

Becky Miller Choate

Just in case this is helpful for those who have the ability to financially support their growing distributors...

For a few years now, our team has offered a \$5 off option within our monthly newsletter. We also advertise that if they purchase more than one, they can get \$5 off each one.

We highlight different products each month. With the distributors on my team, I pay for all of the \$5 promotions as a way to support them in their business.

This is a great reason to call people each month:)

You can imagine that some months I write more checks than others depending on the product highlighted.

For March, we highlighted Nutriferon (which is usually one that lots of people take advantage of!). **We sold 49 bottles of Nutriferon in our group, generating 1470 PV!! One year, we generated over 3000PV on Nutriferon!**

I am glad to offer this option for my group, but the upline would need to be established enough that this doesn't over extend them financially. So, it can be a great method of support, but use wisely:)

Share your Shaklee Effect story with us – get ready to celebrate 100 years of Dr. Shaklee’s legacy!

100 Years of The Shaklee Effect™ Campaign



Beginning in May 2015, Shaklee will launch a global campaign designed to engage and excite people about this milestone.

One hundred years ago, a young chiropractor took the very first steps toward developing what would become one of the first multi-vitamin supplements in the world.

At the time, Dr. Forrest C. Shaklee’s project was simply to help the people in his practice to build health.

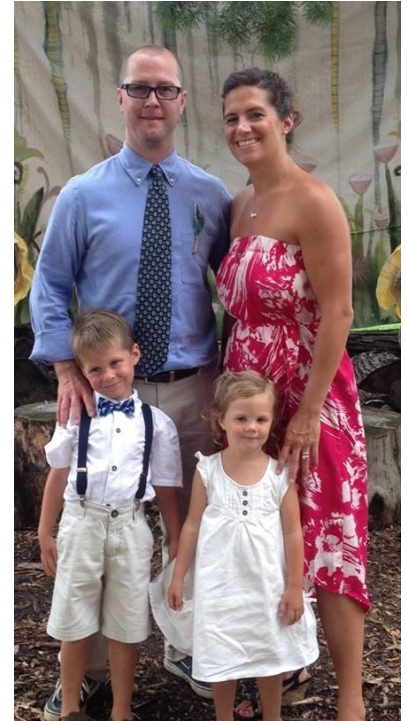
He could not have imagined the impact his actions would eventually have on millions of people, across the globe, and how these small, positive steps would become part of a massive trend leading people toward better choices for a long and healthy life.

It was the beginning of what we now call “The Shaklee Effect,” and this year is our celebration of its origins 100 years ago.

Reports On Benefits of Grand Openings for Launching Shaklee Businesses

From new Director Laura Guge

- Works 5 to 8 hours / week at Shaklee
- Works part-time 20 hours a week in job.
- Grand Openings in home and FaceBook for the launch of her business and her associates



New Director in March ...

- Attended weekly Thursday morning trainings
- Invites to Health Stories conference Calls
- Invites to Wellness Webinars
- Sets up 3-way calls
- Facebook events



Value of Grand Openings For Our Business

- Build relationships -- meetings often are the beginning of relationships ... That will grow into friendships ... And into lifelong customers ... And even business partners.
- Vehicle to help fulfill our mission -- of teaching others about building or restoring health and respecting the planet.
- A tried and true method for building Shaklee businesses...
A venue for sharing the value of Shaklee products and business.
- Source of referrals. .. By offering incentives for guests who book gatherings in their home or refer friends.
- A great way to advance to next level of your business because it is one of most efficient ways to expose people to all aspects of Shaklee at one time ..



Resources

"Build Your PV Base with Shaklee Nutrition"

then scroll down,

on the right hand side is a link to click on called "download
[First Step Guide to Getting Started with Shaklee Nutrition](#)"

(download from MyShaklee.com)

Resource -- Wellness Webinar power points at

www.BetterHealthin31Days.com,

BetterFutureStartsToday.com

Shaklee Effect (MyShaklee.com)

Shaklee.TV (learn stories to share or play at your presentation)

Shaklee Product Guide

Nutrition and You Booklet

Simecka Nutrition Presentation Charts

Your upline sales leader

lisa

Legacy and Leadership Spring 2015

Session #12 April 9, 2015

Shaklee Legacy of Environmental Stewardship and Spring Product Collections



NEW !! Executive Coordinator
Katie Odom



Senior
Executive Coordinator
Lisa Anderson


Objectives for Session # 12

Shaklee's Leadership in Environmental Stewardship

- To better understand the level of stress being placed upon our planet today.
- To understand the role each citizen of the planet can play in protecting our fragile environment.
- To understand the leadership our company has taken in environmental stewardship for 60 years.
- To think about what role we would like to play in educating our customers about why to make everyday Earth Day.
- To implement a strategy for April that will generate 1000 PV using the Get Clean and or allergy collections.

lisa



A close-up photograph of a chimpanzee in a natural setting. The chimpanzee is shown in profile, facing left, with its head resting on a thick, weathered log. Its hands are clasped together on the log. The background is a blurred forest scene with green foliage and brown tree trunks.

