

**Healthy Nutrition Love Your Life Event Presentation Script  
Updated March 2019**

**Cover slide: HEALTHY NUTRITION**

- Today I want to introduce you to Shaklee healthy nutrition solutions to help you and your family live healthier longer. And I'll share with you a way to earn an extra income that can help you on the path to creating a life you can truly love – by sharing those products with others.

**Slide 2: FEEL AMAZING IN 30 DAYS – CLIFF DIVE AT 90!**

- What if you could feel healthier in 30 days – guaranteed – or your money back?
- Shaklee can help put you on the path to a healthier you
- What do we mean by that? Well, not only can we help you feel amazing in 30 days using Shaklee products, but we can help you live a healthier life for many years to come!
- Who wouldn't love to be that person who's cliff diving or jumping out of airplanes at age 90?

**Slide 3: GOOD NUTRITION IS KEY**

- How you fuel your body makes a difference
- Science has shown that good nutrition is the key

**Slide 4: DID YOU KNOW?**

- But it isn't as easy as you might think to get the nutrients you need each day
- Did you know that:
  - Many Canadians don't get the daily recommended value for one or more vitamins and minerals in their diets?
  - Nearly 40% of Canadians surveyed in 2018 said they eat some type of fast food one to three times a week?
  - About 20% of all North Americans meals are eaten in the car?
  - And even if you're making healthy choices and getting your fruit and veggies each day, over the years there's been up to a 38% decline in the nutrient content of crops, which means you may not be eating as healthy as you think?

**Slide 5: DID YOU ALSO KNOW?**

- And did you also know that about half of North Americans believe doing their taxes is easier than eating healthy?

#### **Slide 6: MAKING HEALTHY FOOD CHOICES EVERY SINGLE DAY CAN BE DIFFICULT**

- Making healthy food choices every single day can be difficult

#### **Slide 7: SHAKLEE MAKES IT SIMPLE**

- Shaklee 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 8: 100 YEARS OF INNOVATION**

- Shaklee not only makes it simple, but we also bring more than 100 years of innovation to every product
- Our founder, Dr. Shaklee, invented the first multivitamin in the United States more than 100 years ago
- And, in 1990, our non-toxic and biodegradable Basic-H® household cleaner was chosen as one of the first official Earth Day products
- Throughout our history, everything we do has been designed to be in harmony with nature
- Our commitment to finding the best botanical ingredients and formulas is reflected in more than 100 patents and patents pending on Shaklee products

#### **Slide 9: 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.<sup>†</sup> 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<sup>‡</sup>:
  - 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.

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

<sup>‡</sup>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 10: CHANGING BRANDS CAN CHANGE YOUR LIFE**

- Switching to Shaklee products truly can be life changing, helping you live a healthier life
- Dr. Blackburn also stated:
  - “The Shaklee population is remarkably healthier than the general population, as shown by...the Landmark Study...and the Telomere Study.”
- Dr. Blackburn also noted in a personal forward (written exclusively for Shaklee) to her *New York Times* best-selling 2017 book, *The Telomere Effect*, “It’s exciting that there is a large population of individuals, the Shaklee community, who have chosen certain lifestyle characteristics that preserve and protect their telomeres.”

#### **Slide 11: 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 12: 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 13: 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 14: LIFE SHAKE™**

- Life Shake is our most delicious shake, clinically proven shake. With 23 vitamins and minerals, it's clinically proven to help you thrive and create the foundation for a healthier life:
  - Packed with 20 grams of protein and 6 grams of dietary fibre per serving (dry mix), it helps build strong muscles and protective antibodies
  - It's Powered by Leucine® to help you build lean muscle, burn fat, and improve your metabolism
  - It promotes digestive comfort
  - All this – and more – with just 130 to 170 calories per serving!

### **Slide 15: MORE ABOUT LIFE SHAKE**

- And Life Shake comes in four delicious flavours:
  - Soy Protein formula is available in Vanilla, Chocolate, Strawberry, and Café Latte
  - Stevia-Free Soy Protein formula is available in Vanilla and Chocolate
  - Plant Protein formula is available in Vanilla and Chocolate

#### **Slide 16: MAKING BETTER CHOICES IS EASIER WITH LIFE SHAKE**

- Making better, healthier choices is easier with Life Shake
- Look at this comparison between Vanilla Life Shake Plant Protein formula mixed with 10 ounces of cold water versus a common choice from Starbucks®\*
- Life Shake is lower in sugar, calories, fat, sodium, and carbohydrates, plus it has more than twice the protein – and all this at a much lower price!

\*Life Shake and the additional meal listed in this chart provide nutrients beyond those listed. Detailed nutritional values for Life Shake can be found on the label. The nutrition information for the other meal listed above was obtained from the official Website of the above company on November 20, 2018. All trademarks are the property of their respective owners.

