



CHANGING BRANDS CAN CHANGE  
YOUR LIFE™

# AMERICANS ARE OVERFED AND UNDERNOURISHED



## **FACT:**

**2,000%**

increase in fast food  
sales since 1976



## **FACT:**

**33%**

of our total calories  
come from fast food



## **FACT:**

**Only 2%**

of us get the  
recommended amount  
of fruits and vegetables

# AMERICANS ARE OVERFED AND UNDERNOURISHED



## **FACT:**

Top vegetables eaten? **Ketchup**, **French fries**, and iceberg lettuce



## **FACT:**

**Up to 38%**  
decline in nutrient  
content of garden  
crops during past 50  
years



## **FACT:**

**90%**  
of Americans  
are lacking key  
nutrients in their diets



## WHY SUPPLEMENT?

- Hectic work and family schedules make it tough to eat right
- Stress and aging increase your body's need for nutrients
- Extremely difficult to get all the nutrients you need in the right amounts
- Countless studies can't all be wrong; leading experts believe nutritional supplementation positively affects overall health
- If you want to help improve your health, supplementing is very important

# THE SHAKLEE DIFFERENCE



## PURITY

Everything you need. Nothing you don't.



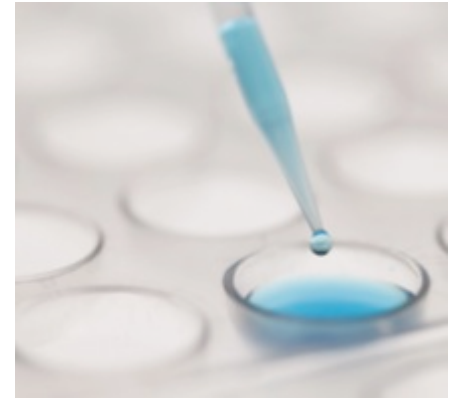
## POTENCY

Guaranteed through uncompromising formulation.



## PERFORMANCE

Best absorbed for maximum benefit.



## PROOF

The strongest scientific, clinical studies.





## PURITY

Everything you need. Nothing you don't.

- Most stringent screening process in the industry
- Beyond pharmaceutical standards set by the United States Pharmacopeia (USP)
- Test for over 350 contaminants, including over 320 pesticides, while USP standards require we test for just 80
- Over 100,000 tests a year to ensure purity and potency



# POTENCY

Guaranteed through uncompromising formulation.

- Thousands of hours reviewing scientific literature for ingredients
- Selection of best-studied forms of each nutrient
- Proprietary formulations rigorously tested for purity and potency
- Over 60 patents and patents pending



## PERFORMANCE

Best absorbed for maximum benefit.

- Use of patented delivery systems for best absorption
- All formulas tested for bioavailability and dissolution
- Proof of absorption: Study on Shaklee B+C Complex showed that unique delivery system allows body to absorb 198% more B vitamins over 12-hour period compared to conventional delivery systems





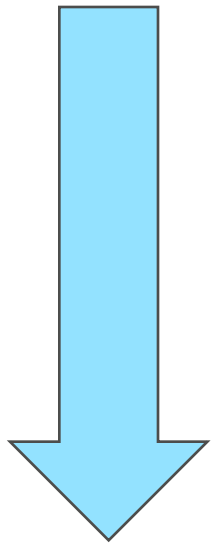
## PROOF

The strongest scientific, clinical studies.

- Over 100 scientific publications in peer-reviewed journals
- Over \$250 million invested in clinical testing, research, and development
- Landmark Study: one of the most important studies ever done on long-term supplement users showed that Shaklee supplement users had markedly better health than both single-multivitamin and nonsupplement users

# GROUNDBREAKING RESEARCH

This first-of-its-kind Landmark Study evaluated long-term Shaklee supplement users and showed Shaklee users **had markedly better health** than nonsupplement users:



**33%**

**Lower  
Triglyceride  
Levels**

- Lower levels have been shown to support heart health

**11%**

**Lower Rate of  
Total Cholesterol  
to HDL Cholesterol**

- A lower ratio has been shown to promote heart health

**59%**

**Lower Levels  
of C-Reactive  
Protein**

- Lower levels can contribute to increased heart health

**36%**

**Lower  
Levels of  
Homocysteine**

- Lower levels can help support optimal heart health

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Research has shown self-rated health to be an excellent predictor of future health, and **8 out of 10** Shaklee users who participated in the Landmark Study described their health as being “Very Good” to “Excellent.”



