

## HEALTH CHAT – MEN’S HEALTH PRESENTATION SCRIPT

### Cover slide: MEN’S HEALTH

*Welcome your guests and thank them for their time and attention.*

### Slide 2: ENCOURAGE THE MEN IN YOUR LIFE TO MAKE THEIR HEALTH A PRIORITY

- Today’s Health Chat is on men’s health. For the men listening today, make your health a priority. And for those of you who have a man – father, brother, son, friend – in your life, encourage them to make their health a priority. It’s the best gift you can give.

### Slide 3: MEN’S HEALTH SURVEY

According to a survey by *Men’s Health* magazine and CNN, one-third of American men don’t go to the doctor for checkups.

Statistics provided by the University of British Columbia’s Department of Urologic Sciences indicate that Canadian men are far less likely to visit the doctor than women. And that hang-up could be one of the main reasons men’s life expectancy is coming up short by almost four years when compared with women’s life expectancy. So, it’s important to encourage a mindset of proactive, preventive thinking.

**Regular health exams and tests can help find problems before they start.**

### Slide 4: CARDIOVASCULAR DISEASE REMAINS #2 CAUSE OF DEATH

It’s important to know your risk factors!

Men with a family history of heart disease and stroke have, on average, an earlier onset of heart issues.

Here are some heart health risk factors:

- High blood pressure
- High LDL cholesterol
- Smoking
- Diabetes
- Overweight and obesity
- Poor diet
- Family history
- Physical inactivity
- Excessive alcohol use

### **Slide 5: BE PROACTIVE – BE INFORMED**

Going for checkups can help determine your numbers and your overall health so you can be informed and identify health goals.

Start by knowing your numbers:

- Blood pressure, cholesterol, triglycerides, BMI, and blood sugar
- If your BMI is greater than 25, commit to losing weight
- Whether or not numbers are elevated, set and follow diet and exercise goals
- Regular checkups and screenings make a difference

### **Slide 6: KNOW THE NUMBERS FOR HEALTHY RANGES**

Here are some charts to help you recognize healthy and unhealthy ranges for cholesterol and blood pressure, as well as some guidelines for determining prostate health in men.

### **Slide 7: FOUR AREAS WHERE YOU CAN MAKE A DIFFERENCE**

**Four areas** where you can make a difference, or help the men in your life make a difference:

- Nutrition
- Heart health
- Mental focus
- Joint health

### **Slide 8: NUTRITION**

In the past, men have typically been meat and potato eaters and haven't viewed vegetables as all that important.

Consequently, men are significantly less likely than women to recognize the health benefits of fruit and vegetables and their role in reducing the risk of many cancers, heart disease, high blood pressure, and diabetes.

~www.nih.gov

### **Slide 9: THINK ABOUT YOURSELF AND THE MEN IN YOUR LIFE**

For the men listening, ask yourself whether you eat enough vegetables. And ladies, think about the men in your life, whether it be your father, son, brother, husband, boyfriend, or friend.

**ASK:** Do they eat enough fruit and vegetables?

Studies show that:

- Many men eat only about 4½ servings of fruit and vegetables a day on average
- Only 4% say they eat the 9 servings of fruit and vegetables a day recommended as part of an active lifestyle

~www.nih.gov

### **Slide 10: TRENDS ARE CHANGING**

This report shows that millennials are more health-conscious than earlier generations when it comes to eating right and exercising.

*Business Insider*

### **Slide 11: GOOD NUTRITION SUPPORTS A HEALTHY LIFESTYLE AND WEIGHT**

Let's start by looking at nutrition.

Eating right and getting a variety of foods, especially fruit and vegetables, plays a part in a healthy lifestyle, as well as losing weight and maintaining a healthy weight.

- Make sure to eat a variety of food, including a half-plate full of colourful fruits and vegetables – not juices
- Get plenty of whole grains, beans, and legumes
- Choose lean meats, fish, poultry, and low-fat dairy options
- Select “healthy fats”: eat more omega-3 fatty acids and monounsaturated fats (olive oil, nuts, seeds)
- Avoid trans fats and fried foods, and minimize your intake of fast foods

### **Slide 12: MAKING HEALTHY FOOD CHOICES EVERY SINGLE DAY CAN BE HARD**

Making healthy food choices every single day can be difficult. Vitalizer™ can help fill in nutrient gaps.

### **Slide 13: VITALIZER™**

Vitalizer With Iron is tailored for men.

It's a clinically supported pack with the nutrients your body needs to create a foundation for a healthier life.

It supports: cardiovascular, cognitive, joint, immune, bone, tissue, and digestive health plus metabolic function and healthy skin, hair, and nails.

Vitalizer includes:

- Vita-Lea®
- B+C Complex with sustained-release technology
- Caroto-E-Omega with omega-3 fatty acids, carotenoids, and vitamin E
- Optiflora® Probiotic
- Patented S.M.A.R.T. delivery system

#### **Slide 14: S.M.A.R.T.™**

##### **Shaklee Micronutrient Advanced Release Technology™**

Vitalizer features a unique, patented delivery system designed to dramatically improve absorption of key nutrients.

