

Thank You for Joining our Special Webcast Conference Call

WE WILL JOIN YOU MOMENTARILY

A Special Thank-You to the Children's Field Team!



Becky Cash



Ashley DeAngelis



Joyce Hoffmann



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Jude Peskuski



Shawna Wilder

Kids' Health Today

The Products
The Market
The Tools
The Opportunity



Dr. Jamie McManus, M.D.
Chairman of Medical Affairs,
Health Sciences, and Education



Raising Healthy Kids Today— State of the Union

Children's Health—North America

American Academy of Pediatrics' Mission:

Top Health concerns:

- Overweight & obesity
- ADHD,
- Infections
- Asthma and allergies
- Diabetes,
- Immunizations
- Stress



Childhood Obesity



- Obese children have doubled in last decade; obese teens have tripled!!
- AAP/ AAFP/AMA all declare war on obesity
- Parents must take responsibility
- Self esteem issues are huge!!
- Impending financial implosion nearer than we think

Childhood Obesity

- Number of obese children has doubled in last decade; number of obese teens have tripled!!
- AAP/AAFP/AMA all declare war on obesity
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- Self-esteem issues are huge!!
- Impending financial implosion is closer than we think



Children with Adult Diseases!!

- Hypertension
- More than 50% of childhood diabetes diagnoses are for type 2 diabetes
- Elevated cholesterol
- Sleep apnea
- Asthma
- Depression/anxiety
- Orthopedic problems

The number one reason for all:
weight/nutrition



Resurgence of Vitamin D Deficiency

- Vitamin D assists with calcium absorption and utilization and is critical to the development of strong bones and teeth
- Inadequate dietary intakes coupled with more time spent indoors and use of sunscreen have lead to concerns about a resurgence of vitamin D deficiency in infants and children
- In a recent AJCN study, 55% of children tested had low levels of vitamin D. In the winter months that number increased to 68%!
- AAP recently doubled recommendations and supports supplementation



Colds & Flu

- #1 Reason for school absences
- Complications are the concern: pneumonia, recurrent ear infections, asthma, meningitis
- Nutrition is most important foundational support for healthy immune function
- **Supplementation can help**
- Sleep, sleep, sleep



ADHD/ADD

- Behavioral disorder—not a disease
- 3 groups of symptoms: inattention, hyperactivity, and impulsivity
- Causes unknown
- Affects 4%-12% of school-aged children
- Lifestyle changes, dietary changes help



Asthma and Allergies

Asthma:

- One of most common childhood illnesses
- 5 million under the age of 18 have been diagnosed
- Common triggers include environmental pollutants, chemical and food allergens, infections, and exercise
- Inflammation is major component; omega-3 fatty acids may help decrease symptoms



Allergies:

- One of most common childhood illnesses; infections may trigger
- On any given day, 10,000 children miss school because of allergies
- Triggers include foods such as eggs, peanuts, milk, wheat, so: other allergens include meds, chemicals, insect stings



Kids' Health/Lifestyles Today

Poor Eating Habits Start Early!

- 30% of infants and toddlers don't eat any fruits or vegetables!
- 25% of calories on a typical school day come from junk foods
- Not enough fruits, vegetables, & whole grains
- Most 8 year olds drink soft drinks every day; 9 tsp sugar/8oz. Carbonation leaches calcium
- Skipping breakfast all too common
- Diets are too high in omega 6 fatty acids and very low in omega 3's



Kids' Health/Lifestyles Today

A Sedentary Generation!

