



This short presentation is all about HEALTH. In fact, it's all about your health. [click] We'd like to show you how taking a few simple steps today, can help you to SAFEGUARD YOUR health for tomorrow.



But, before we start, can we talk a little bit about YOUR health?



Do you think about your health a lot, or maybe just when you're not feeling as well as you'd like to? What does good health mean to you? [pause]

The Ladder of Health



- **ALL DAY** Energy
- Vigor & **VITALITY**
- **MENTAL CLARITY** & Alertness
- **STRENGTH** to be able to lift appropriate weight for your age
- Be able to **MOVE EASILY** & participate in all activities
- Freedom from **CHRONIC CONDITIONS**
- **ZEST** for life

**Here's OUR Definition.**

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Here's our definition of health. To us good health means having energy all day long . . . [click] Having vigor AND vitality to get through your day with style, [click] having mental clarity and being alert, [click] having the strength to lift whatever we need at whatever the age, [click] being able to move easily, and participate in ALL activities again no matter what age, being [click] free from chronic conditions, and finally having what we like to think of [click] as a ZEST for life.

The Ladder of Health

## We call this the Ladder of Health



It's a simple way to show the realities of the  
**HEALTH CHOICES** we make every day.

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We call this the ladder of health. It's a simple way to show the realities of the HEALTH CHOICES that we make every day, and how they impact us over time.

The Ladder of Health

Optimum  
Health

Most of us would like to attain:

**“Optimum Health”**

to feel the very best we can,  
each and every day.



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Most of us would like to attain: “Optimum Health” to feel the very best we can, each and every day. It’s a great goal! On our Ladder of Health, that would be the top rung.

The Ladder of Health

Optimum  
Health

Most of us would like to avoid:  
**“Premature Death”**  
at all costs . . .



Premature  
Death

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At the other end of the ladder is Premature Death. Now, most of us would like to avoid that at all costs, right?

Optimum  
Health

Unfortunately, we spend most  
of our time in the so called:

**“Neutral Zone”**

. . . not sick, but NOT really in  
great health either.

