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SHAKLEE PRODUCT GUIDE OR

“HEALTHY LIVING” PRESENTATION

September 2013

The following materials will assist you in doing a successful presentation:

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- 2. Organizing your presentation materials**
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- 5. Guidelines on how to share and demonstrate Shaklee Cleaners**
- 6. Hazardous cleaners comparison with Shaklee**
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THE VALUE OF THE HEALTHY LIVING HOUR

By Joyce Hoffmann, Lifetime Master Coordinator

Chuck and I have developed a large successful Shaklee business, with over 2 million in sales and a six figure income since 1977. We learned early in our Shaklee career that you had to have a simple copiable way to attract people to the business. You also had to have a system for making every member you sponsor a good Shaklee user. As a result of that realization, we developed the “**Healthy Living Hour**”, which we have used for over 36 years and have sold in excess of \$10,000 personal volume per month since the beginning of our Shaklee business in 1970. **We have never worried about having a good personal sales volume. Today we average in excess of \$20,000 a month in Personal Group Sales.** *So, I would like to explain the value the “Healthy Living Hour” could have in the development of your business.*

WHY WOULD YOU DO A “HEALTHY LIVING HOUR” PRESENTATION?

- A. To **EDUCATE** the members you have sponsored on the value of the product:
1. You can do this by either sitting down with them and doing an individual presentation of the basic products
----- OR -----
 2. If the person is at a distance from you, you can forward the charts to them from Drop Box - Hoffmann Group Access - file “Healthy Living Hour” to go through the Healthy Living charts along with a Product Guide, and watch the cleaner demonstrations done by Joyce so they will become educated on the products and become good consumers.
 3. Once they have become convinced of the value of the product, they are more willing to share the product with others.
 4. **An uninformed member is of no value to you** - *You are doing both the new member and yourself an injustice by not sharing all that Shaklee has to offer. That is why having them complete the MEMBER EDUCATION CHECKLIST IS SO IMPORTANT!!*
- B. To **PROSPECT** for *NEW* Members:
1. Watch the cleaner demonstrations done by Joyce on Drop Box, assemble your presentation materials & start doing “HealthyLiving Hours” in the homes of others.
 2. Have your *NEW* Members invite 4 of their family and friends into their home for an informal presentation around their kitchen table.
 - a. When you do this, you are helping them find new members and now you are starting to Multiply your efforts.
 - b. Once they have some members, they start earning a bonus and they are more likely to remain committed to Shaklee.
 - c. By helping them develop a group, you are also adding to your own group and adding to your own income.

A SUCCESSFUL SHAKLEE BUSINESS CANNOT BE BUILT WITHOUT DUPLICATING YOURSELF. THIS PROGRAM GIVES YOU A SIMPLE, EFFECTIVE WAY OF INCREASING SALES, PROSPECTING, AND DEVELOPING A STRONG BUSINESS!!!

ORGANIZING YOUR PRESENTATION MATERIALS

SEPTEMBER 2013

This Presentation can be used for doing either a “Healthy Living Hour” in-home event, or as a Product Follow-Up presentation for newly sponsored people.

- * It takes 2 Product Guides to make up your Presentation
- * Cut the Product Guides up, using only the pages listed below, in the order listed.
- * Put the pages into plastic sheet protectors in your notebook , as indicated.
- * Begin your Presentation with your personal story, show the DVD “Shaklee Difference,” followed by company credibility, then scientific research and product as follows:

1. Cleaners
2. Personal Care/Skin Care/Hair Care
3. Food Supplements
4. Shaklee 180
5. Best Water
6. End with sale and Opportunity

Some of the products such as Skin Car, Water, Shaklee 180 and Pain Relief should be touched on briefly with the recommendation of going into more detail on these items at another time.

THE ORGANIZATION OF THE NOTEBOOK IS AS FOLLOWS: (Using the Product Guide pages identified as (PG), along with the script pages with page numbers listed on the bottom of each script page) - Cut the pages out of the Product guide and using the scripts, fill your sheet protectors.

USE FRONT COVER OF PRODUCT GUIDE (PG) FOR FRONT PAGE OF THE PRESENTATION. (With your notebook laying open, you have a page to the left and one to the right. Fill as follows:

LEFT SIDE-- WHY SHAKLEE -Script Page 1 RIGHT SIDE--SHAKLEE DIFFERENCE-PAGE 5 (PG)

PAGE 140-(PG)	Clinical Research	Always Safe/Works
PAGE 124 -(PG)	Basic-H	PAGE 142 -(PG)
PAGE 128 -(PG)	Scour-Off Paste	Script Page 2
PAGE 130 -(PG)	Laundry	Script Page 3
PAGE 122 - (PG)	“Get Clean Kit”	Script Page 4
PAGE 114 - (PG)	Personal Care	Script Page 5
PAGE 116 - (PG)	Hair Care	Script Page 6
PAGE 102 - (PG)	Enfuselle Skin Care	Script Page 7
PAGE 56 -(PG)	Protein	Script Page 8
PAGE 41 -(PG)	Vita Lea	Script Page 9
PAGE 98 -(PG)	Children’s Vitamins	Script Page 10
PAGE 30 - (PG)	Vitalizer	Script Page 11
PAGE 32 - (PG)	All in One Strip Chart	Script Page 12
PAGE 78 -(PG)	NutriFeron	PAGE 33 - (PG)
PAGE 60 -(PG)	OsteoMatrix - Bone Health	Script Page 13
PAGE 58 - (PG)	VIVIX	Script Page 14
PAGE 75 - (PG)	Cholesterol Reduction Complex	Script Page 15
PAGE 80 -(PG)	Pain Relief Formulas	Script Page 16
PAGE 14 -(PG)	Shaklee 180 - Inch Loss	Script Page 17
PAGE 134 -(PG)	BestWater	Script Page 18
Script Presentation Close		Script Page 19

Other sheet protectors contain: Basic-H directions, Order Forms, Member Applications & Interest Indicator Sheet & Opportunity

Ask your hostess to have no more than 4 guests, so you can sit comfortably around her kitchen table. To avoid the feeling of failure, tell her if she has one new person at her event, it is a successful event.

