

Health Chat – Immune Health Presentation Script
Updated October 31, 2018

SLIDE 1 (cover): HEALTH CHAT – IMMUNE HEALTH

[Welcome your guests and thank them for their time and attention] Today our focus is on immune health, so let's start by taking a look at the immune system and what affects it.

SLIDE 2: CHALLENGES TO YOUR IMMUNE SYSTEM

Everyday stress, poor nutrition, and lack of sleep can challenge your immune system.

SLIDE 3: THE IMMUNE SYSTEM

The immune system is made up of different organs, cells, and proteins. And as described by the U.S. National Institutes of Health – known as NIH – it's one of the most complex systems in the human body.

SLIDE 4: THE IMMUNE SYSTEM (continued)

The immune system protects the body like a guardian from harmful influences from the environment and is essential for survival.

SLIDE 5: HELP SUPPORT YOUR IMMUNE SYSTEM

But don't worry – there are things that you can do to help support your immune system:

- Get enough sleep
- Reduce the stress in your life
- Exercise and
- Eat a healthy diet
- And keep your kids healthy!

SLIDE 6: SLEEP HELPS SUPPORT A HEALTHY IMMUNE SYSTEM

Let's start by addressing sleep, which helps support a healthy immune system. Lack of sleep can weaken the body's immune system. So, here are some tips for getting a good night's rest:

- Go to bed and get up at the same time daily
- Turn off electronics an hour before going to sleep
- Have no caffeine at least six hours before bed
- Avoid alcohol – it may make you feel tired and fall asleep faster, but it often causes nighttime waking
- Exercise – your mind relaxes easier when your body is tired

SLIDE 7: STRESS AFFECTS YOUR IMMUNE SYSTEM

Another culprit that can affect your immune system is stress. One of the ways the body reacts to stress is by suppressing your immune system.

However, there are ways to manage stress:

- Exercise, stay positive, meditate, and unplug

Stress can trigger unhealthy behaviours:

- Eating high-fat and high-sugar foods
- Smoking
- Drinking too much alcohol
- Not getting enough exercise

SLIDE 8: BOOSTING YOUR IMMUNE SYSTEM

Moderate exercise can boost your immune system because it provides a boost to the body's immune cells:

- Stay consistent – Choose exercises you enjoy and will continue
- Exercise enough – 2 ½ hours per week is recommended
- Increase your heart rate – Choose exercises that will increase your heart rate
- Life weights – This helps build lean body mass and supports bone mass
- Supplement properly – Exercise increases nutrient needs
- Start slow and build slow – Make it a habit

SLIDE 9: OPTIMUM NUTRITION IS THE KEY

Optimum nutrition is the key to maintaining a healthy immune system:

- Protein is especially important; choose lean meats, fish, poultry, and low-fat dairy
- Fruit and vegetables contain nutrients your body needs, including antioxidants, vitamin C, Vitamin A, and minerals such as zinc and magnesium
- Get plenty of whole grains, beans, and legumes
- Eat “healthy fats”: omega-3 fatty acids and monounsaturated fats (olive oil, nuts, seeds)

SLIDE 10: MAKING HEALTHY FOOD CHOICES EVERY SINGLE DAY CAN BE DIFFICULT

But let's face it: making healthy food choices every single day is virtually impossible.

SLIDE 11: SHAKLEE MAKES IT SIMPLE

- Shaklee, the company that I've partnered with, makes it simple to get the good nutrition you need every day
- Our simple system makes it as easy as 1, 2, 3 to create your perfect personal health plan
- Step 1: choose your multivitamin and protein shake – the foundation for a healthier life
- Step 2: choose from one of our many targeted solutions to address your unique health concerns
- Step 3: choose any of our key nutrients for a powerful boost of vitamins, minerals, and other nutrients when you need them

SLIDE 12: OUR COMPANY

- Now I'd like to share a few details about Shaklee: the company I've partnered with
- Dr. Shaklee pioneered the supplement industry with the invention of the multivitamin in the United States more than 100 years ago – and we haven't stopped since
- Shaklee was the first company to fully offset our carbon emissions so as to leave no footprint on the planet
- We planted more than 1 million trees around the world with the late Dr. Wangari Matthai, winner of the Nobel Peace Prize for the Environment

