

Health Chat – Heart Health Presentation Script

Cover slide: Health Chat – Heart Health

- Welcome, and thank you for joining me!
- I'm here today to talk about Heart Health. There are simple daily steps we can all take to lead a healthier life and help maintain a healthy heart.
- I represent a company called Shaklee, and I'd like to tell you a little more about it and why I've partnered with such an incredible company.
- Shaklee is a leader and pioneer in the global health and wellness movement, and we're on a mission to create healthier lives.
- **OPTIONAL:** *This is where you can add a brief comment about what compelled you to partner with Shaklee.*

Slide 2: Many Heart Health Factors Are Within Your Control

- Your heart health depends a lot on the choices you make every day.
- There's a lot that's within YOUR control.
- The combination of heart disease and stroke is this country's number two cause of death. While there are numerous factors that can increase your risk, the Heart and Stroke Foundation of Canada has found that almost 80% of premature heart disease and stroke can be prevented through healthy behaviours. That means such habits as eating healthy, being active, and living smoke free have a big impact on your health.
- We're going to look at prevention – and the important role diet and exercise play in supporting a healthy heart.

Slide 3: Four Key Factors for Maintaining a Healthy Heart

- According to the Harvard School of Public Health, there are four key factors that help prevent heart disease:
 - Not smoking
 - Maintaining a healthy weight
 - Exercising
 - Following a healthy diet

Slide 4: Support a Strong and Healthy Heart

- To support a strong and healthy heart, first look at your diet.
- Healthy eating has a strong correlation with keeping your heart healthy.
 - Keep your plate colorful with an antioxidant-rich diet
 - Eat plenty of fruit and veggies every day
 - Choose foods with healthy fats instead of saturated fat

Slide 5: Maintain a Healthy Weight

- Another important factor in keeping your heart healthy is maintaining a healthy weight:
 - Losing 5–10% of your body weight can make a big difference
 - Studies have shown that you can significantly lower your risk of heart problems by losing inches around your middle

Slide 6: Making Healthy Food Choices Can Be Hard

- We all know that making healthy food choices every single day can be hard; fortunately, a multivitamin can help fill in those nutritional gaps:
 - One serving of Vitalizer™ contains all these nutrients

Slide 7: Eat Omega-3-Rich Fish at Least Twice a Week

- Studies have shown that eating omega-3-rich fish at least two to three times per week is important to support a healthy heart:
 - Salmon, halibut, and mackerel are good sources of omega-3 fatty acids
 - Choose seafood that's fished or farmed in ways that have less impact on the environment
 - Unfortunately, finding clean and sustainable sources of omega-3 fish can be challenging, so supplementation is a good alternative to eating fish

Slide 8: OmegaGuard® Provides Purity and Potency

- Shaklee OmegaGuard provides a full spectrum of seven ultra-pure, pharmaceutical-grade omega-3 fatty acids, which are naturally found in small, cold-water fish.
- To ensure purity and potency, the fish oil in OmegaGuard undergoes a proprietary state-of-the-art molecular distillation process that:
 - Concentrates natural, beneficial omega-3 fatty acids, including EPA and DHA
 - Removes harmful compounds, such as mercury and lead, that are found in many types of fish
 - Reduces oxidation and formation of trans fats
 - Minimizes odour and fishy aftertaste
- In addition, the fish oil found in OmegaGuard is Certified Sustainably Sourced by Friend of the Sea®. Friend of the Sea – or FOS – is an internationally recognized non-profit organization whose mission is to conserve the global marine habitat. FOS operates leading certification projects that verify the sustainability of fisheries as well as omega-3 fish oil products.

Slide 9: OmegaGuard Helps Reduce the Risk of Heart Disease*

- OmegaGuard helps reduce the risk of heart disease*
- In addition, OmegaGuard:
 - Helps maintain and support cardiovascular health
 - Helps reduce serum triglycerides/triacylglycerols
 - Contains all seven omega-3 fatty acids, including EPA and DHA, known to maintain and support cardiovascular health*
 - Is a smaller size for easier swallowing
 - Is naturally cholesterol free

*Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.

Slide 10: Your Heart Is the Hardest-Working Muscle in Your Body

- Your heart is your hardest-working muscle, pumping approximately 2,000 gallons of blood throughout your body every day.
- To facilitate your heart's function, energy is made available with the help of a nutrient called coenzyme Q₁₀ (CoQ₁₀), which also provides potent antioxidant support for the heart.
- CoQ₁₀ is produced naturally by the body and is present in all cells.
- Dietary intake helps maintain CoQ₁₀ levels, but the amount of CoQ₁₀ consumed from foods is typically less than 10 mg a day.
- Factors such as poor diet, aging, and daily exposure to free radicals may increase the need for this crucial nutrient.
- The use of certain medications can reduce CoQ₁₀ levels in the blood.

Slide 11: CoQHeart® Helps Support the Production of Energy in Your Heart

- Shaklee CoQHeart with Q-Trol® supports the production of energy in your heart:
 - Helps replenish and maintain CoQ₁₀ levels in your blood
 - Q-Trol is a natural proprietary blend of the antioxidants CoQ₁₀ and resveratrol, providing potent support for optimal heart health

Slide 12: CoQHeart

- The amount of CoQ₁₀ consumed from foods is typically less than 10 mg a day. To get the same 100 mg of CoQ₁₀ found in CoQHeart, you would have to eat 10 pounds of pistachios.*

*The nutrient content of a daily serving of CoQHeart is not the same as the amount of nutrients found in the foods listed above.

