

Happy, Happy! Joy, Joy!

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Now Through 12/15



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- Orders of \$150 or more between today and 12/15, will get up to \$20 off shipping!!
- Remind your customers that this is a GREAT time to stock up on heavier items or kits!
- This could be used on Gold kits as well!
- Orders must be \$150 before shipping and tax in order to qualify for the shipping discount.
- If someone NEW takes advantage of this offer, then they will also get a FREE Membership!

BUT WAIT....THERE IS MORE....

***Shaklee has created a
BRAND NEW
Shaklee 180 Starter kit!!***

This kit includes:

- 2 Life Shake Canisters
- 30 day Vita Lea
- 30 day Metabolic Boost
- 1 box of Snack bars

For \$150!!!

The Starter Kit will be
offered thru 1/31/17.

So.... When you put the Shipping deal and the Shaklee 180 Starter kit deal TOGETHER,
Someone could order the New Shaklee 180 Starter kit and receive:

- A FREE Membership
- AND FREE Shipping thru Dec. 15th!!
- SPECIAL ITEM CODE THAT IS CUSTOMIZE-ABLE ONCE IN YOUR CART: #89426. You can also find this Starter kit under the Healthy Weight tab (within the Shopping tab) in the Member Center or within your personal Shaklee Website



New Shaklee 180[®] Starter Kit

FREE STANDARD SHIPPING THROUGH 12/15/16

FREE MEMBERSHIP WITH PURCHASE - KIT AVAILABLE THROUGH 1/31/17

AMAZE
yourself
2017

Shaklee

Great Holiday Appreciation Gift from Susan Knott

Goal – to offer a thank you gift to service people such as Fed Ex driver, UPS drivers, postal carrier, store clerks, restaurant servers, etc ..
Or customers, neighbors, friends.



Contains ...

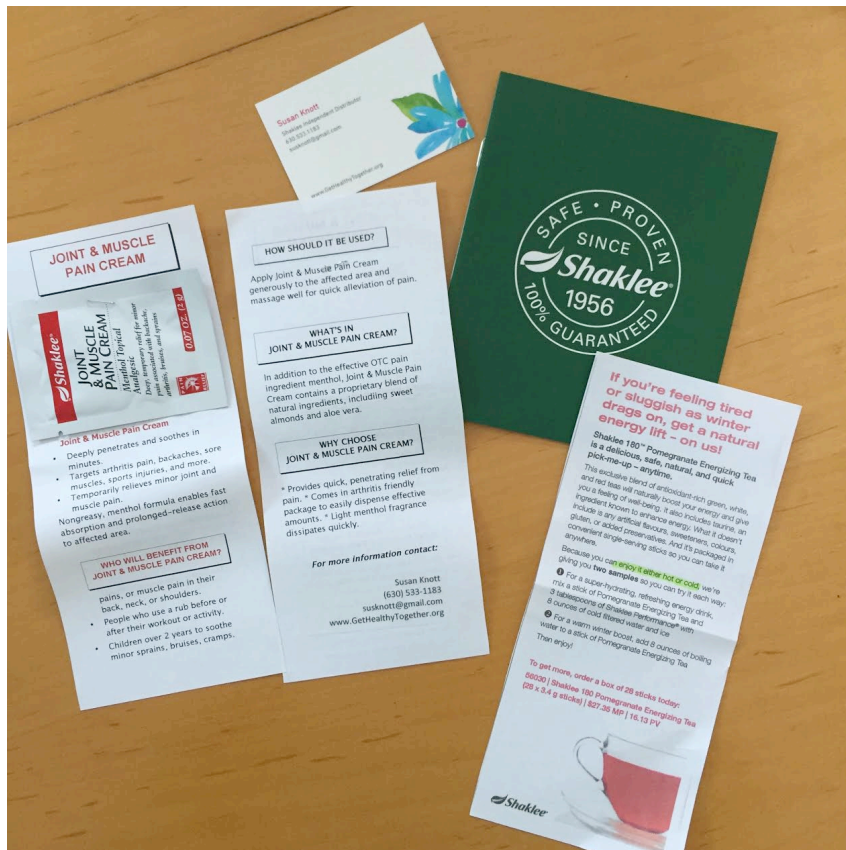
- Joint and Muscle Pain Cream
- 2 Energy Tea Sticks or
2 Energy Chews

PLUS

- Shaklee Difference booklet,
rolled up
- Information sheet on Joint
and Muscle Pain Cream
- Information sheet on Energy
Tea or Chews
- Your contact information and
business card



Susan's Holiday Appreciation Packets



23:29:10
HOURS MINUTES SECONDS

A large, colorful gift basket filled with various snacks like Cheez-It, Doritos, and Skittles, with a sign that says "EXAM SURVIVAL". The basket is decorated with a green camouflage pattern and silhouettes of animals. To the left of the basket is a white cup filled with colorful pens and pencils. To the right is a stack of books.

