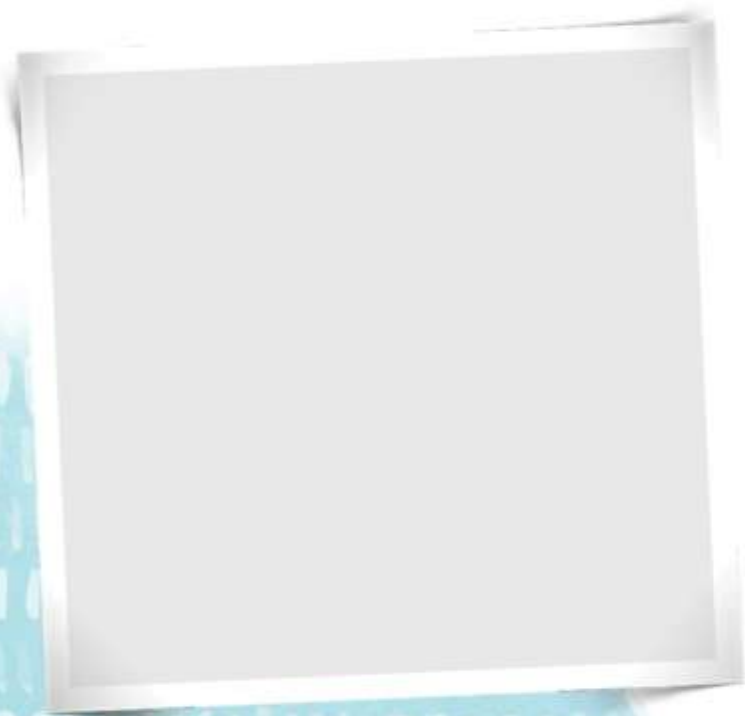




Be part
of the effect™

 **Shaklee**
Creating Healthier Lives®

My Shaklee Effect story



Are you where you want to be in your life?

Are work and family in balance?



How do you feel about your health or fitness level?

Do you have the lifestyle you've always wanted?



What if?

extra
money



Rewarding
lifestyle



trips

the Shaklee Effect™

Shaklee helps people transform their lives by taking small, simple steps that lead to big results. By making better products that are worth sharing, we create a healthier planet and brighter future for all. Little by little, one by one, we change the world.



 **Shaklee**
Creating Healthier Lives™



USE

Experience the way Shaklee products can help transform your health.



SHARE

Share Shaklee products with friends and family and earn extra cash + rewards.



BUILD

Build a team in a way that works for you and fits your life, with the potential for significant financial rewards.