“Only if we understand
can we care. Only if we
care will we help. Only
if we help shall all be
saved.”

-Dr. Jane Goodall

ONE GREEN PLANET 
onegreenplanet.org

lisa

Shaklee Leads The Environmental Movement ... By Example

Always Green!

lisa



Shaklee is the 1st company in the world to be Climate Neutral™ Certified to offset 100% of carbon emissions



Water Savings Initiatives & Results

Update for Pleasanton City Council

21 April, 2015

“Shaklee leadership is great and could be quite meaningful”

Jeanne Clinton, California Public Utilities Commission jo



Shaklee World Headquarters, 4747 Willow Road, Pleasanton

- 240 employees managing operations in eight countries
- Designed in 1998 with sustainability as a guiding principle, with myriad energy efficiency features, certified sustainable wood, recycled carpets and plastics
- Received the Savings by Design Energy Efficiency Integration Award by the AIA
- In March 2015, Shaklee's labs moved to Pleasanton (Koll Center) from Hayward

Domestic Water Saving Initiatives

Actions:

- Install water softeners on cooling towers for Shaklee HQ
- Install aerators on faucets to reduce water flow from 1.5 gallons per minute to .5 gallons per minute
- Install low-flow shower heads saving 1.5 gallons per minute
- Install low-flow auto flushers, saving 1.5 gallons per flush

Water Reduction - Domestic

Bill Period	2013	2014
May-Jun	922 units	397 units
Jul-Aug	1406 units	622 units
Sept-Oct	1472 units	793 units
Nov-Dec	828 units	655 units
	4628 units	2467 units

46.7% Reduction – 1,616,428 gal. in 8 months!

One unit = 748 gal. Combined figures for 2 domestic meters jo.



Water Reduction - Irrigation

Bill Period	2013	2014
May-Jun	411 units	153 units
Jul-Aug	999 units	371 units
Sept-Oct	986 units	383 units
Nov-Dec	498 units	393 units
	2894 units	1270 units

56.1% Reduction – 1,214,752 gal. in 8 months!

One unit = 748 gal.



Landscape Water Saving Initiatives

Actions:

Reduce irrigation at Shaklee HQ

jo

Switch to drip irrigation systems versus pop-up sprinklers

Saved 2.8 million gallons in 8 months!

- Quick return on investment
- Helping our community
- Living our values

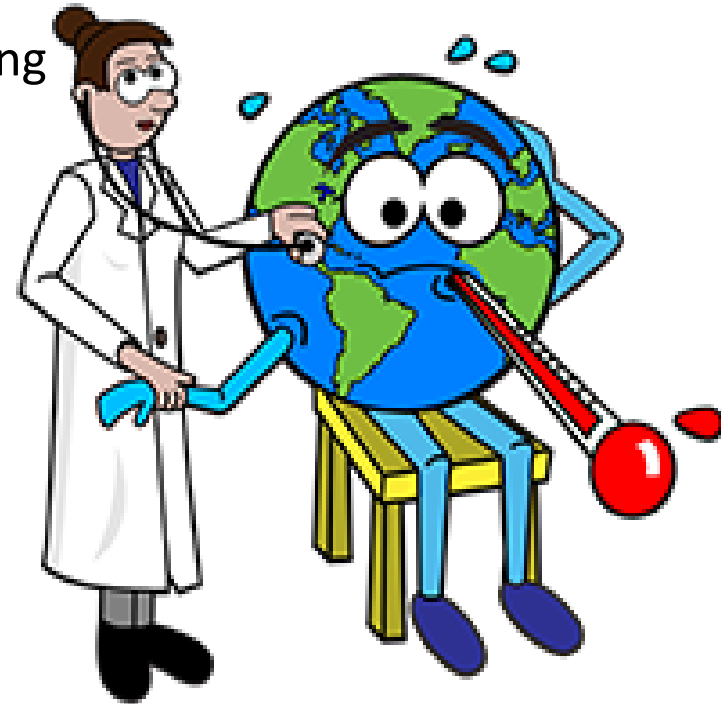


Earth's Health in Sharp Decline, Massive Study Finds

Brian Handwerk for [National Geographic News](#)

