

YOUTH<sup>®</sup>

Look younger longer

Cover slide: YOUTH<sup>®</sup>



**LOOK  
YOUNGER  
LONGER**

*What if you could look younger longer?*

**Slide 2: LOOK YOUNGER LONGER**

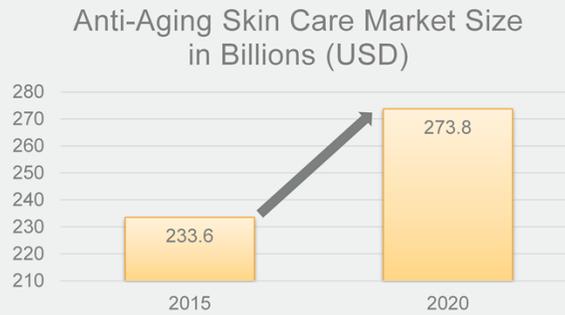
- What if you could look younger longer?
- At Shaklee, we've been helping people Live Younger Longer with our commitment to creating breakthrough innovations in the field of natural health for over 60 years.
- And now those years of innovation have helped to take skin care to the next level with YOUTH.
- Unlike ordinary skin care, our advanced technology in YOUTH targets the cellular level of your skin.



### **Slide 3: INSPIRATION FOR YOUTH**

- So, what was our inspiration for YOUTH?
- No matter how old we are, we may find that the image we see in the mirror each day doesn't match the age we feel on the inside.
- Our promise is that you will not only dramatically improve the health of your skin with YOUTH, but it's 100% guaranteed to shift your skin to a younger age.
- YOUTH truly is designed to make sure the world sees you as young as you see yourself.

## THE SKIN CARE MARKET WILL GROW \$40 BILLION IN 5 YEARS



\*Source: BusinessWire.com

### Slide 4: SKIN CARE MARKET IS GROWING

- Why is now the perfect time for YOUTH?
- The Global Anti-Aging Skin Care market will grow \$40 billion in 5 years.
- Although older consumers are still key to marketing efforts, younger consumers and men are becoming more aware of the value in taking care of their skin.



**Slide 5: KEY AREAS OF SKIN CARE MARKET GROWTH**

- In the prestige skin care category, which includes YOUTH, Natural and Clinical products grew 10%, outpacing the total facial skin care market
- This presents a great opening in the skin care market for YOUTH, as you'll see.

## A DECADE OF AGING ERASED

**100%**

of women were clinically proven to have younger-looking skin.

**2/3**

actually shifted their skin age into a younger decade.

Clinically developed by world-class skin experts, the Skin Age Index measures the appearance of key signs of aging with factual clinical data.

Facial wrinkles	Pore size	Even skin tone	Firmness
Skin texture	Hyperpigmentation	Radiance	Sagging

**Slide 6: A DECADE OF AGING ERASED**

- 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—measuring 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.
- And by measuring using the Skin Age Index we found 100% of women were clinically proven to have younger-looking skin after using YOUTH.
- Not only that, but 2/3 SHIFTED THEIR SKIN AGE TO A YOUNGER DECADE—A Decade of Aging Erased.

## WHAT HAPPENS AS WE AGE?



### Slide 7: SCIENCE BEHIND YOUTH

- So how does YOUTH work to provide such amazing results?
- The key to beautiful, younger-looking skin is cell renewal.
- As we age, critical processes that help keep our skin looking healthy and youthful slow down. As this slows, it leads to a loss of radiance and that youthful glow. Our skin produces less and less collagen and elastin, leading to wrinkles and a loss of firmness.

## THE SCIENCE OF YOUTH



- Patent-pending Youth Complex activates a key youth protein to help your skin Look Younger Longer
- Plus, patent-pending Muscadine Grape and Patented Vital Repair+ protect cells from damage

### Slide 8: THE POWER OF BOTANICALS TO FIGHT THE EFFECTS OF AGING

- Key ingredients in YOUTH and our patent-pending Youth Complex are derived from nature and botanically based.
- With eight patents and patents-pending, each and every YOUTH product is specifically formulated to address the multiple effects of aging, whether it be your lifestyle, the effects of the environment or natural aging.
- Botanicals packed with antioxidants and vitamins support collagen and elastin production that structurally help provide more nutrients to the skin.