HEALTHY FOUNDATIONS

\$41
BILLION

+7%



HEALTHY HOME

\$92
BILLION

+7%

\$360 BILLION

HEALTHY
SOLUTIONS

\$105
BILLION

+5%

HEALTHY
WEIGHT

\$14
BILLION

+8%

HEALTHY BEAUTY

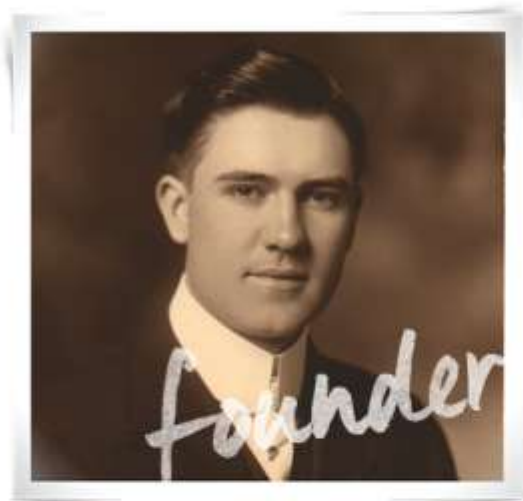
\$107
BILLION

+5%

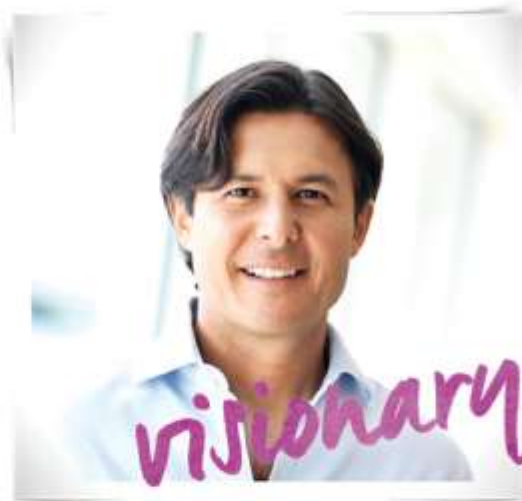
Source: 2013 *Euromonitor*

Built on trust

- Dr. Shaklee – 100 years of innovation
- #1 Natural Nutrition Company in the US



Dr. Forrest C. Shaklee



Roger Barnett

Better health for everyone and a better life for anyone.

Stability

- Nearly 60 years of paying Distributors over \$7 billion in commissions
- Dedicated to your long-term success



the Shaklee difference

At Shaklee, we believe that nature holds the answers to a healthy and productive life. By using pure and potent ingredients and the foremost scientific research, we formulate nutrition products that are truly life enhancing.

PURITY

Quality ingredients,
safe products

POTENCY

Extensive studies,
effective nutrients

PERFORMANCE

Better absorption,
better results





Shaklee® Life

- The best, most comprehensive nutritional system in the world
- Clinically proven to help provide the foundation for a longer, healthier life





Proven by Science

- Double digit benefit in heart, brain, and cognitive health
- Shaklee users reported a 2x increase in feeling “good/excellent” health

11%
LOWER

cholesterol ratios,
a key marker for
cardiovascular
health

33%
LOWER

levels of
triglycerides, a
critical biomarker
for **heart health**

36%
LOWER

levels of
homocysteine, an
indicator of **brain**
and **cognitive**
health

59%
LOWER

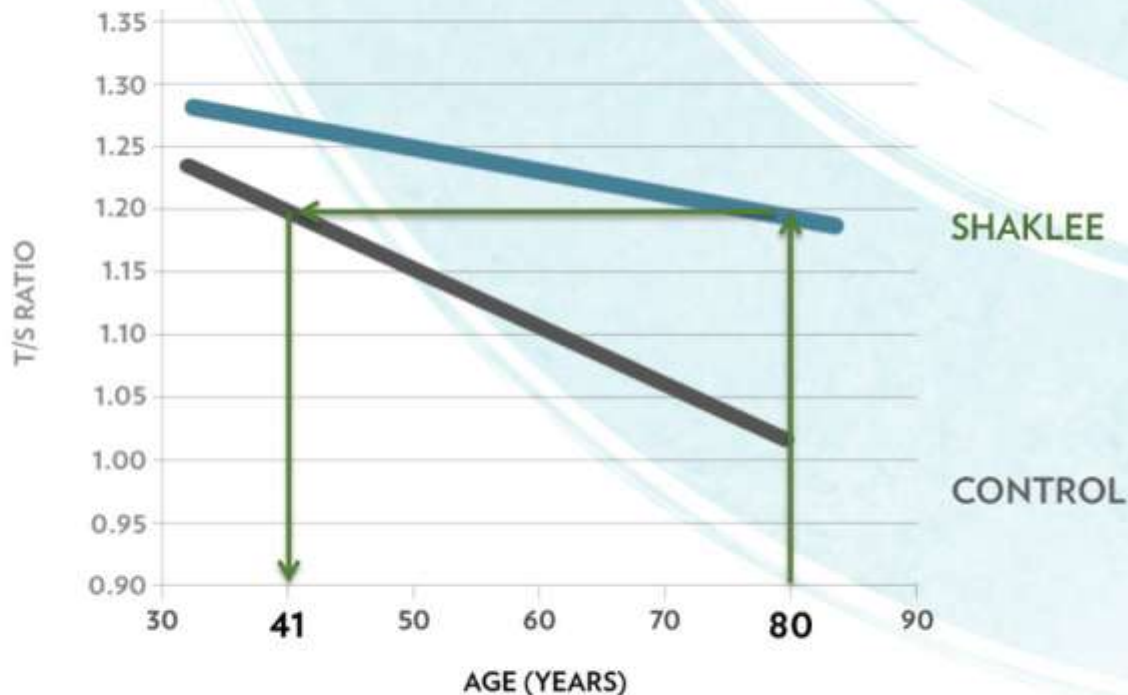
levels of **c-reactive**
protein, a key
biomarker for long-
term **biological**
stress