—

😊 For those late night study sessions📖the Shaklee Energy Chews to give her that boost of energy & focus she will need. Topped it all off with the daily Vitalizer strips to keep her immune system supported.💪 Now I think she's good to go





November 28 at 8:50 AM · Geneva · 🌐





Rebecca Kurtz – New Senior Director

- Works full-time
- 2 kids
- Director since May
- November 2016 appointed new Associate and new Director
- Qualified for New Director Conference
- Fast Track bonus -- \$1000

Shaklee Strategies Forum #13

Fall 2016



Shaklee Products for Mind, Mood & Stress

December 6

Our Strategy Team



Master
Coordinator
Barb Lagoni



Coordinator
Jean Zbinden



Senior Director
Angie Thomas



Senior Coordinator
Becky Choate



Director
Francine
Roling

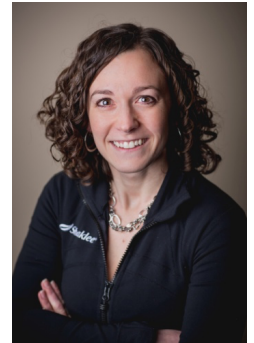


Key
Coordinator
Katie Odom

Senior
Executive
Coordinator
Ashley
McDonald



Senior Key
Coordinator
Harper
Guerra



becky

Objectives for Strategies Forum Session 13

- This month, we will focus on our December product collection for Mind, Mood and Stress
- Issues of depression, anxiety, stress, etc... affect millions of Americans of all age groups .. With one in every 10 on an anti-depressant medications.
- Today we will examine how diet and nutritional deficiencies affect the brain, the nervous system ... and...
- The Brain –Gut Connection

Stress & Anxiety



- The body doesn't know the difference between an imagined threat and a real one.
- Anxiety makes your body *think* there is real danger. A worrying thought that creates anxiety causes uncomfortable feelings as well as physical symptoms.
- Stress and anxiety can feel the same but anxiety is often a series of negative predictions and thoughts that triggers the defense mechanism. I can't do this...because something bad will happen feeling.
- *Acute* stress is the physical reaction to an immediate threat, commonly known as the "fight or flight" response. Once the threat has passed, your levels of stress hormones return to normal with no long-lasting effects. Some degree of acute stress is even considered desirable as it primes your brain for peak performance.
- *Chronic* stress — the kind most of us face day in, day out — is a killer. 90% of doctors' visits are for stress-related health complaints. Chronic stress makes you more vulnerable to everything from cancer to the common cold.
- The non-stop elevation of stress hormones not only makes your body sick, it negatively impacts your brain as well. When stress becomes chronic, it changes your brain's function and even its structure down to the level of your DNA.

Anxiety – a mental response

Everyone feels anxious now and then. It's a normal emotion. Many people feel nervous when faced with a problem at work, before taking a test, or making an important decision. Anxiety disorders are different, though. They can cause such distress that it interferes with your ability to lead a normal life.

- Feelings of panic, fear, and uneasiness
- Problems sleeping
- Cold or sweaty hands or feet
- Shortness of breath
- Heart palpitations
- Not being able to be still and calm
- Dry mouth
- Numbness or tingling in the hands or feet
- Nausea
- Muscle tension
- Dizziness



Anxiety disorders are caused by a combination of factors, including changes in the brain and environmental stress.

Stress – a physical response



The Dangers of Cortisol

- Stress hormones (Adrenaline) are produced on an as needed basis in moments of extreme excitement. They help you think and move fast in an emergency. In the right situation, they can save your life. They don't linger in the body, dissipating as quickly as they were created.
- Cortisol, on the other hand, streams through your system all day long. Excess cortisol leads to a host of health problems including weight gain, osteoporosis, digestive problems, hormone imbalances, cancer, heart disease, and diabetes.
- Chronic stress takes a toll on adrenal glands. It can leaving you feeling exhausted and wired but tired. Weight gain, mood swings, poor sleep, short attention span, and memory issues are common signs of stress due to elevated cortisol.