# CLINICAL RESULTS WITHOUT COMPROMISE™

*You don't have to sacrifice safety  
and purity for effectiveness.*

## **Slide 9: CLINICAL RESULTS WITHOUT COMPROMISE™**

- By focusing on potent botanicals derived from nature as some of the key ingredients in YOUTH, we've proven you don't have to sacrifice safety and purity for effectiveness—providing your skin with Clinical Results Without Compromise.
- Today's skin care marketplace really covers the full spectrum—from companies who promise to be “all-natural” or “without harmful chemicals” without providing effective products, to companies who use an array of chemicals considered to be potentially harmful in order to deliver results.
- No company, it seems, has been able to hit that sweet spot—where safe meets results.
- And that's where YOUTH comes in.

THE LIST OF **2,500** INGREDIENTS WE WON'T FORMULATE WITH  
IS FAR TOO LONG TO LIST. HERE ARE JUST A FEW:

Parabens	Lanolin	Dioxybenzone
Sodium/Ammonium lauryl sulfate	Petroleum-derived waxes	Ecamsule
Phthalates	Quaternium-15	Ensulizole (Phenylbenzimidazole sulfonic acid)
Propylene glycol	Methylisothiazolinone	Resorcinol
BHT	Butoxyethanol	Perfluorinated compounds
BHA	Coal tar	Styrene
Mercury	1,4-Dioxane (PEG derivatives)	Propyl gallate
Hydroquinone	EDTA	Nitro & Polycyclic musks
Mineral oil	Ethanolamides (MEA/DEA/TEA)	
Petrolatum	Formaldehyde-donating preservatives	
Synthetic colors	Triclosan	
Synthetic fragrance	Microbeads (microplastics)	
Benzalkonium chloride	Aminobenzoic acid (PABA)	
Benzophenone	Avobenzene	
Cyclomethicone	Cinoxate	
Aluminum lakes		

FOR OUR COMPLETE  
"FREE OF" LIST, VISIT OUR  
NATURALLY BLOG AT  
[GO.SHAKLEE.COM/NATURALLY](http://GO.SHAKLEE.COM/NATURALLY)

**Slide 10: "FREE OF" LIST**

- In fact, YOUTH has a list of over 2,500 ingredients we will NEVER formulate with...we call it our "Free of" list.
- Our "Free of" list is far longer than the lists some other companies provide.
- Why is this so important? Because it's what so many people are looking for in the skin care marketplace today...and not finding.
- You can check out our full "Free of" list on our Naturally Blog at [go.shaklee.com/naturally](http://go.shaklee.com/naturally).



**100% Vegan  
Cruelty Free  
Gluten Free  
Dermatologist Tested  
Hypoallergenic  
Suitable for Sensitive Skin  
Non-comedogenic  
Ophthalmologist Tested**

**YOUTH**  
Look younger longer

**Slide 11: YOUTH RECAP**

- Plus, YOUTH is 100% Vegan, cruelty free, gluten free, Dermatologist tested, hypoallergenic, suitable for sensitive skin, non-comedogenic and Ophthalmologist tested.



## Slide 12: YOUTH ADVANCED ANTI-AGING REGIMEN

- Now let's talk about our YOUTH products, beginning with the YOUTH Advanced Anti-Aging Regimen.
- The entire Advanced Anti-Aging regimen was designed to work together to deliver remarkable results.
- Every single product in the YOUTH line is formulated with anti-aging ingredients, providing treatment benefits in each of the four simple steps.



**Slide 13: LUMINOUS GEL OIL CLEANSER**

- STEP 1 Luminous Gel Oil Cleanser
- Polish, purify and prepare your skin with a patented blend of vitamins and polyphenols plus exfoliating algae in our 3-in-1 soap-free, pH-balanced cleanser.

**YOUTH®  
PERFECTING  
SKIN TONER**

*Exfoliate, hydrate, nourish*

*Free your skin of dull cells and  
environmental pollutants*



**Slide 14: PERFECTING SKIN TONER**

- STEP 2 Perfecting Skin Toner
- Exfoliate, hydrate and nourish for glowing skin. Free your skin of dull cells and environmental pollutants to show the world a brighter, more radiant you.