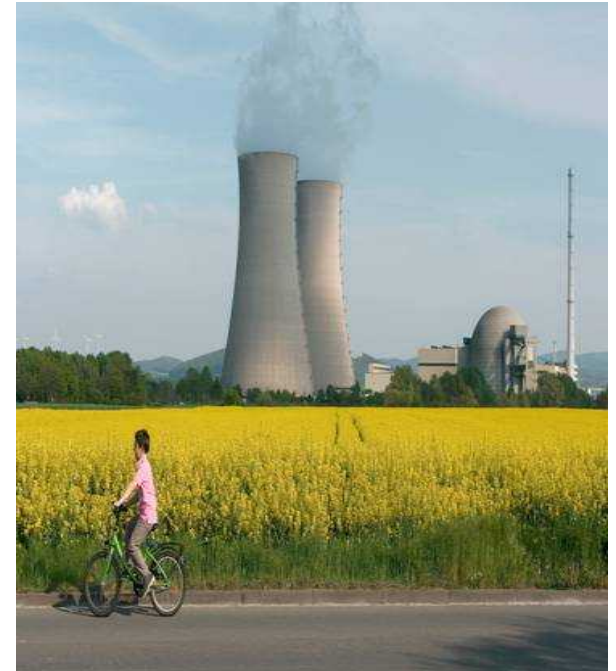
- Less time spent outdoors
- School funding issues resulting in cutbacks on P.E. in schools
- Community sports programs require parents' physical and financial involvement
- More time spent on the computer, playing video games, and watching TV



Kids' Health Today

Environmental Health Concerns

- **Increasing awareness of the potential risks of exposure to chemicals**
- **1,4-Dioxane and Formaldehyde**—
Found in 61% of 28 children's bath soaps, shampoos, lotions, and other personal care products tested:
considered probable carcinogens by the EPA
- **Phthalates**—fragrance can contain these known endocrine disrupters—which are also known to be skin irritants
- Public health experts now warn women and young children to avoid certain types of fish that tend to be **high in mercury**



Ultimately, We Are at a Crossroads...

- Doubling of obesity rates in children!
- Type 2 diabetes now the more frequent type of childhood diabetes!
- Vitamin D deficiency a growing concern
- Increasing rates of asthma and allergies
- Adult diseases in children
- Poor school performance
- Behavioral issues
- The lurking issue of chemical toxicity and the future potential and largely unknown risks



Finally, the Good News...

- Education & awareness are key
- Start with your family
- **Important considerations:**
 - Vitamin D
 - DHA
 - Enhanced nutrition
 - Immune support
 - No artificial colors, flavors, sweeteners
 - Gluten free
 - Chemicals awareness
 - Go Natural and organic where possible



Pamela Manning, MS, RD
Senior Manager, Health
Sciences



Dr. Jamie McManus M.D.

Kids' Health Today

The Products

The Market

The Tools

The Opportunity



Cindy Latham
SVP of Marketing

Shaklee**baby**™

Shaklee**kids**™



Shakleekids™



Supersmart.

Supersafe.

Supernutritious.

INCREDIVITES™



Supernutritious:

- **First kids' chewable multi in the U.S. with immune-supporting power of lactoferrin!**—Helps kids' immune systems stay supercharged*
- **23 Essential Nutrients**—Needed for proper growth and development
- **Vitamin POWER!**—100% of vitamins C and E, plus all eight B vitamins
- **600 IU of Vitamin D₃, plus calcium, vitamin K, and more!**—Supports strong bones and teeth

Supersafe:

- Naturally sweetened with xylitol, which does not promote cavities
- No artificial flavors, sweeteners, or preservatives
- Gluten free

*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.



Shakleekids Incredivites (Item #20002)

SRP	MN	PV POINTS
\$34.95	\$29.70	20

Shakleekids™ INCREDIVITES™

Today's food choices, eating patterns, and trends are placing our kids at nutritional risk!

Shaklee Science

Poor nutritional intake negatively impacts immune function, growth, and development (especially bones!) and even contributes to poor school performance

In a recent study, 55% of children tested had low levels of vitamin D! Incredivites has 600 IU per serving!

Enhanced with lactoferrin, a biologically active milk protein studied for its ability to activate components of the immune system.*



*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.