The Effects of Chronic Stress on your brain

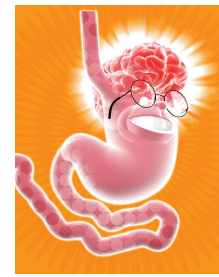
While stress and cortisol take a toll on your body, they take an equally high toll on your brain. Some of these brain-related stress symptoms will be obvious to you, like memory problems, anxiety, and worry. But most of these effects of stress on your brain are “behind the scenes.”

- Stress creates free radicals that kill brain cells.
- Chronic stress makes you forgetful and emotional.
- Stress creates a vicious cycle of fear and anxiety.
- Stress halts the production of new brain cells.
- Stress depletes critical brain chemicals causing depression.
- Stress puts you at greater risk for mental illnesses of all kind.
- Stress makes you stupid; cause your brain to seize up. Exams, interviews, etc...
- Chronic stress shrinks your brain; Cortisol can kill, shrink, and stop the generation of new neurons.
- Stress lets toxins into your brain; makes the blood-brain barrier more permeable.
- Stress causes brain cells to commit suicide; premature aging.
- Chronic stress contributes to brain inflammation and depression.
- Chronic stress destroys your happiness and peace of mind.



Brain Gut Connection

The “Second brain” and your mood



There's a "second brain" in your stomach. It influences your mood, what you eat, the kinds of diseases you get, as well as the decisions you make.

- Your gut sends signals north to the brain that directly affect feelings of sadness or stress, even influence memory, learning, and decision-making. It relies on, and in many cases manufactures, more than 30 neurotransmitters, including serotonin, that are identical to those in the brain.
- Over ninety-five percent of the body's serotonin is found in the gastrointestinal (GI) tract, which has been called the body's “second brain” because of its role in serotonin production and so many of the body's vital functions.
- Altered levels of this peripheral serotonin have been linked to: Depression, Anxiety Disorder, Addictions, Digestive Disorders, Migraines, Auto-Immune Diseases, Autism, Cardiovascular Disease, and Osteoporosis.
- Serotonin is manufactured in our bodies from amino acids, which is derived from the food we eat. Diet influences not only the state of our digestive system and overall physical health, it also has a profound impact on memory, mental clarity, mood, and even the foods we crave; these functions are all regulated by serotonin.

It's the most wonderful time of the year...

- Seasonal Affective Disorder, SAD, is a type of depression that occurs during the same season each year. You may have SAD if you felt depressed during the last two winters but felt much better in spring and summer. Experts aren't sure what causes SAD. But they think it may be caused by a lack of sunlight and time change. Symptoms come and go at about the same time each year. Most people with SAD start to have symptoms in September or October and feel better by April or May.
- Holiday blues *are* a very real phenomenon.



How Stress, Anxiety and Mood Disorders are typically approached

Medications: Often medications are the first line of defense.

- Side Effects
- Addictive/Dependency factor
- Placebo Effect

Less than compassionate: From the medical community and socially

- Hard for people to understand
- Advice is often generic and can lack patience

When we talk about anxiety, stress and mood – it is important to ask about all these areas.



And to remember that healing includes all or many of the pieces of the pie.



Diet: Maintain a level blood sugar
Healthy, protein rich breakfast
and no sugary cereals!
Real, Whole, Clean foods – cut
out processed and refined sugars
Avoid inflammatory foods
Avoid alcohol

Sleep: 7-8 hours a night is
the goal
Running on 4-5 hours a
night is not something to
be proud of!

Job: Do they hate their job?
Is their boss really terrible?
Does it allow for work/family
balance?
Can anything be changed?

Exercise:

