

# Susan Roling Health Story - Pierce's Concussion



Pierce, a high school senior who plays left tackle on the offensive line for his football team, suffered a concussion during practice. After taking several days off, he began the concussion protocol which was to increase activity and then assess each phase.

Each day he improved and the trainers and doctor were amazed at his progress, especially since another boy got a concussion at the same practice as Pierce, but was not progressing well. By the end of the week, Pierce was cleared! And the following Monday, he was released to practice and played in the season opening game the following Friday.

Also, this was the first season in three years that Pierce has not had to go in for “recovery” on Saturday mornings after a game. Susan truly believes that Shaklee supplements made a difference in his concussion recovery and are playing a role in his ability to recover after a daily 3 to 4 hour practice and after 3 hour football games.



# Pierce's Vitamin Program

## ***Pierce's basic supplements:***

- *Vita Lea (2)* - Essential nutrients to fill in the gaps
- *Vita-C (2)* - Key nutrient for the immune system
- *Alfalfa (5-10)* - Excellent for general well being and inflammation

## ***Added these items the month before the concussion to be pro-active in reducing sports injuries:***

- *Joint Health Complex (2)* - Maintain healthy joints & joint comfort
- *OmegaGuard (2)* - Powerful anti-inflammatory
- *Vivix (2)* - For better recovery and to protect & repair cellular damage





Happiness cannot be traveled to, owned,  
earned, worn or consumed.

Happiness is the spiritual experience of living  
every minute with love, grace, and gratitude.

*-Denis Waitley*

## 30-Day Business Blitz Results --Sarah Bolger and Beth Kaniuk

- Followed the training that Katie Odom and Ashley McDonald from Summer Strategies Session #2
- Followed Bob Heilig's scripts and focused on just reaching out and making connections with people.
- Lots and lots of reconnection, having real conversations with people and then bringing up Shaklee.
- Most times people are starting to ask me about it before I can bring it up!
- Why the blitz is working so well --- The products, my business, global, etc. Beth Kaniuk and Sarah strategize almost daily. They set aside time, work off their list, and enjoy reconnecting.



# Beth Kaniuk and Sarah Bolger Blitz Report

## Results – Beth –

- 2 potential business partners ,
- 2 customers would like to order again ( haven't ordered in a long time),
- 4 people looking at the products.

## Results -- Sarah

- 2 events and reach outs (we are including events in the blitz, because she's reaching out to new people and inviting to this).
  - 4 new members,
  - 400 PV,
  - 1 new distributor
- (totaling to 650 pv).**



## Results from Team Transformation 30-Day Massive Action Through Face Book Messaging June, 2016

- 9 NEW business partners team wide
- Two new Directors
- Two new Associates
- Two new Senior Directors
- New Senior Executive Coordinator with 7K OV increase

**( see details and scripts at Summer Strategies #2 FaceBook to  
Build Our Business, 7-7-16 )**



You'll need coffee shops and sunsets and road trips.  
Airplanes and passports and new songs and old songs, but  
people more than anything else.

You will need other people and you will need to be that  
other person to someone else, a living breathing screaming  
invitation to believe better things. *Jamie Tworkowski*