March 31, 2005

- The UN-backed Millennium Ecosystem Assessment Synthesis Report found that nearly two-thirds of Earth's life-supporting ecosystems, including clean water, pure air, and stable climate, are being degraded by unsustainable use.
- Humans have caused much of this damage during the past half century. Soaring demand for food, fresh water, timber, fiber, and fuel have led to dramatic environmental changes, from deforestation to chemical pollution, the report says.
- The already grim situation may worsen dramatically during the first half of the 21st century, the report's authors warn. crystal



State of the Planet

- 10 to 30 percent of Earth's mammal, bird, and amphibian species are facing **extinction**.
- **Collapsing fisheries, coastal "dead zones"** near sediment-heavy river mouths, shifting **water quality**, and **unpredictable regional climate more violent weather**.
- **Deforestation** and other radical ecosystem alterations also promote **diseases**, such as malaria and cholera, as well as new strains of existing contagions. (Ebola)
- **Frequency and severity of destructive floods**. Over 100,000 people were killed in the 1990s by floods, which also caused destruction to the tune of 243 billion dollars (U.S.), according to the report.

"The overriding conclusion of this assessment is that **it lies within the power of human societies to ease the strains** we are putting on nature .

"Achieving this **will require radical changes in the way nature is treated** at every level of decision-making and new ways of cooperation between government, business and civil society," the statement continued. "The warning signs are there for all of us to see. **The future now lies in our hands.**"

crystal



Pentagon Report: U.S. Military Considers Climate Change a 'Threat Multiplier' That Could Exacerbate Terrorism

By [Zoë Schlanger](#) 10/14/14 at 10:30 AM Newsweek

“The impacts of climate change may cause instability in other countries by impairing access to food and water, damaging infrastructure, spreading disease, uprooting and displacing large numbers of people, compelling mass migration, interrupting commercial activity, or restricting electricity availability,” the Pentagon writes.

“These developments could undermine already-fragile governments that are unable to respond effectively or challenge currently-stable governments, as well as increasing competition and tension between countries vying for limited resources.

These gaps in governance can create an avenue for extremist ideologies and conditions that foster terrorism.”

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If we don't take better care of the Earth... remember

