

Ongoing Promotions...

GREAT NEWS!! Our Healthprint Special Offer is EXTENDED thru Feb 28, 2017 ?

Do your Healthprint again or for the 1st time - if you purchase the Middle or Large product **packages (or choose your own products that equal the \$\$ amount of the Middle or Large package)** you will receive a FREE Product based on your #1 Health goal!!

Order the Large package or the equivalent \$\$ amount and receive the FREE products AND up to \$20 off shipping!!!

This is a GREAT time to save!! angie



Shaklee Healthprint™

Get your personal plan.
Feel better in 30 days.
Guaranteed, or your money back.

**FREE PRODUCT
FREE MEMBERSHIP
FREE SHIPPING
W/QUALIFYING
PURCHASE**



***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 2/28/17.



**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 possibly FREE Shipping thru 2/28 IF they use the Healthprint special mentioned earlier.
- SPECIAL ITEM CODE THAT IS CUSTOMIZE-ABLE (choose your flavors) 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 angie

NEW Customer Support and Education Tools

- Invitation Flyer (also available as an eCard)
- Invitation Social Post
- **Health Chat** Facebook Event Cover
- General Subject Matter Social Posts
- Product Video
- Presentation Slides
- Monthly Product Promotional Offer (will include Flyer and Social post to promote offer)
- Product Resources including Product Sheets, Infographics etc.

In addition to those tools, don't forget the following resources for monthly product, lifestyle and science content.

- [Hotline Podcast with easy to share segments.](#)
- Member Emails (sent by Shaklee)
- [Naturally Blog](#)

A Direct Sales Business is a Smart idea – Especially for Women!

- “82% of women who earn \$100,000+ a year in the US have accomplished it thru Direct Sales.”
- “Each panelist pointed out that they started their businesses as a way for supplementary income and as a way to help others.”



Taken from 3/14 article from Pittsburg Courier

From *Lower Your Taxes* by Sandy Botkin

Summary at the end of chapter 1:

1. Job prospects are declining and will continue to do so.
2. You will never get rich unless you get your tax affairs down to a legal minimum.
3. There are two tax systems in this country: one is for employees and one is for small businesses, consultants, and home-based businesses.
4. Everyone should have a home-based business immediately!



"Lower Your Taxes" by Sandy Botkin, CPA, Esq. He is a CPA, attorney, and principal lecturer at the Tax Reduction Institute of Germantown, MD. His website is www.taxreductioninstitute.com OR www.taxbot.com. francine

From ***Lower Your Taxes*** by Sandy Botkin, CPA, attorney

Here are some of the chapters:

1. Why You Would Be Brain Dead Not to Start a Home-Bas
2. How to Deduct Your Fun
3. How to Turn Your Vacation into a Tax-Deductible Write-Off

Other chapters on turning your car into a tax-deductible goldmine, income shifting, beating an audit, how to get around the hobby classification for your business, fringe benefits, real estate deductions, college planning, tax planning for stock and bond investments, how to find a good accountants, and HSA's.
francine



Shaklee Strategies Forum 2017
Ideas to help us grow our businesses and ourselves in 2017

Session 6 Feb 21, 2017

Marjorie Fine

The Shaklee Difference for 60 Years

Winter/Spring 2017
Reaching Higher



Our Strategy Forum Team Winter 2017



Master Coordinator
Barb Lagoni



Senior Coordinator
Becky Choate



Key Coordinator
Margaret Trost



Key Coordinator
Lisa Anderson



Senior Director
Angie Thomas



Director
Francine Roling

Objectives Winter Semester 2017

Thinking Bigger ... Reaching Higher

In this Winter 2017 semester, we are preparing ourselves to:

- Expand our thinking
- And see the possibilities that lie within each of us... including picturing ourselves achieving the ranks of Executive and Key Coordinator.
- **We will achieve these ranks by becoming an Executive Coordinator on the inside ... even as we assemble and empower the team that will take us there ... on the outside.**

Exciting new perks are coming from the company around these 2 ranks, starting with the automatic qualifying for Top Achievers Trip to CHINA and the Great Wall when we achieve Key Coordinator ..

But stay tuned ... more to come.

becky

Objectives #6 – Marjorie Fine, Legal Counsel, former Executive VP Shaklee

Marjorie Fine has been with Shaklee Corporation for 27 years
Today she will outline all the ways this remarkable company has set standards for the Direct Selling Industry.

