



POWERFUL PROTECTION FOR YOUR CELLS

Now 30% more
powerful*



Prevents and repairs
DNA damage*

40% lower rate of
telomere shortening†

13 times more powerful
than resveratrol‡ alone*

Business Growth Opportunity

Research suggests that remaining healthy throughout life is a growing concern in North America as the population grows older. Consumer spending on products to help in the quest for long-term health has been growing at 6% year after year. **Shaklee is well positioned for success in this category.** As a pioneer in nutritional health, Shaklee focused its research efforts on cellular health – where good overall health begins – and launched Vivix, a potent antioxidant product designed to slow free radical damage naturally, in 2008 in the United States and in 2009 in Canada. The ongoing commitment to innovation from Shaklee has led to a **new formulation of Vivix (in 2015 in the U.S. and now in Canada) that is 30% more powerful and available in both liquid and liqigel forms.**

Open the Conversation

Ask general health questions, leading to questions about staying healthy throughout life:

- How healthy do you consider yourself? Are there things you'd like to improve?
- Are you concerned about staying healthy as you grow older?
- Many people look at their skin for signs of visible aging, but did you know that ensuring good health for life begins on the inside at the cellular level?
- Did you know that there are nutrients that can help protect and repair DNA?
- Would you be interested in keeping your body healthy starting at the cellular level?

Keep the Conversation Going

Set up the problem:

The health of your cells strongly influences your overall health, and our cells are continuously damaged by environmental exposure. Even the simple act of eating a meal can result in the formation of free radicals, which can damage cell components such as DNA and trigger normal inflammatory reactions that are thought to contribute to cell damage.

*Ghanim H, et al. A resveratrol and polyphenol preparation suppresses oxidative and inflammatory response to a high-fat, high-carbohydrate meal. *J Clin Endocrinol Metab.* 2011 May; 96(5):1409-14. Also, new unpublished studies (Data on File, Shaklee Corporation.)

†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.

‡A natural antioxidant compound found in some plants, types of fruit, seeds, grapes, and grape-derived products such as red wine. All Vivix products contain resveratrol.



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Introduce Vivix

Discuss the benefits of Vivix

Vivix contains a multiple-patented, natural blend of powerful polyphenols that:

- Helps your cells **protect and repair DNA** and combat free radicals*
- Helps promote telomere health:
 - In a preliminary clinical study, Shaklee users who took Vivix and multiple Shaklee supplements for at least five years had a 40% lower rate of telomere shortening across the adult age range compared with a healthy control group[†]
 - A statistical analysis projects that an 80-year-old Shaklee user would have the same telomere length as someone who's 41 years old[†]
- Is **13 times more powerful than resveratrol alone at slowing cell-damaging advanced glycation end-product (AGE) proteins**[‡]



Explain the Shaklee Difference

- **Multiple-patented**, natural blend of powerful polyphenols
- Immense antioxidant power
- Based on the muscadine grape: one of nature's rarest, most potent fruits
- Proprietary extraction process preserves bioactive polyphenols

Common Questions

1. Who should use this product and why?

Adults 18+ who are interested in protecting and repairing their DNA and staying healthy. This product is intended for people who are looking to live a healthier life.

2. Does Vivix require refrigeration?

The NEW liquigels don't require refrigeration. However, it's best to refrigerate the liquid formulation after opening to maintain optimal freshness.

3. What are polyphenols?

Polyphenols are phytonutrients with powerful antioxidant benefits, and they've been shown in laboratory studies to have protective effects against cellular damage. They protect and repair DNA.

4. What are telomeres?

Telomeres are protective caps at the ends of our chromosomes, which help protect our DNA. As we age, our telomere length gradually declines. Telomere length is thought to be a marker of overall health.

*Laboratory studies show that the key ingredients in Vivix protect and repair DNA.

[†]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.

[‡]Laboratory studies show that the ingredients in Vivix help slow the formation of cell-damaging AGE proteins.



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5. Will I see immediate results after taking Vivix?

You may not see immediate results because Vivix is designed to provide long-term health benefits at the cellular level by helping your cells protect and repair DNA and combat free radicals. Vivix may also contribute to slowing the rate of telomere shortening.