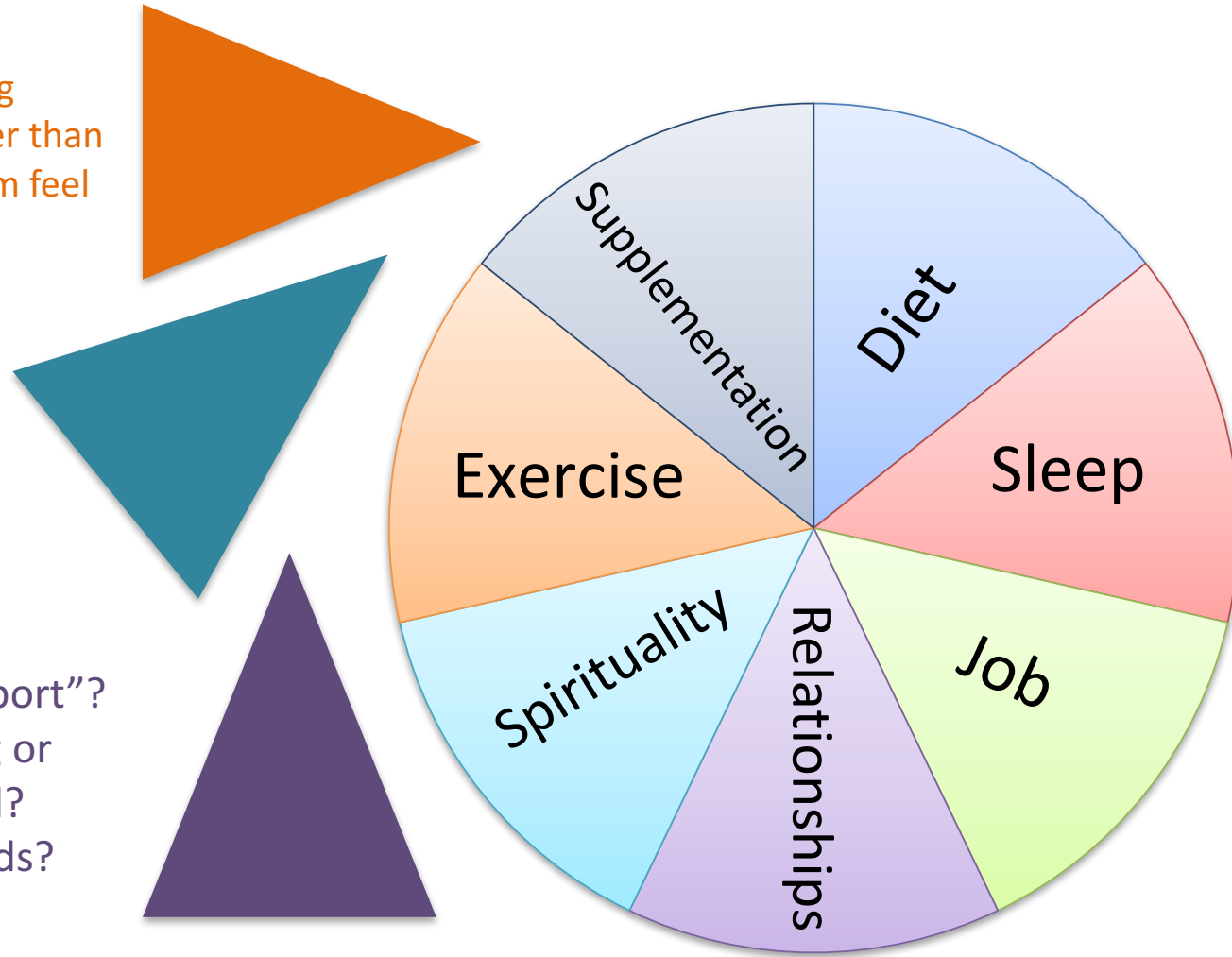
Yoga, meditation, Pilates, walking
Sometimes light exercise is better than
something that makes them feel
competitive

Spirituality:

Do they have a faith they
connect to?
Some people don't have a place
of worship but they feel
connected to something bigger
than themselves.

Relationships:

How is their "circle of support"?
Are they married – getting or
already divorced?
Do they have a close friends?



B Complex – Happy Vitamins

- Depleted by stress, sugar, refined carbs, alcohol, caffeine and many medications
- Water soluble ...must be replenished daily
- Found in dark green vegetables & whole grains
- Essential for the brain and nervous system
- Helps prevent sugar cravings
 - Converts food to energy
 - Helps regulate blood sugar (hypoglycemia)
 - Turns every woman into Mother Teresa!



Shaklee Difference –
Patented absorption system (folic acid in coating)
All 8 essential B vitamins

Mood Lift – St John's Wort & Inositol Germany's Answer to Prozac

Used to improve ...

Mild to moderate depression
Irritability
Insomnia
Loss of pleasure
Mild anxiety
Poor concentration
Fatigue & lethargy
Sleep disorders
Migraines
Nerve pain
Nervous disorders



Inositol is a key building block in the transmission of nerve signals. It tends to be low in people with melancholy.

