

## Meology™ and Meology™ Kids Presentation Suggested Talking Points

### Slide: 1

- Welcome, I'm excited to chat with you today about Meology Kids and Meology
- Meology is Nutrition Made Personal

### Slide: 2

- At Shaklee, we make healthy happen
- Our Mission – Bring True Wellness to the World

### Slide: 3

- Who is Shaklee?
  - Nutritional Pioneer
  - Science Innovator
  - Performance-Level Quality
  - Sustainability Leader

### Slide: 4 [Transition Slide to Meology Kids]

### Slide: 5

- Meology Kids is our newest innovation for the next generation.
- Provides superior nutrition for kids ages 4+ in a convenient, daily-dose pack.

### Slide: 6

- Convenient and customizable – All-In-One Packs
- 4 gummies with 3 yummy flavors in every pack
- Design your own pack – with your name and icon
- Biology-based Fun Facts printed on every pack!

### Slide: 7

- Vitamins your kids will be excited to take
- Fun for kids, convenient for parents
- Daily grab-and-go packs save parents' time – no more guessing which vitamins to give
- Tastes great to ensure your kids will love to take vitamins each day
- 100% yummy = 100% nourished – 100% DV of Vitamin A, C, D, E, B5, B6, B7, B12

### Slide: 8

- Superior Nutrition
- Provides 11 essential vitamins and minerals
- Provides 100% or more of the DV of 8 core nutrients
- Provides 3X more DHA + EPA than other leading gummies – 250 mg DHA, 50 mg EPA

### Slide: 9

- Superior Nutrition
- Provides essential vitamins and minerals foundational to kids' health
- Nutrients to support kids as they grow and develop
- Nutrients needed for brain and eye health and immune support
- Helps fill nutrient gaps for picky eaters

### Slide: 10

- Formulated to Support Kids' Growth & Development
- 100% DV of 8 core nutrients
- 11 essential vitamins and minerals
- 3x more DHA + EPA to support brain and eye health
- 3 delicious flavors
- 1 convenient daily pack
- Order for Multiple Kids & Save

## Meology™ and Meology™ Kids Presentation Suggested Talking Points

- 10% off 2 Meology Kids
- 15% off 3 Meology Kids
- 100% Yummy = 100% Nourished
- Up to 90% of kids don't get enough of what they need from diet alone. That's where we come in.

### Slide: 11

- Superior Nutrition in a Single-Serve Pack
- Here is how Meology Kids stacks up against leading brands
- Superior nutrition compared to other leading brands
- 1/3 less sugar than other leading brands
- 3x the amount of DHA+EPA than other gummies

### Slide: 12

- Just the Good Stuff. We Promise.
- Free of:
- Dairy, Lactose, Gluten, Wheat, Soy, Egg, Peanut, Tree Nut, Shellfish and Non-GMO

### Slide: 13

- When you Buy, We Give
- Every purchase makes a difference
- For every box of Meology Kids sold, Shaklee helps provide life-changing nutritional support to a child in need, through our partnership with Vitamin Angels!

### Slide: 14

- Good for Kids, Good for the Planet
- Kraft 100% recyclable dispenser box made from sustainable materials using wind energy
- 100% recyclable shipper box
- Recyclable packs
- Shaklee is celebrating its 21<sup>st</sup> year as a Carbon Neutral company!

### Slide: 15

- Meology Kids Sachet
- Design Your Pack

### Slide: 16

- Answer a few questions to customize your kiddos pack:
- What does your kiddo like to be called?
- Pick an Icon
- Provide your email so we can send you your kiddos recommendation
- That's it! Wait a few moments while your kiddos supplement plan is being generated

### Slide: 17

- The sachet will start off blank and we have a number of cute and cool icons that can be selected to customize your kiddos Meology pack

### Slide: 18

- Once your child picks an icon, then we add it to their Meology Kids supplement pack.

### Slide: 19

- Then we'll finish it with your kiddo's name or nickname

**Slides: 20 -21 [These are transition slides to allow you to shift from Meology Kids to Meology]**

### Slide: 22

- Let's talk about Meology for adults – The most precise personalized nutrition plan on the market

## Meology™ and Meology™ Kids Presentation Suggested Talking Points

### Slide: 23

- There's only one you, so you're pretty essential – taking care of yourself is imperative.

### Slide: 24

- How does personalized nutrition work?
- Personalized recommendations are more effective than the traditional one-size fits all approach, but not all personalized nutrition plans are created equally.

### Slide: 25

- There are 3 approaches to personalized nutrition that we see in the marketplace today:
  - Stratified
  - Tailored
  - Precision-based

### Slide: 26

- Some companies have entered the personalized nutrition space with a stratified approach which personalizes nutrition recommendations based on shared characteristics such as age, sex, or life-stage.
  - For example: Based on their common age and sex-based needs, a group of women under 50 would be recommended one personalized nutrition solution, and a group of middle-aged men over 50 would be recommended a different solution
- A limitation of this approach is that it doesn't consider the needs of the individual beyond these limited shared characteristics.
- It doesn't address other important features of the individual beyond their age and sex, including their health, diet, and lifestyle.
  - For example, two people may get the same personalized recommendation because they are middle aged women, but one of those women may be a vegetarian who wants to improve her energy level and sleep better while the other is concerned about her family history of heart disease and wants to focus on managing her weight.
- The stratified approach to personalization does not consider these additional needs.
- Again, the limitation is being able to address needs of the individual beyond these limited characteristics, based on other important features of the individual including their health, diet, and lifestyle.
- So stratified solutions are generally good for everyone but not specific or truly personalized to anyone.

