

Talking Points for True Wellness Presentation Slides:

Slide 1: Our Vision – Bring True Wellness to the World

- Let's start by focusing for a moment on why Shaklee exists, as a company and as a community. What is our purpose? What is our mission?
- Shaklee is a purpose-driven company.
- Our mission and purpose is to bring True Wellness to the world.
- When we talk about True Wellness, here's what we mean:
 - Physical health – through making the right lifestyle choices and products that support your overall health and wellness.
 - Financial health – with the ability that is available to anyone to earn an income by sharing Shaklee products and coaching and leading a team of others who are doing the same.
 - Emotional health – through the connection and support of people who are dedicated to your success and well-being, as part of the incredible Shaklee community.
 - Environmental health – because none of us can thrive in an unhealthy world.
- People understand today that wellness is a holistic concept – you can't have it unless you have each of the pillars that contribute to it. And that's what we call "True Wellness."
- We have a vision of becoming the leading provider of True Wellness in the world.

Slide 2: Our Products

- In support of our mission to bring True Wellness to the world, Shaklee recently launched a number of products in categories of wellness that people really care about.
- Energy, sleep, Collagen (inner and outer beauty), kids products and personalization – products relevant to areas of health and personal well-being that our 2021 Wellness Survey tells us are among the top concerns of people in today's world.
- In just the first weeks after these products were launched, we've had to double, triple and in some cases quintuple our forecast, the demand was so tremendous.

Slide 3: Who Is Shaklee

- So, who is Shaklee? There are a lot of data points here on this slide, but let's go quickly through them.
- People want to be with a brand that they trust, and Shaklee is a pioneer and an innovator in the nutritional industry. Our founder, Dr. Shaklee, invented the first multi-vitamin in the U.S. 106 years ago.
- Shaklee developed the first plant-based protein supplement in the world, as well as many other important advances in nutritional research. Shaklee products are based on science. We have over 100 clinical studies that prove the safety, efficacy and performance of our products.
- The most important of which is the Landmark Health Study – a study that no other nutritional company has ever done. Over a period of a decade, Shaklee studied people who had been using our products for 5 to 50 years and compared them with users of other products and those who

used no supplements at all. In every instance across every parameter, the Shaklee population was healthier.

- We have short, medium and long-term proof that our products do something to help you live a healthier and better life.
- Shaklee products have powered the performance of world class athletes who have won 151 gold, silver and bronze medals in the Summer and Winter Games, which means that if Shaklee were a country we would be tied for 8th in the all-time medal count. They've been part of every mission of the NASA Space Shuttle program since 1998. And of course they are 100% guaranteed.
- We're the first company in the world to offset our carbon emissions, leading the way in sustainability, created the first official Earth Day Product (Basic-H®). We've partnered with Nobel Prize winners to support the health of the planet, and so many other efforts to minimize our impact and maximize the health of the environment.
- We're proud of all of these accomplishments and many more. They are just a few of the reasons that over 2 million Shaklee Family Members throughout the world feel comfortable trusting and partnering with us, for their physical, financial and emotional health, and to help us make a difference for the health of the world.