additional cost if necessary. Applies to Kits shipping within the continental U.S. only.

32. Are there Kosher options for the Turnaround and Lean & Healthy Kits?

Yes, you can order Kosher versions of both the two-meal Turnaround Kit and the one-meal Lean & Healthy Kit. There is no unique item code for either of these kits because each is customizable to permit customers to select their preferred flavors, etc. They can either submit a paper order or they can do this online. To do it online in MyShaklee.com, go to "Shopping," then to "Healthy Weight," then to "Shaklee 180 Kits." For each kit, there are buttons at the bottom—"Add to Cart," "Add to AutoShip," and "Customize." For the Lean & Healthy Kit, if you click on "Customize," one of the options for Vitalizer is "Kosher Pack." The Kosher Pack option includes:

- Vita Lea® with Iron
- B-Complex
- Vita D3
- Osteomatrix®

Shaklee 180™- Ways to Join

33. What are the ways to join to participate in Shaklee 180?

There are four new ways to join Shaklee and participate in Shaklee 180:

- Join as a Member for free when you purchase the Turnaround Kit or the Lean & Healthy Kit (the \$19.95 membership fee is waived)
- Join as a Shaklee 180 Specialist with the \$49.95 Shaklee 180 Specialist Kit
- Join as a Shaklee 180 Specialist (and a Gold Ambassador) with the \$599 Shaklee 180 Gold Plus PAK

- Join as a Shaklee 180 Specialist (and a Gold Ambassador) with the \$999 Shaklee 180 Super Gold PAK

34. What are the benefits of joining as a Member with the Turnaround Kit or the Lean & Healthy Kit?

These options are the best choice for those who wish to be Shaklee 180 customers and enjoy the clinically tested products[†], but are not yet ready to become a Shaklee 180 Specialist and build a business.

Purchasing these Kits enables one to have access to online tools and resources to support use of the products, to participate in the Shaklee 180 rewards system and earn weekly rewards and quarterly and semi-annual prizes, and to earn their products for free, when they qualify through the 3 for Free program. See [Offer Details](#) on MyShaklee.com.

†The weight loss portion of the Shaklee 180 Program was tested in a preliminary 12-week clinical study. The Lean and Healthy portion of the Shaklee 180 Program was tested in a 9-month study along with exercise.

35. What are the benefits of joining with the Shaklee 180 \$49.95 Specialist Kit?

This basic kit allows you to register as a Specialist and be trained to Start Up. Includes Specialist Start-Up Guide (simple start-up training), Turnaround Party materials, Shaklee Product Guide.

Includes:

- Welcome Letter
- Specialist Start-Up Guide (1)
- Customer/Specialist applications (2 packs of 15 each)
- Shaklee 180 Turnaround Party DVD (1)
- Shaklee 180 After-After™ Magazine (1)
- Shaklee Product Guide (1)
- How to Host a Turnaround Party (1)
- Dream Plan Incentives Brochure (1)

This option is appropriate for someone who wishes to earn commissions by becoming a Shaklee 180 Specialist and sharing Shaklee products with others, but is not yet ready to make the investment in becoming a Gold.

36. Does joining with or upgrading with the Shaklee 180 \$49.95 Specialist Kit start your *FastTRACK* clock?

Yes, this Kit functions exactly the same way as the \$49.95 Shaklee Distributor Welcome Kit. Joining with the \$49.95 Specialist Kit starts your *FastTRACK* clock, but you must become a Gold in order to earn *FastTRACK* rewards, Gold bonuses, or participate in the global opportunity. A Shaklee member can upgrade by purchasing this Kit through the upgrade process, and their *FastTRACK* clock will be started at that time as well. Existing Distributors and Associates who are still eligible to restart their *FastTRACK* clock can also do so with this Kit or the Shaklee 180 Gold PAKs.

And remember, an existing Gold Ambassador cannot purchase a second Gold PAK (the \$599 Gold Plus PAK or the \$999 Super Gold PAK). That policy still applies.

37. What are the benefits of joining with the \$599 Shaklee 180 Gold Plus PAK?

The Shaklee 180 Gold Plus PAK is our best value business in a box.