# Shaklee Strategies Forum

Fall 2016



**Shaklee Back-to-School Products** 9-6-2016

**Nutrients to Help Keep Them Smart, Healthy and Happy**

**Fall 2016**

# Our Strategy Team



Master  
Coordinator  
Barb Lagoni



Senior  
Coordinator  
Michelle Parrott



Senior Coordinator  
Kristen Jakubowski



Senior Director  
Angie Thomas



Senior Coordinator  
Becky Choate



Francine  
Roling

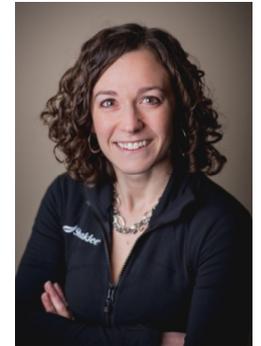


Senior  
Executive  
Coordinator  
Katie Odom

Senior  
Executive  
Coordinator  
Ashley  
McDonald



Key  
Coordinator  
Harper  
Guerra



becky

# Objectives for Session #1

## Back-to-School Products

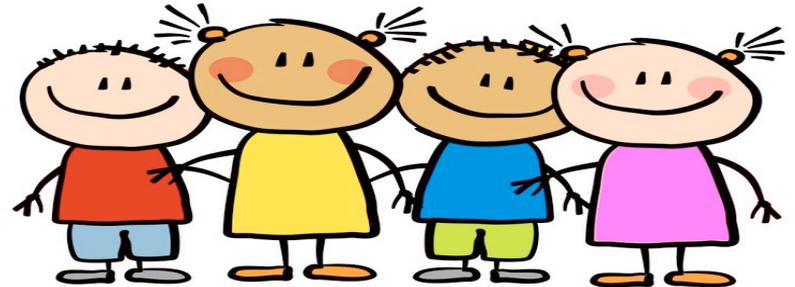
- To understand the nutritional needs of kids as they start the school year in 3 areas:
  - supporting a strong immune system to help prevent viruses & illness
  - nutrients essential for a healthy brain that affect focus, memory and cognitive function
  - nutrients depleted by stress -- from academic and social pressures
- And the Shaklee products that may be helpful.
- To generate 1000 new PV by sharing this information this month. becky

**We're Going Back To School**



# Critical Nutritional Needs of Children

- Studies show that **kids with inadequate nutrient intake perform poorly in school**
- **Poor nutrition negatively impacts a child's immune system, bone growth, and overall physical development**
- In a recent study, **55% of children tested had low levels of vitamin D**, which is critical for bone building
- **18% of US kids** have at least **1 chronic illness** ... asthma 9% , obesity 19%, allergies, hearing & vision impairment, behavioral disorders (ADD, hyperactivity, etc)
- **16,000** kids are diagnosed with **cancer** each year .. Average age is 6.  
barb





This is why it is so important to keep the immune systems of our children strong.

barb



It is better to build strong children...  
Than to repair broken adults Stephen Douglas

# Immune Products

## For Kids Who Can't Swallow Tablets ...

Incredivites Multi-Vitamin/ Mineral  
Chewable Vita C ( or Vitalized Immunity )  
Premium Alfalfa Complex  
Optiflora Optiflora Probiotic Capsule

## For Kids Who CAN Swallow Tablets ...

Vita Lea  
Sustained Release Vita C  
Nutriferon  
Vita D-3  
Premium Garlic Complex



kristen

# INCREDIVITES™



## Supernutritious:

- **First kids' chewable multi in the U.S. with immune-supporting power of lactoferrin!**—Helps kids' immune systems stay supercharged\*
- **23 Essential Nutrients**—Needed for proper growth and development
- **Vitamin POver!**—100% of vitamins C and E, plus all eight B vitamins
- **600 IU of Vitamin D<sub>3</sub>, plus calcium, vitamin K, and more!**—Support for strong bones and teeth

## Supersafe:

- Naturally sweetened with xylitol, which does not promote cavities
- No artificial flavors, sweeteners, or preservatives
- Gluten free

kristen

**Great Tasting, Kid Tested, and Kid Approved!**

All-natural tropical punch, grape, and berry flavors.

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

# Lactoferrin – Powerful Immune-Booster

- Lactoferrin is a protein found in cow milk and human milk. Colostrum, the first milk produced after a baby is born, contains high levels of lactoferrin, about 7 times the amount found in milk produced later on.
- Lactoferrin helps regulate the absorption of iron in the intestine and delivery of iron to the cells.
- It also seems to boost the body's immune system .. protect against bacterial infection, possibly by preventing the growth of bacteria by depriving them of essential nutrients or by killing bacteria by destroying their cell walls.
- The lactoferrin contained in mother's milk is credited with helping to protect breast-fed infants against bacterial infections, viruses and fungi



**BREAKTHROUGH *IMMUNE* BOOSTER!**

## **NUTRIFERON**

### **Powerful Breakthrough in Immune System Science**

- Stimulates the Body's Production of Interferon ( key component of immune system, NATURALLY )