WHERE DO  
YOU START?

# SCIENTIFIC STUDIES RECOMMEND





# THE CHALLENGE

- Which brand can I trust?
- What's the correct dosage?
- Which products can I take together?
- How many tablets should I take every day?



# VITALIZER™

80 bio-optimized nutrients clinically proven to create a foundation for a longer, healthier life\*



\* This statement has not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure, or prevent disease.

# WHAT WOULD YOU RATHER TAKE? THIS OR.....



# VITALIZER'S ONE CONVENIENT DAILY STRIP



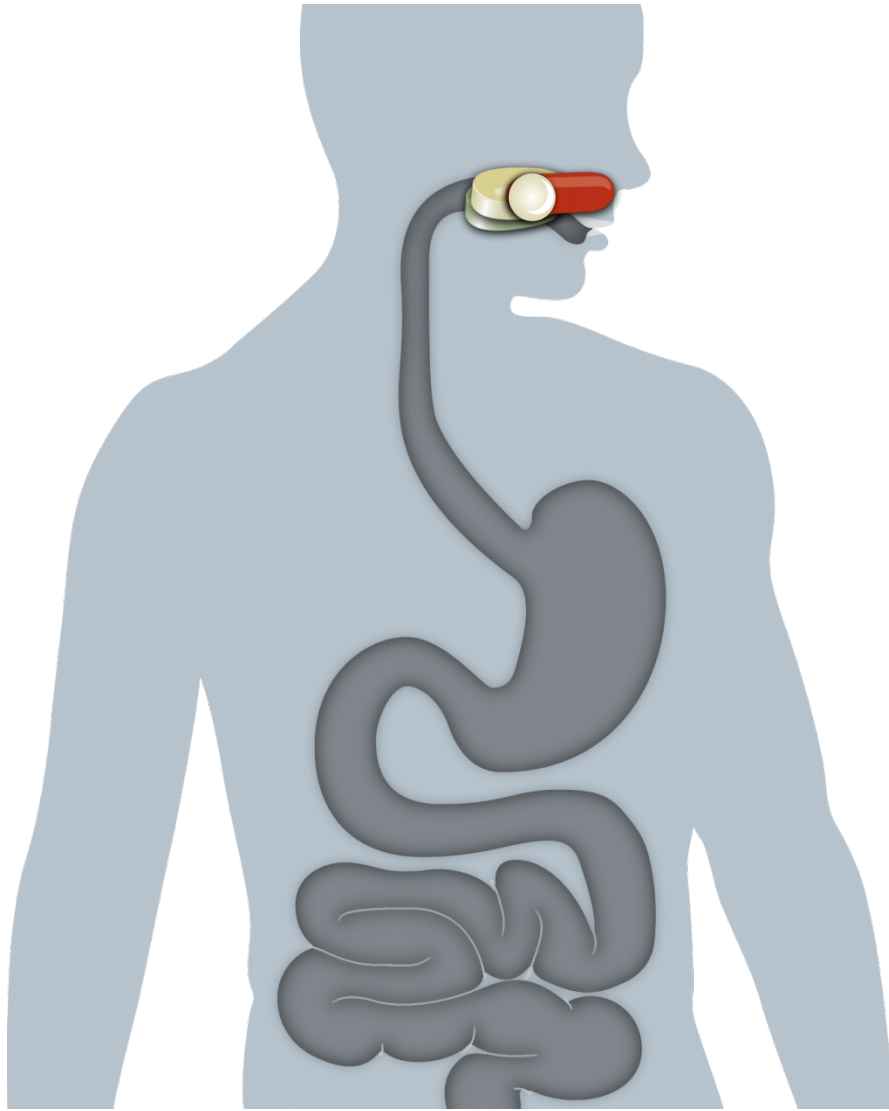


# WHAT'S IN VITALIZER™?



And Much More . . . .

