

## **YOUTH® Look Younger Longer Event Presentation Script**

### **Cover slide: YOUTH®**

- Today I'd like to introduce you to a revolutionary anti-aging skin care system, along with a way to earn an extra income that can help put you on the path to creating a life you can truly love.

### **Slide 2: LOOK YOUNGER LONGER**

- At Shaklee, we've been helping people Live Younger Longer for more than 60 years thanks to our commitment to innovation in the field of natural health.
- And now those years of innovation have helped us take skin care to the next level with YOUTH. What if you could really Look Younger Longer?

### **Slide 3: HEALTHY BEAUTY**

- Launched in August 2017, YOUTH skin care has delivered unprecedented success for us at Shaklee.
- Now you can Look Younger Longer thanks to our new clean beauty line, which is right on trend with the latest innovations in beauty and wellness.
- In fact, our YOUTH Advanced Renewal Night Cream was recently featured on Self.com as a top product. And we've collected thousands of testimonials from women who shared their before and after pictures and amazing stories.

### **Slide 4: DESIGNED TO MAKE SURE YOU LOOK AS YOUNG AS YOU FEEL INSIDE**

- Our promise is that YOUTH will not only dramatically improve the health of your skin but it will also 100% guarantee to shift the appearance of your skin to a younger age.
- Unlike ordinary skin care, our advanced technology and powerful botanicals target the cellular level of your skin.
- When we were developing YOUTH, we knew it could help transform how people saw themselves and how the world saw them – but we wanted to prove it.
- That's why we engaged world-class skin experts to develop the Skin Age Index. This index measures the key areas of skin aging – including the appearance of facial wrinkles, pore size, even skin tone, firmness, skin texture, hyperpigmentation, and radiance – with factual clinical data.

### Slide 5: A DECADE OF AGING ERASED

- And by measuring with the Skin Age Index, what did we find?
- We found that 100% of the women in our study were clinically proven to have the appearance of younger-looking skin after using YOUTH.
- Not only that, but two thirds of the women studied shifted their skin age to a younger decade; that's a decade of aging erased! YOUTH addressed all major signs of aging and delivered remarkable results.
- We also proved that you don't have to sacrifice safety and purity for effectiveness. YOUTH provides clinical results without compromise.

### Slide 6: CLINICALLY PROVEN SAFE BEAUTY

- Today's beauty marketplace is crowded with brands that claim to be "all natural" or "without harmful chemicals" but don't provide effective products or guarantee the safety of their skin care lines.
- And then there's Shaklee. Our YOUTH products are formulated without parabens, phthalates, propylene glycol, sulfates, coal tar, PEG derivatives, petrolatum, hydroquinone, artificial colours, or artificial fragrances.
- In fact, we have a list of more than 2,500 questionable ingredients that we'll NEVER use in YOUTH products. We call it our "free-of" list, which is far longer than the lists some other companies provide – and most countries require.
- You can check out our full "free-of" list on our *Naturally* blog at [go.shaklee.com/naturally](http://go.shaklee.com/naturally).
- Plus, all YOUTH products are 100% vegan, cruelty free, gluten free, dermatologist tested, hypoallergenic, suitable for sensitive skin, non-comedogenic, and ophthalmologist tested.

### Slide 7: ANTI-AGING COLLECTION [divider slide]

### Slide 8: THE SCIENCE OF THE YOUTH COMPLEX

- The key to beautiful, younger-looking skin is cell renewal and hydration. YOUTH goes beyond addressing aging on the surface to target the cellular level of your skin.
- With eight patents and patents pending, each and every YOUTH product is specifically formulated to address the multiple causes of aging, whether it's your lifestyle, the effects of the environment, or natural aging.
- We created our patent-pending Youth Complex, found in each of our YOUTH Regimens, to support critical cellular functions that will give your skin the appearance of a youthful glow:
  - *Lotus japonicus* activates a key youth protein to regenerate cells to produce more collagen and elastin
  - *Schisandra chinensis* fruit extract structurally helps provide more nutrients and energy to the skin

- Muscadine grape polyphenols protect and repair cellular DNA in your skin while blocking collagen and elastin breakdown
- And Vital Repair+® Complex –with vitamins A, B<sub>5</sub>, C, and E, plus grape seed extract and more – provide antioxidant nutrients and essential vitamins to block skin-damaging free radicals and encourage healthy cell growth.
- Our entire YOUTH collection, from cleansers to treatments to moisturizers, provides anti-aging benefits, including cellular renewal and hydration, for younger-looking skin.

