

# **Landmark Study and Vitalizer**



# THE SHAKLEE DIFFERENCE



**ALWAYS SAFE**  
**Over 80,000**  
**tests each year**



**ALWAYS WORKS**  
**\$250 million**  
**in research**



**ALWAYS GREEN**  
**Environmental**  
**leadership**

How do you choose a company?  
Start with their philosophy and Standards.

# ALWAYS WORKS

We Guarantee Utmost Effectiveness



**GROUND BREAKING RESEARCH STUDIES**

**ADVANCING SCIENTIFIC KNOWLEDGE about NUTRITION  
and HEALTH**

**Over 100 Scientific Publications  
in peer review medical journals**

# U of C Berkley School of Public Health

## “National Health and Nutrition Examination Study”

Considered “The Landmark Study on Supplement Usage”

- ▶ In 2011 Average American under 65 had **11.9** different prescriptions written per year. (American Pharmacy Association).
- ▶ In 2011 Average American over 65 had **28** different prescriptions written per year. (Kentucky:40:4, Colorado: 22.2; Alaska: 18.3)
- ▶ Shaklee Users of More than 20 years, whose **average age was 63**, had **0.6** ! different prescriptions written per year.
- ▶ 2011 Nationwide: \$227,551,806,436

# Landmark Study

University of California Berkley School of Public Health

People who use Shaklee supplements had remarkably better health than those taking other vitamins or no vitamins. 20 year study.

Medical Bio-Markers (Ideal range)	Used No supplements	Used Brand X	Used Shaklee
<b>Health Assessment</b> I feel great – (higher better)	49%	56%	84%
<b>Diabetes</b> (low better)	8.5%	11.1%	2.9%
<b>Heart Attacks</b> (low better)	4.4%	7.6%	2.5%
<b>Stroke</b> (low better)	2.5%	2.6%	1.8%
<b>Triglycerides</b> (low better)	180.1	145.3	121
<b>C Reactive Protein</b> (3.0 or less) Marker for inflammation	4.6	3.2	1.9
<b>Homocysteine Levels</b> (less than 10) marker for health disease	9.6	9.5	6.1