#### **The Shaklee Difference:**

- Created by Dr. Kojima, who discovered interferon
- Exclusively Patented world-wide,
- Powerful Formula: 4 plant extracts help to increase interferon
- Clinically Proven: Potent, safe      kristen

**Calls the natural "killer cells" to action to fight invaders**

**Fights viruses and bacteria**

- Phyto-nutrient blend provides immune support at the cellular level
- Naturally boosts interferon production
- Increases resistance to infection

# Sustained Release Vita C 500...also Chewable C

- First sustained-release vitamin C to use all natural plant gums and waxes... slowly releasing the whole vitamin C complex over 5 hours.
- The role of Vitamin C
  - ✓ **Antioxidant**
  - ✓ **Natural antihistamine**
  - ✓ **Builds connective tissue (tendons, ligaments, skin)**
  - ✓ **Reduces risk of cataracts**
  - ✓ **Helps reduce allergy symptoms**
  - ✓ **Helps reduce risk of cancer**
  - ✓ **Used in prevention and treatment of colds**



kristen



**NEW**

## Vitalized Immunity

**Refreshing immune support**

Vitalized Immunity provides nutritional support to help support your immune system in a delicious effervescent way

Vitalized Immunity is naturally sweetened with Monk Fruit, and contains as much vitamin-C as....

*Drop one tablet in 4-6 oz. of water  
let dissolve and drink*



**Vitalized Immunity** Size: 15 Tablets Item #22073

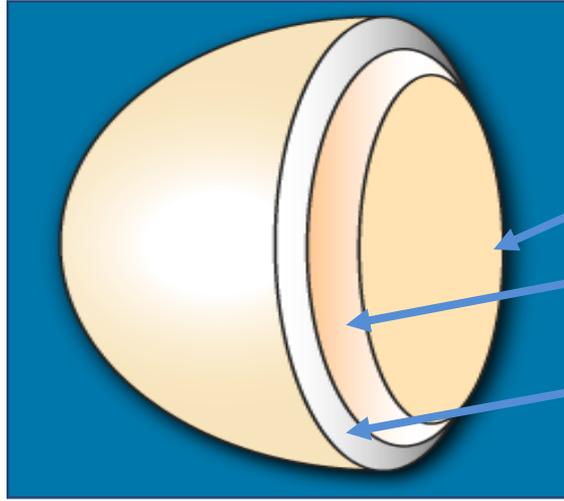


# Optiflora Probiotic System

- Restores beneficial micro-organisms to lower intestines
    - lost from antibiotics, diarrhea, chemotherapy, steroids, and other medications
  - Keeps undesirable bacteria and yeasts in check
  - Strengthens the immune system (70% is in the gut)
  - Triple encapsulation protects acidophilus, bifidus, and other probiotics from stomach acids
- kristen



# Unique, Patented “Triple Encapsulation” Technology Protects “Live” Microflora



“Live” microflora

Water and oxygen barrier

Stomach acid protection

*Only Shaklee has it!*

**OPTIFLORA™ completely survives stomach acid.  
Microflora are then released in the intestine.**



# Who Benefits from Optiflora

flatulence

bloating

constipation

candida yeast issues

allergies/sinus

antibiotics

bottle-fed babies

irritable bowel syndrome

abdominal cramps

diarrhea

digestive disorders

colitis

acid reflux

steroid medications

low fiber/poor diets

ear infections *Nutrition & You* Vita Books

# Premium Alfalfa Complex

- Natural anti-histamine ( allergies, sinus, )
- Soothing to stomach, digestive enzymes
- Deep roots access trace minerals,
- Chlorophyll for natural deodorizer ( reduces bad breath and body odor )
  