Slide 13: Adding Plant Sterols and Stanols to Your Diet Helps Reduce Cholesterol*

- We all know that LDL (“bad”) cholesterol is bad for your heart and contributes to heart disease.
- Plant sterols and stanols may help reduce the risk of heart disease by helping lower cholesterol.*
- Phytosterols, also known as plant sterols, are naturally occurring compounds found in most plants.
- Plant sterols and stanols are similar in structure to cholesterol and compete for absorption in the intestines.
- Less cholesterol absorbed by the intestines means less cholesterol in your blood stream.

*To lower cholesterol, Health Canada and the U.S. National Institutes of Health recommend eating less saturated fat and cholesterol, exercising, losing weight, eating more soluble fibre, and consuming 2000 mg of plant sterols and stanols daily. Products providing 800 mg of plant sterols and stanols daily, consumed with two different meals as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.

Slide 14: Cholesterol Reduction Complex

- Shaklee Cholesterol Reduction Complex uses plant sterols and stanols to help lower cholesterol.*
- Contains ingredients that have been clinically proven and are supported by more than 80 studies to lower LDL cholesterol.†
- Delivers 2,000 mg of plant sterols and stanols, which is 100% of the Health Canada and NIH recommendations for daily intake of plant sterols and stanols.†
- To get the same amount of plant sterols and stanols found in Cholesterol Reduction Complex, consider what you’d have to eat every day: 6½ cups of soybeans, 59 oranges, or 47½ cucumbers.‡

*Products providing 800 mg of plant sterols and stanols daily, consumed with two different meals as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Cholesterol Reduction Complex provides 1000 mg of plant sterols and stanols per serving and 2000 mg daily when used as directed.

†To lower cholesterol, Health Canada and the U.S. National Institutes of Health (NIH) recommend eating less saturated fat and cholesterol, exercising, losing weight, eating more soluble fibre, and consuming 2000 mg of plant sterols and stanols daily.

‡The nutrient content of a daily serving of Cholesterol Reduction Complex is not the same as the amount of nutrients found in the foods listed here.

Slide 15: Stress Can Impact Your Blood Pressure

- Over time, stress wreaks havoc on our bodies – slowing digestion and weakening immune function. And it's bad for the heart.
- There are many ways to reduce stress, including exercise, meditation, getting away from computers and cell phones, and just simply laughing more.

Slide 16: Shaklee Blood Pressure

- Shaklee Blood Pressure helps support healthy blood pressure and promotes healthy blood circulation.
- Studies have shown its key ingredients address two important mechanisms that are known to impact blood pressure levels in the normal range.
- Shaklee Blood Pressure is designed to promote healthy blood circulation and blood vessels and to relax blood vessels to help retain blood pressure.

NOTE: not for use by children or pregnant or lactating women. If you have heart disease, high or low blood pressure, kidney or liver disorder, diabetes, or edema (swelling of hands, face, and feet), or are taking other diuretic products, do not use. Do not discontinue any medications without consulting your doctor. Consult a health care practitioner prior to use if you have erectile dysfunction (ED) or if you are following a diet rich in potassium and/or nitrates (e.g., plants from the Amaranthaceae family such as beets, spinach, etc.).

Slide 17: Shaklee SmartHeart™ Regimens

- Our scientifically supported SmartHeart Regimens are designed to help reduce your overall risk of heart disease by maintaining a healthy cardiovascular system.
- The SmartHeart Blood Pressure Regimen is designed to support optimal cardiovascular health and healthy blood pressure. It includes OmegaGuard®, Blood Pressure, and CoQHeart®.
- The SmartHeart Cholesterol Regimen is designed to support optimal cardiovascular health while reducing cholesterol. Includes OmegaGuard, Cholesterol Reduction Complex, and CoQHeart.

Slide 18: Where to Start – Your Personalized Health Assessment

- It takes 5 minutes to complete the Shaklee Healthprint™ assessment.
- Shaklee offers products to support your ongoing healthy lifestyle, and you can create a personalized regimen using our 1 + 2 + 3 Personal Health Plan.
- **Our recommendations start with your choice of a multivitamin option along with a protein shake to provide a healthy meal.**
- From there you can select targeted solutions: ultra-pure supplements with clinically proven ingredients designed to address your unique health concerns.
- Finally, you have options to provide a needed vitamin and/or mineral boost such as vitamin D or magnesium.

Slide 19: 100% Guaranteed

- All Shaklee products are 100% guaranteed.
- If you're not satisfied with any one of our products, you can send it back to us for a full refund, even if the container is empty. No questions asked.

OPTIONAL SECTION: Close the Health Chat

- Thank you so much for coming!
- *If concluding, offer people the opportunity to ask more questions and place orders.*

OPTIONAL SECTION: Share your personal story and/or transition to the opportunity

Slide 20: Your Personal Story and Photos

- Share your own 2-minute story about how the Shaklee Business Opportunity has changed your life.

Opportunity Section

Slide 21: Share the opportunity using either your own story or the following slides:

Slide 22: 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 2017, that leadership level had an average annual income of \$103,561 in Canada.

Slide 23: Martha and 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 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 2017, that leadership level had an average annual income of \$190,655 in Canada.

Slide 24: Our Opportunity

- It's flexible. You can fit your business into your busy life wherever you like, 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 to others. You don't have to be a scientist or a nutritionist at all. Shaklee gives you access to all of 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, and there's no inventory requirement. It goes where you go, because everything is accessible right from your smartphone.

Slide 25: 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 26: How Do You See Yourself Fitting In?

- Whether you choose to join us today as a customer and start to feel amazing, or you're interested in sharing these products with others and making some money along the way, the first place to start is with your Personalized Health Plan, so let's all begin now by taking the Shaklee Healthprint™ assessment.

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