Over \$850 Retail Value

\$599/500PV – Save over \$250!

Generates \$100 Gold Bonus to the qualified Original Sponsor

Generates 10 Power Bonus Points to the qualified Original Sponsor

Qualifies you to earn *FastTrack*, Gold and International Bonuses

Includes:

- Your Turnaround Kit
- Eligible for 3 for FREE (first month only – Kit must be on AutoShip for subsequent months)
See [Offer Details](#) on MyShaklee.com.
- Your Shaklee Specialist Kit & Start-Up Training
- Free Shaklee 180™ Workouts (Based on BURST interval Training) and access to other weight loss tools – 45 days free access
- 6 months Personal Website included
- If applicable, free upgrade to expedited shipping to achieve delivery within 3 business days

Supplies to Host 2 Parties

- Product for sampling
- 15 Shaklee 180™ After-After™ Magazines
- 15 Sample Senders
- 30 180 Specialist & Member Applications

38. What are the benefits of joining with the \$999 Shaklee 180 Super Gold PAK?

The Shaklee 180 Super Gold PAK puts you on the *FastTRACK* to your financial After-After™.

Over \$1,200 Retail Value

\$999/750 PV – Save over \$200!

Generates \$150 Gold Bonus to the qualified Original Sponsor

Generates 15 Power Bonus Points (\$150 Power Bonus) to the qualified Original Sponsor

Qualifies you to earn *FastTrack*, Gold and International Bonuses

Includes:

- Your Turnaround Kit
- Eligible for 3 for FREE (first month only – Kit must be on AutoShip for subsequent months)
See [Offer Details](#) on MyShaklee.com.
- Your Shaklee Specialist Kit & Start-Up Training
- Free Shaklee 180™ Workouts (Based on BURST interval Training) and access to other weight loss tools – 45 days free access
- 9 months Personal Website included
- If applicable, free upgrade to expedited shipping to achieve delivery within 3 business days

Supplies to Host 6 Parties

- Product for sampling
- 45 Shaklee 180™ After-After™ Magazines
- 45 Sample Senders

- 90 180 Specialist & Member Applications

39. Is it required to have the Turnaround Kit placed on AutoShip, at the time that you join with a Gold Plus or Super Gold PAK?

No, it is not required, but it is strongly recommended. Having a Turnaround Kit or a Lean & Healthy Kit on AutoShip is a necessary part of the qualification to earn products for free in the 3 for Free program. See [Offer Details](#) on MyShaklee.com.

40. What are the Shaklee 180 ways to join in Canada?

The ways to join in Canada will be the same as in the US, with the same pricing and PV.

41. When does expedited shipping for the Shaklee 180 Gold Plus and Super Gold PAKs apply?

When someone joins or upgrades with a Shaklee 180 Gold Plus or Super Gold PAK, their PAK will be shipped to ensure that it arrives to the purchaser within 3 business days (assuming the order is processed prior to 2 pm Eastern Time on the order date). The PAK will automatically be expedited at no additional cost if necessary. Applies to PAKs shipping within the continental U.S. only.

3 for Free

42. What is “3 for Free?”

The 3 for Free program rewards you for sharing Shaklee 180. Just help three people get a Shaklee 180 Kit of equal or greater value to your own, and get your next month’s kit for free, provided your kit is on AutoShip. If they keep on ordering, and you have a kit(s) on AutoShip, you’ll keep getting yours free. Month after month. It’s that easy. See [Offer Details](#) on MyShaklee.com.

43. What are the official rules for 3 for Free?

To qualify for a free Shaklee 180 kit you must:

- (1) have purchased a personal Shaklee 180 kit on AutoShip during the calendar month;
- (2) have three (3) or more qualifying Shaklee 180 kit orders placed by customers (Members - not Shaklee 180 Specialists or Distributors) in the same calendar month; and
- (3) the total sales volume for the three (3) Shaklee 180 kit orders must be three (3) times the volume of your own Shaklee 180 kit.