#### Slide 9: YOUTH ACTIVATING SERUM

- Reveal younger looking skin in 7 days! This is a must-have product: a potent anti-aging treatment with 10 times the normal concentration of Youth Complex to provide superior radiance and rejuvenation.
- Youth Activating Serum is powered by gentle encapsulated vitamin A retinol, apple cell extract, *Lotus japonicus*, and *Schisandra chinensis* to support collagen production and renewal at the cellular level, while muscadine grape polyphenols protect and repair cellular DNA. In addition, Vital Repair+ Complex provides antioxidant nutrients and essential vitamins to block skin-damaging free radicals and encourage healthy cell growth.
- When used as directed, Youth Activating Serum delivers younger-looking skin and improves the appearance of skin texture and even tone.
- Use it morning and night as part of the Advanced Anti-Aging Regimen. It can be used alone (Step 3 of your regimen) or paired with Moisture Activating Serum for dual benefits and to help dry skin.
- For anyone who has sensitive skin or is using a formula with retinol for the first time, start with night use only, two or three times a week, and increase to daily use as your skin adjusts.

#### Slide 10: YOUNGER-LOOKING SKIN IN 4 SIMPLE STEPS

- Our **Advanced Anti-Aging Regimen** is guaranteed to shift the appearance of your skin to a younger age. It's never too soon to start! We recommend these four simple steps daily to see remarkable and visible results. All our products are formulated to work synergistically.
- This regimen cleanses, tones, treats, and moisturizes with:
  - Step 1: Luminous Oil Gel Cleanser to gently polish, purify, and protect your skin
  - Step 2: Perfecting Skin Toner to exfoliate, hydrate, and nourish your skin
  - Step 3: Youth Activating Serum to renew your skin on a cellular level
  - Step 4 – Day: Mineral Defence Moisturizer SPF 30 to protect and hydrate your skin
  - Step 4 – Night: your choice of Advanced Renewal Night Cream formula – Light or Rich – to repair and nourish your skin

## Slide 11: HYDRATION COLLECTION [divider slide]

### Slide 12: ACTIVE CELLULAR HYDRATION TECHNOLOGY™

- Hydrated skin is healthy skin. Proper hydration is the cornerstone of any skin care regimen at any age, regardless of skin type.
- One of the main causes of aging skin is dry skin, which can make it look older. Dry skin actually acts like older skin: the outer surface becomes dry and cell turnover reduces, which results in skin that's more prone to sensitivity, lines, and wrinkles and is less receptive to skin care products. For skin to perform optimally, hydration is required. But, as we age, it can become more difficult for skin to absorb hydration or other skin care ingredients. Combination and oily skin types also tend to be dehydrated.
- Our Active Cellular Hydration Technology™ is truly innovative and clinically proven to deliver intense hydration. It's featured in two products in the YOUTH collection: Moisture Activating Serum and Moisture Lock Day Cream. Both restore vital moisture and bring your skin the hydration it needs to maintain the appearance of a youthful glow.
- Active Cellular Hydration Technology combines powerful and safe ingredients, including:
  - Cactus extract, which acts as a moisture magnet, attracting moisture to skin's outer layers
  - A unique blend of four forms of hyaluronic acid, which targets skin's layers and can retain up to 1,000 times its weight in water, locking in moisture and forming a reservoir deep within the skin
  - And 100% plant-based squalane, which creates an efficient seal that acts as a protective barrier to prevent water loss and retain moisture
- All this leads to the reduction of fine, dry lines and redness, leaving skin hydrated, plump, smoother, and softer