# S.M.A.R.T.™ DELIVERY SYSTEM



**S**haklee

**M**icronutrient

**A**dvanced

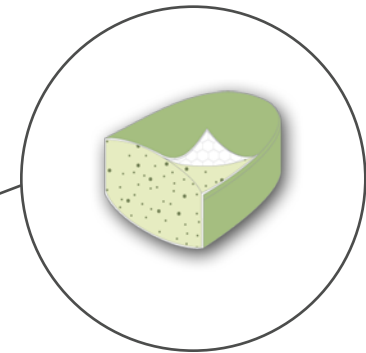
**R**elease

**T**echnology™

FOR MAXIMUM ABSORPTION

# VITA-LEA® ADVANCED MULTIVITAMIN

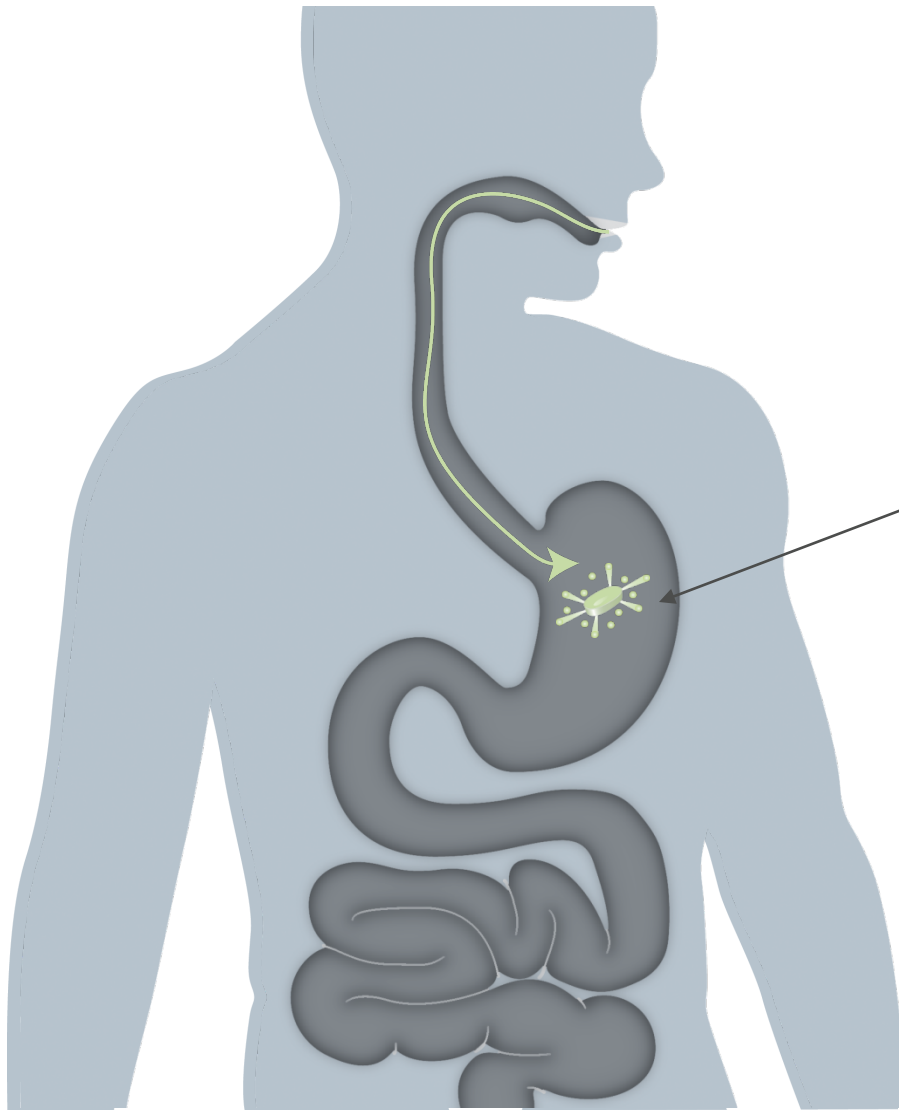
**S. M. A. R. T.™**  
Delivery System



## **Vita-Lea**

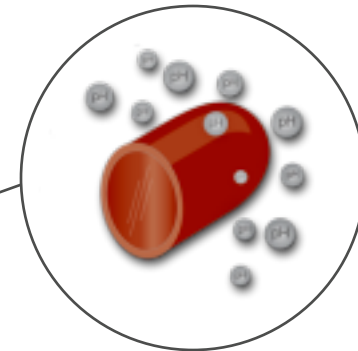
Microcoated for  
immediate release in the  
stomach to enhance  
absorption of folic acid