MIGHTY SMART™



DAGIM



Supersmart:

- **High in DHA Omega-3s for BrainPOWER**
- **DHA** helps support concentration, memory, and vision
- **100 mg per serving**—A level clinically proven to increase DHA blood levels in children ages 4–12

Supersafe:

- Certified organic by Quality Assurance International[†]
- 100% natural, ultra-pure DHA
- No artificial colors, sweeteners, or preservatives
- Gluten free

[†] 75% organic

Shakleekids Mighty Smart (Item #20058)

SRP	MN	PV POINTS
\$35.25	\$29.95	17.7

Multivitamin & Multimineral Powder for Infants & Toddlers



Optimizing nutritional intake early in life, sets the foundation for health and wellness throughout life.



Always Safe:

- No artificial colors, flavors, or preservatives
- Gluten free
- Add to juice, cereals, and baby foods

Always Healthy:

• Supports Strong Immune System*

Includes a special blend of clinically tested prebiotics

• 23 Vitamins and Minerals

Needed for proper growth and development

• Supports Strong Bones and Teeth

Meets American Academy of Pediatrics' newest recommendations of 400 IU of vitamin D

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Shakleebaby Multivitamin & Multimineral Powder (Item #20057)

SRP	MN	PV POINTS
\$21.45	\$18.25	12.9

Introducing



Shaklee**baby**™



Baby care specifically designed for your baby's tender skin.

Always safe:

Clinically tested

No parabens, 1,4-dioxane, sodium lauryl sulfate, formaldehyde, phthalates

Always gentle:

Pediatrician tested

99% Natural

76%-99% organic ingredients

Hypoallergenic

pH balanced

Always healthy:

No synthetic fragrances

No artificial colors

Packaging is free of bisphenol-A, phthalates, toxic inks



Gentle Wash



Always safe:

- Specially formulated to gently and effectively cleanse baby's delicate skin
- Sensitivity tested

Always gentle:

- 76% organic ingredients
- 99% natural ingredients
- Rich organic aloe base with oat extract and olive oil creates a mild lather to gently cleanse
- Organic lavender soothes skin
- Organic chamomile calms and relaxes
- Easy to rinse
- pH balanced

Shakleebaby Gentle Wash (Item #30108)

SRP	MN	PV POINTS
\$22.60	\$19.20	9.78

Soothing Lotion



Always safe:

- Keeps baby's skin soft and moisturized
- Sensitivity tested

Always gentle:

- 87% organic ingredients
- 99% natural ingredients
- Organic aloe and organic oils (shea butter, sunflower seed, coconut) replenish skin nutrients and moisturize
- Organic essential oils (lavender, chamomile, rosemary, vanilla fruit) soothe and calm
- Applies easily; nongreasy
- Great for older babies, kids, and adults with sensitive skin

Shakleebaby Soothing Lotion (Item #30106)

SRP	MN	PV POINTS
\$22.60	\$19.20	9.78

Diaper Rash Cream



Always safe:

- Helps treat and prevent diaper rash
- Zinc oxide protects delicate skin from wetness, keeping skin healthy and dry
- Creates a barrier to seal out wetness
- Sensitivity tested

Always gentle:

- 78% organic ingredients
- 99% natural ingredients
- Smooth formula is easy to apply and creates an effective barrier against wetness
- Organic and natural oils keep skin hydrated and smooth
- Aloe, chamomile, and calendula extracts soothe



Shakleebaby Diaper Rash Cream (Item #30109)

SRP	MN	PV POINTS
\$19.30	\$16.40	8.35

Massage Oil



Always safe:

- Clean and light, perfect for a bonding massage with baby
- Sensitivity tested

Always gentle:

- 99% organic ingredients
- 99% natural ingredients
- Special blend of organic oils and essential oil extracts for gentle skin moisturizing
- Use for massage or moisturizing after bath
- Lavender and chamomile soothe and calm



Shakleebaby Massage Oil (Item #30107)