SLIDE 13: THE SHAKLEE DIFFERENCE™: SAFE

- What also sets Shaklee apart from other companies is what we like to call the Shaklee Difference™
- We're proud of our commitment to providing safe products for you and your family
- We screen for more than 350 contaminants, pesticides, and impurities on every new botanical ingredient; that's three times more than U.S. Pharmacopeia standards
- We conduct more than 100,000 quality tests a year, which is far beyond the requirements of any regulatory agency
 - We've never marketed an unsafe ingredient in more than 100 years
- Shaklee products adhere to our "Beyond Organic" standard. Beyond Organic is our philosophy that Shaklee quality standards go beyond how and where an ingredient is grown. We look to confirm the purity and potency of ingredients AFTER harvest to guarantee the final finished product is free of hundreds of chemical contaminants.

SLIDE 14: THE SHAKLEE DIFFERENCE™: PROVEN

- Shaklee products are proven by science and proven by people
- Our products are backed by 100-plus patents and patents-pending and 100-plus clinical studies

- Millions of customers have lived healthier lives with Shaklee
- Shaklee products have been chosen by NASA to be on every space mission since 1993
- Shaklee-powered athletes have won more than 144 gold, silver, and bronze medals at international games

SLIDE 15: CLINICAL PROOF YOU CAN LIVE YOUNGER LONGER

- Not only are Shaklee products created in harmony with nature – they’re also clinically proven
- The Landmark Study is the most important independent study of long-term supplement usage ever:
 - The study showed that people who used multiple Shaklee supplements had markedly better health compared with people who didn’t use any supplements at all or those who used a single non-Shaklee supplement*
 - Long-term Shaklee users clearly demonstrated lower levels of the most important heart-health biomarkers recognized by the American Heart Association
 - Shaklee users had:
 - 11% lower cholesterol ratios: a key marker for cardiovascular health*
 - 33% lower triglyceride levels: a critical biomarker for heart health*
 - 36% lower homocysteine levels: a biomarker for cognitive health*
 - 59% lower levels of C-reactive protein: a biomarker for biological stress*
 - Plus, Shaklee users had substantially higher levels of nutrients in their blood
- The Telomere Study showed that Shaklee users had a 40% lower rate of telomere shortening across the adult age range compared with a healthy control group.[†] So, what that means is an 80-year-old Shaklee supplement user is projected to have the same telomere length as a healthy 41-year-old non-supplement user based on a preliminary clinical study[‡]:
 - Telomeres are the protective caps at the ends of chromosomes. As we age, telomeres grow shorter. Maintaining telomere length is critical to help live a long, healthy life.
 - Dr. Elizabeth Blackburn, the 2009 Nobel Prize winner in Medicine and noted for her work in telomere science, noted: “Very short telomeres are associated with physiological changes in the body that can increase risks of the major conditions of aging.”

*Percentages reflect Shaklee supplement users compared with non-supplement users. Data for non-users was obtained from NHANES 2001–2002 and NHANES III 1988–1994. Long-term Shaklee users clearly demonstrated lower levels of the most important heart health biomarkers recognized by the American Heart Association.

[†]Harley CB, et al. Cross-sectional analysis of telomere length in people 33–80 years of age: effects of dietary supplementation. *JACN*. 55th Annual Conference. 2014 Oct; 33(5): 414.

[‡]In a preliminary clinical study, Shaklee users who took Vivix and other Shaklee supplements had a 40% lower rate of telomere shortening across the adult age range compared to a healthy control group.

SLIDE 16: DEVELOP YOUR PERSONAL HEALTH PLAN

As I mentioned, getting your life-changing start with Shaklee products really is as easy as 1, 2, 3 with our multivitamins, protein, targeted solutions, and key nutrients.

SLIDE 17: THE FOUNDATION FOR A HEALTHIER LIFE

- Step 1: choose your multivitamin and protein
- We recommend Vitalizer™ and our delicious, protein-packed Life Shake™ for daily health
- With this foundation for creating a healthier life, we guarantee you'll feel amazing in 30 days – or we'll give you your money back

SLIDE 18: VITALIZER™

- Vitalizer contains vitamins, minerals, omega-3 fatty acids, antioxidants, probiotics, and more in a convenient Vita-Strip®
- Choose from “With Iron” formula for women, “Without Iron” formula for men, and “Gold” formula for adults over 50
- Vitalizer is based on 12 clinical studies plus the Landmark Study – one of the largest studies ever done on long-term multiple supplement users
- Vitalizer contains our S.M.A.R.T.™ delivery system – that stands for Shaklee Micronutrient Advanced Release Technology – which helps improve absorption of key nutrients

SLIDE 19: S.M.A.R.T.™ Delivery

SHAKLEE MICRONUTRIENT ADVANCED RELEASE TECHNOLOGY™ is a unique, patented delivery system designed to dramatically improve absorption of key nutrients in the body.