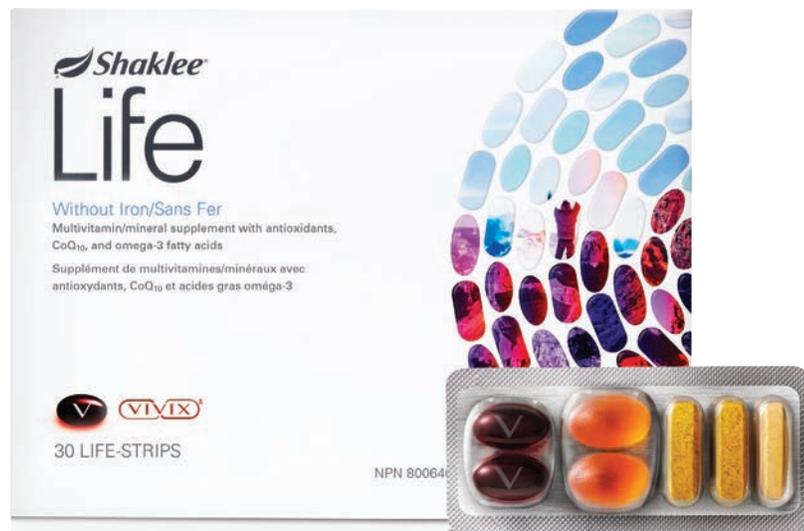
6. What other products should I take along with Vivix?

EVEN BETTER TOGETHER

The NEW Vivix Liquigels are also available as part of our best, **most comprehensive nutritional system** ever: Shaklee Life. This proprietary plan is backed by more than 10 patents and was developed from **breakthrough clinical research** including the Landmark Study, which is one of the largest clinical studies on long-term supplementation usage. This science was combined with our telomere study to design the Shaklee Life-Strip, with **clinically proven nutrients to help create the foundation for a healthier life.**

The new Shaklee Life-Strip delivers pure, potent vitamins, minerals, omega-3 fatty acids, polyphenols, antioxidants, and phytonutrients to help support optimal health:

- NEW Vivix Liquigels to protect against oxidative cell damage
- NEW Advanced Multivitamin for complete nutrition to support bone and tissue health
- NEW OmegaGuard® Plus for cardiovascular health
- B+C Complex to help the body metabolize carbs, fats, and proteins





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Share the Benefits of Vivix on Social Media

Tag us @ShakleeCanada or @ShakleeHQ and use hashtag #Shaklee on Twitter® and Instagram®.



- **Facebook® example:** Nancy is a professional researcher. When she learned about Vivix and its impact on cellular health, she was hooked. <http://www.shaklee.tv/nancys-shaklee-effect>. Contact me to learn more!
- **Twitter example:** Learn about slowing cellular damage with Vivix by Shaklee. <http://www.shaklee.tv/nancys-shaklee-effect>. Tweet me to learn more! #Shaklee

   /ShakleeHQ  /ShakleeCanada

Tips for the Pricing Conversation

Vivix | #57500 Improved Liquid | #57501 New Liquigels

Become a Member and pay preferred pricing

Member Price: \$89.35 | Point Value: 59.00

AUTOSHIP PRICE - SAVE 10%

Member Price: \$80.41 | Point Value: 53.10

Vivix Kosher (liquid) | #22911

Member Price: \$89.35 | Point Value: 59.00

AUTOSHIP PRICE - SAVE 10%

Member Price: \$80.41 | Point Value: 53.10

New Shaklee Life-Strip | #57294 With Iron | #57293 Without Iron

Member Price: \$177.45 | Point Value: 114.00

AUTOSHIP PRICE - SAVE 10%

Member Price: \$159.70 | Point Value: 102.60

Life Plan

Put the Shaklee Life Plan on AutoShip and you'll receive a coupon for a Shaklee product* (up to \$89.35 MP value) for only \$10.

*Certain restrictions apply.



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Additional Resources



Vivix consumer brochure



Life Plan video*



Life Plan consumer brochure

HOW WILL YOU JOIN SHAKLEE?

Enjoy the benefits and be rewarded in more ways than you can imagine.



USE

Experience the way Shaklee products can help transform your health.



SHARE

Share Shaklee products with friends and family and earn extra cash plus rewards.



BUILD

Build a team in a way that works for you and fits your life, with the potential for significant financial rewards.

*This video was produced in the United States and may include some product claims that have not been authorized and/or approved by Heath Canada.