

## The Shaklee Difference

### **More Than a Catch Phrase- its PROOF Our Products Are Better For You!**

In 2015 Shaklee celebrates 100 years of Shaklee science, research, and product innovations—a far longer proven track record than any other nutrition company. Our founder, Dr. Forrest C Shaklee Sr. created his first nutrition product formula called Vitalized Minerals in **1915-- before the word Vitamin appeared in Webster's Dictionary.** **Dr. Shaklee was just 21 years old at the time!** He used and perfected his nutrition formulas for over 40 years before he started the Shaklee Corporation along with his 2 sons in 1956. Shaklee Corporation turns 59 years old in 2015.

## 100 years of innovation



**Today** the market is absolutely flooded with nutrition products of every kind being offered. The typical consumer buys his or her nutrition products based on 2 main criteria---

- 1. What the label says.** Labels can be made to “look impressive” without valid clinical validation,
- 2. Price.** If the label looks impressive and the product costs less, that's what most people purchase. It seems logical, but that buying decision is completely flawed.

**Here are 3 very important points to consider:**

1. Consumers demand lower prices and with lower prices comes lower quality. You get what you pay for. Getting a “high quality” vitamin “cheap” is a bit of an oxymoron—a cheap high quality vitamin.
2. In 2007, there were 1460 nutrition supplement firms in business—many offering bogus products.
3. Consumers need to be cautious when it comes to buying nutrition products. To get into the game doesn't take very much. Anyone can slap a label on a bottle and sell a pill or wonder juice. You want to buy from a company you can absolutely trust with your health.

### **Here is WHY you want to choose Shaklee Products—the 4 P's**

**PURITY--** The word organic has become over-rated, over-used, and is used as a sales ploy by most companies to sell their product. Organic simply refers to HOW something was grown-- a growing method. **Organic DOES NOT mean something is pure**. Shaklee's extensive testing goes way **BEYOND ORGANIC** to guarantee purity in every raw material ingredient we use—no exceptions. **Shaklee nutrition products are guaranteed to be PURE and free from any kind of contaminant.**

**POTENCY--** Time and time again, products on the market when tested, have been found to have nowhere near the amount they claim on their label in their product. In some cases, there was 0% found in the product of a nutrient that was listed on the product label-- on the label but not found in the product! The label may say 100% of Vit \_\_, or contains\_\_\_\_ ingredient and when tested, contains only 50%, 30%, 20%, and in some cases **none** of the stated amount. It doesn't matter what the label says, what matters is what the product actually supplies AND—how the nutrients are delivered in your body. The exclusive 12 Patent Pending Shaklee S.M.A.R.T Delivery System in Shaklee Vitalizer for example guarantees proper and precise delivery of all 80 nutrients listed on the label.

**Shaklee guarantees POTENCY. If the label says it, you get it-- guaranteed.**

**PERFORMANCE--** Shaklee nutrition products have been used in expeditions to the North Pole, South Pole, Mt Everest, in Space with Astronauts. In the Time Life Book 25 Greatest Adventures of all Time, 7 of the 25 were powered by Shaklee. Over 120 Gold, Silver and Bronze Olympic medal winners were powered by Shaklee. The U.S. Ski Team was powered for years by Shaklee. This is a small sampling of elite athletes and explorers who could choose any brand they want. Why do you think they chose Shaklee? Our products deliver the **results** people want and need!

**Shaklee guarantees RESULTS or your money back.**

**PROOF--** The proof is in the pudding. It doesn't matter what you claim about your product—it's what you can prove. Shaklee has over 100 Scientific Publications, 90 of them published in peer-reviewed journals—more than any other nutrition company. Shaklee is the **ONLY** nutrition company whose products are supported by a 3<sup>rd</sup> party published clinical study that **PROVES** Shaklee supplement users have better health biomarkers in 5 categories than people who use another brand, or people who don't take supplements at all. Don't just take our word; check it out for yourself...

### **Scientific Proof**

Here is a small sample of our more than 100 published clinical studies:

<http://www.clinicals.shaklee.com/>

The Landmark Study that proves Shaklee supplement users have better health biomarkers:

[www.landmarkstudy.com](http://www.landmarkstudy.com)

Watch this 7 minute Shaklee Difference video clip and you will be more than impressed:

<http://www.shaklee.tv/the-shaklee-difference-7-minute-version>

## **2 Important Questions For You**

1. Do you currently use nutrition products other than the Shaklee brand?
2. How do you know for sure the products you are using provide the 4 P's shown above?

It's your body! Don't you want to put in your body the "right stuff"-- guaranteed in every way?

It's your money! Don't you want to get the most BANG for your BUCK?

Your BEST CHOICE is simple— **Choose Shaklee Products!**

**Shaklee Is A Company You Can Absolutely TRUST!**



**SAFE!**

**NATURAL!**

**PURE**

**EFFECTIVE!**

**PROVEN!**