**Offers optimum  
bioavailability!**



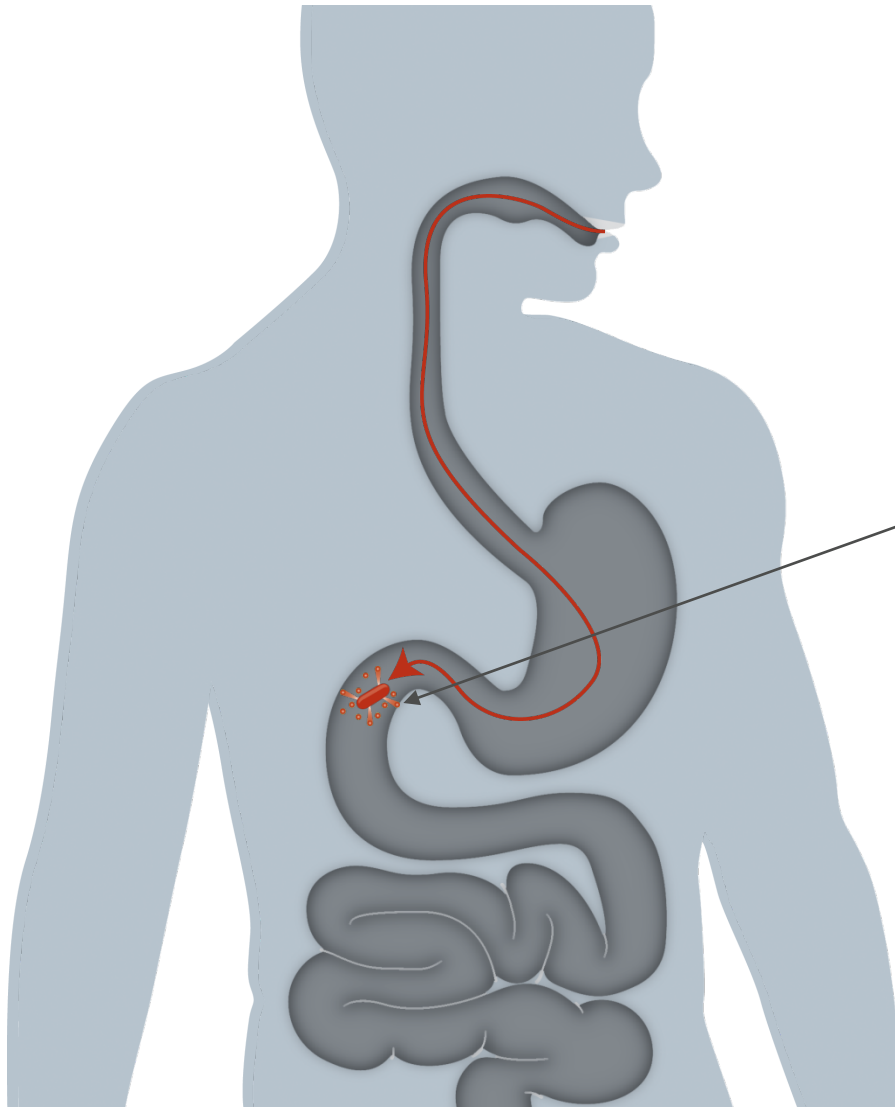
# CAROTO-E-OMEGA

**S. M. A. R. T.™**  
Delivery System



## **Caroto-E-Omega**

Carotenoids, vitamin E, and omega-3 fatty acids are enteric coated for release in the upper intestine to reduce fishy aftertaste