ORGANIZING YOUR DEMONSTRATION CASE

September 2013

Attempt to carry all of your products and materials in one briefcase and a carrying case, so you look professional entering the home. **(Have your materials ready at all times so you are prepared to do a "Product Follow-Up" or "Healthy Living Hour" at a moments notice.)** A carrying case that seems to work well is the Rubber Maid office box, which sells for between \$10.00 and \$15.00. It has hanging file folders inside which I recommend removing, so there is room to carry your products for demonstrating.

ITEMS TO CARRY IN BRIEFCASE: (Items from Hoffmann's Drop Box*)

- * "Shaklee Difference" - DVD - second segment of Join Us
- * 6 - Product Guides
- * 10 - Basic-H direction sheets - *
- * Presentation in Binder with plastic sheet protectors - *
- * 2 - "Enjoy Optimum Health" CD by Joyce Hoffmann - *
- * 2 - "Children's Health" CD by Joyce Hoffmann - *
- * 10 - Cleaners - Cost Comparison Sheets - *
- * 10 - "The Healthy Home Closes the Door to Hazardous Chemicals" flyers *
- * 10 each - "Order Forms - *
- * 10 - Interest Indicator Forms - *
- * 10 - Pens or Pencils
- * Calculator

ITEMS TO CARRY IN PRODUCT CARRYING CASE:

- * Basic-H demonstration kit from Shaklee with filled containers demonstration supplies according to the Basic-H and Shaklee demonstration - (read the Basic-H demonstration instruction sheet)
- * Paper towels and small plastic bowl
- * Basic-H set-up, includes:
 - 1 pint Basic-H 2
 - 3 pack 16 ounce Get Clean spray bottles
 - 2 - 4ounce Get Clean dropper bottles
 - 1 Microfiber Sponge
 - 1 pump dispenser 1/4 ounce stroke (cut 1 ½ inch off tube) 1 - Dual Measuring Spoon
- * Scour-Off Paste
- * New Concept
- * Enfuselle Time Repair PM
- * Pain Relief Cream
- * Energizing Soy Protein (30 oz can) and 120 Vita-Lea and VITALIZER BOX
- * Clear Glass for dissolving vitamin demonstration
- * VIVIX - empty container for display
- * Brand X vitamins, plus 2 small clear plastic glasses for doing break down of vitamins demonstration.

WHY SHAKLEE!!

(Start with this information & then cover the “SHAKLEE DIFFERENCE” on PG 5)

WHY SHAKLEE?

- LEADER IN THE NUTRITION & ENVIRONMENTAL REVOLUTION SINCE 1956 - OVER 50 YEARS IN BUSINESS
- FOUNDED BY DR. FORREST C. SHAKLEE
 - * PRODUCED THE FIRST VITAMIN PRODUCT IN 1915 - “VITALIZED MINERALS” - TODAY’S VITA-LEA
 - * DEVELOPED THE FIRST SOY ISOLATE FOR HUMAN CONSUMPTION

WHY SHAKLEE PRODUCTS?

- SOURCED FROM NATURE:
 - * #1 NATURAL NUTRITION COMPANY IN THE U.S.
- TESTED FOR PURITY:
 - * RIGOROUS TESTING FOR OVER 358 POTENTIAL CONTAMINANTS
- PROVEN POTENCY & CLINICAL PERFORMANCE:
 - * OVER 250 MILLION SPENT ON RESEARCH AND DEVELOPMENT
 - * CLINICAL STUDIES AT LEADING UNIVERSITIES: HARVARD, STANFORD, YALE, UCLA, TEXAS, GEORGETOWN, SCRIPP’S INSTITUTE, ETC.
 - * OVER 100 PUBLISHED ARTICLES IN PEER-REVIEWED JOURNALS
- STATE OF THE ART MANUFACTURING:
 - * FOOD SUPPLEMENTS PRODUCED ACCORDING TO PHARMACEUTICAL STANDARDS
- DEMONSTRATED BENEFITS:
 - * PROVEN BY MILLIONS OF USERS & WORLD-CLASS EXPLORERS & ATHLETES
- UNCONDITIONAL GUARANTEE - If dissatisfied for any reason you can return the product for a full refund.