**YOUTH<sup>®</sup>  
ACTIVATING SERUM**

*10X the actives to renew at the cellular  
level and help skin act younger*

*Superior radiance and rejuvenation*



**Slide 15: YOUTH ACTIVATING SERUM**

- STEP 3 Youth Activating Serum
- 10X the actives to provide the critical regeneration step in the regimen.
- Supports collagen production for superior radiance and rejuvenation with this potent blend.



**Slide 16: AGE DEFENSE MINERAL MOISTURIZER SPF 30**

- Next is Step 4 for DAY time: Age Defense Mineral Moisturizer SPF 30.
- It protects your skin from the effects of the sun, with naturally-derived mineral zinc oxide to provide chemical-free SPF 30 protection.
- And it provides a pollution-protection shield, protecting your skin from environmental pollutants and free radicals
- Plus, it has vitamins and minerals to moisturize your skin and improve overall appearance of skin tone.

**YOUTH®  
ADVANCED RENEWAL  
NIGHT CREAM**

*Smoother, more luminous skin*

*Support collagen and elastin production while  
you sleep*



**Slide 17: ADVANCED RENEWAL NIGHT CREAM**

- STEP 4 for NIGHT time is our Advanced Renewal Night Cream.
- It helps collagen and elastin production and aids skin cell renewal while you sleep.
- It makes skin appear younger looking, smoother and more luminous with a proprietary botanical blend.
- Available in Rich formula or Light formula to deeply hydrate and soften skin.

**YOUTH®  
RADIANCE C+E**

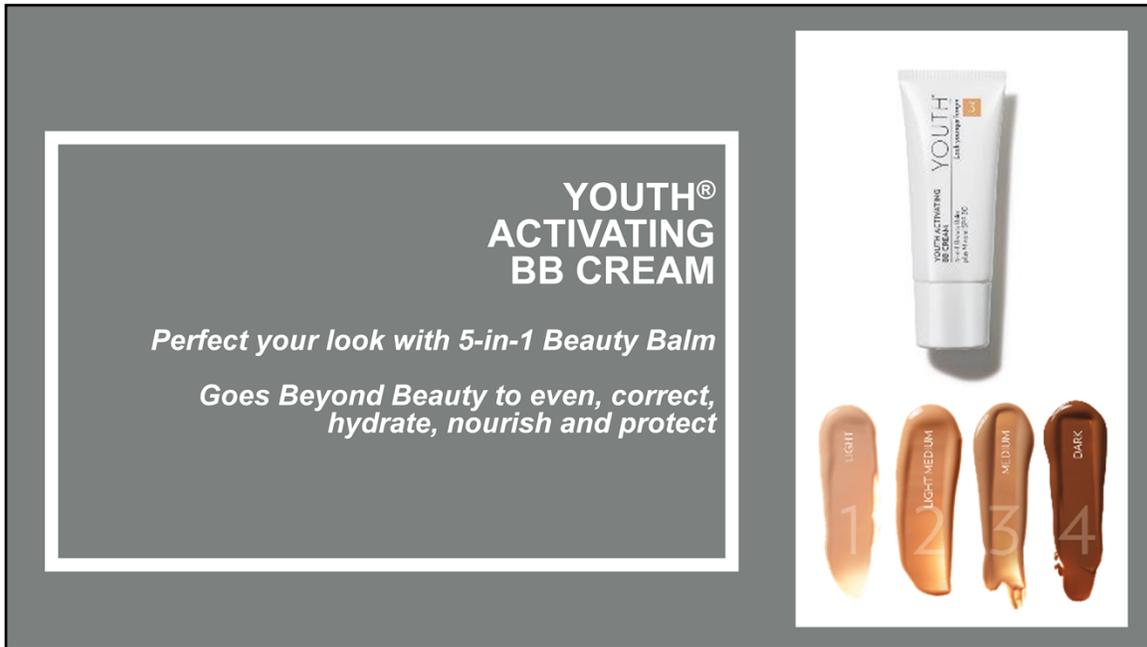
*Restore Radiance with 20% pure Vitamin C*

*Reduce the appearance of age spots, smooth skin texture, improve overall skin tone*



**Slide 18: RADIANCE C+E**

- To further restore radiance, Radiance C+E capsules can be used as an enhancement to the Advanced Anti-Aging Regimen.
- Radiance C+E 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.
- And Radiance C+E capsules themselves are plant-based, 100% vegan and biodegradable
- When adding Radiance C+E to the Advanced Anti-Aging Regimen, you'll want to use it immediately before the serum after using the toner.