- Tiny tablets so take 3 or 4 at a time
- Can be crushed for kids

kristen



# Starter Kit For The Little Ones

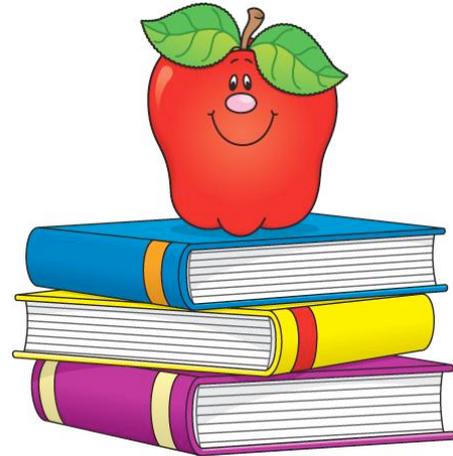
\$80 to \$100

Incredivites Chewable Multi  
Mighty Smarts Omega 3 DHA Chews  
Chewable C  
And some healthy breakfast shakes and bars



# Healthy Immune Products for Teens and Kids Who Can Swallow Tablets

- Vita C Sustained Release ( 500 mg )  
or Vitalized Immunity
- Vita Lea Multi-Vitamin/ Mineral sml
- Nutriferon Natural Interferon Immune Booster
- Optiflora Probiotic Capsule
- Life Shake



# We Really Should be Taking Better Care of Our Children's Brains

**The quality and health of our brains determines the quality of children's lives, their ability to have friends, to learn, to earn a living .**

- 60% of all the energy a baby expends is concentrated in the brain.
- If babies' bodies grew at the same rapid pace as their brains, they would weigh 170 pounds by one month of age.
- It is estimated that about 10-15% of children and teens are depressed at any given time.
- As any parent can attest, teen brains are not fully formed. It isn't until about the age of 25 that the human brain reaches full maturity
- The number of young people aged 15-16 with depression nearly double between the 1980s and the 2000s
- 80% of college students are sleep deprived
  - 36% reported feeling so depressed it was difficult to function
  - 50% eat too much fat which can lead to cognitive decline





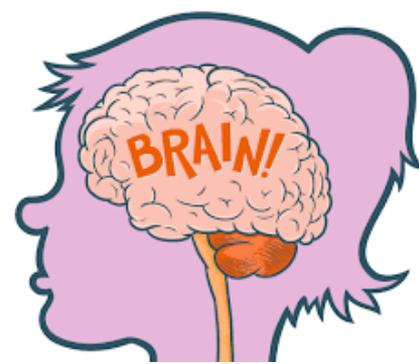
# Our Children's Brains – Birth through College

## STILL UNDER CONSTRUCTION

- Age 2-3: Massive growth, 80% of adult volume, over 700 neural connections a second. Develops language skills and social skills. Brain begins to “prune”;
- Preteen: 2<sup>nd</sup> burst of neuron growth. Begins developing social interaction skills, decision making, planning, evaluating risks, abstract skills (see themselves through the eyes of others). Require 9-10 hours of sleep, developing short term to long term memory skills. Brain begins to “prune” through early 20's. “Use it or lose it”. jean

# Healthy Brains Need...

Living with your brain in mind: Just as a car needs maintenance to run, the brain needs regular maintenance to perform its chores and premium fuel to run well



- **Rest** – Restorative, Brain reorganizes during sleep
- **Exercise** - improves mood and sleep, and reduces stress and anxiety. Problems in these areas frequently cause or contribute to cognitive impairment.
- **Toxin-free environment** – Household toxins linked to lower scores on tests of intelligence, memory and attention; poorer performance in school; and in many cases behavior problems.
- **Healthy diet from “real food”**
  - Good fuel for the brain - high-quality foods that contain lots of vitamins, minerals, and antioxidants nourishes the brain and protects it from oxidative stress.
  - Bad fuel for the brain - Multiple studies have found a correlation between a diet high in refined sugars and impaired brain function — and even a worsening of symptoms of mood disorders, such as depression.
- **Hydration** - Lack of water to the brain can causes problems with focus, memory, brain fatigue and brain fog, as well as headaches, sleep issues, anger, depression.
- **Essential nutrients too critical to leave to chance.**

jean

# Nutritional Needs of the Brain



- Protein – Neurons communicate with each other via protein. Stabilizes mood swings and hyperactivity;
- Vitamin C – Essential in production of neurotransmitters (focus and concentration)
- Vitamin D – The “brain vitamin” -- memory, mood and problem-solving
- Vitamin B’s – Production of Serotonin. Deficiency causes anxiety, insomnia, low self esteem
- Omega 3’s – 8% of brain – support cell structure, increase production of neurotransmitters, blunts inflammatory damage. Deficiency linked to aggressive behavior and depression.