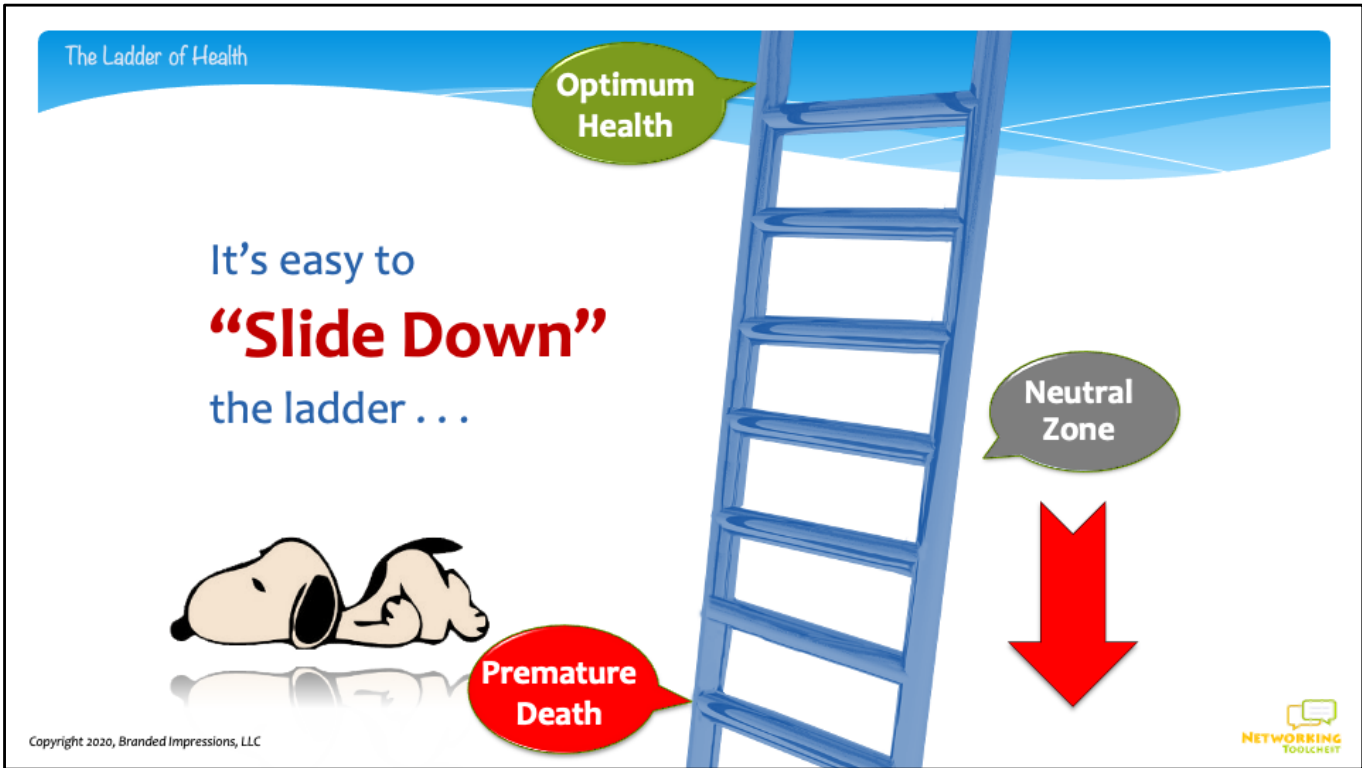


Premature  
Death

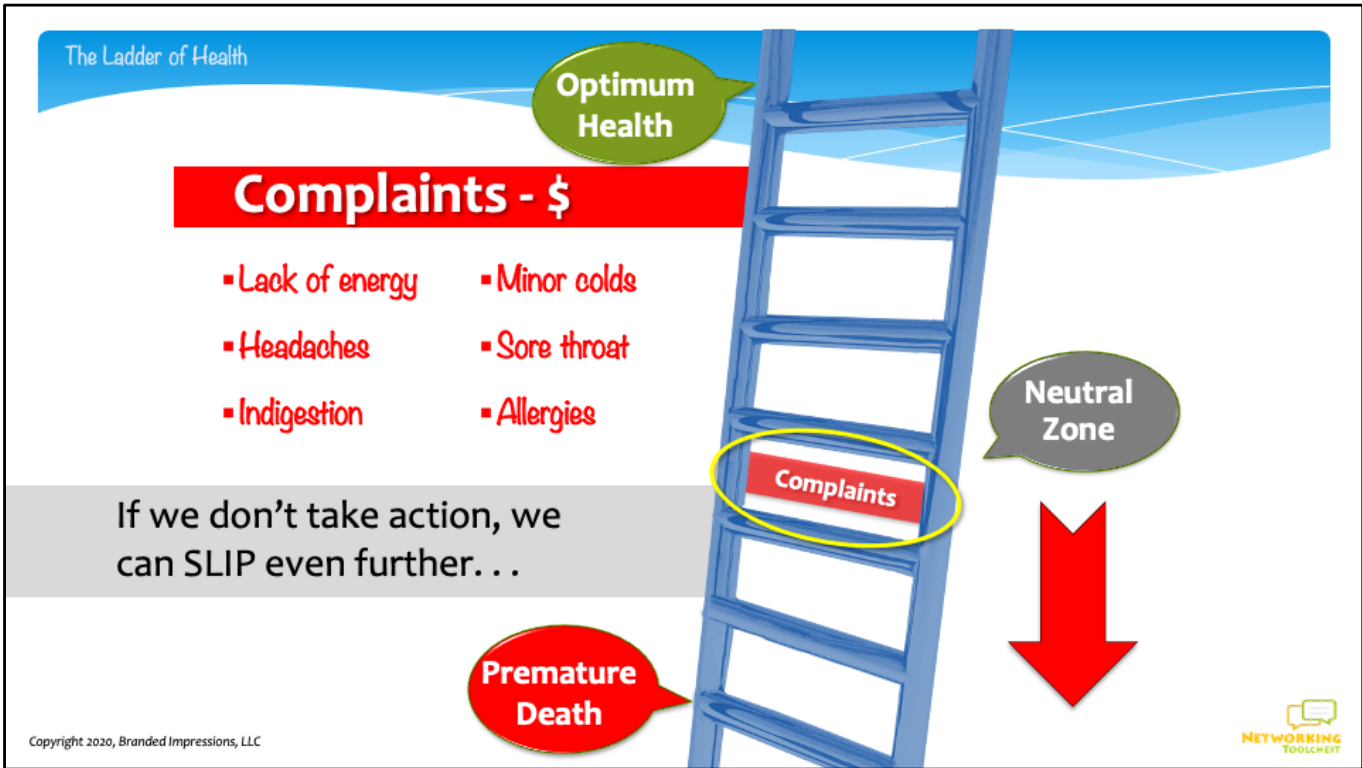
Neutral  
Zone

Unfortunately, the truth is we spend most of our time in the so called: “Neutral Zone” that's the middle rung on the ladder. We're not sick, but we're NOT in great health either. And, the problem with being in NEUTRAL is that, if you're not very, very careful, [click]

