



# Shaklee®

GLOBAL CONFERENCE  
ANAHEIM

Action Brochure

# Wellness Communities

## Take advantage of Wellness Communities, a new group-based system to engage with prospective and existing customers.

Wellness Communities will help you and your team create a routine-based system of inviting and onboarding new customers that can translate to ongoing product sales and help you identify prospective new Ambassadors.

### How They Work

#### Free Groups

##### Who is it for?

Prospective customers and Ambassadors

Free Groups are designed to build community, trust, relationships, and a warm market online.

They provide daily posts, giveaways, trackers, recipe guides, and education focused on a short-term topic.

They last for 3-5 days and are completely free.

#### Customer Groups

##### Who is it for?

New customers, current Loyalty customers, and inactive customers

Customer Groups continue to build community, build trust, and build relationships.

They provide added value by helping customers get results and achieve their health goals with accountability and education.

They also create an onboarding system for new Ambassadors.

And they help increase volume and Loyalty Orders.



Use your preferred platform to host a Wellness Group, including Facebook, Zoom calls or virtual meetings, and live events.

### SCHEDULE

## Wellness Communities

#### Free Groups

##### September:

Fruit and Veggie Challenge:  
Eat the Rainbow

##### October:

Drink Up Hydration Challenge

##### November:

Healthy Through the Holidays

#### Customer Groups

##### September:

Master Your Metabolism

##### October:

Supercharge Your Immunity

##### November:

Healthy Gut Reset

## Tools

Wellness Communities come with a full suite of tools that takes the time and guesswork out of supporting your group. Visit [shaklee-tools.lingoapp.com](https://shaklee-tools.lingoapp.com) to find resources, including post copy, graphics, booklets, recipe guides, teasers, and other shareables.



## Training

Join us each week for step-by-step training and tips for running your Wellness Group, including how to invite, how to set up and run your group, and creating engagement. Check your Shaklee email as well as the Shaklee Share and Grow Facebook Community for a schedule of all training events.

## Take Action

Pledge to host your first Wellness Community in September at [go.shaklee.com/shaklee-wellness-communities](https://go.shaklee.com/shaklee-wellness-communities)

See all Wellness Community tools at [shaklee-tools.lingoapp.com](https://shaklee-tools.lingoapp.com)

VIVIX®

# Welcome to Ageless

## Our First-Ever Anti-Aging Gummy\*

Introducing the newest addition to the Vivix family—Vivix Gummies. This exciting new form factor is available in an elegant, reusable jar that you and your customers will love.

### Vivix® Gummies (Jar)

#21504 30-DAY SERVING

First Order Discount

SRP: \$107.55 | MN: \$91.40 | PV: 56

Second Orders of Jar

SRP: \$119.30 | MN: \$101.40 | PV: 56

### Vivix® Gummies (Refill Pouch)

#21511 30-DAY SERVING

SRP: \$107.55 | MN: \$91.40 | PV: 56



## Aging Happens to All of Us, and It Starts on the Inside

Aging occurs when damage accumulates in our cells over time. Our cells experience an astounding 500 trillion attacks every minute, from factors like diet, environmental toxins, and the unavoidable strain of basic body functions such as breathing, digestion, and the immune response. These daily assaults generate free radicals, triggering oxidative stress and inflammation,

which harm our DNA and mitochondria and contribute to the formation of harmful AGE proteins. This cumulative damage sets off a harmful chain reaction, accelerating both cellular damage and the aging process. Although the effects may not be immediate, the continuous accumulation of cellular damage and aging eventually impacts the entire body.

### New Vivix Tools

Take advantage of new social graphics + videos and info sheets to share this signature Shaklee product with new people!

Find new tools at

[shaklee-tools.lingoapp.com](https://shaklee-tools.lingoapp.com)

## Vivix Keeps Your Cells Young\*

Powered by the world's most potent source of polyphenols, Vivix acts as a powerful dual defense. It targets the external and internal causes of cellular damage to keep your cells young so you can live younger longer.†

Vivix is scientifically proven to slow cellular aging.\*

Key ingredients in Vivix have been shown to:



PROTECT DNA FROM DAMAGE\*



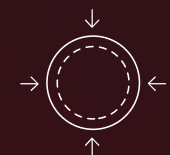
NEUTRALIZE FREE RADICALS\*



REDUCE THE FORMATION OF DAMAGING AGE PROTEINS\*



BOOST CELLULAR ENERGY PRODUCTION\*



PROTECT AGAINST OXIDATIVE STRESS\*



BLUNT THE INFLAMMATORY RESPONSE††

## Take Action

Host a Vivix Webinar this month and invite your new and existing customers.

\*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.

†Shown in a clinical study to blunt the inflammatory response in healthy people to a high-fat, high-carbohydrate meal.

# Incentives & Promotions

## gen h growth incentive

Be part of the generation that makes healthy happen.

Our new Wellness Groups can help you meet your goals, and when you do, you'll earn exclusive Shaklee Gen H apparel to help you show your passion for wellness.