**Changing Brands can Change your Life**

**VITALIZER**

**OVERALL  
HEALTH**

# VITALIZER

Contains top 8 supplements used by  
people in the Landmark Study

## S.M.A.R.T DELIVERY

RIGHT NUTRIENTS  
RIGHT PLACE  
RIGHT TIME



**Comprehensive  
Vitamins + Minerals,  
extra D, CoQ10,  
polyphenols**

**7 Omega 3 Fatty Acids**

**Full Spectrum Anti- Oxidants  
Anti-Aging Nutrients  
Carotenoids, flavenoids.**

**Super Active Probiotics**



**For healthier**

- Brain
- Heart
- Breast
- Bone
- Vision
- Colon
- Digestion
- Lung

**EXCLUSIVE**

**12**

**PATENTS**

**2 patents  
pending**

**EFFECTIVE**

**12**

**STUDIES**

**Guided by 12 Shaklee  
Studies**

**POWERFUL**

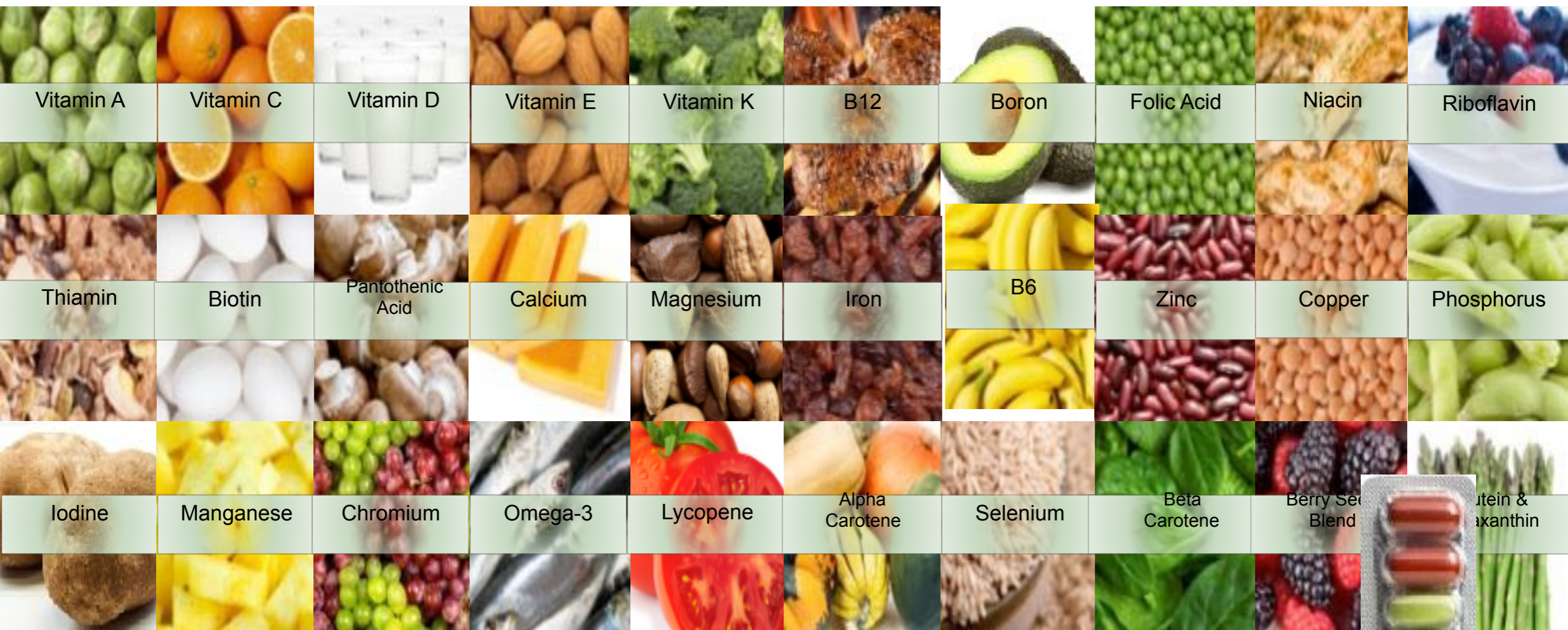
**4 DELIVERY SYSTEMS**

**80**

**BIO-OPTIMIZED  
NUTRIENTS**

# We believe in health, convenience and economy. Vitamins, Minerals, Omega-3s, and Phytonutrients\*

## Compared to food...



\*The nutrient content of a daily serving of Vitalizer™ is not the same as the amount of nutrients found in the foods shown. Detailed nutritional information can be found on the Vitalizer supplement facts box.

Food \$21.50 - Vitalizer less than \$3



# How Does **Vitalizer** Compare in Price To Brand X?

## **COMPARE ACTUAL COSTS!**

### **Shaklee's Vitalizer 30 Day Supply**

Vita Lea, Muti Vitamin,  
Omega Fish Oil,  
Extra Vitamin's A, B, C, D, and E.  
Pro Biotic.  
Carotenoids, Flavenoids, CoQ10, Polyphenols etc.  
TOTAL: \$79.25 / Autoship **\$71.32**

### **Walgreens - 30 Day Supply**

Centrum Performance Muti: \$11.99 X 4  
MegaRed Omega Fish Oil: \$29.00 X 2  
Naturemade Pro Biotic: \$11.49 X 1  
TOTAL: **\$119.43**

### **GNC - 30 Day Supply**

Ultramega Muti Vitamin: \$39.99 X 1  
Triple Strength Fish Oil: \$38.99 X 1  
Ultra Pro Biotic: \$39.99 X 1  
TOTAL: **\$118.97**





# How Does **Vita Lea** Compare in Price To Brand X?

Brand	Quantity	Dose	Price	Cost/Day
Nature's Way	90	3/day	\$36.49	\$1.22
GNC Multi-Ultra Gold	90	2/day	\$24.99	\$0.55
Nutriline Double XX	31	1/day	\$78.05	\$2.52
Rainbow Lite	120	1/day	\$36.51	\$0.35
Solaray-Specto	100	6/day	\$13.17	\$0.79
Earth Source	90	3/day	\$25.39	\$0.85
<b>Shaklee Vita-Lea</b>	240	2/day	\$33.95	\$0.28



# The Next Step

- Evaluate the Products - Purchase a starter order.
- Further Evaluate Shaklee.
- Schedule a followup meeting or call.

When you have everything to gain and nothing to lose,  
by all means give it a try.