BASIC - H2 - ORGANIC SUPER CLEANING CONCENTRATE

SINCE 1959, LONG BEFORE POLLUTION BECAME AN ISSUE, WE WERE A
"GREEN" COMPANY_ (turn to page 124)

*** SAFETY**

- NON - POLLUTING - BIODEGRADABLE
- NON - IRRITATING - pH balanced

*** PERFORMANCE**

- EMULSIFIES GREASE & OIL

- (1.) SHOE POLISH TEST - on back of hand
- (2.) COOKING OIL TEST - in palm of hand

- WETTING AGENT/SURFACTANT

- (1.) EGG CARTON TEST - water in 2 sections of egg carton - then add Basic-H in one section
- (2.) BROWN BAG TEST - 2 drops water on bag. Add Basic-H to one of the drops and hold up to see it run off

*** ECONOMY**

- CONCENTRATED - SHOW ECONOMY SHEET
- VERSATILE - MANY USES - SHOW Basic H

PRODUCT USAGE SHEET

- SELL "GET CLEAN" KIT

BASIC-H2 CLEANING WIPES

- * NON-TOXIC, NATURAL & BIODEGRADABLE
- * CLEANS 60% BETTER THAN PLEDGE WIPES
- * NO STREAKS ON WINDOWS & MIRRORS

(Demonstration - Do the lipstick on the mirror test and wipe off with wipe)

Script page 2

“GET CLEAN” GENERAL CLEANERS

SCOUR OFF HEAVY DUTY PASTE -

(turn to page 128)

- * **REPLACES SOFT SCRUB, SCOURING POWDERS OR SOAP PADS**
- * **FOR STUCK ON MESSSES - OVENS, SINKS, POTS & PANS, WHITE WALLS, BOATS, CAR BUMPERS**

(**DEMONSTRATION:** DIP YOUR FINGERS IN WATER, THEN RUB SOME AT EASE BETWEEN YOUR FINGERS, NEXT RUB YOUR FINGERS OVER A DIRTY COPPER PENNY TO CLEAN IT.)

DISH WASH CONCENTRATE

(turn to page 129)

- * **FOR HAND DISH WASHING**
- * **GENTLE TO HANDS & THE EARTH**
- * **A HIGH SUDSER - USE ONLY A FEW DROPS**
- * **TOUGH ON GREASE**

DISH WASH AUTOMATIC CONCENTRATE

(turn to page 129)

- * **NO EARTH ADVERSE CHEMICALS - NO PHOSPHATES**
- * **NO NEED TO CLEAN DISHES BEFORE PUTTING IN DISHWASHER**
- * **CLEANS 48 LOADS - ONE 32 OZ POUCH
OUT-CLEANS AS MUCH AS 2 ½ BOXES OF CASCADE**
- * **CONVENIENT DISPENSER**

“Get Clean” Laundry - FRESH LAUNDRY CONCENTRATE

(turn to page 130-131)

POWDER FORMULA (FRAGRANCE & FRAGRANCE FREE)

- * NON-POLLUTING - NO PHOSPHATES, NITRATE OR BORON
- * BIODEGRADABLE SURFACTANTS
- * NATURAL ENZYME FORMULA
- * REDUCES MACHINE BREAKDOWN
- * CONCENTRATED - 43% MORE LOADS THAN SAME AMT OF TIDE
- * 5.5 LB BOX = 88 LOADS & 14 LB BOX = 224 LOADS

LIQUID FORMULA: Regular or High Efficiency

- * BOTH PRE-SPOT AND WASH YOUR CLOTHES
- * REMOVES STAINS - BETTER THAN SHOUT OR SPRAY & WASH
- * 32 AND 64 OZ SIZES - USE 1 OZ PER LOAD

NATURE BRIGHT LAUNDRY BOOSTER & STAIN REMOVER

(turn to page 132)

- * NATURAL ENZYMES & ACTIVE OXYGEN RE-BRIGHTEN LAUNDRY, DE-STAIN UPHOLSTERY, ETC
- * OUT-CLEANS OxiClean ON GRASS STAINS BY 50%
- * 32 OUNCE POUCH PLUS HANDY DISPENSER

(Do Iodine demonstration in water with Nature Bright to show powerful whitening ability)

SOFT FABRIC - REDUCE STATIC CLING & WRINKLES

LIQUID CONCENTRATE: *(turn to page 132-133)*

- * CLEAN SMELLING, SILKY SOFTENER
- * USE 1/3 AMOUNT OF OTHER SOFTENERS - 32 OUNCES DOES 64 LOADS

FRAGRANCE FREE DRYER SHEETS:

- * VEGGIE BASED, BIODEGRADABLE SHEETS
- * 80 SHEETS PER BOX - TEAR IN HALF FOR EVEN DISTRIBUTION

“GERM OFF” DISINFECTANT WIPES *(turn to page 127)*

- * CLEANS, DEODORIZES AND DISINFECTS

Script page 4

“GET CLEAN” STARTER KIT

(Turn to page 112)

**IF YOU ARE INTERESTED IN
MAKING A DIFFERENCE**

**IN THE HEALTH OF YOUR FAMILY AND
THE HEALTH OF YOUR HOME**

WHILE

**PRESERVING THE EARTH AT
THE SAME TIME,**

IT STARTS WITH HEALTHY CLEANERS

*** * * * ***

***YOU WOULD HAVE TO SPEND MORE THAN
\$3,400 TO GET THE SAME AMOUNT OF
CLEAN AS YOU WILL GET IN THE
“GET CLEAN” STARTER KIT***

PERSONAL CARE *(turn to page 114)*

NEW CONCEPT - DENTIFRICE

- * #1 IN LABORATORY TEST OVER LEADING BRANDS
- * CLEANS WITH NO EXCESSIVE ABRASIVENESS -
GROUND UP EGG SHELLS
- * TUBE ALWAYS LOOKS NEAT
- * ECONOMY - OUT LASTS 2-3 LARGE TUBES OF OTHER BRANDS
(TEST BY RUBBING ON TOOTH)