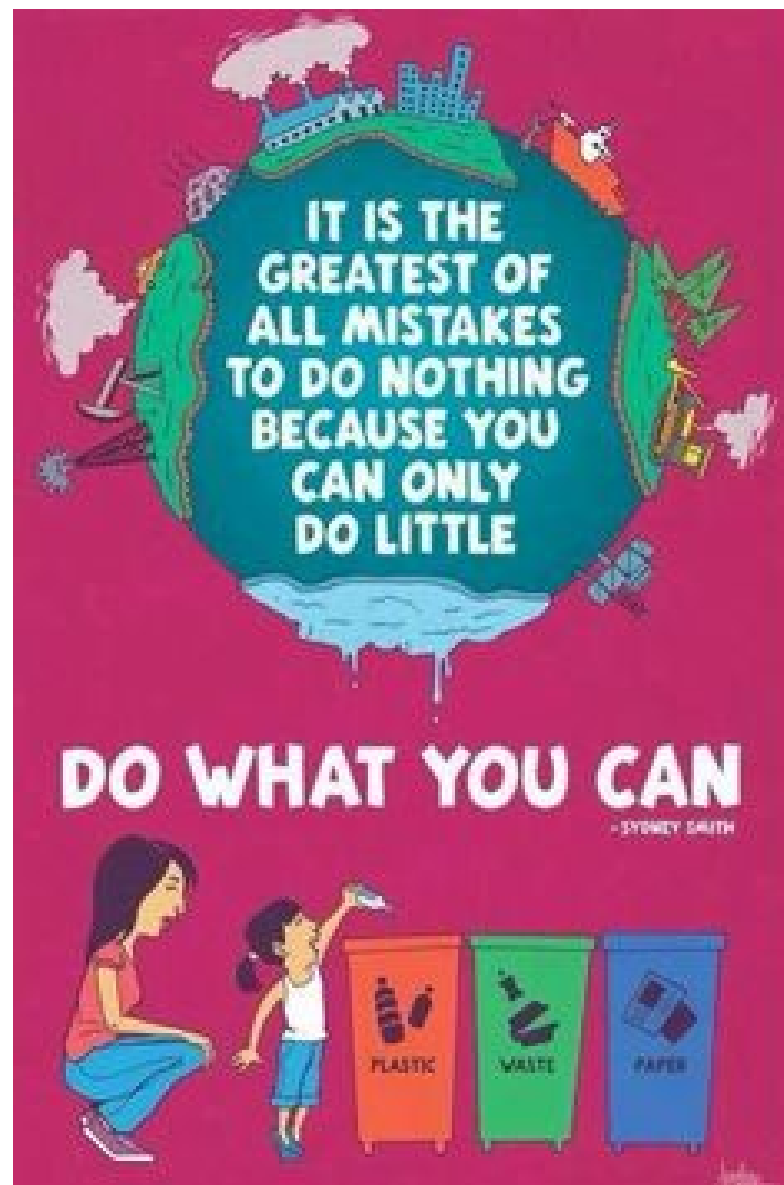


Barb
JFK
quote

And that brings us to ... us..

What do we want to do

- Offer half shipping for purchase of Get Clean Starter Kit or free Scour Off with Kit.
- Offer FREE pint Basic H and spray bottles for a customer hosting a How to Make Every Day Earth Day party .. (Or Save the Earth .. Save Money.. Save Lives party or Healthy Home, Healthy Earth , Healthy You)
- Make contribution to Union of Concerned Scientists, Nature Conservancy, Sierra Club, Environmental Defense Fund, or environmental group of your choice with every purchase of Get Clean collection (you can create smaller groupings) lisa



GET CLEAN™ STARTER KIT

*You would spend over \$3,400 to get the same cleaning power from major name brands!**

- 60 Bottles of Fantastik®, 32 oz.
- 32 Bottles of Mop 'n Glo®, 32 oz.
- 728 Bottles of Windex®, 26 oz.
- 1 Bottle of Woolite®, 50 oz.
- 1 Container of Clorox® Wipes

- 1 Bottle of Soft Scrub®
- 2.5 Boxes of Cascade®, 45 oz.
- 2 Boxes of Tide®, 50 oz.
- 3 Bottles of Downy®, 20 oz.
- 1 Box of Bounce®

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GET CLEAN™ Safe for you, your home, and your planet.™

*Based on number of uses per label directions of ready-to-use cleaners.

Get Clean Starter Kit \$99 and 50 PV Create Earth Day Specials

- Offer free Scour Off with green scrubby pad
- Offer to pay portion of shipping
- Offer incentive to member to host a Make Every Day Earth Day Event (Basic H and spray bottle kit)

lisa





GET CLEAN™ STARTER KIT CONTAINS:



Products & Accessories

- ▶ Basic H²™ Organic Super Cleaning Concentrate 16 oz.
- ▶ Basic H²™ Organic Super Cleaning Wipes 35 count
- ▶ Nature Bright® Laundry Booster and Stain Remover 32 oz. with Dispenser
- ▶ Hand Wash Concentrate 32 oz.
- ▶ Dish Wash Concentrate 16 oz.
- ▶ Dish Wash Automatic Concentrate 32 oz. with Dispenser
- ▶ Fresh Laundry Concentrate 32 oz. (Liquid)
- ▶ Soft Fabric Dryer Sheets 80 count
- ▶ Germ Off Disinfecting Wipes



Caddy Organizer Kit

- ▶ Spray Bottles (3)
 - Windows and Mirrors
 - Degreaser
 - All-Purpose Cleaner
- ▶ Dispensing Bottle with Dropper Tip (1)
- ▶ Pump for 32 oz Bottle (2)
- ▶ Laundry Measuring Scoop (2)
- ▶ Dual Measuring Spoon (1)
- ▶ Cleaning Accessories (4)
 - Super Microfiber Cleaning Cloth
 - Super Microfiber Window Cloth
 - Super Microfiber Sponge
 - Miracle Scrubber Pad