SRP	MN	PV POINTS
\$19.30	\$16.40	8.35



OPEN ORDER DATE
MAY 1

Kids' Health Today The Products

The Market

The Tools

The Opportunity



**Cindy Latham,
SVP of Marketing**

30 Million Young Moms

73%

Are interested in a home-based business

45%

Want an extra income source

45%

Would like to work part time initially
with potential for full time

60%

Worried about paying monthly bills



82 Million
Moms & Grandmothers
\$2.1 Trillion
in Purchasing Power



Kids' Health Today The Products The Market

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**Cindy Latham,
SVP of Marketing**



**Laura Hughes,
SVP of Sales**

Tools to Reach Young Parents

Sales Aids and Resources

- Woman to Woman DVD
- ShakleeKids™ Brochure
- Shakleekids Special Edition Hotline CD
- 3 Minute Opportunity Call

Downloads Available

- Product Bulletins
- Shakleekids PowerPoint Presentation
- Health Sciences Children's Health Booklet
- In-Home Invitations

Web-Based Tools

- Shakleekids E-clip
- Shakleebaby™ E-clip
- iTrack
- Shaklee University Program

Sharing the Story



ShakleeKids™ and ShakleeBaby™ in ONE Brochure

(English and Spanish)

Only
\$.25



Babies are the most precious gifts in the world. Keep yours happy

and healthy
proven baby
bottom soft

We wouldn't
nutrition co-
healthier liv-
always. Tha



- Contains no artificial sweeteners or preservatives
- Does not promote tooth decay
- Gluten free

120 Chewable Tablets (920002)

Increditives contains the following:	Approximate micronutrient equivalence based in foods*
Vitamin D	6 (6 oz.) glasses of milk
Vitamin C	6 oz. glass of orange juice
Vitamin E	10 drops of fortified peanut butter
Selenium	3.5 oz. of beef
Folic Acid	4 cups of cooked broccoli
Iron	1.5 cups of cooked spinach
Zinc	3 cups of cooked kidney beans

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



Whatever your little superhero is up to, count on Shakleekids to help deliver nutrition their growing bodies need. So they can outrun, outsmart, and outshine.




Diaper Rash Cream
Naturally soothing. A natural healing cream worthy of your baby's bottom. Zinc oxide protects baby's delicate skin from wetness, keeping skin healthy and dry. Organic and natural oils keep skin hydrated and smooth while chamomile, aloe, and calendula extracts soothe. Goes on quickly. Wipes off easily.

- 99% natural
- 99% organic ingredients
- Pediatrician tested
- Hypoallergenic
- No parabens or SLS
- No artificial color or fragrance

3 OZ. / 85 g (493109)

Massage Oil
Loving touch. This sweet & gentle blend of organic oils is perfect for massaging your baby or moisturizing after bath. With organic sunflower oil, lavender, and chamomile to moisturize and soothe.

- 99% natural
- 99% organic ingredients
- Pediatrician tested
- Hypoallergenic
- No parabens or SLS
- No artificial color or fragrance

4 FL. OZ. / 118 mL (493107)

Dietary Supplement

Multivitamin & Multimineral Powder
Love, Nurturing. And ShakleeBaby Multivitamin & Multimineral Powder. One of the most comprehensive infant-toddler supplements available, it supplies probiotics to help promote a healthy immune system* and bundles of vitamins D to support strong bones and teeth. Mixes easily with water, juice, and food for added nutrition. Because eating right starts right now.

- Supplies a unique blend of probiotics to help support strong immunity*
- Formulated with 23 essential nutrients
- Meets the American Academy of Pediatrics' recommended daily amount of 400 IU of vitamin D per serving

4.2 OZ. / 120 g (920007)

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Time to eat!
Transitioning from infant formula to solid foods can be tricky. Ease your worries with our Multivitamin & Multimineral Powder. It's packed with essential nutrients that may be missing from your little one's diet.

Using brainpower for good. Dashing through jungle gyms. Tackling creepy critters. Behold the powers of Shakleekids Mighty Smart™ and Increditives™! These dietary supplements are made with supersafe ingredients that help bring out the best in kids, like rad vision, smart noggins, and a rockin' immune system.*

Smart? We call it just doing our thing. As the number one natural nutrition company in the U.S., Shaklee has been delivering quality products for over 50 years. And by quality, we mean we put the good stuff in and leave the bad stuff out. That's the super behind superheroes.