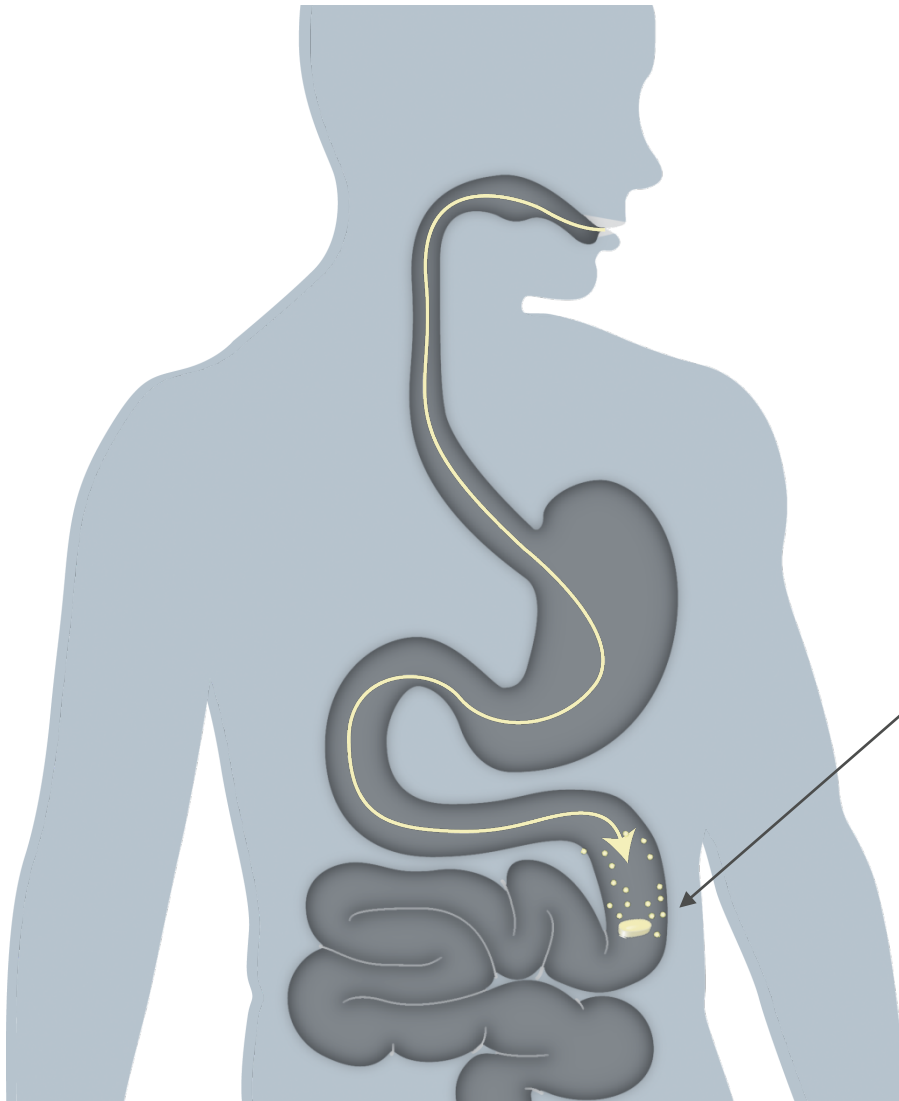
# B+C COMPLEX

**S. M. A. R. T.™**  
Delivery System



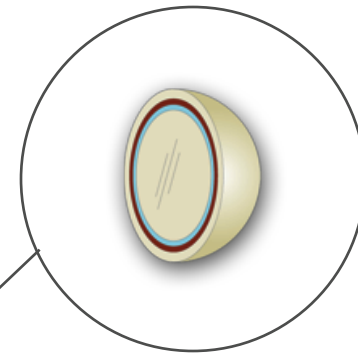
## **B+C Complex**

Sustained-release delivery to the small intestine; clinically shown to provide up to 198% greater absorption of B vitamins over 12 hours compared to conventional delivery systems