- Vita-Lea®: 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 our triple-layer encapsulation technology, protecting them from stomach acid.

#### **Slide 15: GET TO AND MAINTAIN A HEALTHY WEIGHT**

For men who are busy and leading active lives, a Life Shake™ is a convenient way to have a meal.

- Losing just 5% to 10% of your body weight can result in significant health benefits
- Replace 1 to 2 meals with Life Shake and eat one healthy meal daily
- Life Shake contains 20 grams of plant protein per serving to help build strong muscles and protective antibodies and is Powered by Leucine® to preserve muscle, so weight loss comes from fat

#### **Slide 16: LIFE SHAKE™: ONE SHAKE DOES IT ALL**

##### **STRONG MUSCLES**

- **Protein to help build strong muscles.** 20 grams of ultra-pure, non-GMO plant-based protein per serving.

##### **HEALTHY WEIGHT**

- **Powered by Leucine®** to help build lean muscle, burn fat, and improve metabolism.

## **HEALTHY DIGESTION**

- **Added digestive enzymes.** Provide digestive comfort and support.

## **Slide 17: HEART HEALTH**

Heart health depends on choices you make every day. There's a lot within your control.

## **Slide 18: STRESS CAN BE A MAJOR TRIGGER**

### **Don't underestimate the effects of stress on your health**

Stress triggers:

- Overeating of unhealthy foods
- Smoking
- Drinking too much alcohol

Instead:

- Exercise
- Stay positive
- Meditate or take time to focus on your own well-being
- Unplug

## **Slide 19: AEROBIC EXERCISE HAS MANY BENEFITS**

Aerobic exercise supports a healthy heart.

Here are some ways aerobic exercises help your heart:

- Requires the heart to constantly pump oxygenated blood to working muscles
- Stimulates your heart and lungs
- Strengthens your cardiovascular system

Health Canada recommends that adults accumulate at least 150 minutes of moderate to vigorous physical activity a week.

Aerobic exercise includes activities such as brisk walking or hiking, jogging or running, swimming, cycling, and dancing.

## **Slide 20: OMEGAGUARD®**

### **Helps reduce the risk of heart disease\***

OmegaGuard provides purity and potency with a full spectrum of **seven ultra-pure, pharmaceutical-grade, omega-3 fatty acids** naturally found in small, cold-water fish.

### **Shaklee uses a proprietary, state-of-the-art, multistep 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**
- Minimizes odour and fishy aftertaste

### **OmegaGuard®:**

- Helps maintain/support cardiovascular health
- Helps support cognitive health and/or brain function, and joint health
- Helps reduce serum triglycerides/triacylglycerols
- Has zero cholesterol
- Small, easy-to-swallow softgels

\*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 21: YOUR WEIGHT AFFECTS YOUR JOINTS**

- Weight-bearing joints (knees, hips, and spine) are impacted by excessive weight
- The higher your weight, the more stress on your joints
- Losing weight reduces stress on your joints

**Each pound exerts four times the pressure on weight-bearing joints.**

## **Slide 22: WHAT HAPPENS AS WE AGE**

- Excessive wear and tear can cause joint inflammation
- Inflammation can lead to degeneration of the joint
- With age, losing muscle mass can worsen joint degeneration

## **Slide 23: EXERCISE HELPS MAINTAIN HEALTHY BONES, MUSCLES, AND JOINTS**

The loss of strength and stamina attributed to aging is in part caused by reduced physical activity.

~CDC

## **Exercise**

Move more:

- Walking
- Running
- Playing golf or tennis
- Cycling or swimming are activities that don't put extra pressure on joints

## **Build muscles**

Weight training:

- Builds muscles, which support and protect joints
- Maintains muscle mass as you age

Core strengthening:

- Helps with balance to prevent falls that damage joints

## **Slide 24: JOINT HEALTH COMPLEX**

Joint comfort in as few as five days\*

Joint Health Complex\* supports healthy joints in three ways:

1. **Improves cushioning**  
Glucosamine helps maintain cartilage: the protective cushioning between joints that allows them to move more freely.
2. **Maintains healthy connective tissue**  
Zinc, copper, manganese, and vitamin C help build collagen and other important components of connective tissue that give strength and structure to joints.
3. **Increases joint comfort**  
Boswellia extract works in as few as five days to improve joint comfort.\*

\*The specific form of boswellia extract used in Joint Health Complex has been shown in a clinical study to improve joint comfort in as few as five days.

## **Slide 25: JOINT HEALTH COMPLEX**

### **Clinically proven**

In a published study, the patented, fast-acting form of boswellia extract used in Joint Health Complex was clinically shown to improve joint comfort in as few as five days.