# Nutrients for Optimal Learning

## Omega 3 Fatty Acids

- Omega Guard
- Mighty Smarts ( chewable )

## B Vitamins

- B Complex if they can swallow
- Incredivites Chewable Multi
- Vita Lea ( tablet to swallow )

## Protein

- Energizing Soy Protein
- Shaklee 180 Smoothees



gear

# The Importance of DHA Omegas for Kids

Low levels of the omega-3 fat DHA -- associated with poorer reading, memory and behavioral problems in healthy school-aged children

Children who consumed an omega-3 fat supplement as infants scored higher on rule learning, vocabulary and intelligence testing at ages 3-5

Children with attention deficit hyperactivity disorder (ADHD) and related behavior/learning disabilities are more

likely to have low omega-3 fat levels.

 Mercola.com

- DHA is an essential omega-3 fatty acid that affects early brain and eye development
- Studies show that many kids do not get enough of this important nutrient
- Foods high in DHA—such as sardines, tuna, and organ meats such as liver—are not kids' favorites
- Eating large amounts of fish can lead to unhealthy exposure to mercury and other environmental toxins, which can be especially harmful to children

Improvements in:

attention

vocabulary

behavior

concentration

less impulsive

calmer

dyslexia

depression

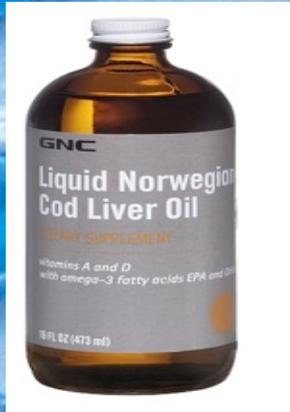
60% of the brain is fat



jean

Omega 3 Research Studies

# Omega 3 Fish Oil **ALWAYS SAFE** Industrial Pollutants –PCB's



“Lawsuit: Disclose PCB Levels in Fish Oil. Group Finds Amount of Contaminant Varies Greatly Among Popular Supplement Brands”  
- CBS May 2, 2010

jean

# MIGHTY SMART™



## Supersmart:

- **High in DHA Omega-3s for BrainPOWER**
- **DHA** helps support concentration, memory, and vision
- **100 mg per serving**—A level clinically proven to increase blood levels of DHA in children ages 4–12

## Supersafe:

- Certified organic by Quality Assurance International†
- 100% natural, ultra-pure DHA
- No artificial colors, sweeteners, or preservatives
- Gluten free

† 75% organic

**Great Tasting, Kid Tested, and Kid Approved!**

Yummy Orange Chew

# Shakleekids™



## Supersmart:

- **Mighty Smart™:** World's best 100% natural, ultra-pure DHA for brainPOWER!

## Supersafe:

- No artificial flavors, sweeteners, or preservatives
- Gluten free
- Packaging is free of bisphenol-A, phthalates, and toxic inks

## Supernutritious:

- **Incredivites™:** World's best multivitamin/multimineral supplement for kids

# Omega 3 Fatty Acids...

## Shaklee Omega Guard for older children

- Ultra pure, pharmaceutical grade, full spectrum of 7 Omega 3 fatty acids
- Reduces risk of heart disease and stroke

But that's not all...