Your free Shaklee 180 kit will be provided in the next calendar month’s AutoShip. There is no PV on the free Shaklee 180 kit. Shipping, handling and applicable taxes apply. You may earn a maximum of two (2) free Shaklee 180 kits per calendar month. The free Shaklee 180 kit is for personal consumption only and not for resale. This offer is subject to change without notice.

Offer details are available online at: <http://member.myshaklee.com/us/en/offerdetails.html>

44. If I had three people order a 180 Kit in January, but I didn’t have my Kit on AutoShip for that month, can I place a retro order to earn my Kit for free?

No, the 3 for Free program is based on activity that takes place within a calendar month, and is based on the original order dates of qualifying orders. All four (or more) orders that qualify you for 3 for Free need to process within the same calendar month. Retroactive purchases placed into the

previous PV month cannot be counted.

45. If I place my AutoShip order after the three qualifying Kits have been ordered, can I still get my Kit for free?

Yes, as long as your AutoShip order processes within the same calendar month as the three Kits that qualified you.

46. Who can qualify to earn products for free?

Anyone of any rank who has either a Turnaround Kit or a Lean & Healthy Kit on a 30-day AutoShip can earn their Kit for free.

47. Can Distributors and/or Shaklee 180 Specialists also earn their products for free?

Yes, they can. Anyone can qualify – including Business Leaders. When they have three customers (not other Distributors or Specialists) sponsored directly who purchase a 180 Kit of equal or greater value to their own, they get their next month's kit for free. But the three customers must be Members, not Distributors, Specialists, Associates or downline Business Leaders.

48. Can the Members whose purchases qualify me for 3 for Free be the same each month?

Yes, the important criteria are that there be at least three Member customers purchasing in a single calendar month, and that the total PV of their purchases be three times the PV of your Kit on AutoShip.

49. Do they have to be new, or can they be someone who's been in my group for years?

They do not have to be new. They need to be a customer – title of Member, not Distributor or above), and they need to be sponsored first level to you.

50. Someone in my group who was a Member and whose purchase contributed to my qualification has upgraded to Distributor. Will their purchase still count for my 3 for Free qualification?

If they were a Member at the time of their Turnaround or Lean & Healthy Kit purchase, their purchase will count for you in the month that they upgraded. However, if they upgraded to Distributor and the Turnaround or Lean & Healthy Kit was part of the upgrade transaction, then it will not count because they were Distributors at the time of purchase. Also, keep in mind that for the next month, you'll need to add a Member/customer who purchases one of the Kits to replace them, since Distributor purchases will not count for 3 for Free.

51. How many free Kits can someone qualify for?

Up to two Kits per Shaklee ID can qualify for 3 for Free in a given month.

52. Can I revert a Distributor to Member so that their purchase can count for me?

No, a Distributor may not revert to Member title in order to qualify for 3 for Free.

53. Do the customers whose Turnaround or Lean & Healthy Kit helps someone to qualify for free product need to be on AutoShip?

No, only the person who wants to qualify to earn free product needs to have a Kit on AutoShip.

54. I sponsored a Member and (1) both the wife and husband have the same Shaklee ID, and (2) both are purchasing Turnaround Kits. Will both of those Kits contribute to the three I need to qualify to get my Kit for free, or will only one?

Up to two Kits per Shaklee ID# will count towards your qualification. So yes, in this example, both of the Kits will be counted. You would need one other Member who purchased a Turnaround Kit in that same month to complete your qualification.

55. If one of my customers earns their Kit for free – which doesn't generate PV – can they still count as one of my three to qualify for my free Kit?

Yes, the PV their free Kit would have generated is still counted as part of the total PV that qualifies your Kit as free.

56. If there is no PV on the free Kit, then does a Shaklee Specialist need an additional 100 personal PV in order to be bonus eligible?

Yes, the minimum 100 personal PV in order to be eligible to earn commissions still applies. One recommendation is for the Specialist to put Vitalizer™ on AutoShip for themselves and their partner, which would generate the 100 PV needed. Another is for them to begin to “Shaklee-ize” their home with additional nutritional, home care, skin care or other Shaklee 180 products.

57. What tools are available for Members to use to help them interest their friends or family to join them in doing a 180, so that the Member can earn their Kit for free?