### Slide 13: MOISTURE ACTIVATING SERUM

- Moisture Activating Serum provides your skin the advanced hydration it needs to look younger longer.
- This fast-absorbing gel instantly delivers intense instant hydration to quench and plump skin. It's clinically proven to replenish hydration levels by 212% in just one use and locks in hydration for up to eight continuous hours.
- When you use this serum, your skin is measurably hydrated for up to 24 hours.
- It helps restore skin's natural moisture and build a moisture barrier to reduce water loss and the appearance of fine lines.
- Active ingredients from the Youth Complex enhance the antioxidant benefits of Moisture Activating Serum to help prevent the signs of aging. Skin is healthier, better protected, softer, and smoother.
- Use it morning and night as Step 3, after Perfecting Skin Toner. Use it alone or paired with Youth Activating Serum for additional anti-aging benefits. It's suitable for all skin types.
- For men, it's also perfect to use after shaving.

#### Slide 14: INTENSE HYDRATION IN 4 SIMPLE STEPS

- Our **Advanced Hydrating Regimen** delivers intense hydration in four simple steps.
- This regimen cleanses, tones, treats, and moisturizes with:
  - Step 1: Luminous Oil Gel Cleanser to gently polish, purify, and protect your skin
  - Step 2: Perfecting Skin Toner to exfoliate, hydrate, and nourish your skin
  - Step 3: Moisture Activating Serum to replenish hydration levels instantly
  - Step 4 – Day: Moisture Lock Day Cream to revitalize and rehydrate your skin
  - Step 4 – Night: your choice of Advanced Renewal Night Cream formula – Light or Rich – to repair and nourish your skin
- This regimen includes our super-star hydration product, **Moisture Activating Serum**, for Step 3 and our **Moisture Lock Day Cream** for Step 4 (for daytime use) to rehydrate, revitalize, and refresh your skin.
- Our regimens provide a 60-day supply of skin care.

#### Slide 15: MOISTURE LOCK DAY CREAM

- Formulated with our Active Cellular Hydration Technology, Moisture Lock Day Cream is designed to give you plumper, softer, and more hydrated skin.
- It quenches thirsty skin, replenishes hydration, and protects skin from moisture loss while sealing in the active ingredients of your serum to maximize its benefits. Not only does this luxurious cream provide your skin with superior hydration but it also provides anti-aging benefits with Vital Repair+ Complex and muscadine grape extract.
- The texture is like a cloud of moisture: light and whipped. It's perfect for all skin types and leaves skin refreshed, rehydrated, and revitalized.
- It's also formulated to layer under makeup so that your makeup goes on smoother and lasts longer.

#### Slide 16: TARGETED TREATMENTS TO AWAKEN AND BRIGHTEN

- YOUTH provides the flexibility you need to add targeted treatments to address specific concerns and boost the hydration and anti-aging benefits of our skin care regimens.
- Feeling tired? Worried about dark circles and puffy eyes? Need a boost of radiance to revive dull skin and even out your skin tone?
- We have four targeted treatments you can use as often as you need them, regardless of your skin type, age, or gender.

### Slide 17: RESTORING EYE TREATMENT

- Restoring Eye Treatment makes a great addition to either of our Advanced Regimens. Because who wouldn't love to awaken each day to brighter, smoother, and more youthful-looking eyes?
- Restoring Eye Treatment contains a unique peptide blend shown in a clinical study to reduce the appearance of lines and wrinkles around the eyes, and crow's feet, in as few as 7 days.\*
- It reduces the appearance of puffiness and dark circles.†
- It helps smooth the eye contour and visibly firms and hydrates.†
- Plus, it features a unique cooling tip that refreshes and energizes the eye area with a gentle massage at application and activates micro-circulation, which helps product absorption and efficacy.
- Use it morning and night. It's a great skin care choice for men, too!
- When adding Restoring Eye Treatment to an Advanced Regimen, use it after Perfecting Skin Toner and before Youth Activating Serum.

\*As measured in a 28-day clinical study of twice-daily use involving 36 subjects.

†As perceived by a significant majority of subjects in a 28-day clinical study of twice-daily use involving 36 subjects.