*Percentages reflect Shaklee supplement users compared with nonsupplement users. Data for nonusers was obtained from NHANES 2001–2002 and NHANES III 1988–1994.



Proven by Science

- The Telomere Study compared the telomeres of Shaklee users with a healthy control population, and the study showed that Shaklee users had significantly longer telomeres
- 40% lower rate of telomere shortening among Shaklee users



*Cross-Sectional Analysis of Telomere Length in People 33-80 Years of Age: Effects of Dietary Supplementation. Harley CB et al. (2014) 55th Annual Conference, JACN, Vol. 33(5), p414. †Gladys Block, Christopher D Jensen, Edward P Norkus, Tapashi B Dalvi, Les G Wong, Jamie F McManus and Mark L Hudes.

Shaklee[®] Life

Proven by People

- Hundreds of thousands of people in the U.S. use Shaklee to improve their health. Many Shaklee users have been customers for decades and tell inspiring stories of their life transformations
- Our Shaklee athletes, who have already won a combined total of 120 gold, silver, and bronze medals, use Shaklee to get the performance and efficacy they need to compete



Shaklee® Life

100% Guaranteed

- We stand behind every single one of our products
- We believe in the purity, potency and performance of all of our products, and we back it with a 100% guarantee. That's why if you are not satisfied with any of our products, you can send it back to us for a full refund



A better life

- A flexible, rewarding way to earn an income on your terms
- How, when, and where is up to you

A photograph of three diverse women sitting at an outdoor dining table in front of a white house. They are smiling and holding glasses of orange juice. The table is set with a large pitcher of water, plates of food, and a bottle of dressing. The scene is bright and cheerful, suggesting a relaxed social gathering.

 **Shaklee**
Creating

Rewards – Distributor

- First step
- Earn product discounts and monthly bonuses
- Extra spending money
- Cover the cost of your products



Distributor

Director

Coordinator

Executive
Coordinator

Master
Coordinator

 **Shaklee**
Creating Healthier Lives®

Rewards – Director

- Average annual income \$10,357*
- Earn Leadership trip to California
- Greater discounts and bonus potential
- Recognition and privileges



*2014 average annual income.
See the 2015-16 incentives
booklet for full details.

MATT
NEW YORK



Distributor

Director

Coordinator

Executive
Coordinator

Master
Coordinator

**Shaklee**
Creating Healthier Lives®

Rewards – Coordinator

- Help at least two people to Director
- **Average annual income \$20,859***
- Earn a monthly Car Bonus
- Earn an exotic trip
- Earn extra cash bonuses on the *FastTRACK* program



*2014 average annual income.
See the 2015-16 incentives
booklet for full details.

CORRIE BETH & MIKE
NEW YORK



Distributor

Director

Coordinator

Executive
Coordinator

Master
Coordinator

 **Shaklee**
Creating Healthier Lives®

Rewards – Executive Coordinator

- Help at least three people to Director
- **Average annual income \$48,419***
- Earn a monthly Car Bonus
- Earn a VIP trip
- Earn extra cash bonuses on the *FastTRACK* program



JEN
COLORADO



*2014 average annual income.
See the 2015-16 incentives
booklet for full details.