MEADOW BLEND - SOAP FREE BAR

- * NO HARSH CHEMICALS
- * SOOTHING TO THE SKIN, pH BALANCED
- * NO BATHTUB RING OR SKIN RESIDUE
- * HARD MILLED LONGER LASTING BAR & HAND WASH
CONCENTRATE WITH ATTRACTIVE DISPENSER

DEODORANTS - CREAM OR ROLL-ON

- * GENTLE, YET EFFECTIVE
- * SOOTHING, EVEN AFTER SHAVING

* **CREAM -**

- ANTIPERSPIRANT - NON-GREASY FORMULA

* **ROLL-ON ANTIPERSPIRANT**

- GENTLE, NO-STING LOTION
- CONTAINS SOOTHING ALLANTOIN

ProSante - HAIR CARE LINE *(turn to page 116)*

(pH balanced, all with scalp health complex - a naturally derived exclusive highly derma available complex of vitamins, minerals and herbs)

2 SHAMPOOS: SAFE FOR USE ON ALL HAIR TYPES

*** REVITALIZING - FOR GENTLE REGULAR CLEANSING**

(use 4-6 times / week)

- INCREASES SHINE & BOUNCE, INFUSES HAIR WITH HUMECTANTS

*** PURIFYING - FOR DEEP CLEANSING**

(use 1-2 times /week)

- REMOVES RESIDUE WITHOUT STRIPPING

2 CONDITIONERS: RESTORES STRUCTURE - BALANCES OIL & MOISTURE

*** LIGHTWEIGHT - FOR LIGHT REPAIR AND MOISTURE**

-NATURALLY DERIVED PROTEIN & HUMECTANTS
FOR DAMAGE REPAIR

*** REPLENISHING - FOR INTENSE REPAIR AND MOISTURE**

- NATURALLY DERIVED PROTEIN & HUMECTANTS
FOR DAMAGE REPAIR

NOURISHING SCALP TREATMENT: AN

- INTENSE TREATMENT TO FOSTER HEALTHY HAIR

- 20 DROPS - RUB INTO SCALP DAILY, ABSORBS INSTANTLY-
NEVER GREASY

LONG LASTING FINISHING SPRAY: Medium Hold

- STRENGTHENS HAIR - BOOSTS SOFTNESS & SHINE
WITH PANTHENOL

- PROTECTS AGAINST SUN, WIND & WEATHER –
UV PROTECTION

**** FOR BEST RESULTS, USE AS A COMPLETE SYSTEM**

ENFUSELLE - ANTI-AGING SKIN CARE

(8 PATENTS- CLINICALLY TESTED - PROVEN RESULTS) (turn to page 102)

- * **INFUSES THE SKIN WITH SKIN SPECIFIC ANTI-AGING NUTRIENTS -**
C, E, B, & Beta Carotene plus Minerals and Botanicals

- * **COUNTERBALANCES EVERY FREE RADICAL THAT CAN POTENTIALLY DAMAGE THE SURFACE OF THE SKIN**

- * **CLINICALLY TESTED AT SCRIPPS INST.**
 - 79% Collagen Synthesis
 - 421% Reduction in wrinkles in 8 weeks
 - Skin firmness & resiliency increased by 665% with the Normal to Dry regimen and 270% with Normal to Oily regimen in 4 weeks

- * **USE AS 7 STEP SYSTEM FOR BEST RESULTS**

(DEMONSTRATION: HAVE GUESTS TRY P.M. REPAIR ON BACK OF THEIR HAND AND SUGGEST SETTING UP A PERSONAL SKIN CARE TRIAL)

**NEXT, LET'S TALK ABOUT HOW YOU CAN ENJOY
BETTER HEALTH - GUARANTEED WITH SHAKLEE
FOOD SUPPLEMENTS!!!**

WHY PROTEIN? *(turn to page 56)*

- * YOUR BODY IS MADE OF & DEPENDENT ON PROTEIN
 - ALL CELLS - - HAIR, SKIN, BONES, ETC
 - SOURCE OF ENERGY
 - ANTIBODIES FOR DISEASE RESISTANCE
 - HORMONES
 - ENZYME MANUFACTURING

WHY SHAKLEE SOY PROTEIN?

* DR. SHAKLEE DEVELOPED THE FIRST SOY ISOLATE IN THE MARKET PLACE AND SINCE THEN OTHER COMPANIES HAVE USED HIS RESEARCH AS THE BASIS FOR THE DEVELOPMENT OF THEIR SOY PRODUCTS

- * SOURCE - - SOYBEAN
- * NO CHOLESTEROL OR ANIMAL FAT
- * COMPLETE VS HIGH PROTEIN

MIX WITH JUICE, MILK OR IN FOODS SUCH AS OATMEAL, APPLE SAUCE OR YOGURT, AS A DAILY SUPPLEMENT

THREE CHOICES OF PROTEIN

ENERGIZING SOY, INSTANT PROTEIN SOY MIX AND SHAKLEE 180 SMOOTHIES

VITA - LEA (Turn to page 41)

- * **WORLD'S BEST MULTI-VITAMIN AND MINERAL SUPPLEMENT**
- * **NATURE'S BALANCE**
- * **CATALYST TO ACTIVATE THE PROTEIN**
- * **CONTAIN 29 ESSENTIAL NUTRIENTS**
- * **TWO FORMULATIONS - With or without iron**

PROOF OF PRODUCT SUPERIORITY:

- Compare the chart in the catalog comparing other brands
- Do breakdown test in water compared to other brand - *Vitamins should break down in less than 30 minutes to be effective.*

Recommend: BETTER HEALTH PROGRAM: (The guarantee!!)