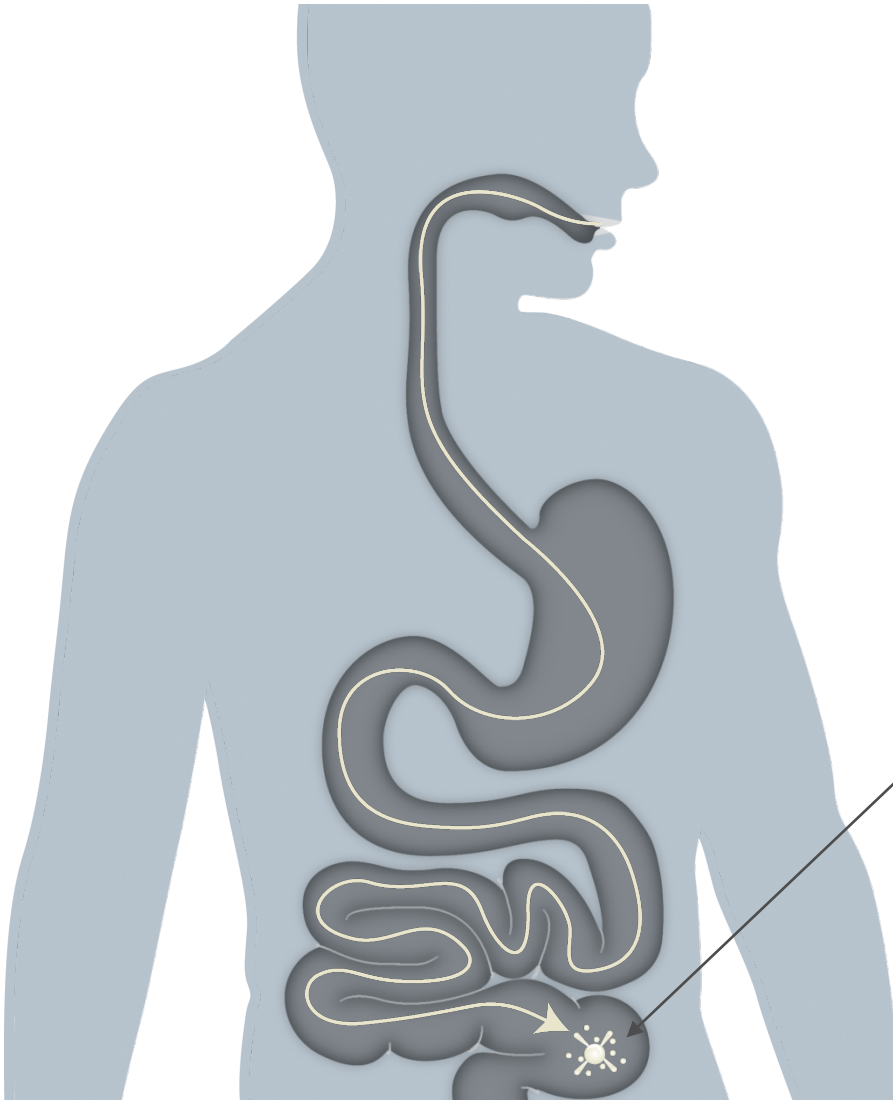
# OPTIFLORA® PROBIOTIC

**S. M. A. R. T.™**  
Delivery System



## **Optiflora**

Triple-layer encapsulation protects the live cultures against harmful stomach acid for release in the lower intestine



# WHY SHAKLEE VITALIZER™?

- **Purity** – Most stringent screening process beyond USP standards; over 1,000 quality tests each time Vitalizer is made
- **Potency** – Selection of best-studied nutrients in proprietary formulations
- **Performance** – S.M.A.R.T.™ delivery system, supported by 12 patents and patents pending to ensure best absorption
- **Proof** – Based on 12 Shaklee clinical trials and a first-of-its-kind Landmark Study



# DOES MY SUPPLEMENT PROVIDE WHAT I NEED?



Healthy, energetic adults have different needs



Our bodies need different nutrients depending on our age



We need a supplement formulation that is customized for our specific needs, based on gender and age



# THERE'S A VITALIZER™ THAT'S RIGHT FOR EVERYONE



## Men\*

- Heart health
- Prostate health
- Immune health
- Physical energy
- Joint health
- Muscle function
- Digestive health
- Healthy blood pressure



## Women\*

- Bone health
- Breast health
- Heart health
- Immune health
- Physical energy
- Reproductive health
- Digestive health
- Healthy hair, skin, and nails



## Gold\*

- Healthy aging
- Heart health
- Bone and joint health
- Immune health
- Brain health and cognition
- Healthy vision
- Digestive health
- Physical Energy

\* This statement has not been evaluated by the Food and Drug Administration.  
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# VITALIZER™

Feel Better in 30 Days or Your Money Back



Free Membership  
with Vitalizer

Get a free Shaklee  
membership  
(a \$19.95 value) and  
save 15% on future  
product purchases