To learn about the many ways Shaklee differs from other companies:.

- Exceptional quality assurance (with specific examples)
- Exceptional Code of Ethics
- Exceptional product quality and manufacturing standards

And

To review impressive growth of the Direct Selling industry and its positive impact on its distributors and customers.



Marjorie Fine – Executive Vice President and General Counsel, Shaklee – One of The Most Influential Women in Direct Selling

Fine's legal acumen led her to become the DSA's first ethics and self-regulation committee chairperson. "I got to take a hard look at ethics and rewrite the code with the committee. We updated it and put teeth into it, so that bad actors could be expelled from the DSA," she says.

Fine grew at Shaklee with every promotion, expanding beyond legal to the direct selling side. "It's an unusual job put together over many years," Fine says. **She loves being part of an organization and industry that develops people. "Women with no business skills, who lacked self-esteem, years later have poise and can stand up in front of an audience and address thousands,"** Fine says.

Shaklee's Marjorie Fine Inducted into **DSA Hall of Fame**
the industry's highest honor for her contributions
to direct selling in the U.S. and around the world
GENERAL COUNSEL REPRESENTS BEST OF DIRECT SELLING

Fine's path to the Hall of Fame has been an unconventional one.

She is one of just six female inductees, and the only woman to enter the Hall of Fame without founding a company or serving as CEO.

Fine began her career at Shaklee in 1989 as Associate General Counsel and Assistant Secretary. Her responsibilities at the California-based nutrition company would later encompass law, government relations, field administration, human resources, product quality assurance and risk management.

Marjorie Fine ...

“Direct selling companies have the same departments as other companies. But the thing we have that’s missing in other companies...

is the people side of our business—the ability to help develop people and transform their lives.

Shaklee Difference

A Legal and Ethical Perspective

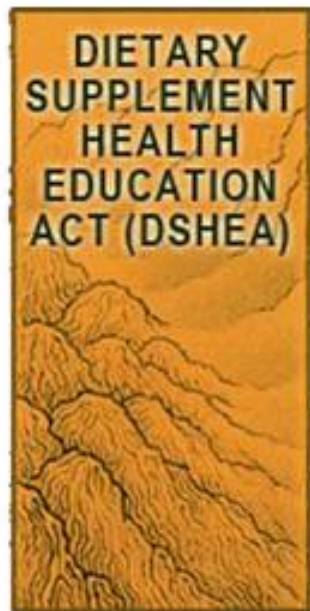
MARJORIE FINE

DIRECTOR, SHAKLEE CORPORATION



Dietary Supplement Health and Education Act (DSHEA)

- Makes clear that dietary supplements will not be regulated as food additives or drugs
- Authorizes structure/function claims
- Requires FDA to adopt Good Manufacturing Practice regulations (GMPs)



FDA visit to the Shaklee Manufacturing Plant in 1999

- Presentation on how dietary supplements should be manufactured
- Plant tour



Public Health Security and Bioterrorism Preparedness and Response Act of 2002

- Registration of manufacturing facilities
- Prior notice of imports
- Creation and maintenance of records



| Shaklee Quality Assurance Program

Raw Material Supplier Qualification Program

- Detailed questionnaire covering all aspects of potential supplier's business, focusing especially on quality controls
- Quality audit of potential supplier's plant
- Review of FDA inspection reports of potential supplier's plant
- Pre-screening of three different lots of ingredient for pesticides and other contaminants
- Review of potential supplier's test methods