English Item # 72007

Spanish Item # 72008

Price: \$6.25 for box of 25

*Also E-mail version online

Open Order April 15

Sharing the Story



NEW Woman to Woman DVD

Open Order April 15
Best Value @ \$2 each



Woman to Woman

Take charge of your health

Featuring:

- Dr. Jamie McManus
- Sloan Barnett
- Cindy Latham

Woman to Woman DVD

Item #65223	Single Unit	\$5.00
Item #59111	25-Pack	\$50.00



Busy Moms Can Listen

Special Edition Hotline CD

Open Order April 15
Best Value @ \$2 each



May 2009 Special Edition Hotline

Item #65046	Single Unit	\$4.00
Item #65212	25-Pack	\$50.00

Downloads



Children's Health bulletin



Health Sciences Booklet Acids and Children's Health



Product Bulletins

Increditives™
Multivitamin/Multimineral
Dietary Supplement

The Shaklee Difference

Always Safe

- No artificial flavors, sweeteners, or preservatives added
- Naturally sweetened with xylitol, which does not promote cavities
- Gluten free

Always Works

- First children's chewable with immune-supporting lactoferrin*
- Comprehensive formula with 23 essential nutrients needed for proper growth and development
- Packed with 800 IU of vitamin D3, along with vitamins K2 and B12, and other nutrients, along with zinc and iron
- 100% of the Daily Value

Always Green

- 100% Recyclable packaging

Mighty Smart™
DHA Dietary Supplement
for Kids (Chewy Tablets)

The Shaklee Difference

Always Safe

- Certified organic by Quality Assurance International*
- No artificial colors, sweeteners, or preservatives
- Free of gluten certified
- Gluten free

Always Works

- Contains 100 mg of ultra-pure DHA
- DHA helps support concentration, memory, and vision

Always Green

- Packaging is free of bisphenol-A, phthalates, and toxic inks
- Recyclable packaging

Shakleebaby™
Gentle baby care products for your little one

Personal Care

The Shaklee Difference

Always Safe

- No parabens
- No synthetic fragrances
- No phthalates
- No 1,4-dioxane
- No bisphenol-A
- No sodium lauryl sulfate
- No formaldehyde
- No perfume or cologne
- No synthetic fragrances

Always Works

- Shakleebaby Personal Care products are formulated with natural ingredients, are free of parabens, and are gentle on your baby's skin

Shakleebaby™
Gentle baby care products for your little one

Multivitamin & Multimineral Powder

The Shaklee Difference

Always Safe

- No artificial colors, flavors, or preservatives
- Gluten free
- No gluten certified

Always Works

- Provides a unique blend of clinically proven nutrients to help support healthy growth and development
- Formulated with 18 essential nutrients to support proper growth and development
- Each serving serves the American Academy of Pediatrics' recommended daily intake of 400 IU of vitamin D3

Always Green

- Packaging is free of bisphenol-A, phthalates, and toxic inks
- Recyclable packaging

Shakleebaby™
Gentle baby care products for your little one

PowerPoint

AVAILABLE TODAY ON MEMBER CENTER

Online Tools



In-home Invitations

ShakleeBaby™ postcard

ShakleeKids™ postcard

ShakleeBaby flyers

ShakleeBids flyers

EClips

ShakleeBaby

ShakleeKids

iTrack

Shakleebaby w/video

Shakleekids w/video

..... And more

**AVAILABLE TODAY
ON MEMBER
CENTER**

Prospecting Tools



MOMS AT HOME MAKING A DIFFERENCE
...AND A LOT OF MONEY!



WHAT IS PROJECT MAHMA™?

Project MAHMA is a coalition of families across North America who s with their kids and earn income by helping others live healthier, bet more independent lives.