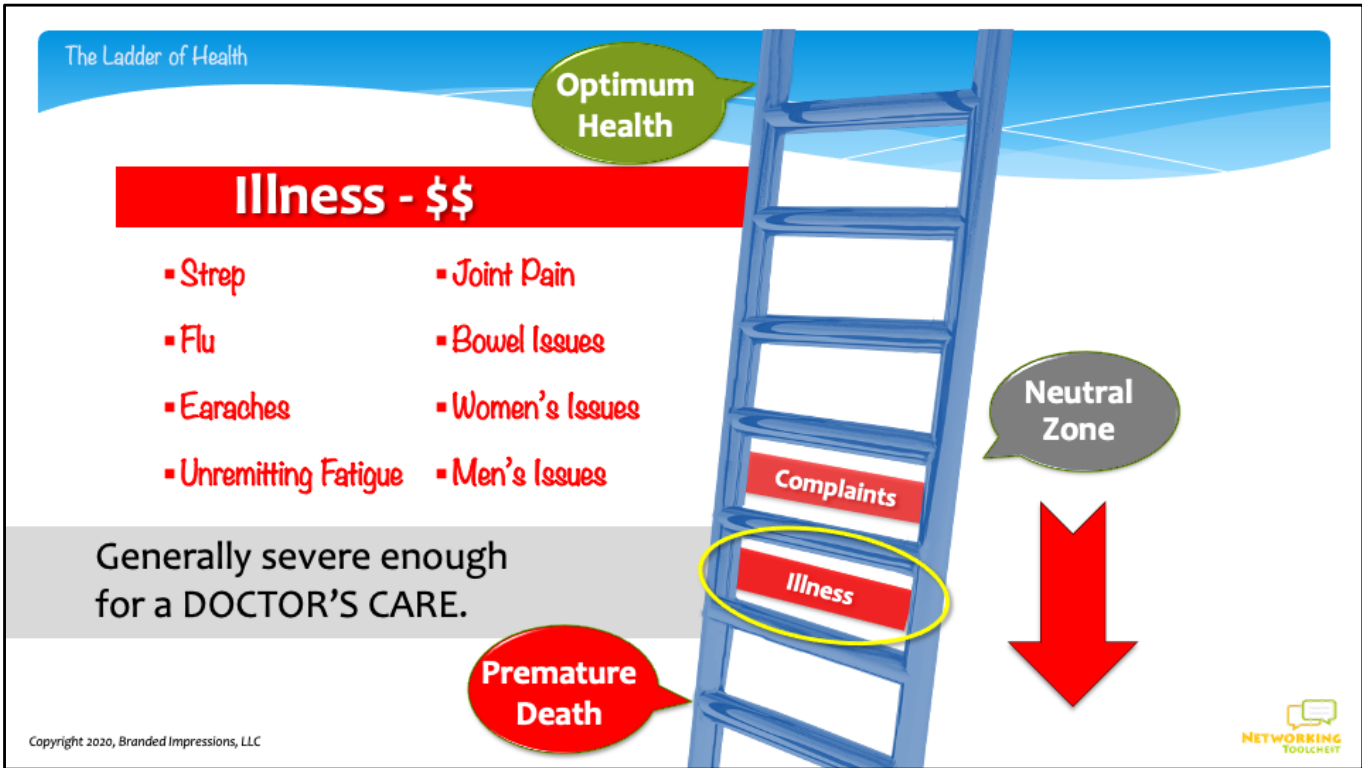




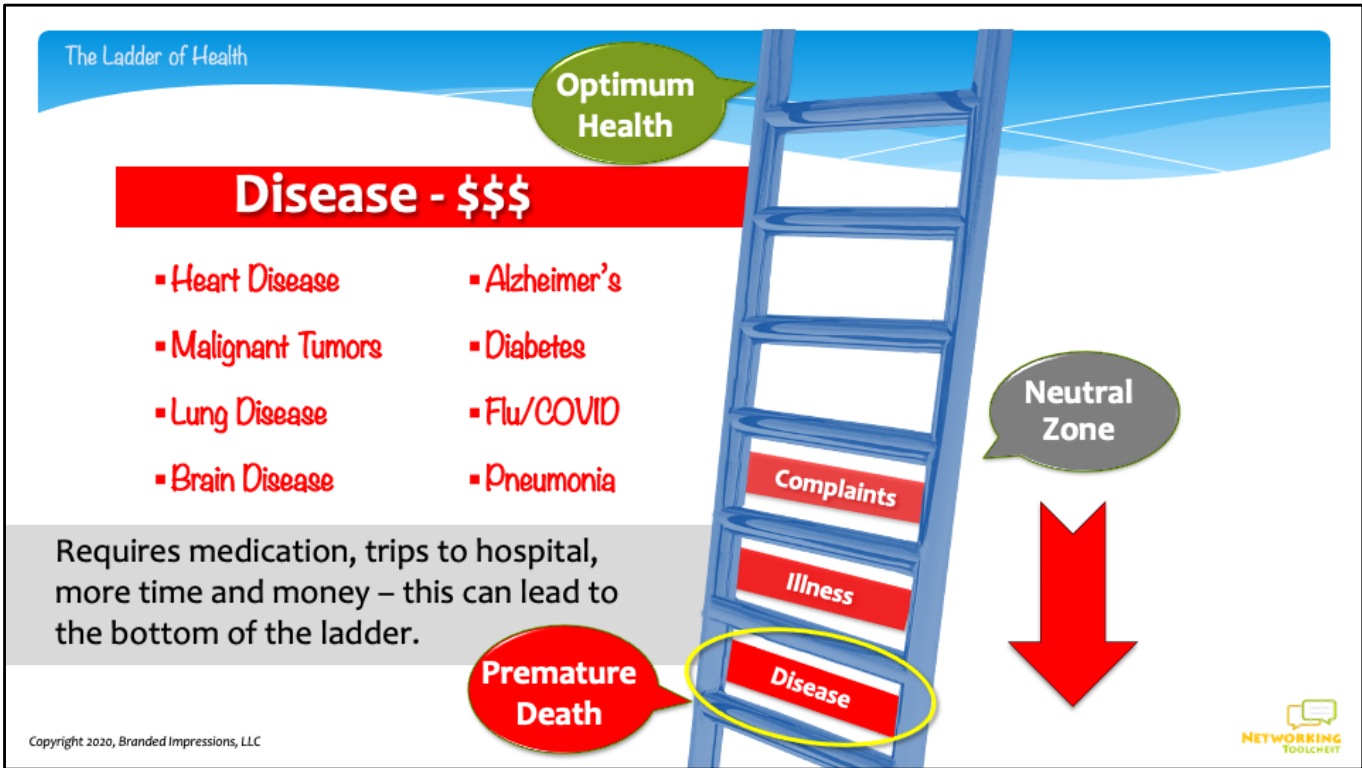
it's easy to slide down from there. And that's not the direction you want to go on THIS ladder. When we move down the ladder we move on to the rung we call "complaints."



Complaints are those little things that start cropping up. [click] Things like: a Lack of energy, or headaches, indigestion, colds, sore throat or allergies. Most of these are the kinds of things that cause you to run out to the drug store, rather than the doctor and HOPE that you get better! [click] But If we resign ourselves and take no action, we can slip down another rung into ILLNESS.



illnesses are things that can be treated with medications, however they are often severe enough [click] to require a doctors care. And those doctor's visits and medications cost more time and money. This can cause us to move FURTHER down the ladder into DISEASE.



Disease is a rung you want to avoid. Disease means more frequent trips to the doctor, more medications and often trips to the hospital. MUCH MORE TIME AND MONEY – not to mention pain and suffering. Eventually if too many diseases accumulate, or one becomes very severe, this can lead to serious complications, and even premature death.

The Ladder of Health

Optimum Health

Now let's look at taking some action and moving up from the: **“Neutral Zone”**

The first step is to . . .

Complaints

Illness

Disease

Premature Death

Neutral Zone

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OK we looked at moving DOWN from the neutral zone – [click] let's take some time and look at moving up! The first step is to take some positive action [click]