**YOUTH®  
ACTIVATING  
BB CREAM**

*Perfect your look with 5-in-1 Beauty Balm*

*Goes Beyond Beauty to even, correct,  
hydrate, nourish and protect*

YOUTH ACTIVATING BB CREAM  
SPF 30 Broad Spectrum UVA/UVB  
pH 5.5-6.5

LIGHT  
1

LIGHT-MEDIUM  
2

MEDIUM  
3

DARK  
4

**Slide 19: YOUTH ACTIVATING BB CREAM**

- And to perfect your daily look following the Advanced Anti-Aging Regimen and Radiance C+E, there is our Youth Activating BB Cream.
- It evens, corrects, hydrates, nourishes and protects your skin, providing buildable coverage to your desired level.
- Plus, it contains naturally-derived, chemical-free SPF 30 Broad Spectrum UVA/UVB protection.
- The BB Cream provides buildable coverage; lighter with just one layer, or add more for additional coverage.
- Find your perfect match with one of our four shades, or blend two or more together for your own customized shade.

# BEFORE & AFTER

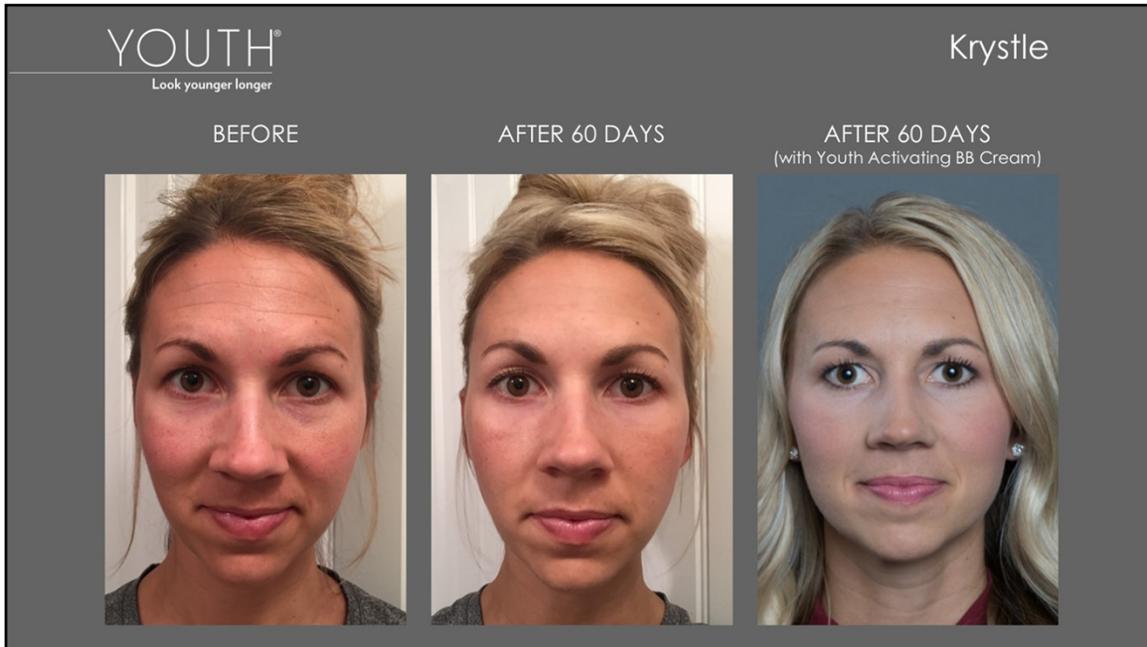
**Slide 20: BEFORE & AFTERS**

- So, you've heard about the science behind YOUTH, and you've heard about our YOUTH collection.
- Now let's see some real results from real people who have used the YOUTH regimen.