- Up to 28% faster
- Rated to be 45% more effective at long-term joint comfort
- Provides up to 31% more ease of motion

## **Slide 26: POWERFUL COMBINATION**

### **Joint Health Complex + OmegaGuard®**

#### **They work even better together.**

A clinical study<sup>1</sup> indicated that the combination of fish oil and glucosamine may significantly improve your overall joint comfort. And the amount delivered in the study can be found in just one daily serving of OmegaGuard and Joint Health Complex.

<sup>1</sup>Gruenwald J, Petzold E, Busch R, Petzold HP, Graubaum HJ. Effect of glucosamine sulfate with or without omega-3 fatty acids in patients with osteoarthritis. *Advances in Therapy*. 2009; 26(9):858.

## **Slide 27: MENTAL FOCUS DECLINES OVER TIME**

Neural connections in our brains start declining as early as age 20. By age 45, this decline occurs even more rapidly.

- Men had more memory decline than women after the age of 40
- Male brain shrinkage was worse than for females after age 60

~Mayo Clinic Study 2015

This is why we need to support brain health. Here are some of the ways to do that:

- Be active
- Get to a healthy weight
- Eat healthy
- Keep connected
- Exercise your brain
- Stress less

## **Slide 28: MINDWORKS®**

### **Supports cognitive function**

The key nutrients in MindWorks have been shown in three clinical studies and dozens of laboratory studies to temporarily support cognitive function and memory, as well as support long-term brain health.

**It enhances mental sharpness with better memory and focus\* and decreases rate of brain shrinkage, a common consequence of aging.†**

\*At six hours versus control. Based on a two-year study of 223 adults with mild cognitive impairment.

†Based on a two-year study of 223 adults with mild cognitive impairment.

## **Slide 29: SCIENTIFIC STUDIES HAVE SHOWN THE KEY INGREDIENTS IN MINDWORKS® WORK IN THREE WAYS**

### **3.6 TIMES BETTER MENTAL FUNCTION THAN CONTROL\***

- The guarana extract provides temporary improvement in cognitive performance and memory

### **30% LOWER SHRINKAGE RATE OF THE BRAIN†**

- The three B vitamins (folic acid, B<sub>6</sub>, and B<sub>12</sub>) help reduce elevated blood homocysteine levels, thereby reducing brain atrophy

### **DESIGNED TO HELP BLOOD CIRCULATION**

- The unique Chardonnay grape seed polyphenol blend is made with an extraction process that concentrates specific polyphenols that are clinically proven to help blood circulation, which is critical for delivery of oxygen and key nutrients to the brain

\*At six hours versus control. Based on a two-year study of 223 adults with mild cognitive impairment.

†Based on a two-year study of 223 adults with mild cognitive impairment.

## **Slide 30: SAW PALMETTO COMPLEX**

### **Supports prostate health**

Saw Palmetto Complex helps men over 40 relieve the urologic symptoms associated with an enlarged prostate gland in a minimum of three months of daily use.

It contains a standardized blend of saw palmetto berry extract, pumpkinseed oil, and beta-sitosterol, a valuable phytosterol derived from soybeans, which has been found to support prostate health.

### **Other steps to support prostate health:**

- Eat more fruit and vegetables
- Get to and maintain a healthy weight
- Exercise regularly
- Discuss family history with your health care provider

### Slide 31: SHAKLEE HEALTHPRINT™

As we finish our Health Chat, we'd like to send you a link to take the Shaklee HealthPrint assessment.

#### YOUR PERSONALIZED HEALTH ASSESSMENT

- Allows us to better serve and support you with your health goals
- Takes 5 minutes to complete
- 20 questions designed to focus on what's important to you:
  - You'll receive a Health and Wellness Score based on where you are relative to your goals
  - It will give you health insights with recommendations and educational content

### Slide 32: END OF HEALTH CHAT

- Thank you for so much for coming and being part of this Health Chat!
- *If concluding your presentation now, offer people the opportunity to ask questions and place orders.*

#### OPPORTUNITY SECTION

### Slide 33: SHARE YOUR STORY

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

### Slide 34: 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 35: 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 36: OUR OPPORTUNITY**

- Shaklee products aren’t available in stores. They’re shared by people like me who are passionate about helping others and looking for a way to earn an extra income.
- And what’s great about Shaklee’s income opportunity is that:
  - 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 to 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 including the Shaklee Healthprint™ assessment.
  - It’s social. That means it’s also fun and 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 a store, and there’s no inventory requirement. It goes where you go because everything is accessible right from your smartphone.

### **Slide 37: THE DREAM PLAN**

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

**Slide 38: HOW DO YOU SEE YOURSELF FITTING IN?**

- Thank you for taking the time to learn about our products for Men's Health, and to think about what this could mean for your life and the lives of people you care about. I would love to be able to welcome you to my team and support you in loving everything about your life, through Shaklee.
- 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?