Take Instant Protein (3 tbsp) and 2 Vita-Lea for 30 days. If you do not feel better and have more energy, we will refund your money

OR

Instant Protein plus the Vitalizer Pack for 30 days

VITA - LEA GOLD (Turn to page 43)

- * **SPECIFICALLY DESIGNED FOR PEOPLE 50+**
- * **TWO FORMULAS - one without Vitamin-K for people on blood thinners**
- * **BIOACTIVATED ABSORPTION SYSTEM - FOR BETTER ABSORPTION OF SOME NUTRIENTS AS WE AGE**

CHILDREN'S VITAMINS

“INCREDIVITES” - Chewable Multivitamin
(turn to page 98)

- * MORE COMPREHENSIVE THAN THE LEADING RETAIL BRANDS**
- * PROVIDES 23 ESSENTIAL NUTRIENTS**
- * CONTAINS LACTOFERRIN WHICH BOOSTS THE IMMUNE SYSTEM**
- * BUILDS STRONG BONES- RICH SOURCE OF CALCIUM - 200 MGM & VITAMIN D - 600 IU**
- * SWEETENED WITYH XYLITOL TO REDUCE TOOTH DECAY**
- * NATURAL FRUIT FLAVORS & SWEETNERS**

VITALIZER

Turn to page 30

*** 20 YEAR LANDMARK CLINICAL STUDY PROVES, CHANGING BRANDS CAN CHANGE YOUR LIFE**

(Conducted at UC Berkley, by Dr. Gladys Bloch on 20 year Shaklee vitamin users, 20 year users of other vitamins and non-vitamin users)

- **SHAKLEE USERS RETAINED NORMAL LEVELS OF BLOOD PRESSURE, TRIGLYCERIDES, HOMOCYSTEINE, HDL & C-REACTIVE PROTEIN**

*** CONTAINS:**

- **EVERY VITAMIN & MINERAL YOUR BODY NEEDS**
- **CAROTENOIDS, VITAMIN-E & OMEGA-GUARD**
- **B & C COMPLEX**
- **OPTIFLORA PROBIOTIC**

*** UNIQUE - S.M.A.R.T. DELIVERY SYSTEM**

- **DELIVERS THE RIGHT NUTRIENTS TO THE RIGHT PLACE AT THE RIGHT TIME**

*** BENEFITS:**

- **PREVENTION OF DEGENERATIVE DISEASES**

NUTRIFERON (turn to page 78)

Breakthrough Immune Protection - Natural Interferon Booster

- * **CREATED BY THE DOCTOR WHO DISCOVERED NATURAL INTERFERON**

- * Searched 40 years for a natural interferon booster - now known as ***Shaklee Nutriferon***

- * **THE SCIENTIFIC COMMUNITIES HAVE IDENTIFIED INTERFERON AS CRITICAL TO HEALTHY IMMUNE FUNCTION**

- * **NUTRIFERON** - Is proven by 4 human clinical studies to boost/balance the immune system

- * **NUTRIFERON** - Unleashes the potential of your immune system in as little as three days.

- * **A COMBINATION OF 4 HERBS**

- * **SHAKLEE OWNS THE PATENT & EXCLUSIVE RIGHTS TO THE SALE OF THIS PRODUCT**

- * **BENEFICIAL FOR AUTO-IMMUNE**

- DISORDERS** - Rheumatoid arthritis, Lupus, MS, Psoriasis, Hepatitis C, etc (**BALANCES IMMUNE SYSTEM**)

OSTEOMATRIX

FOR STRONG BONES AND TEETH

(turn to page 60)

- * **A WINNING COMBINATION OF NUTRIENTS
CLINICALLY PROVEN TO HELP REDUCE THE
RISK OF OSTEOPOROSIS**

- * **CALCIUM ALONE IS NOT ENOUGH:**
 - **CALCIUM PROVIDES THE BRICKS FOR BUILDING
STRONG HEALTHY BONES**

 - **STRENGTH & STABILITY COMES FROM THE
MORTAR THAT HOLDS THE BRICKS TOGETHER**
(The mortar consists of Vitamin D, Magnesium, Boron, Vitamin K, Zinc,
Copper and Manganese)

- * **ADDITIONALLY THE NUTRIENTS IN OSTEOMATRIX:**
 - **HELP RETAIN NORMAL BLOOD PRESSURE**

 - **ASSISTS IN MUSCLE CONTRACTION AND NERVE
TRANSMISSION**

 - **HELPS REDUCE PMS SYMPTOMS - BLOATING,
CRAMPS, WATER RETENTION, IRRITABILITY AND
MOODINESS**

***BONE LOSS CAN START AT AN EARLY AGE, SO
EVERYONE SHOULD MAKE SURE THEY GET
ADEQUATE CALCIUM ON A DAILY BASIS!!!***

VIVIX

CELLULAR ANTI-AGING TONIC

Turn to page 58

*** RESEARCH BACKED BY SHAKLEE SCIENCE & NOTED RESEARCHER**

*** POWERED BY MUSCADINE GRAPE**

- SUPER GRAPE WITH AN EXTRA CHROMOSOME

*** 10X MORE POWERFUL THAN RESVERATROL ALONE**

*** BENEFITS:**

- SUPPORTS HEART HEALTH & VASCULAR ACTION
- SUPPORTS BRAIN FUNCTION
- SUPPORTS IMMUNE FUNCTION
- SUPPORTS JOINT HEALTH
- REDUCES INFLAMMATION
- PROMOTES CELLULAR LONGEVITY & CELLULAR ENERGY