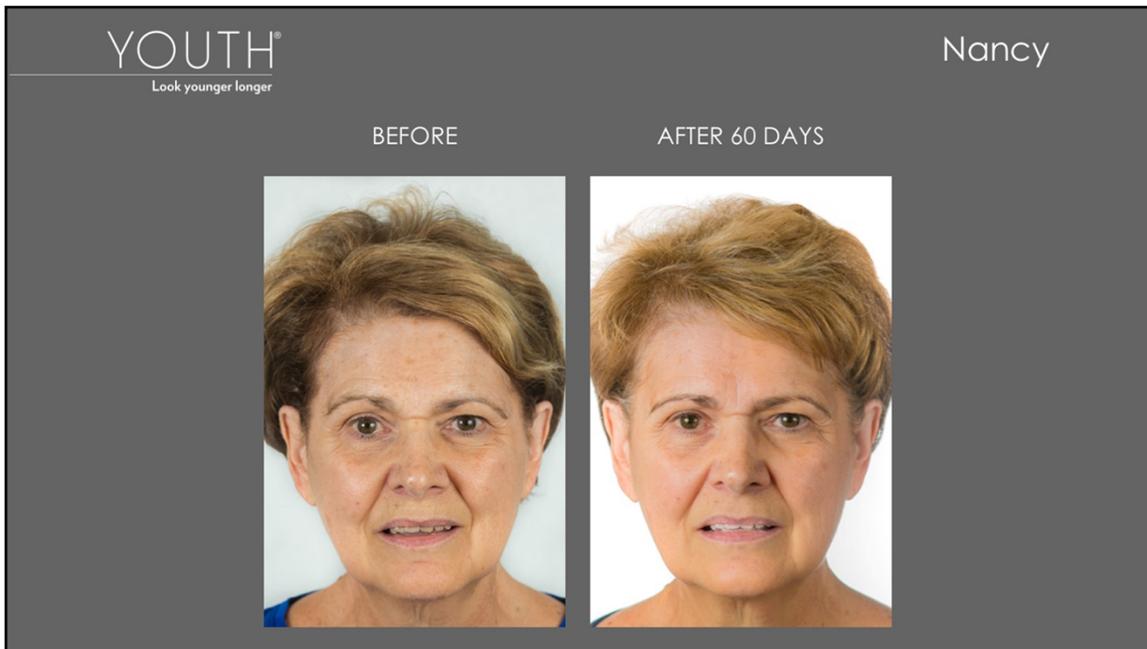
**Slide 21: KRYSTLE'S BEFORE & AFTER**

- These are Krystle's results after using the YOUTH Advanced Anti-Aging Regimen for 60 days.
- Notice the improvement in the appearance of fine lines and wrinkles in the forehead area.
- Notice the improvement in evenness of skin tone.