- Advanced Multivitamin: dissolves in less than 30 minutes in the stomach and is designed to enhance absorption of folic acid from the patented micro coating
- B+C Complex: provides up to 198% greater absorption of B vitamins over 12 hours, as shown in a clinical study, through sustained-release delivery to the small intestine
- Caroto-E-Omega: enteric coating helps reduce fishy aftertaste by delivering omega-3 fatty acids, carotenoids, vitamin E, and other fat-soluble nutrients to the upper intestine
- Optiflora Probiotic: delivers healthy microflora to the lower intestine through triple-layer encapsulation technology, protecting them from stomach acid

SLIDE 20: Optiflora® DI

A HAPPY GUT = A HAPPY LIFE!

- Optiflora DI features a probiotic clinically proven for digestive health support

- It contains **10 billion CFUs from four bacterial strains including the powerhouse *B. lactis* HN019** to help restore healthy gut bacteria and provide digestive health support

SLIDE 21: FUEL YOUR IMMUNE SYSTEM WITH THIS POWERFUL TRIO

- NutriFeron®
- Vitalized Immunity®
- Defend & Resist Complex

SLIDE 22: NUTRIFERON®

A PATENTED BREAKTHROUGH IN IMMUNE SYSTEM SCIENCE

- **DESIGNED FOR** anyone looking for specialized daily support to help maintain healthy immune function
- **WHAT IT DOES:** patented, clinically proven blend of zinc and immune-strengthening plant extracts helps balance the immune system naturally – with just 2 caplets daily
- **THE SHAKLEE DIFFERENCE™:** NutriFeron is the only dietary supplement in North America created by the discoverer of interferon, world-renowned immunologist Dr. Yasuhiko Kojima, who spent decades screening hundreds of botanicals to develop a unique blend of powerful plant extracts that helps balance the body's immune system naturally

SLIDE 23 – VITALIZED IMMUNITY®

AS MUCH VITAMIN C AS 16 ORANGES

- **DESIGNED FOR** an occasional boost when you're facing environmental stress, poor nutrition, pollution, or a busy schedule
- **WHAT IT DOES:** delicious effervescent drink provides foundational, broad-spectrum immune support via a blast of 1000 mg of vitamin C – as much as 16 oranges
- **THE SHAKLEE DIFFERENCE™:** blend of vitamins, minerals, and a proprietary herbal formula sweetened naturally with monk fruit

SLIDE 24: DEFEND & RESIST COMPLEX

WHEN YOU FEEL THAT FIRST TICKLE

- **DESIGNED FOR** anyone needing extra immune system defence
- **WHAT IT DOES:** designed to stimulate the body's natural resistance during seasonal changes, when it needs that extra defense; swallow, chew, or drink as a tea
- **THE SHAKLEE DIFFERENCE™:** a unique combination of traditional herbal immune support: echinacea, larch tree, and elderberry extracts, plus zinc

SLIDE 25: YOUNGER IMMUNE SYSTEMS NEED NUTRITIONAL SUPPORT TO STAY STRONG

- School kids are in close contact with each other
- Younger kids tend to stick objects and fingers in their mouths

SLIDE 26: MAKE SURE YOUR KIDS ARE GETTING ENOUGH NUTRIENTS

To help your kids stay healthy, consider giving them a daily multivitamin.

Vita-Lea® Ocean Wonders® (for kids aged 2–12):

- Daily dosage of 2 tablets (ages 4–12) features 100% of the Daily Value of vitamin C and provides 600 IU of vitamin D; both vitamins play crucial roles in supporting immune function and more
- Loaded with 19 essential vitamins and minerals for healthy development
- Provides calcium and vitamin D, which are crucial bone-building nutrients
- All-natural tropical punch, grape, and berry flavours

SLIDE 27: VITA-LEA®: FOR AGES 12 AND OVER

- Vita-Lea is a high-potency formulation specially designed to promote optimal health with more than 20 essential vitamins and minerals
- Promotes overall good health, including bone health, healthy metabolism, immune function, and healthy skin, hair, nails, and teeth

SLIDE 28: BRAIN AND EYE DEVELOPMENT

The omega-3 fish oils (especially DHA) are important for brain development and a must for growing kids.