- Can take 4-6 weeks to feel the effects
- Do not take while on prescription medication for depression
- Not advised to use during pregnancy



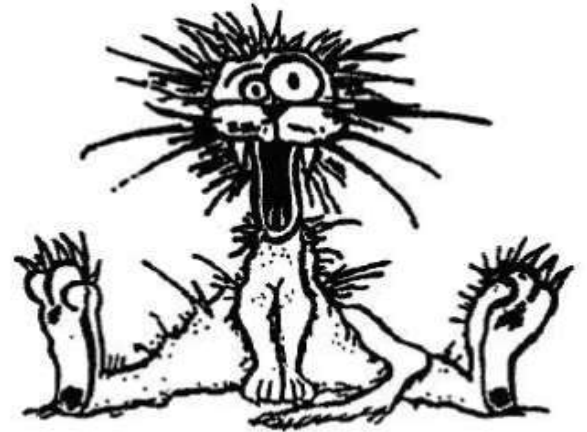
Vita D-3



- Improves **heart** function
 - Improves **brain** function
 - Strengthens **immune** system (cancer prevention)
 - Essential for calcium absorption for strong **bones & teeth**
 - **Enhances weight loss**
 - Improves **sleep**
 - Important for physical strength
 - May help fibromyalgia, chronic fatigue, infertility, depression, dementia, multiple sclerosis, osteoporosis, osteoarthritis, rheumatoid arthritis, stroke, diabetes, psoriasis
- (Vitamin D Solution Michael Holick MD)*

Stress Relief Complex

- Blunts cortisol production
- 2 amino acids (L-theanine and L-tyrosine)
2 herbs (ashwagandha and beta sitosterol)
- Relaxes the body AND promotes alertness
- Ashwagandha stimulates alpha waves



"STRESS"

Optiflora Probiotics

- **Candida** – yeast overgrowth
- Symptoms – can cause depression, anxiety, mood swings, difficulty concentrating
- 80% of immune system is in the gut
- **Neuro-transmitters** (that conduct nerve impulses) also in the lining of the gut.
- Remember “the second brain”!



Omega Guard

- Omega 3 fatty acids – essential for essential for the brain
- Helps prevent memory loss and depression
- Benefits ADD and ADHD
- Reduces inflammation
- Reduces risk for heart disease
- Makes red blood cells slippery ... improves circulation
- Helps prevent macular degeneration



Shaklee Difference – safety and purity

Molecular distillation removes any lead, arsenic, mercury, dioxins, PCB's, cadmium, etc

No trans fats

Mind, Mood and Stress Collections

Good+

Vita Lea Multi sm: 17PV + Add products to any plan --\$150 =free Membership
Life Shake (30 day): 50PV

Better+

Foundations Regimen (Vitalizer & Life Shake) : 77PV
Essentials Plan (Vita Lea 60, Omega 90, Life Shake): 55PV
Vitalizer: 50PV
Includes FREE MEMBERSHIP!

Best+

Life Plan (Life Strip + Life Shake): 166 PV
Vitalizing Plan (Vitalizer + 2 Life Shake cans): 111PV
Includes FREE MEMBERSHIP!

Products:

Optiflora Probiotic: 14PV
Stress Relief Complex: 21 PV
OmegaGuard: 13/34PV
B Complex: 17/31 PV
Vitamin D: 5PV
Mood Lift: 23PV



December Action Steps

- Take advantage of the two specials that Shaklee is running on the Shaklee 180 Starter kit and up to \$20 off Shipping!
- December is a great time for customer appreciation .
 - create special offers
- Offer special sales on Staying Healthy Thru the Holidays Collection .. (Vita C and Nutriferon)
- Or De-frazzling the Holidays Collection (Stress Relief Complex and B Complex)
- Get ready to set up and promote 5-Day Resets for January and more promotion of the Shaklee 180 Starter kits (available thru 1/31)
- Offer free Vita D for referrals.

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2017

 **Shaklee**

December Strategy Forum Schedule



Tuesday December 6 – Products for Mind ,Mood and Stress

Tuesday December 13 – Systems to Keep your Business Humming

Happy Holidays – We will return in early Jan
(see Learning from the Masters FB for details)

Shaklee Video & Audio Archives

This webinar is archived on BetterFutureStartsToday.net



5 Personalized Websites Included

www.BetterHealthIn31Days.com

www.BetterFutureStartsToday.com

www.BetterFutureStartsToday.net

www.FeelBetterIn30Days.com

www.OurQuestForHealth.com

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- 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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