

Shaklee® Corporate Brochure in Chinese – English Translation

COVER PAGE

Shaklee - A Leader and Pioneer in Nutritional Supplement Industry in the U.S.

Creating Healthier Lives

PAGE 1 (Inside Cover)

Our Company - 50 Years of Heritage

For nearly 50 years, Shaklee Corporation has been a leading health & wellness direct selling company in the US. Dr. Forrest C. Shaklee developed his first multivitamin in 1917, and started a wellness revolution. He founded Shaklee Corporation in 1956. Today, Shaklee is headquartered in Pleasanton, CA, USA. Shaklee has over 700,000 independent distributors throughout the U.S., Japan, Canada, Mexico and Malaysia. Our extensive product lines include nutritional and herbal supplements, personal care products, household cleaners, and home water and air purification systems.

As a pioneer of nutritional supplements, Shaklee is proud of its 50 years of heritage, it has created healthier lives for millions of people based on the philosophy of being in harmony with nature and corporative philanthropy. By combining the best of science and nature, Shaklee offers the safest, scientifically tested, environmentally-friendly product with the purest ingredients. Its product line includes nutritional and herbal supplements, personal care products, household cleaners, and home water treatment and air purification systems.

Our Founding Principles

Shaklee was founded on the Golden Rule that states “Treat others as you would have them treat you”. Shaklee was also created with the belief that our company and products must always remain “In Harmony with Nature”. Both of these principles are still as relevant today as they were 50 years ago, and we continue to hold true to these values.

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| <ul style="list-style-type: none">▪ Founded on the Golden Rule▪ In Harmony with Nature® |
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Outstanding Accomplishments

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| <ul style="list-style-type: none">▪ Longest-operating direct selling company▪ Pioneered nutritional supplements▪ Sold over 500 million products▪ Paid over \$3 billion in commissions▪ Millions of satisfied customers▪ Average tenure of our top-rank distributors is 33.5 years in the U.S. |
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Product Quality

- Scientifically proven products based on natural ingredients
- Over \$250 million invested in research & development and clinical testing
- Over 83,000 tests for product quality annually
- Over 100 published peer-reviewed clinical studies

Shaklee Milestones (Bottom of page)

1915: Dr. Shaklee's first product
1956: Company founded
1977: Listed on NYSE
1982: Became a Fortune 500 Company
2004: Billionaire investment group purchased company

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Vision

To utilize Shaklee's 50 years of experience in nutrition and commitment to the environment and help emerging markets to disseminate nutrition and health information to the consumer, thereby enhancing the quality of their life, improving their economical output, and lowering the health care cost of the country.

New Owner and Visionary Leader

In 2004, visionary Chairman and CEO, Roger Barnett became the new owner of Shaklee and will lead Shaklee into the new millennium. With an entrepreneurial family with holdings in excess of \$2 billion, Mr. Barnett predicts even more growth for Shaklee.

Roger Barnett, Chairman and CEO, Shaklee Corporation

Dynamic new leader

- Entrepreneurial family with holdings in excess of \$2 billion
- Family track record of phenomenal business success
- Created one company worth \$9 billion
- Three businesses worth more than \$1 billion each
- He received his undergraduate degree from Yale College, his law degree from Yale Law School and his MBA from Harvard Business School.
- Mr. Barnett has been selected as a global leader for tomorrow by the World Economic Forum (Davos) and is a member of their private investment community. He has also been selected as a Young Leader Forum Fellow by the U.S. Council on China Relations, and is a member of the Young President's Organization.
- Transformed his last company Arcade Inc. into the largest sampling company in the world, expanding from a sole U.S. operation into a global business, multiplying by tenfold the number of products, and entering new industries that significantly increased the total size of the company's served market.

- Mr. Barnett is also a member of the Board of Directors of the Metropolitan Opera Association, is a member of the Health Advisory Council of Columbia Presbyterian Hospital, and is a board member of the Harvard Business School Club of New York.

Shaklee Today

Shaklee opened its first international venture in Japan in 1975 and now has a presence in six markets, generating nearly a half a billion dollars in sales.

Our Future

The future of Shaklee promises to be one of growth and prosperity. The company that invented the health and wellness industry is ready to launch its next big growth spurt. Currently, Shaklee is accelerating its international expansion to achieve its vision of becoming the preeminent global health and wellness direct selling company.

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The Shaklee Difference

What separates Shaklee from other companies is our unyielding commitment to doing what is right. We will never compromise our beliefs of offering products of the highest quality and keeping our world environmentally safe. Our unwavering commitment to live in harmony with nature has allowed us to stand out among our competition, while we stand up for the world around us. Five principles describe the Shaklee Difference:

1) Longevity

- 50 years of quality and integrity
- Has the best reputation in the US and is one of the companies with the longest history in the direct selling industry.
- Dynamic and continually reinventing our Opportunity
- Taking a lead in the industry as early as 1973, Shaklee is a founding member of the Council for Responsible Nutrition, a trade association of manufacturing suppliers and distributors of dietary supplements.
- Shaklee, a founding member of the Direct Selling Association (DSA) in 1968, is committed to ethical business practices and consumer services. Shaklee has twice received the prestigious DSA Vision for Tomorrow Award, the only company to do so in the DSA award's history.
- Shaklee has the most loyal distributors with average tenure of Master coordinators at 33.5 years.
- Multibillion dollar owners committed to making Shaklee the number one network marketing company in the next 10 years
- Strategic plan for next 10 years to develop breakthrough products and continuous opportunities for our Field

2) Quality

- Over \$250 million invested in research & development and clinical testing
- Award-winning manufacturing in pharmaceutical-grade facility
- Has never sold any dangerous products and has always been in compliance with regulation in every market it operates.
- Continually developing new and exclusive products to help enhance optimal health

3) Integrity

- Highest standards for ingredient quality, purity, and efficacy
- Products developed for scientific reasons, not “fads”
- Products unconditionally Guaranteed

Shaklee nutritional supplements are produced at a state-of-the-art pharmaceutical-grade manufacturing facility located in Norman, Oklahoma. The manufacturing process is meticulously controlled to ensure quality throughout production where skilled chemists, biologists, engineers and technicians work together to produce nutritional products that meet exacting Shaklee standards.