| Shaklee Quality Assurance Program

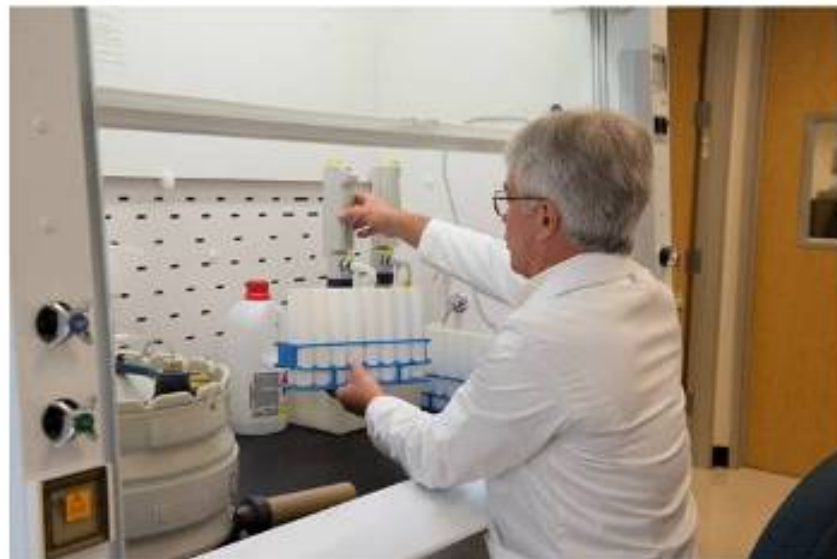
Long list of tests, validation and monitoring covering quality control testing for

- Identity
- Purity (chemical and microbiological)
- Potency
- Integrity at each stage of the production process



| Shaklee Quality Assurance Program

- Complete specification system
- Comprehensive qualification and auditing program
- Finished product inspection/testing program



| Product Development Program

Insures product stability through the expiration date or shelf life, including

- Labeled ingredient potency
- Microbiological purity
- Organoleptic properties, such as color, flavor and texture



Examples of the Shaklee Product Quality Difference

- Ginseng – 2003
- Bacopa – 2012



GINSENG ROOT • EXTRACT
Extracts found in CorEnergy

A woman with brown hair and bangs, wearing a white lab coat and gloves, is carefully examining a plant in a greenhouse. The plant has large green leaves and a small red flower. Several small white tags are visible on the plant stems. The background shows more plants and the structure of the greenhouse.

**MORE THAN 100,000
QUALITY TESTS PER YEAR**

The background of the image is a dense field of green plants, likely a type of basil or similar herb, with small, light-colored flowers. The plants are vibrant green and fill the entire frame, creating a natural and healthy-looking backdrop for the text.

**SHAKLEE PRODUCTS ARE
PROVEN BY 125 PUBLISHED
SCIENTIFIC PAPERS AND
PRESENTATIONS**

| Vivix®

- Unique grape source
- Invented and patented a chemical-free extraction process



| Shaklee Ethics

- Council for Responsible Nutrition
- Code of Ethics
 - Truthful and non-misleading labels
 - Appropriate action to support safety
 - Responsible self-regulation
 - Fair business practices
- Enforcement Actions



| Shaklee Ethics

- Direct Selling Association
- Code of Ethics
 - Prohibits deceptive or unlawful consumer or recruiting practices
 - Requires that a Company's offer of products be accurate and truthful as to product descriptions, claims, price, etc.
 - Requires that a written receipt be delivered to the consumer at or prior to the time of the initial sale
 - Requires that warranties and guarantees be furnished to a buyer in a manner that conforms to federal and state law



| Shaklee Ethics

- Direct Selling Association
- Code of Ethics
 - Requires that salespeople truthfully and clearly identify themselves and their company
 - Prohibits illegal pyramid schemes
 - Requires inventory repurchase



| Shaklee Ethics

- Direct Selling Association
- Code of Ethics
 - Prohibits member companies from misrepresenting the actual or potential sales or earnings of its distributors
 - Prohibits inventory loading
 - Prohibits unreasonably high entrance fees, training fees, etc.
 - Training and materials requirements



| Federal Trade Commission

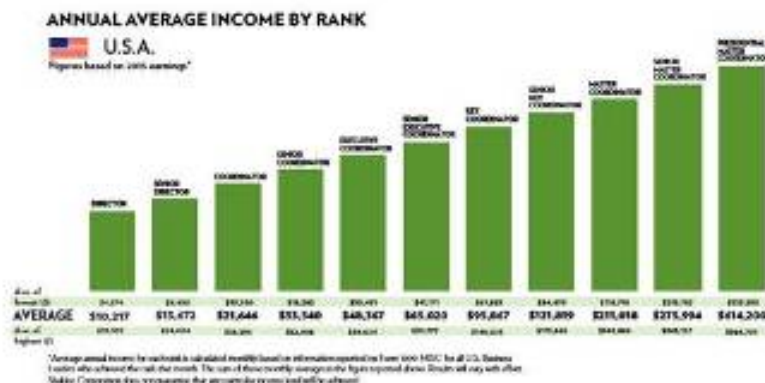
- Definition of “illegal pyramid scheme”
- Payment of money to the company in return for which participant receives
 1. The right to sell a product and
 2. The right to receive in return for recruiting other participants into the program rewards which are unrelated to the sale of the products to ultimate users



| Herbalife Consent Decree

Legitimate multilevel marketing companies must accurately represent their business opportunities