*** BY THE FOLLOWING ACTIONS:**

- HELPS PROTECT & REPAIR CELLULAR DAMAGE
- POSITIVELY IMPACTS GENETIC REGULATORS
- PROMOTES MITOCHONRIAL BIOGENESIS
- SLOWS AGE PROTEIN FORMATION

*** RECOMMENDED USAGE:**

- 1 TEASPOON = 100 GLASSES OF RED WINE

CHOLESTEROL REDUCTION COMPLEX

(TURN TO PAGE 75)

FACT:

- 1 IN 3 ADULTS IN US HAS HIGH CHOLESTEROL = 80 MILLION AMERICANS
- 20 MILLION TAKE STATIN DRUGS
- 90% STOP THEIR Rx BECAUSE OF SIDE AFFECTS

WHY CHOLESTEROL REDUCTION COMPLEX?

- NATURAL PRODUCT FROM VEGETABLES & OTHER PLANTS
- DELIVERS DAILY 100% OF STEROLS & STANOLS - 2000 MGM RECOMMENDED BY NIH
- HAVE SHOWN 10% REDUCTION OF LDL CHOLESTEROL

APPROVED FDA CLAIMS:

- LOWERS CHOLESTEROL NATURALLY
- MAY REDUCE THE RISK OF HEART DISEASE

RECOMMENDED USAGE:

- 2 TABLETS 15-30 MINUTES BEFORE 2 LARGEST MEALS

WHY WOULD YOU TAKE THIS AS AN ALTERNATIVE?

- NO SIDE AFFECTS

CAN YOU TAKE WITH OTHER CHOLESTEROL MEDS?

- YES

PAIN RELIEF FORMULAS

(turn to pages 80 - 81)

PAIN RELIEF COMPLEX:

- * **RELIEVES PAIN BY INHIBITING THE COX 2 ENZYME**
 - A natural replacement for Ibuprofen, Vioxx, Celebrex etc.
- * **GENTLE ON THE STOMACH** - No ulcers or GI bleeding
- * **A PATENT PENDING COMBINATION OF SAFFLOWER EXTRACT & BOSWELLIA** - Herbs that have been used successfully to alleviate pain for 1000's of years.

JOINT AND MUSCLE PAIN CREAM:

- * **ARTHRITIS PAIN RELIEF THAT WORKS IN A HURRY**
 - Soothes in minutes
- * **BASED ON PATENTED LIPOSOME TECHNOLOGY**
 - For enhanced penetration
- * **GREAT FOR ARTHRITIC PAIN, BACK ACHES, SPORTS INJURIES, SORE MUSCLES & MORE**
- ** DEMONSTRATE BY HAVING ATTENDEES RUB ON A SORE ELBOW OR KNEE OR ON BACK OF HAND

JOINT HEALTH COMPLEX:

- * **HELPS BUILD CARTILAGE TO PROMOTE FLEXIBILITY & COMFORTABLE MOVEMENT**
- * **IMPROVES JOINT FUNCTION IN AS LITTLE AS 1 WEEK**

SHAKLEE 180 - INCH LOSS PLAN

(turn to page 14)

* A PROGRAM POWERED BY LEUCINE - *looked at having a program similar to that of an athlete for burning fat & retaining & building muscle, so you will:*

- **KEEP MUSCLE** You Have
- **BURN FAT** You Don't Need
- **LOSE INCHES** You Don't Want

* CONSISTS OF 4 PRODUCTS PLUS A FOOD PLAN
(NO CALORIE COUNTING)

- CINCH - Meal Replacements

- **SHAKES** - 5 flavors - Soy based Chocolate, Vanilla, Café Latte, Vanilla Chai and Strawberry, plus Vanilla Whey shake
- **MEAL IN A BAR** - Berry Almond Crunch & Peanut Butter Chocolate Chip
- Complete meals - high in protein, high in fiber, high in chromium to help avoid swings in blood sugar & help build lean muscle mass - low glycemic

METABOLIC BOOST

- Boosts metabolism - burns calories
- Helps you retain normal blood sugar levels

- CINCH SNACK BARS

- 4 delicious flavors - chocolate, lemon cranberry, toffee & chocolate crunch & peanut butter
- High in protein, leucine and fiber - low glycemic

- CINCH ENERGY TEA MIX - 2 flavors -n Green & Pomegranate

- Green, red and white tea with Taurine
- Great energy boost

A SIMPLE PROGRAM: SHAKLEE 180 TURNAROUND KIT

- 2 SHAKES OR BARS A DAY & TAKE YOUR 3-IN-1 BOOST
- DRINK 2 CUPS OF TEA PER DAY
- EAT A CINCH SNACK BAR ONCE A DAY
- EAT ONE REGULAR MEAL