### Qualifications

Earn rewards when you reach the following goals:<sup>†</sup>

#### Hat

##### Qualification

Pledge to help lead a Wellness Community

Purchase a Conference Bundle

Sell at least **\$500** of products to new people by the end of August

#### Sweatshirt

##### Qualification

Pledge to help lead a Wellness Community

Purchase a Conference Bundle

Sell at least **\$1,000** of products to new people by the end of September

#### Varsity Jacket

##### Qualification

Pledge to help lead a Wellness Community

Purchase a Conference Bundle

Sell at least **\$1,500** of products to new people by the end of September

Be a 2023 Global Conference Registrant

### What Product Sales Are Included?

Sales from product purchases from new Customers, Members, and Ambassadors you personally sponsor between 8/1/23 and 9/30/23

### Qualification Period: 8/1/23 – 9/30/23<sup>†</sup>

Who can participate: Open to all Ambassadors and Business Leaders (with an exclusive top-tier award for 2023 Global Conference registrants). Visit [events.shaklee.com](https://events.shaklee.com) for full incentive rules.

Must complete qualifications by end of August



Open to 2023 Global Conference registrants only

## August New Ambassador Join Offer<sup>†</sup>

Build your team in August in preparation for our Shaklee Family Wellness Community launch in September!

During the month of August, new Ambassadors can get started with a \$150 product order + get a \$50 product credit to use on an order of \$150 or more in September.

## \$50 Credit on Second Order<sup>†</sup>

This offer helps you and your team achieve Star Club and stay on track with VIP Elite Program rewards, including the Q3 Quarterly Incentive and the 2024 Star Club Incentive Trip to Puerto Vallarta. It also rewards your new Ambassadors for placing their second order by giving them a credit to try additional Shaklee products.

### Take Action

<sup>†</sup>Visit [events.shaklee.com](https://events.shaklee.com) to see the full rules for the Gen H Growth Incentive and the August New Ambassador join offer.

Reach out to your networks to share this offer for new Ambassadors.



# Coming Soon

More exciting things are on the way, Shaklee Family!

Here are products, technology, and partnerships coming later this year.

COMING SOON:

## Shaklee MultiTaskers

Later this fall, look for a line of products that seamlessly combine nature's most powerful wellness ingredients, to make them exponentially more effective.

These five products are formulated as optimized blends of dual-benefit wellness enhancers that work in perfect harmony to improve and elevate your well-being.\*



### Cheer Up & Chill Out

**Stress + Mood**  
Strawberry-Flavored Gummy with L-Theanine / Ashwagandha / Saffron

### Up & Glowing

**Energy + Beauty**  
Vanilla Latte with Caffeine / Collagen / Hyaluronic Acid / Biotin / Vitamin C

### Rest & Rewind

**Sleep + Anti-Aging**  
Nighttime Mint Tea with Lemon Balm / Magnesium / 5-HTP / Antioxidant Blend

### Good Gut & Go

**Gut Health + Regularity**  
Raspberry-Flavored Drink Mix with Prebiotics / Probiotics / Fiber

### Flora & Flow

**Vaginal + Urinary Tract**  
Capsule with Probiotics / D-Mannose / Lactoferrin

COMING SOON:

## Pomifera Glaze: Lip Oil

Pomifera Glaze: Lip Oil has the shine of a gloss, the comfort of a balm, and a touch of sheer color and features a proprietary blend of avocado oil and shea butter infused with anti-aging Pomifera oil to moisturize, protect, and nourish the lips.

Pomifera Lip Oil will be available in three beautiful shades: Glaze Lip Oil in Crush (pink), Glaze Lip Oil in Fawn (nude), and Glaze Lip Oil in Slay (berry). A fourth shade, Vamp Lip Oil (red), will be available just in time for the holidays!



POMIFERA | Shaklee®

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

COMING SOON:

## New Personalized Page Experience

Coming later this year is a streamlined Personal Web Page experience that's fully integrated into Shaklee.com. This allows you and your new prospects to easily customize and share your fully attributable shopping experience.

- Built into Shaklee.com and takes advantage of continual site improvements and targeted messaging.
- New, expanded home page module featuring personal links to social handles, wellness groups, and join links.
- Easy to select and feature favorite products as well as create customized product bundles.

**Look for more information in the coming months as we count down to this launch.**

COMING SOON:

## Shaklee Partners with the Environmental Working Group

Shaklee is pleased to announce a partnership with the Environmental Working Group (EWG). EWG is an advocacy and research nonprofit that assists consumers with making informed choices about the goods and services they purchase.

Starting this fall, select Shaklee Personal Care products will carry the EWG Verified® seal, which confirms they have been extensively reviewed to ensure they are free from EWG ingredients of concern. Verifying our products opens Shaklee to a wider audience and makes a great conversation starter as you share them with new and prospective customers.



## Notes

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# Who Is Generation Health?

**A generation of health seekers.  
Morning shakers.  
Step counters.  
Glass half-fullers.  
A generation that knows a single sip can set the tone for the day.**

A generation that knows no age. A community that lives young at heart. A source of proven knowledge. A commitment to the ageless pursuit of living well.

Generation Health is a movement. A powerful one.

**A wellness movement that matters.**

We have the power to change habits. Change choices. Change lives.

When people come together – magic happens. Cheering each other on to live better every day. Sharing knowledge, science, and clinically proven products rooted in nature.

Generation Health is a community that cultivates connection. And health is the line that connects us all.

So, let's start something together. Break through the noise. Create new habits. Spark new connections.

**Make healthy happen.**