SHAKLEE IS WHAT MAKES PROJECT MAHMA DIFFERENT

[Click here to find out why Shaklee is the Natural Opportunity -- for J Dads and Everyone.](#)

- Shaklee offers the perfect opportunity for moms (and dads) wh design their own lives, earning an income while making the wor place. [Download a PowerPoint presentation for the Shaklee opp](#)
- The Shaklee opportunity is global - your home-based business across borders, and there's no better time than now to get star [here and see why 'Five to Fifty' means global success for your f](#) Click Five to Fifty for more info.
- Shaklee products are the finest in the health and wellness indu: scientifically formulated, manufactured and tested for purity, pc performance. [Click here to learn how the Shaklee Difference se: products apart.](#)
- Shaklee products address the needs that people have, providin: with a healthier life, while the opportunity offers anyone a bette [here to see just a few of the products that make people and the](#)

Project Mahma Web site

Web site www.projectmahma.com

Project Mahma Calls

Saturdays, 10 a.m. Central time

212.990.8000 PIN: 6262#

E-mail: projectmahma@shaklee.com

Project Mahma PWS

Available to everyone at no charge

Add www.projectmahma.com/yourpws
into your browser

Helping you Attract NEW People



Shakleekids™



50 PV

Shakleebaby™



70 PV

Reward for you:

BONUS PV when you sponsor a new person with special introductory product pack

Reward for new person:

Buy the special introductory product pack when joining Shaklee and receive VITALIZER (w/Iron) for just \$10

REMEMBER:

Join Free Thru 5/15

Shakleekids™ New Member/Distributor Pack



Vitalizer + Iron
\$10

#59219 SHAKLEEKIDS NEW MEMBER/DIST. PACK

OFFER PRICE: MN: \$69.65 **PV: 50.00**

Your customer saves: \$69.25

YOU GET BONUS PV !

**SPECIAL OFFER FOR
NEW ONLY W/APP**

**Limit 1 per new member.
While supplies last.
Offer expires 7-31-2009**

Shakleebaby™

New Member/Distributor Pack



+



Vitalizer + Iron
\$10

53911 SHAKLEEbaby NEW MEMBER/DIST. PACK

OFFER PRICE: MN: \$99.45 **PV: 70.00**

Your customer saves: \$69.25

YOU GET BONUS PV !

**SPECIAL OFFER FOR
NEW ONLY W/APP**

**Limit 1 per new member.
While supplies last.
Offer expires 7-31-2009**

Special Offers Working Together



Shakleekids™



Special Offers:

- Join Free w/50 PV—**MAY 15th**
- ShakleeBaby and ShakleeKids introductory offer packs (w/\$10 Vitalizer and bonus PV)

Shakleebaby™



Available through—**July 31st**

- 10 pts personal sponsoring
= \$100 / 90 days

Kids' Health Today
The Products
The Market
The Tools
The Opportunity



Diane McCracken

**Executive
Coordinator**

What to Do NEXT?

- Share the rebroadcast of this call: **512.404.1255**, press 4
- POWer Pack your W2W meetings with NEW guests—invite, invite, invite
- Fill your calendar with In-Home Presentations
- Order additional copies of W2W DVD, plus special Hotline CD and brochure to give away
- Review online resources

Special ShakleeKids™ Webcast

Rebroadcast #

512.404.1255, press 4



Q & A



Item #	Product	SRP Price	MN	DN	SN	PV Points
30108	Gentle Wash	\$22.60	\$19.20	\$16.55	\$15.05	9.78
30106	Soothing Lotion	\$22.60	\$19.20	\$16.55	\$15.05	9.78
30109	Diaper Rash Cream	\$19.30	\$16.40	\$14.15	\$12.85	8.35
30107	Massage Oil	\$19.30	\$16.40	\$14.15	\$12.85	8.35
30057	Multivitamin & Multimineral Powder	\$21.45	\$18.25	\$15.75	\$14.30	12.90
20002	Incredivites™	\$34.95	\$29.70	\$25.65	\$23.30	20.00
20058	Mighty Smart™	\$35.25	\$29.95	\$25.85	\$23.50	17.70