

# The Shaklee Difference

by  
Cindy Latham, Sr. VP Product Development, Shaklee Corporation

## ***Compare Any Other Health Products Company to SHAKLEE***

- ❖ Every Single raw ingredient in every single Shaklee product is tested for 400 pesticides. *Even aerial contamination of plants in an organic farm is possible - organically can be contaminated with lead, coming from exhaust from cars.*  
**This is a huge point of difference in SHAKLEE products.**
- ❖ As a result of Shaklee science, Shaklee products perform differently. The aim is to create BALANCE, to let the body naturally heal itself. By contrast, stimulation does not create balance.
  - ✓ Example of Stimulation is Hormones: Shaklee scientists are often asked why they don't produce hormones like other companies.  
SHAKLEE considers taking hormones to be taking something the body naturally creates on its own. Supplying such a substance for the body can create a dependency, an addiction, as it were, in which the body stops doing its own job of producing the hormone for itself. *Shaklee's purpose is to give your body the right tools to create its own proper balance.*
- ❖ There is clinical documentation behind every single statement made by Shaklee. We have to, because we keep it on file to document for the FDA.
- ❖ Bioavailability of Shaklee products is achieved by targeting the exact delivery point of a nutrient within the body. Research then validates its success.
- ❖ *Glucose Regulation Complex* allows the cells to use the insulin already in the blood stream. Other products on the market for insulin resistance may increase the production of insulin in the body. This is exactly the WRONG thing to do.
- ❖ May 2004 Consumer Reports and again in September 2010, had an article on the 'Dirty Dozen' bad ingredients in nutritional supplements. SHAKLEE is the ONLY company that has NEVER sold ANY of these ingredients.

- ❖ *Enfuselle*, the Skin Care line, now has 8 patents. It is conventional wisdom that we should not be able to reverse damage within the skin. *Enfuselle* has proven it CAN. See the UV photos in the Shaklee library. As a result, several major pharmaceutical companies wanted to license *Enfuselle*. Shaklee will not license this line to anyone, and our patents are enforced for 15 years.
- ❖ There is a huge, growing market for vitamins that will help us look better and that will slow aging, and that at the same time are safe and natural.
- ❖ Our *Vita-C sustained release* is in a natural gum base resin, not a synthetic plastic release system.
- ❖ Our *Soy Protein* has 4 clinical studies with proven low glycemic response. Perfectly balanced amino acids are in identical ratio to those found in the human body.

### **CONSIDER THE FOLLOWING:**

- ❖ *½ of all men and 1/3 of all women will develop cancer in their lifetime.*
- ❖ *Of 167 chemicals currently found in the average blood stream, 76 cause cancer in humans and animals.*
- ❖ *A science friend of mine once told me that when a person stands on a street corner and breathes in the fumes from a passing bus, the amount of free radicals entering their body in that SINGLE MOMENT is more that a person 150 years ago may have been exposed to in their ENTIRE LIFETIME.*
- ❖ FlavoMax and CarotoMax are our armor and shield against free radicals to add to our basic foundation program for daily protection.
  - ✓ For example, the blueberries for FlavoMax are picked in Nova Scotia in August, the RIGHT TIME to maximize their anthocyanidin content. Likewise with each ingredient. Tomatoes picked in Israel are non-GMO and contain the highest lycopene content. They are picked at the RIGHT TIME.
  - ✓ Antioxidant value tested against 7 competitors (including Juice Plus) for the potent value of its flavonoids. Shaklee far exceeded them all.

## ❖ SHAKLEE PRODUCTS ARE PROFOUNDLY DIFFERENT.

*If you want to feel bad, that's your business. If you want to feel better, that's OUR business!*

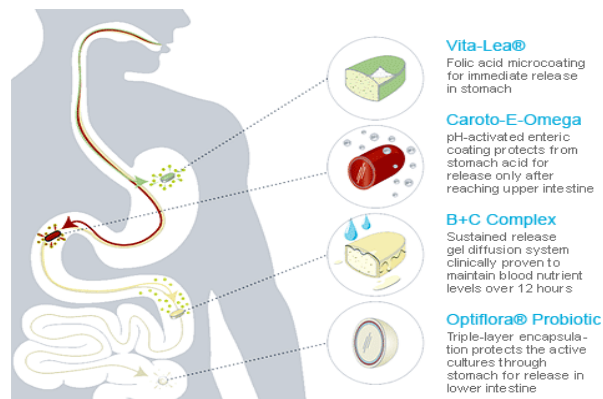
\*\*\*\*\*

This is the Vitalizer that Shaklee designed after the 20 year study. This study proved that consistent use of Shaklee supplements showed Optimal health levels in Shaklee users. It is to be taken in the morning and the nutrients release all day!

**S.M.A.R.T.™ SHAKLEE MICRONUTRIENT ADVANCED RELEASE TECHNOLOGY™ = SMART VITAMINS THAT ARE ACTIVATED TO RELEASE NUTRIENTS EXACTLY WHERE THEY SHOULD BE RELEASED FOR THE MAXIMUM RESULT!**

**The right nutrients, to the right place, at the right time.**

**12 patents and 2 patents pending** on the S.M.A.R.T. delivery system means you can't find it anywhere else.



**"The cost of just one of our delivery systems, the pH-activated release, is higher than the total cost of all vitamins and minerals in leading multivitamin products."**

Carsten R. Smidt, Ph.D., FACN,  
Chief Scientific Officer, Shaklee Corporation