“GET CLEAN” PITCHER

TURN TO PAGE 134

- **OUR PERFORMS ANYTHING ON THE MARKET - NSP APPROVED**
- **IT IS MULTI-PATENTED**
- **CERTIFIED TO REDUCE UP TO 99% OF LEAD - Brita and Pur are not**
- **CERTIFIED TO FILTER 80 GALLONS OF WATER - Twice as much as Brita and Pur**
- **DRINKING WATER FOR PENNIES A GLASS**
- **FIRST EVER REFILLABLE CARBON-BLOCK FILTER SYSTEM - Less waste in landfills**
- **FIRST PITCHER WITH AN AUTOMATIC METER THAT SHOWS GALLONS FILTERED - know exactly when to replace the filter**

PRESENTATION CLOSE

September 2013

1. **THANK GUEST/GUESTS FOR ALLOWING YOU THE OPPORTUNITY TO SHARE THESE GREAT PRODUCTS WITH THEM, BECAUSE YOU ENJOY HELPING PEOPLE ENJOY HEALTHIER LIVES**

2. **HAND OUT INTEREST INDICATORS AND TELL THEM THERE IS MUCH MORE TO BE LEARNED ABOUT SHAKLEE, AND TO CHECK OFF THINGS THAT MIGHT BE OF FURTHER INTEREST TO THEM.**
 - a. **Briefly go through the content of the form, pointing out various product categories as well as the opportunity choices. Tell them if any of these items are of interest to them, you will supply them with further information.** (Gives you an opportunity for further follow-up.)

 - b. **Tell them that by returning the slip they will receive a door prize.**

 - c. **Door prize could be any of the following Shaklee Products:**
 1. **Bars - Fiber Advantage, and Cinch bars**
 2. **Get Clean spray bottle with window cleaner pre-mixed or General Cleaner pre-mixed**
 3. **Microfiber Dish Sponge**

3. **HAND OUT THE ORDER FORM, AND MENTION THE FACT THAT IF THEY CHOOSE TO TRY SEVERAL PRODUCTS THEY MAY WISH TO CONSIDER A MEMBERSHIP, WHICH WILL ALLOW THEM TO BUY THEIR PRODUCTS AT A DISCOUNT.** (Tell them that if that is of interest to them, you will discuss how that can be done when you help them complete their order.)

4. **INVITE THEM TO HOLD A “HEALTHY LIVING HOUR” IN THEIR HOME WITH 4 GUESTS AROUND THEIR KITCHEN TABLE, WHICH WILL ALLOW THEM TO EARN SOME FREE PRODUCTS OF THEIR CHOICE, AND IF THEY BOOK THAT DAY YOU WILL GIVE THEM AN ADDED 5% ON ANY SALES FROM THEIR EVENT TOWARDS THEIR FREE PRODUCT SELECTION.** (As you help them complete their order, ask if they would be interested in hosting an event in their home.)

HOW TO SHARE BASIC-H & OTHER CLEANERS

October 2010

Basic-H is one of the most exciting products that Shaklee has to offer, because it can be so easily demonstrated. If presented correctly, it will create immediate excitement and enthusiasm for Shaklee products. You can create an excitement with Basic-H that cannot be realized with the food supplements for several weeks.

Materials needed for Demonstrating: (*Order your Get Clean Demo Kit Item code # 50420 from Shaklee*) Items with * come from Shaklee

Demonstration kit from Shaklee with containers filled as follows:

- | | |
|--|------------------------|
| 1 - 1 oz Bottle fill with Basic-H* | 1 - Black Shoe Polish |
| 1 - 4 oz Bottle fill with water* | 1 - Small plastic bowl |
| 1 - 1 oz Bottle fill with cooking oil* | 1 - Tube Lipstick |
| 1 - Dual measuring spoon* | 1 - Paper Egg carton |
| 3 - Paper towel sections | 1 - Tincture of Iodine |
| 1 - Small Mirror | |
| 1 - Round covered container fill with Nature Bright* | |
| 1 - Round covered container fill with water* | |

BASIC-H SET-UP WITH 1 PINT BASIC-H

- 1 - Pint Basic-H 2 - Item # 00015
- 1 - 3 pack of Get Clean Spray Bottles - one for windows, others for general cleaning & degreaser - Item # 50443
- 2 - 4oz squeeze bottles with dropper top - Item # 50419
- 1 - MicroFiber Sponge - Item# 50411
- 1 - Dual measuring spoon - Item # 50416
- 1 - 1/4 oz stroke pump (using sharp scissors cut off 1 ½ inch of tube)- Item # 50414

OR THE “GET CLEAN” STARTER KIT WITH ALL OF THE CLEANERS

THE BASIC-H PRESENTATION

Present the product from the standpoint of:
SAFETY - PERFORMANCE - ECONOMY

SAFETY:

1. **Non-polluting**- long before pollution became an issue (1959)
 - a. No phosphates, nitrates, boron or harmful chemicals
 - b. Safe for lakes and streams
2. **Non-irritating** . . . safe for you skin
3. **Non-toxic** . . . safe for your children

PERFORMANCE:

1. **Emulsifies grease and oil** .. breaks down greases & oils in cold water - as it cleans your hands & pot and pans it also cleans your drains.
 - a. **Demonstrate Black Shoe Polish**
 - (1) Spread Black Shoe Polish on back of hand
 - (2) Add few drops of Basic-H. Rub well into Shoe Polish until it begins to break up
 - (3) Add cold water and work in with Basic-H.
Rinse the hand and dry. Remember Basic-H needs lots of water to complete the job.
 - b. **Demonstrate Cooking Oil**
 - (1) Put small amount of oil in palm of hand.
 - (2) Add a few drops of Basic-H to the oil - Rub it in.
 - (3) Add cold water, mix, rinse and dry.
 - (4) Show how the hand is completely free of oil or grease.
2. **Wetting Action** - Surfactant Cleaner - Basic-H makes water 100 times wetter, so anything that can be washed with water can be washed with Basic-H and water. Demonstrate Paper Egg Carton Test
 - (1) Use paper Egg Carton that has been cut up in two cup sections - an egg carton is designed to hold water
 - (2) Fill the two cups half full of water
 - (3) Add several drops of Basic-H in one cup and watch Basic-H penetrate the cup

ECONOMY - *Using Shaklee Cleaners exclusively in you home can save the average family over \$3,400 by buying the same products as you find in the GET CLEAN KIT*

1. **Concentrated** - *show the cost comparison sheet*
 - a. *Stress cleaning with Spray and Wipe solution for 3 cents a pint*
 - b. *One pint of Basic-H will make 48 gallons of General Cleaning solution using ½ tbsp. in gallon of water*
 - c. *Stress washing windows or mirrors with Basic-H Window Washing Solution for less than one cent a pint.*
2. **Versatile** - *Show Basic-H Uses Sheet*
 - a. *List all the products that can be replaced in you home*
 - b. *Buying less products means a big savings.*
3. **Sell the BASIC- H SET-UP OR THE GET CLEAN KIT**
 - a. *The only way a person will get their economy out of the product is with the accessories.*
 - b. *NEVER sell Basic H without the accessories kit or set-up*

BASIC-H SUPER CLEANING WIPES:

1. *Put lipstick all over mirror and then wipe with wipes*

NATURE BRIGHT:

1. *In round container with water, add Iodine and then using your Dual Measuring spoon add Nature Bright - shake and see it clear*

THE HEALTHY HOME **CLOSES THE DOOR TO HAZARDOUS CHEMICALS!**

BASIC-H2 - All Purpose Cleaner, No Ammonia Fumes, No Acids, No Alkalis, No Kerosene or Solvent.

Ammonia: A suffocating gas which can cause irritation to the eyes or respiratory tract, conjunctivitis, laryngitis, and even edema (pulmonary fluid in the lungs.)

BASIC-G - Disinfectant, No Cresol, No Phenols

Cresol: Easily absorbed by the skin and the respiratory tract. It can damage the liver, kidneys, lungs, spleen, and pancreas. It can also affect the central nervous system and possibly cause depression and hyperactivity.

Phenol: Caustic compound derived from coal tar. It is also called carbolic acid. Phenols are flammable and toxic to the respiratory and circulatory system. Can also cause skin eruptions.

SCOUR OFF PASTE - Oven Cleaner & Heavy Duty Scouring Cleaner, No Lye.

Lye: Sodium Hydroxide is corrosive to all tissues. Some oven cleaners have the potential to cause cancer. Exposure can scar the lungs, and even cause blindness. At-Ease can be used to polish stainless steel and chrome. Many metal cleaners have oxalic acid or sulfuric acid, which are not found in At-Ease.

FRESH LAUNDRY CONCENTRATE - Laundry, No Ammonium Hydroxide, No Phosphates, No Fumes.

Ammonium Hydroxide: Vapors are highly irritable to skin, eyes, and respiratory passages. Detergents are found to be responsible for more household poisonings than any other substance. Many cause dermatitis, flu-like and asthmatic-like conditions, and severe eye damage.

NATURE BRIGHT - All-Fabric Laundry Brightener, No Chlorine.

Chlorine: Clinical observation by medical doctors has shown that varied reactions can occur from chlorine fumes. "Chlorine is not inert; it interacts with other chemicals and even simple organic matter such as bacteria. These chemical reactions sometimes produce chloroform and other carcinogens."

The above Basic Five Essential Home Care Products will make it possible to eliminate the purchase of many toxic and unnecessary products. **Congratulations on this first step to a Healthy Home.**

MEADOWBLEND BAR OR HAND WASH CONCENTRATE - No Toxins, No Colors, No Alkalis, pH balanced for hands and body. Enjoy Vitamin E, wheat germ oil and herbal extracts.

INTEREST INDICATOR

SHAKLEE HAS MANY WONDERFUL PRODUCTS. BUT, THAT IS JUST ONE FACET OF WHAT SHAKLEE HAS TO OFFER. THEY OFFER A LOT OF OTHER GREAT BENEFITS TO ANYONE WHO CHOOSES TO BECOME A SHAKLEE MEMBER

CHECK IF INTERESTED

(Rate from 1 to 5 (top choices) with 1 being the most important)

- * _____ Better Health for Me and My Family
- * _____ Better Health for My Children
- * _____ Living a Longer, Healthier Life
- * _____ Using Environmentally Safe Products
- * _____ Pure Water
- * _____ Losing Weight
- * _____ Qualify for Car Payments
- * _____ Double My Present Income or More
- * _____ Be My Own Boss/Control My Own Time
- * _____ Improved Lifestyle
- * _____ Retirement
- * _____ Career Security
- * _____ HOSTING A "HEALTHY LIVING HOUR"

NAME _____

ADDRESS _____

CITY, STATE, ZIP CODE _____

PHONE # _____

EMAIL ADDRESS _____