In addition to the standard Shaklee 180 Marketing Tools for 3 for Free (see below in tools for Marketing Turnaround Parties), Members who have purchased a Turnaround Kit or a Lean and Healthy Kit have a free web site they can set up from the home page of their MyShaklee.com view. It's called the “Join Me” web site, and it is a simplified version of the Shaklee 180 Lead Capture Personal Website.

The Join Me web site includes much of the content that's part of the Shaklee 180 Lead Capture site, but without the personalization (other than the URL). The Member can share the link to their Join Me site with others. From the site, a guest can purchase a Turnaround or Lean & Healthy Kit, or they can click on the “I'm Ready to do a 180” or “Learn More” buttons, which trigger an email to the Member (the Join Me site owner) congratulating them, and encouraging them to contact their Sponsor to invite this new lead to a Turnaround Party near them.

The Member's upline Business Leader will receive notification of the guest's interest as a New Lead in the My Business dashboard. The Lead indicates the name of the Member from whom the referral originated, so the Business Leader, or the sponsor of the Member, can follow up.

See what [a Join Me web site](#) looks like (test web site)

See the [home page on MyShaklee](#), where the Member sets up their Join Me web site.

Shaklee 180 Support

58. How will Shaklee 180 customers or product users get the support they need to be successful?

Once you've purchased a Turnaround™ or Lean & Healthy Kit, you can find many of the tools and support for your program in the **My 180 tab** on [MyShaklee.com](#). Here's what's waiting to help you reach your goals:

- [Shaklee 180™ Nutrition Guide](#) - Shaklee's Health Sciences team created the Nutrition Guide to give you everything you need to know in order to get the most out of your program. The nutritional

guide helps you to pick a suggested food plan based on the calorie-level to meet your goals. A safe rate of weight loss is 1-2 pounds per week. To lose one pound per week, you need a daily deficit of 500 calories. Use the Nutrition Guide to find the right calorie level for you.

- **Turnaround™ Tips** – Use these everyday strategies to help you stay on track. Topics range from muscling up your metabolism to surviving trips to the supermarket, with everything in between to help with motivation, determination and success.

- **Recipes** – Taste is everything. Let these delicious healthy meals and satisfying Smoothies help you create a truly Tasty Turnaround.

-**Coming Soon - Shaklee 180™ Workout Videos** - Exercise is essential to good health and weight loss. If you don't already exercise regularly, you may want to discuss starting a fitness routine with your doctor and begin with a walking program. If you do exercise regularly, high intensity training with Shaklee 180™ workouts may be right for you! (Workout videos should be available in My 180 by the end of January.)

In addition, purchasers of Turnaround and Lean & Healthy Kits have these sources of weight loss support:

- Shaklee Health Sciences newsletters called “Turnaround Talk” emailed to Shaklee 180 Kit purchasers, each with a video message from Shaklee Health Sciences on a topic that pertains to healthy weight loss;

- The Shaklee 180 Mobile App (scheduled to be available to download to Android and iPhones at the end of January 2013);

- Even more functionality and support through the My 180 tab on MyShaklee180.com in a planned enhancement expected to launch in April 2013.

Shaklee 180 Rewards System / Healthy Competition

59. How do Shaklee 180 customers or product users earn rewards while they're participating in the program?

In addition to the ability to earn their Shaklee 180 product for free, there are several ways that Shaklee 180 customers can participate in earning and competing for rewards.

Weekly Sweepstakes - 25 winners a week. Entries in the sweepstakes are earned by logging exercise, food, AutoShip participation, completing a health questionnaire, etc. On a weekly basis, ten people will win prizes, like an iPod® Shuffle, Bose® Sport Headphones, body or food scale, blender or \$100 gift card, and 15 people will earn \$90 Shaklee product coupons. Activities are logged via the Shaklee 180 Mobile App (starting in April, you'll also be able to log activity in the My 180 tab on MyShaklee.com). No limit on number of times participants can win.

Healthy Competition – There are two contests available – a 90-day contest and a 180-day contest. Participants must opt in to the contest after they complete their profile on MyShaklee.com. Participants are judged on before and after photos, rationale for embarking on their journey and logging activity on the mobile app and website.