#### **Slide 17: TARGETED SOLUTIONS**

- Step 2: choose your Shaklee targeted solution: ultra-pure supplements with clinically proven ingredients designed to address your unique health concerns
- We have solutions for cell protection and more energy; digestive, mind, heart, immune, bone, joint, and blood sugar health; stress relief; omega-3 fatty acids; and special formulas for both men's and women's targeted health concerns

#### **Slide 18: VIVIX®**

- Vivix is our best-selling antioxidant supplement, with more than a billion dollars in sales and millions of satisfied customers
- Vivix provides powerful protection for your cells:
  - Protects and repairs DNA
  - Only Vivix contains the power of both resveratrol – a natural antioxidant compound – and a proprietary phytonutrient blend that harnesses the powerful antioxidant properties of the muscadine grape
  - Laboratory studies show that the key ingredients in Vivix are 13 times more powerful than resveratrol alone in slowing the formation of advanced glycation end-product (AGE) proteins, which can lead to cell damage
- Vivix is backed by six patents and features superior concentrations of ellagic acid and ellagitannins that, when combined with other polyphenols, yield immense antioxidant power

#### **Slide 19: MORE TOP-SELLING TARGETED SOLUTIONS FROM SHAKLEE**

- Here are a few more of our top-selling targeted solutions:
  - Optiflora® DI: contains the powerhouse probiotic *B. lactis* HN019, which is clinically proven to support digestive health. Plus, it restores good gut bacteria, helps maintain regularity, and helps reduce occasional gas and bloating.

- NutriFeron®: for powerful daily immune system support. This patented, clinically tested blend of zinc and four plant extracts helps balance the immune system naturally.
- MindWorks®: provides cognitive support. Scientific studies have shown that the key ingredients in MindWorks work in three ways:
  - 3.6 times better mental function
  - 30% lower shrinkage rate of the brain
  - Designed to help blood circulation

**Slide 20: SHAKLEE KEY NUTRIENTS**

- Step 3: choose your Shaklee key nutrient for a powerful boost of the key vitamins, minerals and other nutrients when you need them
- Shaklee has vitamins B, C, D, and E; the minerals calcium, magnesium, iron, and zinc; and more

**Slide 21: TOP-SELLING KEY NUTRIENTS**

- These are a few of our top-selling key nutrients:
  - B-Complex: helps maintain the body's ability to metabolize nutrients
  - Vita-C 500 Sustained Release: delivers all-natural vitamin C – a powerful antioxidant that maintains immune function and so much more – hour after hour
  - Vita-D<sub>3</sub>®: promotes healthy bones and teeth and helps maintain immune function
  - Vita-E® 400 Plus: helps defend against oxidation to help keep your heart and circulatory system healthy

**Slide 22: 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

**Slide 23: SHARE PERSONAL HEALTH PLAN RESULTS**

- Becky, a Shaklee Family Member since 2002: Vitalizer™ plus Life Shake(TM plus Stress Relief Complex plus CorEnergy®
- Donna, a Shaklee Family Member since 1968: Vitalizer™ plus Vivix® plus + OsteoMatrix® (the Canadian version of Super Cal Mag Plus) plus MindWorks® plus B-Complex
- Mark Kelly, NASA Commander, Space Shuttle *Endeavour*: Vitalizer™

#### **Slide 24: OUR COMPANY**

- Dr. Shaklee pioneered the supplement industry with the invention of the multivitamin in the United States more than over 100 years ago – and we haven't stopped since!
- While providing you with clinically proven products and a simple system to create your own personal health plan, Shaklee is on a mission to create healthier lives while helping the planet:
  - Shaklee was the first company to fully offset our carbon emissions so as to leave no footprint on the earth
  - We planted more than one million trees around the world with the late Dr. Wangari Matthai, winner of the Nobel Peace Prize for the Environment

#### **Slide 25: OUR PRODUCTS**

- In addition to Healthy Nutrition products, we also offer Shaklee 180<sup>®</sup> Healthy Weight products, Get Clean<sup>®</sup> earth-friendly products for a healthy home, and the YOUTH<sup>®</sup> clean beauty skin care collection to help you Look Younger Longer

#### **Slide 26: 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 27: THE SHAKLEE DIFFERENCE™: PROVEN**

- Shaklee products are proven by science and proven by people
- Our products are backed by 100+ patents and patents-pending and 100+ 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 over 144 gold, silver, and bronze medals to date in international competition

### **SLIDE 28: SHARING SHAKLEE NUTRITION**

- As proud as I am to share these Shaklee products with you today, I'm just as proud of the way we choose to sell our products, so I'd like to share our Shaklee business opportunity with you
- Sharing your passion for Shaklee products with others and helping them live healthier too can help you build a life you truly love

### **SLIDE 29: SHARE YOUR STORY**

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

### **Slide 30: 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 31: 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 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 2017, that leadership level had an average annual income of \$190,655 in Canada.

### **Slide 32: 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 33: 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 34: 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?