

## Who was in control of the Study?

You're asking a great question, and I hope I can give you an answer that is helpful.

Shaklee had to go through a number of hurdles to get this study completed. The premier research institution that had experience with the NHAINES study was UC Berkeley with Gladys Block. Dr. Block is considered one of the top epidemiologists in the country. We wanted to use the NHAINES data and add a third arm to this study as NHAINES is considered the most reputable study of its kind ever done. We proposed to Dr. Block and UC that we add an extra arm to the study for long term supplement users. Dr. Block's organization required full control over how the study was to be conducted, had full control over the study write up results, and also had full control on publishing the study –whether or not the results were going to be beneficial to Shaklee. We had to pay for the study, but if we had a bad outcome (which we hoped wouldn't happen) the study would have been published. UC Berkeley ran all the statistics, analyzed all the blood draws and wrote the study, and had 100% control of publishing any outcome (good or bad).

Next step was for UC Berkeley was to contact a publisher. We wanted them to use a peer reviewed publication, which means that other 3<sup>rd</sup> party scientists review everything UC Berkeley did to punch holes in the data. This review process goes on over several months with questions from the reviewing scientists and requests for clarification..... the importance of doing 'peer review' studies is that these are the gold standard for clinical trials, because you have an independent scientific panel of experts scrutinizing the data to make sure that it is absolutely accurate when published.

I guarantee any other company would NOT have done this study, because they would be considered about the possible outcome. We believed in our products and gave UC Berkeley full control....you should be extremely proud of the results and because it will be 'peer reviewed' nobody should argue with you regarding the merits of the data.

I hope that is helpful.

All the best,

Cindy Latham

SVP of Marketing Shaklee Corporation

### **NOTES TAKEN AT THE NASHVILLE CONVENTION ON THIS STUDY & THE RESULTS:**

#### **The Revolutionary New Vitalizer Pack and Our Landmark Supplement Study.**

Study: Objective was to validate & quantify the effects of 20+ yrs of Shaklee supplementation and to assure of safety & effectiveness. We have made believers out of non-believers!

Dr. Jamie: ALL Shaklee supplement users had ZERO % of the leading indicators of heart disease & cancer! Study is expected to be published within days (not sure where at this time).

This study was headed by Dr. Block, one of the most well known nutritional epidemiologists.

Avg person under age 65 is on 7.9 medications

Avg person over age 65 is on 19.1 medications

Avg Shaklee user is on less than 1!

Shaklee group had ZERO abnormal levels of C-Reactive Protein (marker for inflammation) or triglycerides.

Some Study Stats:

Iron Levels:

Women: 100 is optimal level (below is increased risk for anemia)

Non-Supplement Group - 109.5

Users of Other Brands - 81.9

Shaklee Users - 124.5

Men: Over 200 is dangerous and risk for liver & cardiac toxicity

Non-Supplement Group - 200.2

Other Brands - 202.0

Shaklee - 117.7

Biomarkers for heart disease & cancer:

1)Homocysteine

Non-Supp - 9.9

Other Brands - 8.5

Shaklee - 6.3

2)D-Reactive Protein: want below 3

Non-Supp - 5.1

Other Brands - 3.6

Shaklee - 2.2

3)HDL Cholesterol: over 55 is good

Non-Supp - 51.9

Other Brands - 53.4

Shaklee - 58.3

4)Triglycerides: Below 150 is good

Non-Supp - 173.8

Other Brands - 152.2

Shaklee - 116.5 (WOW!)

Reported Incidences of Disease: Coronary Heart Disease

Non-Supp - 7.9

Other Brands - 9.8

Shaklee - 5.0 \*Note users of other brands actually had MORE reported heart disease than non-supp group.

Heart Attack

Non Supp - 7.4

Other Brands - 9.1

Shaklee - 2.5

Congestive Heart Failure

Non Supp - 5.2

Other Brands - 5.1

Shaklee - 1.4

Diabetes Type 2

Non-Supp - 11.6

Other Brands - 13.1

Shaklee - 2.9 (WOW again!)

Quality of Life Questions: Participants answered questions that relate to their quality of life

Non Supp - 45%

Other Brands - 48%

Shaklee - 85% \*\*We are aiming to get that to 100%!\*\*

Vitalizer Pack (the new "Basics"):

50 yrs of experience

75 scientists

3 years of extensive research & development

12 clinical studies

80 Bio-optimized nutrients

4 Revolutionary delivery systems

12 patents (and 2 patents pending)

Equals 1 Convenient Daily Dose!

New Blister Packs Contain:

2 VitaLea

Sustained Release C+B (combined C & B Complex into 1 pill!)

2 Caroto/E/Omega Caps (1 new pill!)

1 OptiFlora Pearl

The Vitalizer Pack is based on the landmark study and the 8 most used supplements among the healthiest Shaklee users. It contains 23 vitamins/minerals, 26 antioxidants & anti-aging nutrients that all work together and are easily used by the body. Also:

20 substantiated benefits

80 bio-optimized nutrients

7 Omega

3 EFAs (Essential Fatty Acids)

4 revolutionary delivery systems (the "Smart Delivery System" = Shaklee's Micronutrient Advanced Released Technology) only supplement company using pharmaceutical grade packaging As usual,

We've raised the bar for the entire supplement industry!

The cost to coat the supplements in Shaklee Vitalizer costs more than all nutrients in a bottle of Centrum or One-a-Day!