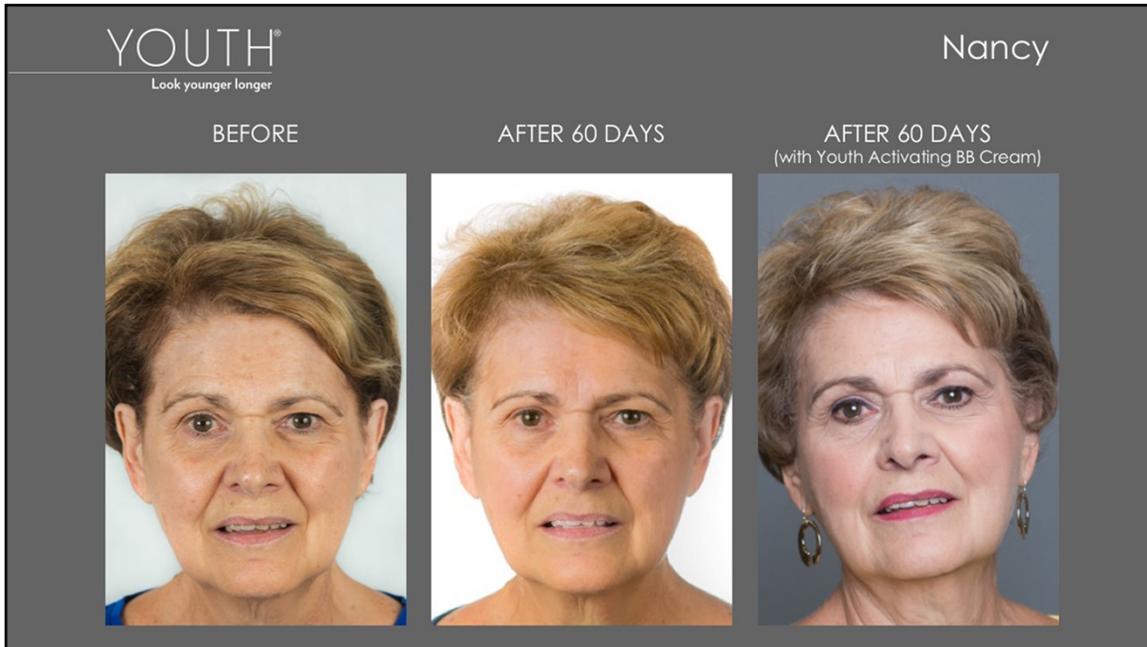
**Slide 22: KRYSTLE WITH YOUTH ACTIVATING BB CREAM**

- And notice how with the addition of BB Cream her look is perfected.
- The look is natural and clean, and is a perfect match for her skin.



**Slide 23: NANCY'S BEFORE & AFTER**

- These are Nancy's results after using the YOUTH Advanced Anti-Aging Regimen for 60 days.
- Notice the improvement in evenness of skin tone, especially in the forehead and cheeks.
- Notice a softening in the appearance of fine lines.



**Slide 24: NANCY WITH YOUTH ACTIVATING BB CREAM**

- And now with the addition of BB Cream, her look is perfected.
- Again, the look is natural and clean.

## START TODAY

- Purchase the YOUTH Advanced Anti-Aging Regimen and receive Radiance C+E FREE (\$94 value)
- Plus a FREE Silver branded cosmetic bag



### Slide 25: START TODAY

- So, now you've seen the real results. Are you ready to get started with YOUTH today?
- Purchase the YOUTH Advanced Anti-Aging Regimen and receive a free Radiance C+E (\$94 retail value) and Silver YOUTH cosmetic bag when you place it on autoship.
- Shaklee Member Price for the Advanced Anti-Aging Regimen is \$250. And you automatically qualify as a Member with purchase of the regimen.
- Each Advanced Anti-Aging Regimen product delivers a 60-day supply, so that regimen cost really equals \$125 per month.

**THE ULTIMATE FACE OFF\***

**YOUTH® ADVANCED ANTI-AGING REGIMEN**  
 60-DAY SUPPLY  
 CLEANSER, TONER, DAY CREAM SPF 30, NIGHT CREAM  
 +YOUTH ACTIVATING SERUM  
**\$250** CLINICAL RESULTS WITHOUT COMPROMISE™

**RODAN + FIELDS REDEFINE REGIMEN**  
 60-DAY SUPPLY  
 CLEANSER, TONER, DAY CREAM SPF 30, NIGHT CREAM  
 +NIGHT RENEWING SERUM  
**\$260**

\*This pricing comparison was conducted on August 22, 2017 and is valid only for products marketed at that time. All trademarks are the property of their respective owners.

**Slide 26: YOUTH V. RODAN + FIELDS**

- How does that compare to some other popular brands you may have seen out there?
- Rodan + Fields anti-aging regimen featuring cleanser, toner, day cream and night cream plus their serum (sold separately) is \$260 for their Preferred Customers.
- The YOUTH Advanced Anti-Aging regimen featuring cleanser, toner, serum, day cream and night cream is \$250 for Members.
- Plus, remember YOUTH provides Clinical Results Without Compromise, promising that we will never use over 2,500 potentially harmful chemicals on our “Free of” list.