The Ladder of Health

**Optimum Health**

**Take Positive Action**

**Rest** – 7 to 8 hours of sleep.

**Weight Control** – Dropping 15 pounds can make a big difference.

**Exercise** – Regular aerobic & weight bearing exercise.

**Diet/Supplementation** – Proper nutrition is essential!

**Premature Death**

Complaints

Illness

Disease

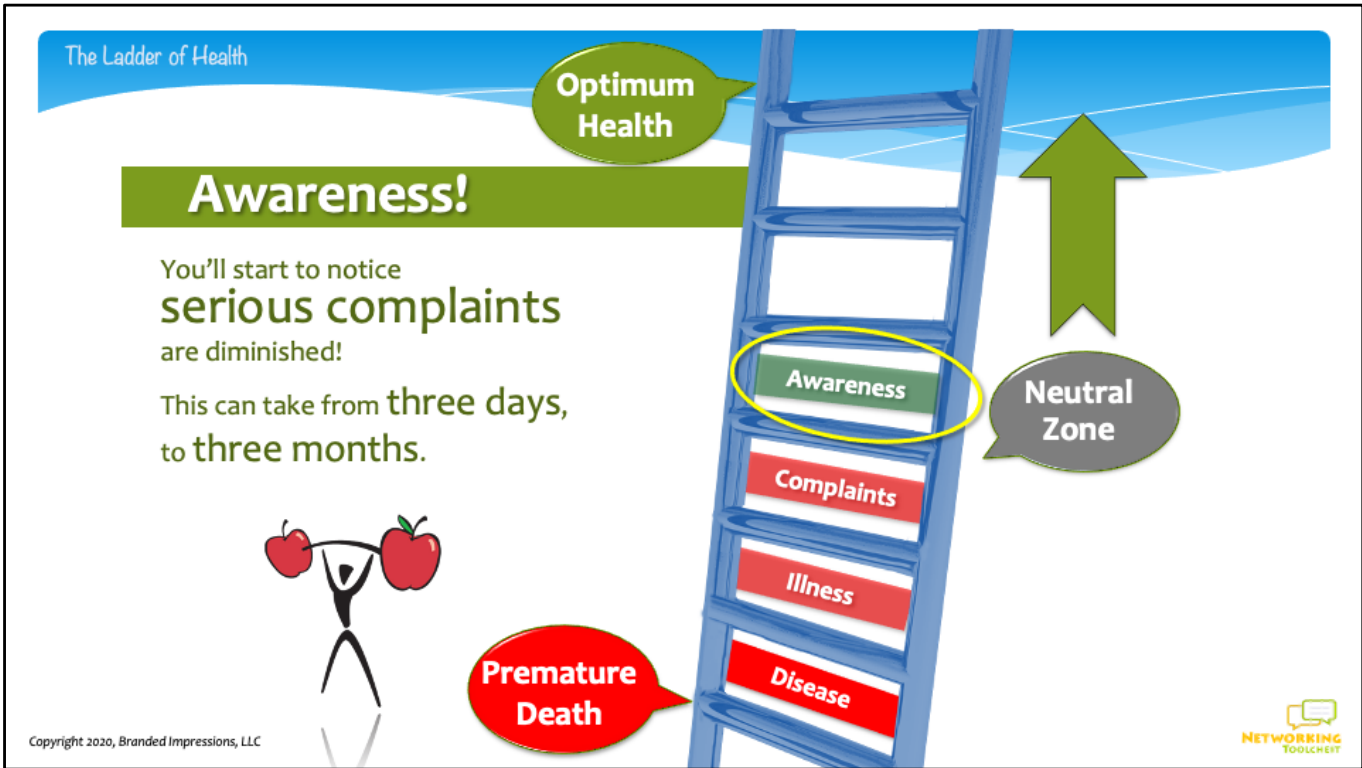
**Neutral Zone**

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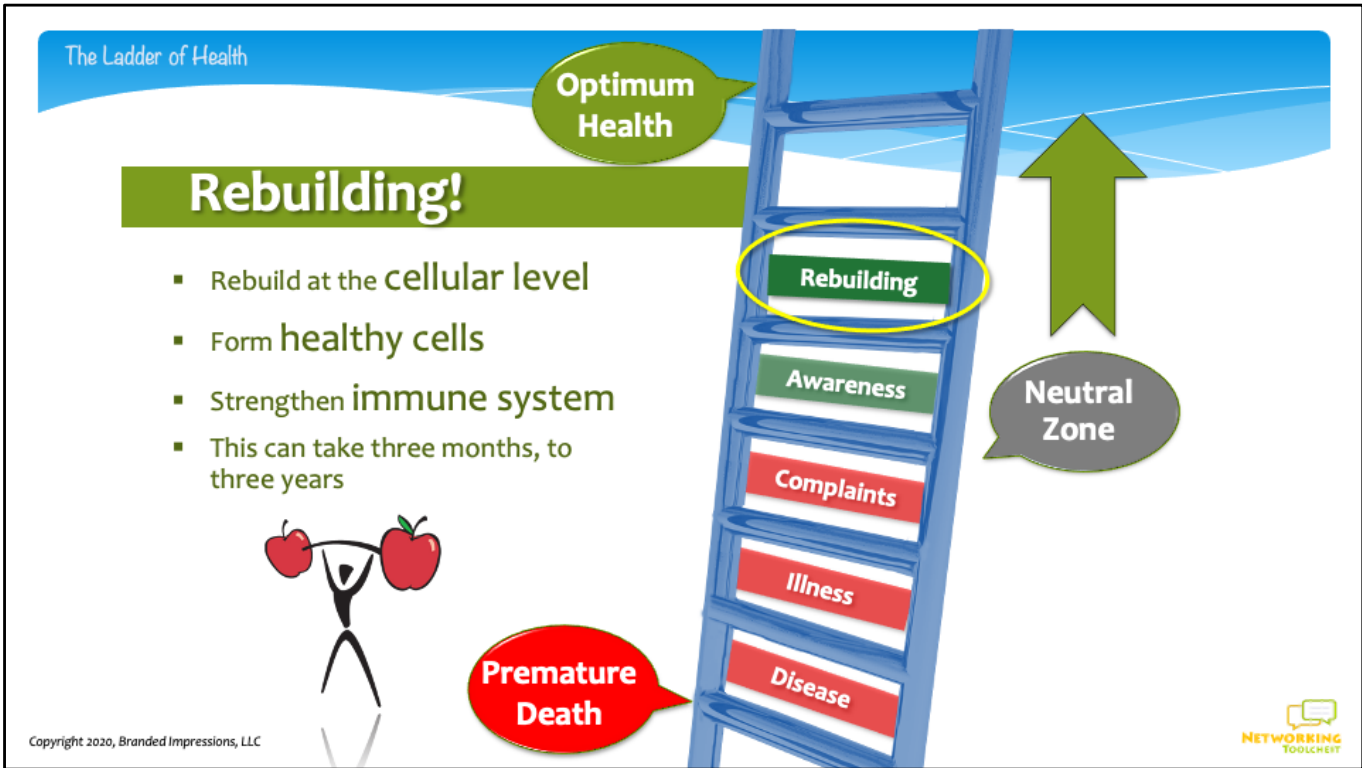
Begin to take charge of your OWN health. Start with these four simple steps: [click] Rest – you need to try to give your body time to rebuild. This means getting those 7 to 8 hours of sleep your mother told you about. You probably know that a lack of sleep can make you grumpy and foggy. HOWEVER, did you know it can also effect your memory, health, looks, and even your ability to lose weight? [click] And speaking of losing weight, that’s number 2: “WEIGHT CONTROL” – Dropping just 15 pounds can have a positive impact on your health, next is [click] Exercise – both aerobic and weight bearing exercises, at least 4 or 5 days a week. Exercise can improve your health, and reduce the risk of developing diseases like type 2 diabetes, high blood pressure, and cardiovascular disease. Finally - [click] A proper diet and adding supplementation, can make the greatest difference in your overall health – proper nutrition is essential. You need to eat right, and eat the very best foods you can