- No exaggerated earnings claims
- No unsubstantiated earnings claims



| Herbalife Consent Decree

Legitimate multilevel marketing companies must be driven by real sales to real customers

- Companies must distinguish between customers and business builders



| Direct Selling Continues to Grow

- More than 20 million people
- Retail sales \$36 Billion



| Direct Selling Demographics

- One in six households involved in direct selling
- Nearly 70% are Millennials
- More than 77% women
- Nearly 20% Latinos



| Empowerment of Direct Sellers

- Higher annual incomes
- Higher level of education



| Direct Sellers Motivations

- Purchase products at a discounted price (62%)
- Flexibility and work-life balance (65%)
- Networking (52%)
- Recognition of accomplishments (23%)
- Earning extra income (62%)
- Ability to drive own career (41%)

Seventy-seven percent are highly satisfied with their work





February Action Steps

1 week to reach our goals for February ...

ex -- 1000 NEW PV

-- sponsor 3 new members each week

- Offer Health Print to 10 people over next week.
- Make note of their top 3 health goals and begin sending them information on one at a time.
- Now is the time to schedule events for March ... on topics important to your Health Print customers ...
- Share your health story and your business story at every event ...
- Follow up with New Member Appointments and share the Shaklee Difference Marjorie shared today. becky

February/March Strategy Forum Schedule

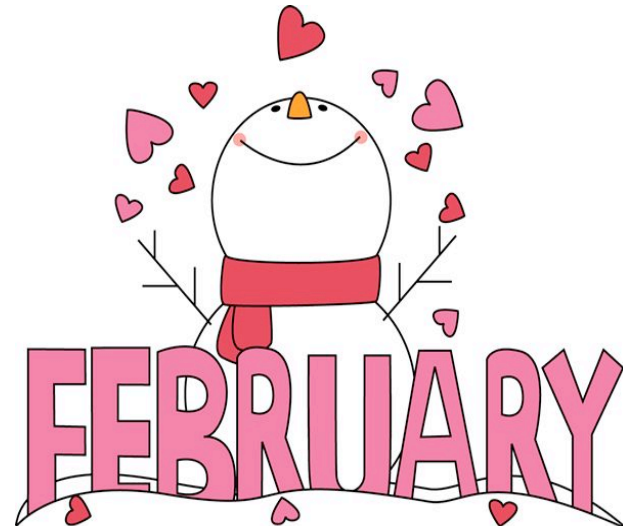
5 Tuesday February 14 – Master Coordinator Laura Evans –
from Executive to Entrepreneur

#6 February 21 – Marjorie Fine, Senior Executive VP Shaklee Legal

#7 February 28 – John Maxwell Leadership Concepts
with Rebekah Joy, Leadership & Personal
Development Coach, Trainer, & Speaker with
the John Maxwell Team

#8 March 7 – Barb Behar, Master Coordinator
Money Wise –
What Your Bonus Check Can Do

#9 March 14 –





**"Your future life will be exactly
what you decide to make it."**

— Dr. Forrest C. Shaklee

“Our deepest fear is not that we are inadequate.

Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us.

We ask ourselves, Who am I to be brilliant, gorgeous, talented, fabulous? Actually, who are you *not* to be?

You are a child of God. Your playing small does not serve the world. There is nothing enlightened about shrinking so that other people won't feel insecure around you.

We are all meant to shine, as children do.

We were born to make manifest the glory of God that is within us. It's not just in some of us; it's in everyone.

And as we let our own light shine, we unconsciously give other people permission to do the same. As we are liberated from our own fear, our presence automatically liberates others.”

Marianne Williamson (Nelson Mandela Inauguration Speech)

We are all Green .. And Growing

“To help others develop, start with yourself.”

Marshal Goldsmith

Leaders are perpetual learners
They recognize we can always get better

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
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