Distributor

Director

Coordinator

**Executive
Coordinator**

Master
Coordinator

Shaklee
Creating Healthier Lives®

Rewards – Master Coordinator

- Help at least six people to Director
- **Average annual income \$204,168***
- Earn up to \$600 monthly Car Bonus
- Earn an additional luxury trip to San Francisco
- Earn extra cash bonuses of up to \$89,000 in the *FastTRACK* program

*2014 average annual income.
See the 2015-16 incentives
booklet for full details.



CARLOS
CALIFORNIA



Distributor

Director

Coordinator

Executive
Coordinator

Master
Coordinator

**Shaklee**
Creating Healthier Lives®

Rewards – All levels

Rank	Average of lowest 1/3*	AVERAGE*	Average of highest 1/3*	Monthly car bonus†	2015-2016 Incentive trips†	FastTRACK* awards	FastTRACK 50% match
DIRECTOR	\$4,674	\$10,357	\$18,859		New Directors Conference Bay Area		
SENIOR DIRECTOR	\$6,236	\$13,317	\$23,576	\$225 to \$250		UP TO \$1,000	\$500
COORDINATOR	\$9,668	\$20,859	\$35,479		Los Cabos, Mexico	UP TO \$3,000	\$1,500
SENIOR COORDINATOR	\$17,535	\$32,879	\$51,867	\$325 to \$375		UP TO \$5,000	\$2,500
EXECUTIVE COORDINATOR	\$28,634	\$48,419	\$72,093		Tuscany, Italy	UP TO \$10,000	\$5,000
SENIOR EXECUTIVE COORDINATOR	\$37,964	\$65,603	\$100,760	\$400 to \$450		UP TO \$15,000	\$7,500
KEY COORDINATOR	\$56,679	\$89,422	\$131,627		Hometown Celebration	UP TO \$15,000	
SENIOR KEY COORDINATOR	\$78,145	\$115,881	\$171,840	\$450 to \$500		UP TO \$15,000	
MASTER COORDINATOR	\$109,525	\$204,168	\$338,807	\$500 to \$600	San Francisco	UP TO \$25,000	
SENIOR MASTER COORDINATOR	\$191,983	\$262,388	\$374,799				
PRESIDENTIAL MASTER COORDINATOR**	\$343,965	\$626,265	\$1,009,304	Keys			

*Average annual income includes all Dream Plan Rewards and is based on the monthly amounts reported on Form 1099-MISC for all Business Leaders at that rank. The sum of these monthly averages is the figure reported in the income disclosure statement. For the Low and High averages, the lowest 1/3 and the highest 1/3 of the amounts reported on Form 1099-MISC for all Business Leaders at that rank is averaged and the sum of these monthly averages is the figure reported, or, where sample size is small for a given rank, the Low and High figures are the sum of the absolute low and absolute high amounts reported for each month. **Two Paid As Master Coordinator Legs are required. Additional requirements apply for FastTRACK awards. For FastTRACK at Coordinator, an OV of 5000 must be achieved. For FastTRACK Sr. Coordinator, Exec. Coordinator, and Sr. Exec. Coordinator, OV Outside the Largest Leg of 5000, 10,000, and 15,000, respectively, must be achieved. †There are additional requirements for ranks and incentives. For full requirements, see the Statement of Privileges and Responsibilities of Shaklee Family Members and the 2015-2016 Incentive Booklet at Shaklee.com/dreamplan_details

Community

- A diverse community of people helping people



Designed by you

- A simple system for success,
driven by your personal style



How do you
see yourself
fitting in?



3 ways to join Shaklee

USE



Experience the way Shaklee products can help transform your health.

SHARE



Share Shaklee products with friends and family and earn extra cash + rewards.

BUILD



Build a team in a way that works for you and fits your life, with the potential for significant financial rewards.