afford. But to be truly effective, you also need to make the most out of that good diet by adding high quality nutritional supplements. Fortunately, we can help you there. And, we'll be talking a little more about that in a few minutes. NOW as you do these four things, you'll find that this leads to AWARENESS



As you start taking positive actions and become more aware of your health, [click] you start to notice that your complaints are diminishing. You're actually starting to feel a little BETTER, maybe a little more energy at the end of the day, or realizing you haven't had a cold or a cough in a while. [click] This can take anywhere from three days to three months before you start really noticing the difference. As all this is happening, your body is actually rebuilding.





Rebuilding is the stage where you begin to [click] rebuild your cells, from the inside out [click] Your body starts to form HEALTHY cells. [click] and you begin to strengthen your immune system. [click] This takes time – it can take anywhere from three months to several years BUT as you rebuild your body, you move toward RESISTANCE

The Ladder of Health

**Resistance!**

- Become resistant to most common illnesses and many major diseases
- In EVERY epidemic there are always survivors — these are the ones with resistance
- These are the ones with

**OPTIMUM Health**

**Premature Death**

**Neutral Zone**

**Resistance**

**Rebuilding**

**Awareness**

**Complaints**

**Illness**

**Disease**

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Now you actually become RESISTANT to most of the common illnesses and many major diseases. [click] Did you know that in EVERY epidemic, no matter how severe, there are always people who survive? [click] These are the ones with resistance. These are the ones with OPTIMUM health!

Optimum  
Health

- **ALL DAY** Energy
- Vigor & **VITALITY**
- **MENTAL CLARITY** & Alertness
- **STRENGTH** to be able to lift appropriate weight for your age
- Be able to **MOVE EASILY** & participate in all activities
- Freedom from **CHRONIC CONDITIONS**
- **ZEST** for life

With OPTIMUM health you can enjoy that all day energy, vigor & vitality, plus all those other health benefits we talked about. If you're ready to start climbing up the Ladder of Health, your first question two questions are probably. Number one: Where can I find nutritional products that I can rely on. and Number two, where do I start. The first question is easy, you want to start with the best. For nearly 65 years a nutritional company in California has been producing products that combine the power of Nature with the today's science & technology. That's Shaklee.

## Shaklee: “Making Health Happen”

“At Shaklee, we start with Nature . . .  
we believe Nature holds the answers  
to a long, healthy & productive life.”



*America's #1 Natural Nutrition Company.*



If you're not familiar with Shaklee, you probably should be. Their philosophy is simple: [click] “They start with nature and have always believed that nature holds the answer to a long, healthy & productive life. In fact Dr. Shaklee pioneered the very first vitamin product in the United States.”