lisa

Earth-Friendly Actions –for Healthy People as well as Healthy Planet

1. Choose **organic produce** to protect yourself from hazardous chemicals. Non-organic apples, imported grapes, bell peppers, and strawberries, in particular, have large amounts of pesticide residue linked to neurological disabilities in children, Parkinson's and cancer.
2. Use **non-toxic personal care products**. Some antibacterial soaps and toothpastes contain triclosan that can accumulate inside your body and may harm your health.
3. **Eat fish low in mercury**. Eating too much mercury can cause serious health problems, especially in children and pregnant woman, sometimes causing permanent damage.
4. **Use non-toxic and natural household cleaning** products. Americans use an average of 25 gallons of toxic hazardous chemical products per year in their homes, most in household cleaning products. Many common everyday chemicals can harm your health, causing headaches, skin rashes, eye irritation, coughing, wheezing, and more.
5. Choose **flea pills for dog and cat instead of flea collars or powders**.. Toxic insecticides in flea/ tick collars leave behind hazardous chemicals --on your skin, furniture, and floors and linger in your home long after you have used them. linked to neurological problems such as learning disabilities in children and Parkinson's.
6. **Avoid chlorinated household products such as paper towels, toilet paper, and coffee filters** -- studies have linked chlorine and chlorination by-products to cancer. Use Unbleached and recycled products. Using less paper (cloth napkins and kitchen towels) helps curb global warming pollution and save forests, water, and energy.
7. **Drastically cut the amount of energy your computer and monitor use** by putting them in sleep mode when they aren't in use. Avoid screen savers- those moving images on your monitor can cost an extra \$50 or more of electricity a year! crystal

More Earth-Friendly and Money-Saving Actions

8. Plug televisions, computer equipment, game consoles and stereos into **power strips** that can be switched off at night or when not in use. Even when you think these products are off, together their standby consumption can be equivalent to that of a 60-watt light bulb running continuously.
9. Replace regular light bulbs with a **compact fluorescent lamp (CFL)**. A CFL costs more upfront than a standard bulb, but in the end can save you \$30 to \$60 on electricity during its lifetime-and it keeps 1 ton of global warming pollution out of the air.
10. **Inflate your tires once a month** or as necessary. If every American kept their tires properly inflated, we could save 2.8 billion gallons of gasoline a year- and help curb global warming pollution.
11. **Replace the air filter and tune up your engine regularly.** A new air filter could get you 10 percent more miles per gallon and a tune-up can boost miles per gallon from 4 percent to 40 percent.
12. Swap a flight for the train or stay local if you can. **Air travel** is one of the fastest-growing sources of global warming pollution: the average jet pumps almost 1 ton of carbon dioxide into the atmosphere for every passenger it carries roundtrip from Los Angeles to New York.
13. Don't leave the water running when washing dishes, brushing teeth, etc
14. Don't flush medications down the toilet. NDC.org crystal

Never doubt that a small group of
thoughtful , committed citizens can
change the world;
Indeed, It's the only thing that ever has.
Anthropologist Margaret Mead



REUSE
REDUCE
RECYCLE

crystal



Earth Day Marketing Ideas



50 family Earth Day Commitment – dialogue

“ Every year for Earth Day, I make a commitment to introduce 50 families to non-toxic , Earth-friendly cleaning products. They are amazingly economical (average family saves at least \$200/year) .

And I give nice presents to people who help me spread the word ... so may I ask you:

Who you may know who:

1. Has family members with allergies or asthma?
2. People who may be on a tight budget and looking to save money on their cleaning products.
3. People who care about the environment
4. People who like good effective cleaners that are safe to use.” lisa

Basic H Fund-Raiser

- Create Kid-Friendly Cleaning Kits .. Or Year's Supply of Earth-Friendly Cleaning with :
 - 1 pint Basic H
 - Spray bottle 3-pack
- The organization offers it for \$25 each , making a profit of \$5 per kit.
- 100 families in a school X \$5 = \$500 for the organization

lisa



Invite People to View The Real Dirt on Clean DVD/video



“In honor of Earth Day, I set a goal to share this DVD/ or video clip with 10 people ... would you allow me to share it with you .. And could I ask you , as you are watching, to see who comes to mind that you think would appreciate knowing about this information ...

I know it seems like a little thing, but family-by-family we can begin to make a difference in the impact we have on the planet. So I am offering discounts and free products to my customers whenever they refer friends to Shaklee. “

Also --Include Real Dirt on Clean Video
in your Learn and Earn program.

lisa



50 PV and 100 PV Earth Day Collections

Get Clean Starter Kit @ 50 PV

Get Clean Starter Kit PLUS

Vitalizer @ 55.56 PV

on Auto Ship @ 50.00 = 100 PV

Cleaners are difficult to get to 50 PV let alone 100 PV....so it is good to combine them with some supplements.