### Slide 18: RADIANCE C+E HYDRATING SERUM

- Our top-selling targeted treatment is Radiance C+E Hydrating Serum.
- This hydrating serum contains a powerful, patented dose of 20% vitamin C to reduce the appearance of age spots, smooth skin texture, and improve overall skin tone.
- Plus, it has vitamin E and raspberry cell extract to plump, brighten, and visibly reduce the appearance of fine lines and wrinkles.
- The capsules themselves are plant-based, 100% vegan, and biodegradable. They keep the formula fresh and protected from light so that the vitamins don't oxidize. This preserves the vitamins' power.
- When you add Radiance C+E Hydrating Serum to the Advanced Anti-Aging Regimen, you'll want to use it after Perfecting Skin Toner and immediately before Youth Activating Serum or Moisture Activating Serum.

### Slide 19: PURIFYING CLAY MASK AND HYDRATING GEL MASK

- Ready to experience a relaxing facial in the comfort of your own home? Facial masks are the fastest-growing trend in skin care, enjoyed by women of all ages.
- We have two masks for an instant facial and glowing skin!
- First, let's talk about our **Purifying Clay Mask**. It detoxes and helps clarify skin with a triple blend of mineral-rich clays, superfine charcoal powder, and volcanic ash from pristine Jeju Island in the Pacific Ocean.
- This formula absorbs and removes pollutants, impurities, and excess sebum to help minimize the appearance of pores, and reveals smoother skin without stripping or drying.

- All you need is 10 minutes, once or twice a week:
  - Apply on clean skin; there's no need to rub
  - Relax for 10 minutes
  - Then, rinse with a wet cloth and follow with Perfecting Skin Toner
- It leaves your skin soft and smooth, with improved skin tone and texture, and instant radiance.
- Next is our **Hydrating Gel Mask** for deep, soothing moisture.
- This refreshing gold gel is packed with hyaluronic acid, aloe leaf juice, and a multi-herbal blend for instant and long-lasting moisture.
- Indulge your skin with deep, soothing moisture for refreshed, hydrated skin. Hydrating Gel Mask also has a calming and soothing effect on irritated skin, thanks to its botanicals.
- It leaves skin plump, revitalized, and dewy and revives dull skin.
- It's perfect for whenever your skin feels dry, "thirsty", or slightly irritated or right before a big event or night out as a makeup prep.
- It can be used as needed once or twice a week:
  - Apply on clean skin; there's no need to rub
  - Relax for 10 minutes
  - Then, rinse with a wet cloth and follow with Perfecting Skin Toner
- You can use either mask on its own or you can use them together. Apply Hydrating Gel Mask where you need hydration most and Purifying Clay Mask where you need detoxifying most for your own custom facial!

#### **Slide 20: YOUTH ACTIVATING BB CREAM SPF 30**

- To perfect your daily look, we offer Youth Activating BB Cream SPF 30: a natural foundation infused with the skin care benefits of the Youth Complex.
- This multitasking 5-in-1 beauty balm evens, corrects, hydrates, nourishes, and protects your skin.
- Plus, it contains naturally derived, chemical-free, SPF 30 broad-spectrum UVA/UVB protection.
- Our BB cream provides a natural finish and buildable coverage to your desired level: apply one layer for light coverage, or more for additional coverage.
- Find your skin's perfect match with one of our four shades, or blend two or more together for your own customized shade.

#### **Slide 21: NEW LASH REVITALIZING AND CONDITIONING MASCARA**

- Put the finishing touch on your daily look with the latest addition to the YOUTH collection: Lash Revitalizing and Conditioning Mascara.
- Our new mascara is a 2-in-1 lash conditioner and mascara that lengthens, volumizes, and lifts to help create fuller-looking lashes.
- It's specially formulated with our Botanical Complex to help strengthen lashes and encourage the appearance of longer, healthier-looking lashes.

- And it features our unique Lash Protection Complex: patent-pending muscadine grape polyphenols and multi-patented Vital Repair+ Complex to help protect lashes and roots against environmental and free radical damage.
- Lash Revitalizing and Conditioning Mascara is made from naturally derived mineral pigment to provide a glossy-looking black finish.
- And our smudge-free, ultra-moisturizing formula adheres immediately to lashes for longer-lasting wear.