### Slide: 27

- The second type of approach to personalization is tailored.
- In this approach, recommendations are tailored to the individual, rather than the group, like stratified recommendations are.
- However, this approach still has limitations.
- This approach DOES NOT consider the complex relationships between the individual, their behaviors, and their lifestyle.
- Specifically, while individually tailored nutrition recommendations consider all the individual things about you, they don't consider how these things come together to make you, you.
  - For example, if you tell us you have a history of heart health issues in your family, our patent pending recommendation engine will identify that you need omega-3s and recommend you take OmegaGuard®.
  - But what if you also tell us that you eat a lot of fatty fish?
  - Under the tailored approach, your recommendation will remain same, regardless of how much fatty fish you eat.
- Now, that's not very personalized, is it?
- But, with precision-based recommendations, these are truly personalized.

### Slide: 28

- The most sophisticated and robust way to deliver personalized recommendations is using a Precision-based approach.

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- Precision-based solutions consider all the individual things about you as well as how these things interact and come together to make you, you.
- The degree of scientific certainty required to deliver precision-based recommendations is much greater than that required for the other approaches
  - Using the same example, under the precision-based approach, if you tell us you have a history of heart health issues in your family, and that you eat a lot of fatty fish, your omega-3 recommendation will be modified because you told us you eat a lot of fatty fish.
  - The number of servings of fatty fish you eat will inform the number of OmegaGuard softgels you are recommended.
- Now, that's personalized.

### Slide: 29

- Most companies offering personalized nutrition solutions deliver recommendations using stratified and tailored approaches.
- Meology, however, delivers recommendations precisely for you and your individual needs using a precision-based approach.
- This ambitious approach propels Shaklee to the forefront of personalized nutrition and gives you the most personalized nutrition available on the market.

### Slide: 30

- Meology is not only more precise, it is also more powerful, and this is because of its recommendation engine.
- Meology can recommend more than 110 million possible product combinations, but it recommends only one solution for you and your unique needs.
- The recommendation is then further personalized using 639,805 modification decision points.
- And if that's not personalized enough, there are more than 10,523,819 unique sets of personalized text that explain why nutrients and products are recommended.
- And our patent-pending, powerful search engine is complimented with patented Shaklee products
- Clinical studies, published papers, and the Landmark Study – all contribute to more scientific proof Shaklee products work

### Slide: 31

- How does Meology work?

### Slide: 32

- The Meology Assessment gathers the details that make you and your nutrition needs unique. You'll answer some questions about you, your health, goals, and lifestyle.
- It's simple to fill out online and only takes about 5 minutes to complete.

### Slide: 33

- What does my body need?
- Meology is precisely tailored to meet your individual:
  - Nutrition gaps
  - Health goals
  - Lifestyle
  - Family history
  - Doctor's recommendations
  - Goals
  - Budget
  - Blood Test Results
  - DNA Data

### Slide: 34

- Let's Get Real Personal – Down to the molecular level
- If you have blood test results or DNA data from companies like 23andme® or Ancestry®, you can share that information for an even more uniquely tailored Meology supplement plan.

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### Slide: 35

- Introducing the next level in Personalized Nutrition
- Blood test and blood pressure inputs
- DNA data uploads
- Waist circumference input

### Slide: 36

- How Blood & DNA Data Make Personalized Nutrition MORE Personal
- Subjective data are data obtained from the customer's point of view, including feelings, perceptions, and concerns.
- Objective data are observable and measurable data obtained through physical examination and laboratory and diagnostic testing.
- To deliver even more personalized recommendations, it is important to collect a combination of both subjective and objective data.

### Slide: 37

- Receive your personalized plan in just a few seconds

### Slide: 38

- Select your plan, either Essentials or Essentials Plus.
- Then, receive your personalized supplements in convenient, daily-dose packs every 30 days.

### Slide: 39

- When your Meology package arrives, it is a truly a personalized experience.
- The Meology Guide is customized with your name and the reasons each product was selected for you.
- The Supplement Facts Panel, housed in a sleeve in the dispenser pack, includes your name and the supplement facts for your personalized daily pack.
- And, every morning your daily dose packs greet you by name with a friendly message.

### Slide: 40

- Meology personalized nutrition solutions are created precisely for you – not just people like you, with more precision, more power, more patents, and more proof than any of the competition.
- Take your free assessment to find your personalized recommendations.

### Slide: 41

- Include the Meology Prove It Challenge to jump start your health goals!
- This one-time special offer wellness bundle includes:
  - 30 days of your Meology personalized nutrition sachets
  - 2 canisters of Life Shake
  - FREE 7 Day Healthy Cleanse

### Slide: 42

- Get Started with Meology and Meology Kids.
- **[Share your link]**