**“NO”  
COMPARISON\***

**YOUTH® ADVANCED ANTI-AGING REGIMEN**  
60-DAY SUPPLY  
CLEANSER, TONER, YOUTH ACTIVATING SERUM, DAY CREAM SPF 30, NIGHT CREAM,  
**\$250** CLINICAL RESULTS WITHOUT COMPROMISE™  
OUR “FREE OF” LIST HAS OVER 2,500 POTENTIALLY HARMFUL CHEMICALS

**BEAUTYCOUNTER™ REJUVENATING LINE**  
60-DAY SUPPLY  
REJUVENATING CLEANSER, TONER, SERUM, DAY CREAM W/OUT SPF, NIGHT CREAM  
**\$299**  
THEIR “NO LIST” HAS MORE THAN 1,500

\*This pricing comparison was conducted on August 22, 2017 and is valid only for products marketed at that time. All trademarks are the property of their respective owners.

**Slide 27: YOUTH V. BEAUTYCOUNTER**

- Beautycounter™ Rejuvenating products, including cleanser, toner, serum, day cream (without SPF protection) and night cream, cost \$299 at retail versus our YOUTH Advanced Anti-Aging Regimen at \$250.
- And their “never list” contains more than 1,500, while ours contains over 2,500.



**Slide 28: OUR COMPANY**

- Now let's talk a little bit about Shaklee as a company.
- At Shaklee, our mission is to create A healthier life for everyone and a better life for anyone®.
- All our products are gentle on the environment and we never test on animals.
- And for over 60 years, we've been committed to creating products In harmony with nature®.



**Slide 29: BEYOND ORGANIC**

- We like to say our safety and purity standard is Beyond Organic.
- Beyond Organic is our philosophy that Shaklee quality standards go beyond how and where an ingredient is grown. We look to confirm the purity and potency of ingredients after harvest to guarantee that the final finished product is free of hundreds of chemical contaminants.
- We screen for over 350 contaminants, pesticides and impurities on every new botanical ingredient, 3x more than the current standard.
- And we perform more than 100,000 quality tests per year to ensure all our products are safe.

## **OUR PRODUCTS**

All Shaklee products are  
100% Guaranteed.



### **Slide 30: 100% GUARANTEED**

- All Shaklee products are 100% guaranteed.
- If you're not satisfied with any one of our YOUTH products, or any other Shaklee product, you can send it back to us for a full refund, even if the container is empty. No questions asked.

**OUR OPPORTUNITY**

**FLEXIBLE**  
You decide what your income goals are, and the time you want to dedicate to achieving them

**SIMPLE**  
All the power of Shaklee science is yours to share with a click, through the Shaklee Healthprint™ assessment and other super simple sharing tools

**SOCIAL**  
It's about people, conversations, solutions – and it can be done in Facebook, in a web conference, in the back yard, or in your kitchen

**MOBILE**  
With Shaklee Connect™ business tracking, digital tools for sharing, and simple, straightforward training – all from your Smartphone

**Slide 31: OUR OPPORTUNITY**

- Shaklee has created with YOUTH the right products at the right time.
- And Shaklee is committed to helping people Live and Look Younger Longer.
- Shaklee provides a business model that offers the potential for substantial income with low start-up costs. See our average income by rank chart at [www.shaklee.com](http://www.shaklee.com).
- Plus, Shaklee provides the right tools and training to support you as you build your business.
- Can you see the potential in the YOUTH opportunity?

**SHARE YOUTH®**

YOUTH Anti-Aging  
Skin Care Success Pack

•Includes:

- YOUTH Advanced Anti-Aging Regimen
- Radiance C+E
- YOUTH Brochure
- YOUTH Success Brochure



Only \$310  
for New  
Distributors

YOUTH®  
Look younger longer

**Slide 32: SHARE YOUTH**

- Are you interested in sharing YOUTH? Purchase the YOUTH Skin Care Success Pack and get started today.
- The YOUTH Success Pack is available to New Distributors for only \$310.
- It includes the YOUTH Advanced Anti-Aging Regimen, and, as a bonus, both versions of the night cream are included.
- Plus, you'll receive the YOUTH Radiance C+E, a YOUTH Product Brochure and a YOUTH Success Brochure to help guide you as you start your skincare business.