- Also improves eczema, colitis, arthritis, MS, psoriasis, migraines, reduces C-reactive protein,
- Important for brain, eyes, joints, helps ADD & ADHD, memory loss and depression





## **Stress & the importance of brain food**

### Ben – Petroleum Engineering

- School came easy – high school, first year of college
- 2<sup>nd</sup> year – 1<sup>st</sup> semester – “weed out” semester
- Stress affecting concentration, mood, grades – brain shutdown
- Called wanted a doc apt, meds, thought something was wrong
- Had stopped taking Shaklee - felt he didn't need
- Back with Shaklee – straight A's – Vitalizer, protein, Mindworks

### Laura – Excellent Diet – Works in China

- Great diet in China – stopped taking Shaklee
- Visit home – blood work done
- Deficient in Zinc, Vitamin D “brain vitamin” and Iron.
- Went back armed Shaklee and new appreciation for the need to supplement – VitaLea, Vitamin D, Protein, Zinc

# For Big Kids Who Can Swallow Tablets ... Or Who May Be Going Off To College

- Vita Lea Multi
- B Complex
- Vita C and Nutriferon
- Optiflora Probiotic
- Shaklee 180 or Mealshake or Energizing Soy Breakfast Shakes

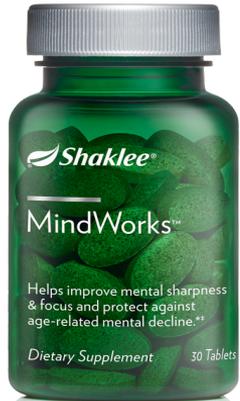


**Vitalizer ... for greatest convenience and complete nutritional foundation ...  
80 nutrients** jean



# Mindworks

Enhance mental sharpness and support long-term brain health



**Scientific studies have shown the key ingredients in MindWorks work in 3 ways:**

- Immediate improvement in cognitive performance
  - Protects against age-related mental decline
  - Supports healthy circulation - Blood circulation is critical for delivery of oxygen and key nutrients to the brain. It is linked to neural activity.
- jean

# Immune and Healthy Brain Collection for Little Kids

## For Kids Who Can't Swallow Tablets ...

Incredivites Multi-Vitamin/ Mineral

20 PV

Chewable Vita C ( or Vitalized Immunity )

18

Premium Alfalfa Complex

13

Optiflora Probiotic Capsule

14

Mealshake

17

82 PV

Mighty Smarts

+

16

98 PV becky

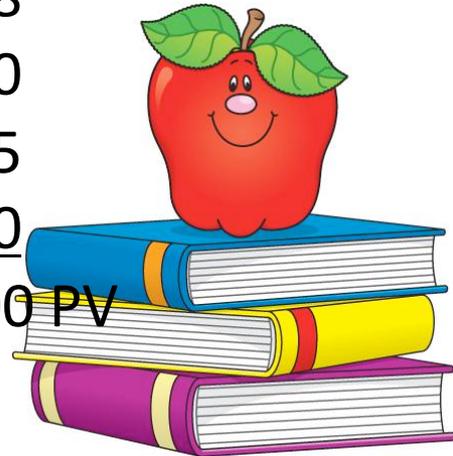


# Healthy Immune System for Teens and Kids Who Can Swallow Tablets

- Vita C Sustained Release ( 500 mg ) 16 PV  
or Vitalized Immunity
- Vita Lea Multi-Vitamin/ Mineral sml 18
- Nutriferon Natural Interferon Immune Booster 30
- Optiflora Probiotic Capsule 15
- Life Shake 30

100 PV

becky



# Nutrients Essential for Healthy Brains

- Mighty Smarts Chewable Omega and DHA 16 PV  
Or Omega Guard for Kids who can swallow capsules
- B Complex 120 17
- Vita Lea 120 18
- Shaklee Life Shake 29  
90 PV  
( \$115 MP )



## Product Collection –Nutrients to Strengthen Immune System

**For Adults** who can swallow pills

Vita C 16.65 PV

Nutriferon 30.00

Optiflora Capsules 14.65

\$80 MP

**61.30 PV**

**For Children** who can't swallow pills

Optiflora Caps 14.65 PV

Chewable C 17.95

Incredivites 20.00

\$72 MP

**52.50**

Vita C 16.65 PV

Nutriferon 30.00

Optiflora caps 14.65

Life Shake 28.22

Vita D-3 5.0 MP

\$129.00 **94.52 PV**

Optiflora Caps 14.65

Chewable C 17.95

Incredivites 20.00

Life Shake 28.22

Alfalfa Complex 330 12.65 MP

\$130 **93.37 PV**

becky

# How to Generate 1000 New PV

10 collections X 100 PV = 1000 new PV

Ex

1 event/week with 3 to 5 attending

- Conference call ... Health Chat
- In-home .. How to Help Our Kids Have Their Best Year Ever
- FaceBook event
- Individual appointments and HealthPrints

becky

# Pam Wellness Budget Close

- Financial advisor recommended creating a Wellness Budget for ourselves and our families.
- He said “ Pay for Wellness now. It will be cheaper than paying for illness later.”