4) Community

- Over the years, based on the philosophy of giving back to the society, Shaklee has donated tens of thousands of man-hours, millions of dollars in cash as well as cleaning, nutritional, personal care products and air purifiers to individuals and communities recovering from the effects of natural disasters.
- In addition, over the years, Shaklee has supported numerous health and wellness programs, nonprofit organizations to promote educational, cultural and arts activities.

Shaklee Cares

In 1992, in the aftermath of the devastation left by Hurricane Andrew, Shaklee Corporation formed Shaklee Cares, a publicly supported non-profit organization that was dedicated to providing aid to victims of disasters wherever they might occur across the country. The program has left a legacy of spirit and goodwill in countless communities throughout the nation.

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Pioneer in Environmental Caring Industry

- Our products are based on natural ingredients and designed to be sensitive to the environment
- Shaklee's \$65 million state-of-the-art HQ has received awards for its environmentally conscious and energy efficient design.
- Other commitments to a people-friendly and environmentally-conscious working space include printing on recycled paper, recycling efforts, telecommuting, use of public transportation, and more.
- In 2000, Shaklee was the first Climate Neutral™ – certified company in the world.
This means Shaklee not only painstakingly determined the CO² "footprint" of its operations, but also invested in proactive external offset projects to zero out its global climate impact.
- Shaklee Corporation has received more than 13 environmental awards from various organizations including the US Environmental Protection Agency Climate Protection Award, the Governor's Environmental and Economic Leadership Award from the California Environmental Protection Agency and the Facility of the Year Award from *Environmental Protection Magazine*.

Our Triumphs

Seven out of Time-Life's 25 Greatest Adventures of All Time were powered by Shaklee products

- Mt. Everest — first American ascent without oxygen
- Jacques Cousteau's Calypso and Alcyon expeditions
- Voyager — first nonstop flight around the world
- Will Steger's three record-breaking polar expeditions
- Daedalus Project — set world record for human-powered flight

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Shaklee Products - Combining the best of Science and Nature

By combining the best of science and nature, and using only the purest ingredients, Shaklee offers the safest, most scientifically-tested, environmentally-friendly products available. We continue to champion solid, scientifically-backed product choices rather than "risky" trends. Shaklee has never sold any dangerous products and has always been in compliance with regulation in every market it operates. Each and every ingredient within a Shaklee product is thoroughly researched and tested with optimum health in mind.

Shaklee products are the result of a painstaking process of scientific review and assessment of third-party research and independent clinical studies by our expert Health Sciences group. Shaklee also consults a Scientific Advisory Board, a team of nationally recognized scientists from some of America's leading academic and medical institutions.

Each product must perform to a standard of excellence before it is ever introduced to our customers. We ensure that our products deliver the correct dosage of key ingredients, are based on clinical research, start with the finest raw materials, and are formulated to consistently fulfill their promise.

Shaklee products are effective and environmentally safe. They truly change lives. In fact, we're so confident that a Shaklee product will do what it says it will do, Shaklee products are unconditionally guaranteed.

Our guarantee doesn't just stop there. We guarantee 100%:

(Shaklee Guarantee Logo)

- That the ingredients listed on the label are in the product
- That our quality-controlled product formulations ensure product safety, purity, reliability and bioavailability
- That we use the finest-quality ingredients available
- That our products are free from any pesticides

Shaklee utilizes the best nature and science can provide. That means no shortcuts.

Nutrition Products

The most complete line of Nutritional products in the industry

- Foundation
 - The most extensively clinically researched nutrients
- Weight Management Program
 - Clinically proven to help you lose weight and retain lean muscle mass
- Target Solutions
 - Clinically proven, natural formulations that meet specific health needs

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Personal Care

- Beauty: Minerelles™
 - The best natural, high-performance cosmetics
- Skin Care: Enfuselle®
 - 8 patents, over \$1 million in clinical studies
- Hair Care: Prosanté®
 - Clinically proven to reduce hair loss during combing

Eco-Friendly Household Products

- Biodegradable Household Cleaning Products
 - The first non-toxic, fully biodegradable cleaner in the US
 - Official Earth Day product
- Laundry Care Products
 - Biodegradable, non-phosphate, best-performing liquid laundry concentrate

Environmental Purification

- Air Purification: AirSource®
 - Patent-pending combination of technologies that utilizes “cleansing ions” to reduce pollution, including bacteria and mold
- Water Treatment: BestWater®
 - Reverse osmosis technology cited by the EPA as one of the most effective technologies for reducing most types of water contaminants

Shaklee Corporation Profile

For almost 50 years, Shaklee Corporation has been a leading health and wellness company in the US. Based on the philosophy of being in harmony with nature, environmentally-friendly and corporate giving, Shaklee combines the best from science and nature, offers the safest, high-quality, clinically-tested nutrition supplements, personal care and household products to improve the health and quality of life for people. Founded in 1956, headquartered in Pleasanton, CA, USA with offices in Japan, Canada, Malaysia and Mexico, Shaklee has the best reputation in the US and is one of the companies with the longest history in the direct selling industry.

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