## Shaklee: “Making Health Happen”

- Award winning research scientists
- More than 100 patents & patents pending
- More than 100 scientific papers
- Hundreds of millions spent on research and development



*America's #1 Natural Nutrition Company.*



They have a team of award-winning research scientists, including Nobel Prize Winners, [click] more than 100 patents and patents pending on their formulas [click] they've published more than 100 scientific papers in peer-reviewed journals, and [click] spent hundreds of millions of dollars in research and development. So now you know where you can find award winning products, but the next question is

Getting started . . .

# “Where should I start?”

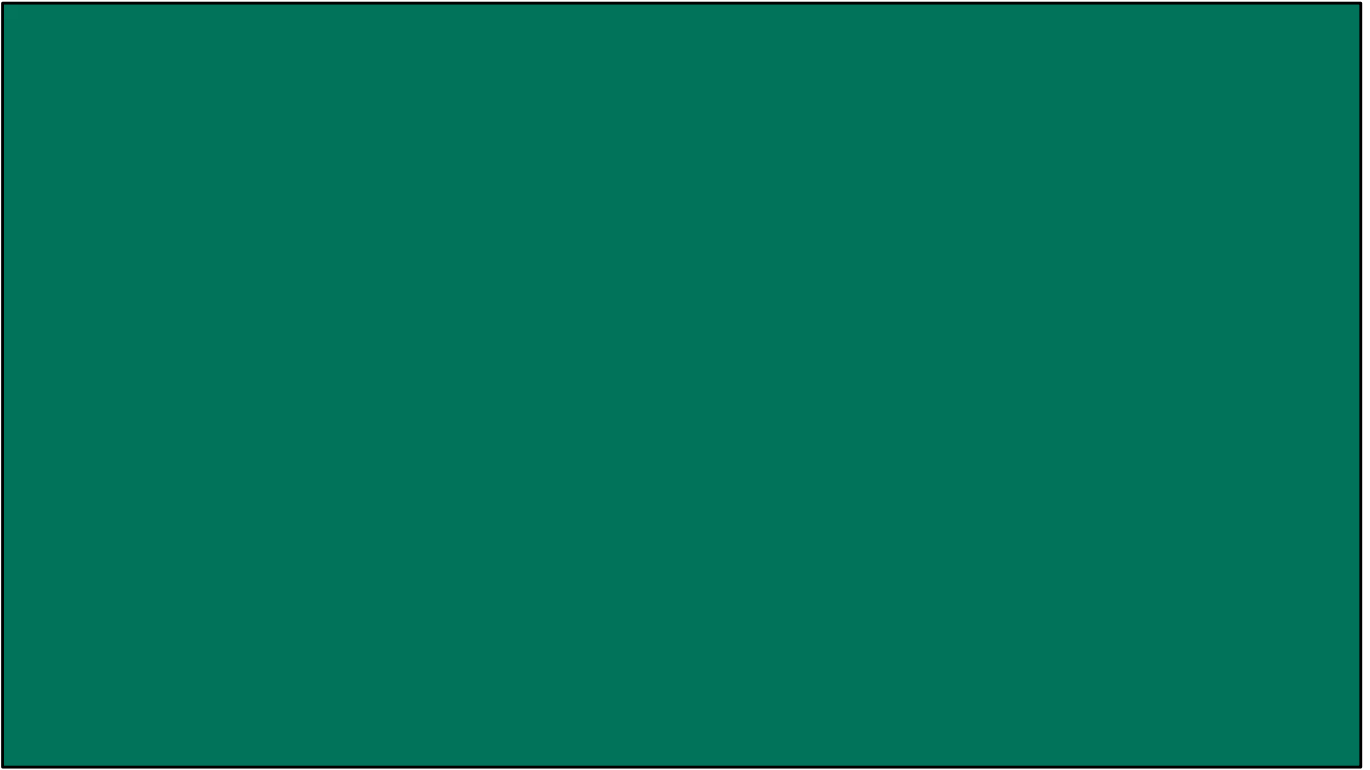
People are unique.



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“Where should I start.” And that’s a great question! [click] The fact is people are different. Your nutritional requirements are based on your age, sex, eating habits, and a whole lot of other factors. So the question becomes how can we provide OPTIMUM nutrition for everyone, when everyone is unique. Take a look at this!