3 ways to join USE PRODUCTS

Free Membership
\$99.95 - \$269.95



Place the Life Plan on AutoShip and receive a coupon for a Shaklee product for only \$10.**



or Join for \$19.95

SHARE & EARN

Upgrade from Member to
Distributor \$29.95 or join \$49.95



\$349 Gold PAK
Over \$700* total value



BUILD A BUSINESS

\$649 Gold Plus PAK
Over \$1,350* total value



\$1,049 Super Gold PAK
Over \$2,200* total value



*Based on Suggested Retail Price. **As a Shaklee Member save 15-25% on future purchases. If placed on AutoShip, this offer also includes an online coupon for a Shaklee product (up to \$100 SRP value) for only \$10. Product selection subject to availability. Product may be substituted with product of similar value at any time.

Shaklee
Creating Healthier Lives™

What will
your Shaklee
Effect be?



ADDITIONAL RESOURCES

\$349 Gold PAK Over \$700* Value (250 PV)

PRODUCTS

- Shaklee Life Plan
- Life Shake Packets (6 packets)
- MindWorks®
- NutriFeron®
- Basic H²*
- Spray Bottles (3-Pack)

BUSINESS TOOLS

- New Distributor Kit
- Gold Ambassador fee
- 1 Regional Conference Registration
- 3 Months PWS



\$649 Gold Plus Pak Over \$1,350* Value (500 PV)

PRODUCTS

- Shaklee Life Plan
- Life Shake Packets (4 packets)
- MindWorks®
- NutriFeron®
- Vitalized Immunity™
- Stress Relief Complex
- Shaklee 180® Snack Bar Assortment (10 bars)
- Shaklee 180® Energizing Tea, Pomegranate
- Performance—Lemon Lime
- Energy Chews

- Hydrating Cleansing Lotion
- Enfuselle Dispensing Pump
- Hydrating Toner
- Time Repair A.M.
- Hydrating Moisturizer
- Germ Off Wipes
- Fresh Laundry Liquid HE
- Nature Bright Laundry Booster
- Dish Wash Liquid 16 oz.
- Basic H²®
- Spray Bottles (3-pack)

BUSINESS TOOLS

- New Distributor Kit
- Gold Ambassador fee
- 1 Global Conference Registration
- 2 Regional Conference Registrations
- 6 Months PWS



\$1,049 Super Gold Pak Over \$2,200* Value (750 PV)

PRODUCTS

- Shaklee Life Plan
- Life Shake Packets (6 packets)
- MindWorks®
- NutriFeron®
- Vitalized Immunity™
- Shaklee 180® Turnaround™ Kit
- Performance—Lemon Lime
- Physique
- Energy Chews
- Enfuselle Nutrition Therapy Skin Care Kit
- Get Clean® Starter Kit

BUSINESS TOOLS

- New Distributor Kit
- Product Selection Guide (pack of 25)
- Product Guide (pack of 12)
- Live Well with Shaklee brochure
- Gold Ambassador fee
- 2 Global Conference Registrations
- 4 Regional Conference Registrations
- 12 Months PWS