#### **Slide 22: CUSTOMIZE YOUR YOUTH REGIMENS**

- We know that everyone's skin is different, and you know your skin's needs best. That's why the products in the YOUTH skin care collection can be used in regimens you can customize to meet your specific needs.
- Using our skin type chart, make your choices based on your skin type and your main concern, whether it's replenishing hydration or addressing the signs of aging.
- We offer four options for you to get started: a three-step Anti-Aging Regimen and three Advanced Regimens, each with four simple steps that give you the ability to choose the serum, day cream, and night cream of your choice.

#### **Slide 23: ADVANCED ANTI-AGING REGIMEN AND ADVANCED HYDRATION REGIMEN**

- Each four-step regimen cleanses, tones, treats, and moisturizes day and night.
- The **Advanced Anti-Aging Regimen**, one of our "must-have" bestsellers for remarkable anti-aging results, includes Youth Activating Serum (for Step 3) to activate cellular renewal. It also features Mineral Defence Moisturizer SPF 30 (for Step 4), which contains naturally derived, chemical-free, broad-spectrum UVA/UVB protection plus vitamins and botanicals to moisturize your skin.
- Hydrated skin is healthy skin – at any age. Our **Advanced Hydrating Regimen** delivers intense hydration that prevents premature aging. It includes Moisture Activating Serum (for Step 3) and Moisture Lock Day Cream (for Step 4).
- Depending on your skin's needs, you may want to create your own daily routine. That's why we designed the **Personalized Regimen**, which lets you customize Steps 3 and 4.

#### **Slide 24: SPECIAL OFFER**

- And when you purchase one of our Advanced Regimens or the Personalized Regimen, you'll get a FREE Hydrating Gel Mask and a FREE Purifying Clay Mask.



## **Slide 25: EVERYTHING YOU NEED TO LOOK YOUNGER**

- In conclusion, the YOUTH skin care collection covers all your major skin care needs and delivers remarkable, visible results. It's everything you need to Look Younger Longer – at any age. This charts works as your GPS to guide you through your four simple steps and regimen choices.
- We stand behind our safe, proven clinical results. Our products are 100% guaranteed.
- If you're not satisfied with any of our products, you can send them back to us for a full refund, even if the container is empty. No questions asked.

## **SLIDE 26: CLINICALLY PROVEN CLEAN BEAUTY [divider slide] – conclusion of presentation if not doing the Opportunity Section**

*Below is the script for a few additional, optional slides you may choose to include in your presentation.*

### **OPTIONAL: SLIDE 27: SHARING YOUTH SKIN CARE**

- As proud as I am to tell you about YOUTH, I'm just as proud of the way we choose to sell our products, so I'd like to share some information about our business opportunity.
- Sharing your passion for YOUTH skin care with others and helping them Look Younger Longer can help you build a life you truly love.
- *Share your own two-minute story about how the Shaklee/YOUTH business opportunity has changed your life*

### **OPTIONAL: Slide 28: JULIE**

- When she started to build her Shaklee business in Canada, Julie was the single mother of a four-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.

### **OPTIONAL: Slide 29: 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.

**OPTIONAL: Slide 30: 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 Smartphone.

**OPTIONAL: Slide 31: MORE THAN HEALTHY BEAUTY**

- In addition to YOUTH, Shaklee offers three other product lines to help you and your family live healthier lives.
- We started sharing nutritional supplements in 1956. Today, our Healthy Nutrition line features everything from multivitamins to targeted solutions to address your top health concerns.
- The products in our Healthy Weight line have been designed to help you lose fat – not muscle – safely and to keep the weight off.
- And our Healthy Home products, which have been around long before the “green” movement started, are non-toxic household cleaners that are tough on dirt but gentle on the environment.

**OPTIONAL: Slide 32: 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.

**OPTIONAL: Slide 34: HOW DO YOU SEE YOURSELF FITTING IN?**

- So, whether you choose to join us today as a customer, or if you're interested in sharing these products with others and making some money along the way, I'm here to help you get started. Let's begin by having you experience the products for yourself.