- 100% natural, ultra-pure DHA: one of the most important omega-3 fatty acids found in the brain and eyes
- No fishy taste
- Delicious natural orange flavour
- One chew daily for children 4 years of age and older

SLIDE 29: HEALTHY KIDS PACK

This pack for kids contains two products – Vita-Lea Ocean Wonders and Mighty Smart Choice – to help keep your little superhero strong.

Slide 30: GET YOUR PERSONAL HEALTH PLAN WITH THE SHAKLEE HEALTHPRINT™ ASSESSMENT

- Get your own 1, 2, 3 started today with Shaklee Healthprint™
- Simply answer 20 questions and receive your personal health plan, along with personalized health tips and information to help you meet your health goals.

OPTIONAL SECTION – To share your personal story and/or transition to the Opportunity

SLIDE 31: YOUR PERSONAL STORY AND PHOTOS

SLIDE 32: SHARE THE OPPORTUNITY – EITHER YOUR OWN STORY OR USE ONE OF THE NEXT TWO SLIDES

Slide 33: JULIE

- When she started to build her Shaklee business in Canada, Julie was the single mother of a 4-year-old boy.
- Because of her Shaklee income, Julie was able to purchase her own home, send her son to school, and take him on several Shaklee incentive trips, including a cruise. She's since earned and enjoyed visits to such sunny destinations as Mexico and Hawaii, but says, "Among my favourite Shaklee memories would have to be two amazing trips: Paris and Kenya. I took my oldest son to Kenya. Both trips were once-in-a-lifetime chances, and they left me with memories I never dreamed would be possible."
- Since then, Julie has remarried, and while her four additional children keep her busy, her Shaklee business continues to grow.
- Currently, Julie is a Senior Key Coordinator. In 2016, that leadership level had an average annual income of \$85,275 in Canada.

Slide 34: MARTHA & IVAN

- Martha and Ivan were introduced to Shaklee in 1981. Like many successful Business Leaders, they started as product users. Martha was "desperately ill" at the time and wanted to do something about it. When she regained her health, she loved the products so much that she just had to share them.
- In 1990, she and Ivan became Shaklee Distributors, making the commitment to share the Shaklee business opportunity, too, helping thousands of people accomplish their physical and financial health goals, which enabled Martha and Ivan to achieve important goals of their own.
- As their business thrived, the couple began enjoying the tangible rewards of the Shaklee business, including travel to such exotic destinations as Bali, Kenya, Paris, and Bora Bora, and becoming members of the prestigious Shaklee Million Dollar Earners Club.
- More importantly, Shaklee products came into Martha's life when she needed them most. Today, she's a healthy and proud grandmother, a Wellness Coach at a holistic clinic, a speaker at international wellness conferences, and the author of more than 100 published health articles.
- Currently, Martha and Ivan are Master Coordinators. In 2016, that leadership level had an average annual income of \$160,820 in Canada.

Slide 35: OUR OPPORTUNITY

- It's flexible. You can fit your business wherever you like in your busy life, and you can invest as much time as you want, setting your own goals for what you'd like to earn.
- It's simple to learn and teach others. You don't have to be a scientist or a nutritionist. Shaklee gives you access to all the power of Shaklee science through simple digital tools and resources, such as the Shaklee Healthprint™ assessment.
- It's social. That means it's also fun, engaging, and can be a part of your conversations with people anytime and anywhere.
- And, of course, it's mobile. You're not sitting in an office or in a store. There's no inventory requirement. It goes where you go, because everything is accessible right from your phone.

Slide 36: THE DREAM PLAN

- The Shaklee Business is powered by the Dream Plan – compensation for sharing Shaklee products with others that rewards you in many different ways throughout your Shaklee career.

Slide 37: HOW DO YOU SEE YOURSELF FITTING IN?

- What did you see in this presentation that piqued your interest?
- Do you have the balance of work, family, and leisure time that you'd like to have?
- Do you have the lifestyle you desire?
- If you could design a life that you truly love, and be in control of your time and finances, what would that look like?