Quarterly Virtual Parties (online gatherings through Facebook or Twitter) will be used to celebrate completion of 90 or 180 days, where 30 random participants will receive prizes worth \$250 or more such as Bose headphones, iPods, Blenders, Nintendo, Wii, Fit, etc.

No purchase necessary to enter. For full contest rules and eligibility, visit myshaklee180.com/contestrules. Void where prohibited.

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60. What are the prizes for the Healthy Competition?

90 Day Prize: Two women, two men and one couple will be selected for this prize. The individual winners may also each bring a companion. Contest winners will receive a 3 day/2 night trip to San Francisco (or to Nashville, for the first trip that will be announced in July 2013) that includes airfare, hotel, meals, a \$500 shopping spree and a photo and video shoot.

180 Day Prize : Six contest winners and a companion will receive a 7 day/6 night trip to Paris that includes airfare, hotel, meals, a \$2,000 shopping spree with a stylist, a makeover and a photo shoot.

For full contest rules and eligibility, visit myshaklee180.com/contestrules.

61. How do you enter the Healthy Competition?

Visit MyShaklee180.com (Myshaklee.com) and click on the My 180 tab, where you can enter the contest.

62. When will the first Healthy Competition winners be announced?

The first winners will be announced in July 2013.

63. Where can I find the official rules for participation in these reward systems?

The official rules will be posted at myshaklee180.com/contestrules.

64. When will the Shaklee 180 Mobile App be available?

The Shaklee 180 Mobile App for Android and iPhone is scheduled to be available at the end of January 2013.

65. How will people earn credits for the Weekly Sweepstakes program while we're waiting for the Shaklee 180 Mobile App to launch?

Credits will be awarded to each purchaser of a Turnaround Kit or a Lean & Healthy Kit for each day from the time they purchased their Kit to the launch of the Mobile Apps.

Turnaround™ Party

66. What are the tools I can use to market my Turnaround Parties?

There are a number of different tools you can use – it is strongly recommended that you expose each person who is invited to your Turnaround Party to one of these tools twice. See the Shaklee 180 Specialist Start-Up Guide, the Shaklee 180 Training Video modules and/or the How to Host a Turnaround Party Guide for instructions on marketing your party.

Name:	How do I get it?	Item Code / Price	Link to download	Comments
After-After™	Buy it	#76227	N/A	Three

Name:	How do I get it?	Item Code / Price	Link to download	Comments
Magazines		\$15 / pack of 15		different covers – same content within
You're Invited Video	Share online or download it	N/A	Online FLV MP4	
Turnaround Call	925-924-3180	N/A	N/A	
3 for Free Flyer	Download it	N/A	Click here	
Shaklee 180 PWS	Set Up via My Web Site on MyShaklee.com	\$14.95 per month for first site / \$7.50 per month for additional sites	N/A	Free to everyone thru 2/28/13!
Shaklee 180 E-invite	Visit the My Business tab and select "Create new e-invite"	N/A	N/A	The Shaklee 180 e-invite is also available to send when you schedule a Turnaround Party through the Datebook.
Shaklee 180 Sample Self-Mailer Pack	Buy it	#76510 / \$6 for a pack of 15 (product not included)	N/A	Allow guests to sample product ahead of time or use as a follow-up for guests who couldn't attend.

67. What are the tools available to use during my Turnaround Parties?

Name:	Available	Item Code / Price	Download Link	Comments
Member / Specialist Applications	Buy or download	#76219 / \$4.50 for a pack of 15	Customer App Specialist App	
Turnaround Today DVD	Buy it	#67062 / \$5.00 single item #67064 / \$15.00 for a pack of 15	N/A	
Shaklee 180 Brag Book	Download it	N/A	Click here	
Smoother Recipes	Download it	N/A	Click here	
Testimonial Template	Download it	N/A	Word PPT	
Meal Cost	Download it	N/A	Click here	

Name:	Available	Item Code / Price	Download Link	Comments
Infographic				
Sample Cups	Buy it	#58817 / \$7.50 for a pack of 25	N/A	

* 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