FastTRACK Rewards

Immediate Income While Building Your Lifetime Income

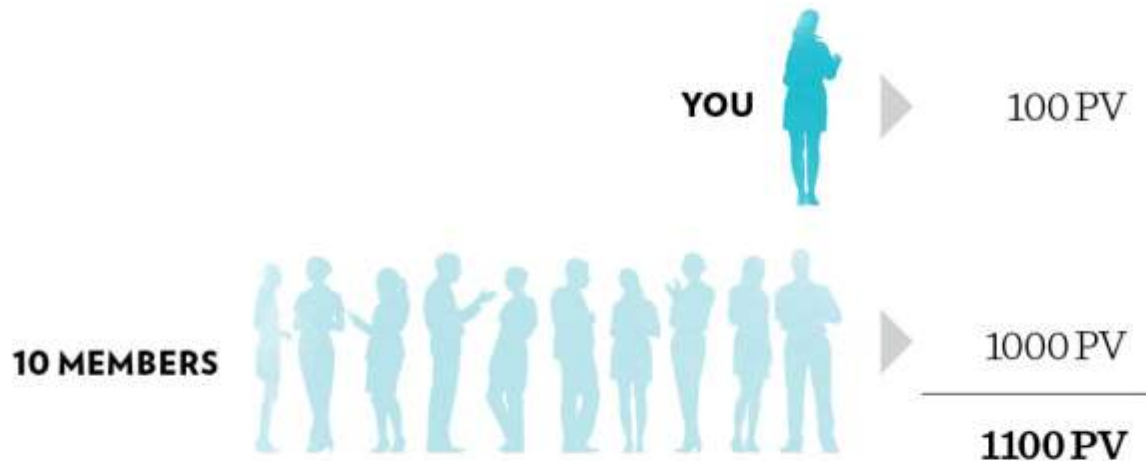
Requirement	Position	FastTRACK Reward*	
2000 PGV	DIRECTOR	<i>FastTRACK</i> STARTS	Matching
1 Director Team	SR. DIRECTOR	\$100 x 10 = \$1,000	\$500
2 Director Teams	COORDINATOR	\$300 x 10 = \$3,000	\$1,500
2 Directors & 10,000 OV	SR. COORDINATOR	\$500 x 10 = \$5,000	\$2,500
3 Directors & 20,000 OV	EXEC. COORDINATOR	\$1,000 x 10 = \$10,000	\$5,000
3 Directors & 30,000 OV	SR. EXEC. COORDINATOR	\$1,500 x 10 = \$15,000	\$7,500
		Upto \$34,000	Upto \$17,000

Help three people earn their \$34,000 in *FastTRACK* Rewards and you'll earn \$100,000+ in total compensation!

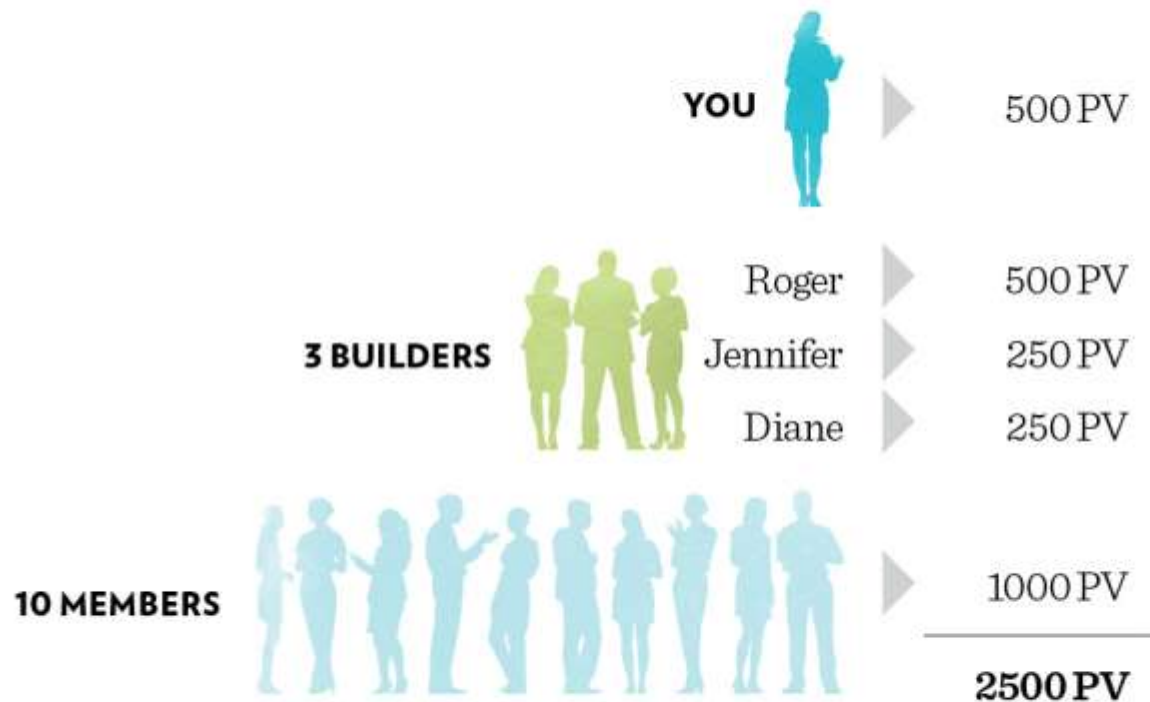
*Payment of *FastTRACK* rewards are made monthly for up to 10 months, up to the amounts shown.
Please see the 2015-2016 Incentives Booklet for full details.