If your Wellness Budget was \$100/ month X 12 months = \$1200/ year

Over 10 years ... That's \$12,000

Over 20 years ... That's \$24,000

pam

# Cost of Illness

- Average American spends \$1370/year on medications ( ExpressScripts.. Largest pharmacy benefits manager)
- Top 10 Surgeries Cost

Cataract surgery	\$2300-\$3000
C-Section	\$13,000
Joint Replacement	\$16,500 to \$33,000
Broken Bone Repair	\$8000 to 20,000
Angioplasty	\$ 20,000
Stent Procedure	\$18,000
Hysterectomy	\$13,000
Gall Bladder	\$24,000 to 32,000
Heart Bypass	\$40,000

## Assisted Living

\$3600/month

\$43,200/year

pam

# Action Steps for September



- Set a goal for September ...
  - ex – to increase our PGV by 1000 / month
  - Or 1000 PGV/ week ( Chairman's Retreat )
- Make a list of 10 people with whom you would like to share this information on helping our kids have their best year ever.
- Set up 4 Back-to-School Events in the month of September ( appointments, in-homes, conference calls, etc )
- 10 new customers X 100 PV each = 1000 new PV
- Next week Session #2, we will review a variety of events and materials to help introduce Back-to-school products to new and existing customers.

becky

# Chairman's Retreat Qualification

- Increase our monthly PGV by an average of 3500 / month. ( over base )  
( 21,000 PGV over the 6 -month qualification period )
- Base is found at ... [www.ShakleeChairmansLeadershipRetreat.com](http://www.ShakleeChairmansLeadershipRetreat.com)
- Log in – our Shaklee ID ALL CAPS
- Password is our Shaklee ID ALL CAPS + zip code.

**Shaklee Chairman's  
Leadership Retreat 2017**

Napa Valley, California



# September Strategy Forum Schedule

Tuesday Sept 6 – Back to School Products .. Science and Shaklee Difference

Tuesday Sept 13 – September Marketing Strategies

including events, outlines, word tracks, social media posts and graphics, etc

Tuesday Sept 20 – Lenses of Leadership – understanding the person we will want to become to advance to higher ranks

Tuesday Sept 27 – Harper Guerra Business Story



# Shaklee Global Conference 2017

August 9–13, 2017 Atlanta, GA

Through November 30, 2016: **\$199 per person**

Pay your Global Conference registration fee in installments deducted directly from your monthly Bonus Checks. Simply select the Payment Plan Option at the end of the registration page, and deductions will begin with your September Bonus Check.

Less than \$17 a month!



# References and Resources

- Nutrition and You .. www. Vita Books4U.com [VitaBooks@wi.rr.com](mailto:VitaBooks@wi.rr.com)
- Change Your Brain, Change Your Body Daniel Amen

# Shaklee Video & Audio Archives

This webinar is archived on [BetterFutureStartsToday.net](http://BetterFutureStartsToday.net)



## 5 Personalized Websites Included

[www.BetterHealthIn31Days.com](http://www.BetterHealthIn31Days.com)

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

[www.BetterFutureStartsToday.net](http://www.BetterFutureStartsToday.net)

[www.FeelBetterIn30Days.com](http://www.FeelBetterIn30Days.com)

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

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- **Largest online Shaklee Media Library**
- Over 500 Shaklee audio/video recordings and growing weekly
- Automated Learn & Earn Program (included but optional)
- Dedicated Shaklee Business Resource Website
- Dedicated Shaklee Business Presentation Website
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- Video archive of Training webinars
- And much, much more for only \$16.99/month



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