Create a Get Clean

Household mini kit @ 16.52

Performance @ 8.59

Energy Chews @ 10.00

Joint & Muscle Pain cream @ 17.30

Total PV @ 52.41

Basic-H pt @ 5.17

Scour Off @ 3.61

Shaklee 180

Smoothee Mix @ 28.22

120 Vita Lea @ 17.70

Total PV @ 54.71

April Product Collection

Because Spring Allergy Season is Here

- Optiflora
- Shaklee Premium Garlic
- Alfalfa Complex
- Nutriferon (4 pack discount)
- Vitalizer

Also popular

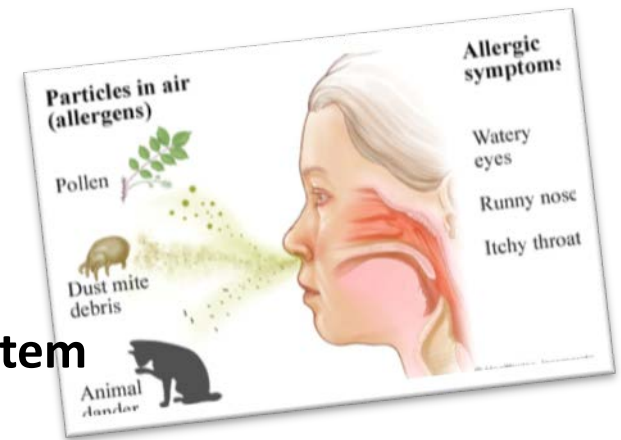
- Immunity Formula I
- Get Clean Cleaning and Laundry Products



lisa

Allergies Info

- **An allergy is an over-reaction of the immune system to a foreign protein substance.**
- **60 million people have asthma/allergies. That's 1 in 4 people! Over the last 10yrs there has been an 18% increase in allergies!**
- 40% of children now have allergies.
- 8 million of those are respiratory allergies
- 7 million have non-respiratory allergies (food, pets, plants)
- The annual cost of allergies is \$7 BILLION DOLLARS!!!!!!
- Nearly \$6 billion in medications
- Nearly 4 million lost workdays per year totaling close to \$700 million lost in productivity!



Word Tracks for Invitations to Allergy Discussions/ Meetings/ Conference Calls, FaceBook Events etc



- “ I’ve been hearing this year is predicted to be a severe allergy season. And I want to be sure each of our members knows about Shaklee’s very effective and affordable allergy program ... It is very simple and has helped a lot of people.
- **Invitation to a Call** – So I have set up a special conference call to discuss how just a few simple changes in the diet and a few Shaklee products have helped many strengthen their immune systems so well .. To the point that they have no further need for allergy medications and their questionable side effects. ..
- **Message on Voice Mail--** so let me know if you or someone you know wants to know more about safer ,more natural ... and very economical, by the way,.. approaches to allergies.. “ lisa



Allergy Prevention 50 PV Packages

Nutriferon, Alfalfa 330, Chew Vita-C = 60 PV

Nutriferon, Alfalfa 330, Optiflora Cap = 57 PV

Get Clean Starter Kit = 50 PV

Vitalizer = 50 PV + FREE Membership



Vitalizer Collection

Vitalizer for Men

Vitalizer for Women

Total

PV

50

50

100 PV



Add-on's

For allergies – Nutriferon , Alfalfa, Get Clean Non-Toxic cleaners

lisa

Family Immunity Collection

Share Family Collection
with 10 families in April =
1000 PV !



	<u>PV</u>
Vita C	16
Vita Lea 240	31
Optiflora Capsules	15
Nutriferon	30
Defend & Resist Echinacea	<u>13</u>
Total	105

lisa

April Product Collection

Shaklee Products for Spring Allergy Season

- Optiflora
- Shaklee Premium Garlic
- Alfalfa Complex
- Nutriferon (4 pack discount)
- Vitalizer



Also popular

- Immunity Formula I
- Get Clean Cleaning and Laundry Products



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Action Steps for Session #12

Environmental Stewardship

- Set up 4 Healthy Home, Healthy Planet, Healthy You in-home events ... thus generating 1000 PV
- Offer an incentive to members for purchase of Get Clean earth-friendly products ...
- Set up Natural Approaches to Allergies events (FaceBook, conference calls, send an archived webinar, 3-way call, Say Good-bye to Flonase in-home event etc.)
- Let's think about how each of us in our own homes can better **reduce, reuse and recycle** .. Not only to set an example for our children and our customers, but to know that we are being good stewards of the planet. lisa