Share and earn: Earn enough to cover your purchases

Find 10 members to buy and cover the cost of your Shaklee purchases*



Build: Path to Director



2000 PGV Qualification
Hypothetical organization. Results not typical.

Earn the Cost: \$1,049 PAK

Find 3 business builders (In your first full month)



\$1,049 Super Gold PAK
750 PV

\$150 Gold Bonus

15 Sponsoring Points



\$1,049 Super Gold PAK
750 PV

\$150 Gold Bonus

15 Sponsoring Points



\$1,049 Super Gold PAK
750 PV

\$150 Gold Bonus

15 Sponsoring Points

Total earnings: 12% ~ \$360

\$450 Bonus

\$450 Power Bonuses

Earn the Cost: \$649 PAK

Find 3 business builders (In your first full month)



▶ \$649 Gold Plus PAK
500 PV

▶ \$100 Gold Bonus

▶ 10 Sponsoring Points



▶ \$649 Gold Plus PAK
500 PV

▶ \$100 Gold Bonus

▶ 10 Sponsoring Points



▶ \$649 Gold Plus PAK
500 PV

▶ \$100 Gold Bonus

▶ 10 Sponsoring Points

Total earnings: 12% ~ \$180

\$300 Bonus

\$300 Power Bonuses

Earn the Cost: \$349 PAK

Find 3 business builders (In your first full month)



\$349 Gold PAK
250 PV

\$50 Gold Bonus

5 Sponsoring Points



\$349 Gold PAK
250 PV

\$50 Gold Bonus

5 Sponsoring Points



\$349 Gold PAK
250 PV

\$50 Gold Bonus

5 Sponsoring Points

Total earnings: 8% ~ \$60

\$150 Bonus

\$150 Power Bonuses

First hour – Getting started

STEP 1

Become your own first customer: sign up for AutoShip of at least 100 PV to meet your monthly personal volume qualification

STEP 2

Set up your website and import your contacts from Gmail, Yahoo!, or MSN to your back office

STEP 3

Identify 3 builders and 10 customers

First day – Start enrolling customers

STEP 1 Schedule your first launch event and start inviting

STEP 2 Send out your first introduction email to all your contacts

STEP 3 Start sharing Shaklee samples and follow up to convert samples to orders

Second day – Find future Business Leaders

STEP 1

Build your list—Whom do you know?
Friends, relatives, occupation, geography, social

STEP 2

Ask for referrals—Whom do they know?

STEP 3

Identify influencers:
Receptionists, stylists, teachers, busy professionals,
stay at home parents, etc.

Healthy Foundations

Build a lifetime of better health. Let the finest ingredients from nature put you on a path to well-being.

Nutrition for life



Healthy Solutions

Solutions that help you with the most important health concerns
to help you take control of your health.

Feel the difference



Products providing 400 mg of plant sterols and stanols, consumed twice a day with meals for a daily total intake of at least 800 mg, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. A serving of Cholesterol Reduction Complex supplies 1,000 mg of plant sterols and stanols.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Healthy Weight

Shaklee 180® is clinically tested products* and a program that helps you lose the right kind of weight—fat, not muscle.



New
Direction

*The weight-loss portion of the Shaklee 180 Program was tested in a preliminary 12-week clinical study. The Lean & Healthy portion of the Shaklee 180 Program was tested in a 9-month study along with exercise.

Healthy Beauty

One simple regimen with all the essential antioxidants and nutrients your skin craves.

Radiant



Healthy Home

Home should be the safest place on earth. Clean it up with products that are safe, powerful, and green.

clean & green

