

Shaklee Corporation introduces Shaklee® MindWorks™, the latest advancement in brain science

Discover a new revolutionary product that is designed to nourish the brain

In celebration of the 100th anniversary of Dr. Forrest C. Shaklee beginning his pioneering work leading to the invention of Vitalized Minerals, one of the first multivitamin supplements in the world, and many other groundbreaking products, Shaklee Corporation is once again demonstrating its commitment to safe, scientifically validated products that help people live healthier lives with its introduction of Shaklee MindWorks. “Unlike other cognitive health supplements, this exclusive leading-edge formula, based on proprietary ingredient technology, has been shown to provide benefits in both the short and long term,” says Shaklee Chief Science Officer, Bruce Daggy, Ph.D.

The brain’s neural connections start declining as early as age 20. By age 45, this decline occurs even more rapidly, which may lead to increased frequency of forgetfulness, poorer concentration and slower reaction times. Maintaining brain health depends on proper nutrition, regular exercise and healthy circulation.

MindWorks from Shaklee, a pioneer in nutritional health, contains nutrients shown in laboratory studies to promote the formation of new neural connections in the brain, and in a clinical study to reduce brain shrinkage rate.* † The evidence of their benefits includes three clinical studies plus dozens of laboratory studies. Shaklee MindWorks contains key ingredients that have three important benefits:

1. **Immediate improvement in memory and focus* 3X better than the control**.**
2. **Protects against age-related mental decline*, as shown in clinical studies by reducing brain shrinkage rate by 30% over two years. †**
3. **Supports healthy circulation* which is important for the delivery of oxygen and key nutrients to the brain.**

** At six hours versus control.

† Based on a two year study of 223 adults with mild cognitive impairment.

Shaklee MindWorks has a unique blend of ingredients and a partnership with a leading brain training software company to deliver both nourishment and exercise for the brain.

- A new chardonnay seed extract, exclusive only to Shaklee, is made with a patent-pending extraction process that concentrates specific polyphenols that are clinically proven to be more bioavailable than those used in non-Shaklee products.
- Unlike energy products that use caffeine-spiked guarana, Shaklee sourced guarana for a specific polyphenol blend. One serving of Mindworks contains less caffeine than a medium cup of decaf coffee.
- Every Shaklee MindWorks purchase also comes with free monthly access to CogniFit brain training software, so you’ll be able to exercise and strengthen your brain while getting the nourishment it needs.

Media Note: For additional information, or to schedule an interview with Shaklee Chief Science Officer Bruce Daggy, Ph.D., contact Media Relations, Inc. at 952-697-5220.

About Shaklee: Shaklee Corporation is a diversified health and wellness consumer products company that for more than 57 years has been developing scientifically tested, environmentally friendly products, which include nutritional and herbal supplements, personal care products, and household cleaners. In 1915, Dr. Forrest C. Shaklee began his pioneering work that led to the creation of "Shaklee's Vitalized Minerals" before the concept of vitamins was fully understood. Shaklee Corporation was later founded in 1956 and continues to live by Dr. Shaklee’s principles of “Always works, Always safe, and Always green”. In the company’s history, Shaklee has fueled over 50 Olympic athletes, the US Cycling Team, and even the NASA shuttle astronauts with nutritional supplements. Shaklee products improve their customer’s health, and Shaklee’s relationship selling model offers flexible business opportunities for those that choose to share products with their families and communities. The company is based in Pleasanton, Calif. For more information, visit

www.shaklee.com.

Biography: Bruce Daggy, Ph.D.

Bruce Daggy serves as Senior Vice President, Research & Development and Chief Science Officer for Shaklee. He is primarily responsible for the scientific support of Shaklee's robust portfolio of products including nutrition, personal care and household products.

His career spans 30 years in global roles within consumer healthcare. In nutrition, his work has ranged from developing leading nutritional supplements in India to providing sports nutrition products to elite athletes. Weight management and its impact on metabolic disease has been a major focus, with research leadership roles for three consumer brands: alli, Nutrisystem and Shaklee 180. He began his professional career in academia and then spent 10 years in healthcare research and development at The Procter & Gamble Company (P&G). After P&G, Daggy spent 13 years at GlaxoSmithKline (GSK) in both the United States and the United Kingdom in various leadership positions, including overseeing their global nutritional research and development, leading teams based in the UK and India. Subsequently, he was also the Vice President, Weight Control Research and Development for GSK.

Prior to joining Shaklee, Daggy served as Senior Vice President, Research and Development and Chief Science Officer at Nutrisystem, Inc. where he directed applied research and development for weight management and the prevention or management of obesity-related diseases and disorders.

Daggy has a Ph.D. in Nutritional Biochemistry from Cornell University and a B.A. in Biology from University of Virginia. He has authored about 80 publications and abstracts, and has developed 13 patents in his name. He serves as Adjunct Professor in the Nutrition, Food, and Exercise Sciences Department of Florida State University. He is a member of the American Society of Nutrition, a Fellow in the American College of Nutrition, and has assisted the Obesity Society, the American Diabetes Association, the American Association of Diabetes Educators, and other healthcare organizations in a variety of volunteer capacities.

*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.