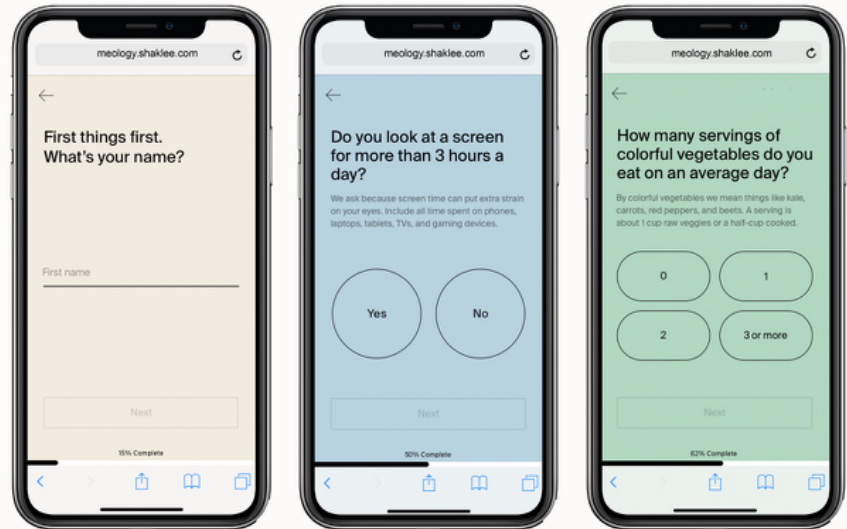


- So that's a great place to start. Let Shaklee's award winning scientists show you exactly what YOU need for optimum health. [click] So how does it work? With three simple steps.



STEP 1

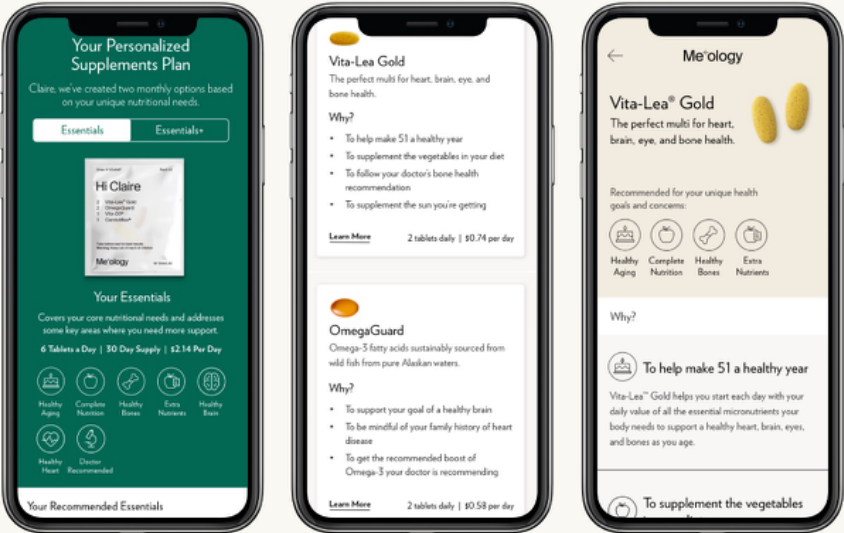
# Take the simple 5-minute assessment



ONE: Take the 5-minute Meology Assessment. This gathers the details that make you and your nutrition needs unique. You'll answer some questions about you, your health, goals, lifestyle, and some of your medical history. It's simple to fill out online, completely confidential, and only takes about 5 minutes to complete.

STEP 2

Receive your personalized plan in just a few seconds



STEP TWO. The precision algorithm and patent-pending recommendation engine takes your responses through 110 million possible combinations of nutrition supplements and narrows it down to ONE that is perfect for you in just a few seconds.

Your recommended supplements are presented in the order of importance based on your unique needs and include the reasons each supplement was recommended for you.

STEP 3

# Choose your plan—Essentials or Essentials Plus



Essentials



Essentials Plus



Step 3. Choose your plan, either Essentials or Essentials Plus. You'll receive personalized supplements in convenient daily-dose packs every 30 days.



When your Meology package arrives, it is a truly personalized experience.

The Meology Guide is customized with your name and the reasons each product was selected for you.

When your Meology package arrives, it's a truly a PERSONALIZED experience. Each product is recommended for YOUR needs, and your Meology Guide is customized with your name and the reasons each product was selected for you. [click] You rest easy knowing that you are doing everything you can to move up to that top rung on the ladder: Optimum Health.

Contact the person who sent you here for a special link receive your free

## Me-ology Assessment

### 100% Money-Back Guarantee

At Shaklee, we believe in the proven performance and safety of our products. If you're not satisfied with something, you can send it back to us for a full refund, even if the container is empty. No questions asked.

SAFE • PROVEN  
SINCE 1956  
100% GUARANTEED

The Ladder of Health

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And, of course, everything carries Shaklee's 100% Satisfaction Guarantee. If you're not 100% satisfied with something, [click] you can send it back for a full refund, even if the container is empty. No questions asked.

So if you're ready to get started with YOUR Meology assessment, [click] we recommend that you talk to the person who sent you here, and ask how you can get your nutrition assessment for free. Because no matter WHAT your future holds, being healthy will always make a difference in it.

I'd like to THANK you for taking the time to watch this presentation, as you start on YOUR climb to OPTIMAL health!