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To: 'yourfriends@investinyourhealth.org'
Subject: Shaklee Philosophy

Hello Annette,

The Shaklee Ingredient Philosophy

When Selecting Ingredients, We Look to Nature First Founded on the philosophy of offering products in harmony with nature and good health, Shaklee adheres to the principles that were established by our founder, Dr. Forrest C. Shaklee. When we select ingredients for our products, we hold to two important principles. These principles set us apart as a company and are the basis for our advanced approach to product development and production.

First of all, our ingredients must be as natural as possible. Secondly, those ingredients must reflect the most recent scientific and technological advances. The superior quality of Shaklee products is a result of our respect for nature's wisdom and our use of state-of-the-art research and production methods. The Nutritional and Herbal Products Ingredient Glossary that follows is a testament to the principles and philosophy established by Dr. Shaklee.

Information is the key to understanding. In our ingredient glossary, you will find a description of every ingredient found in Shaklee nutritional products. We've included information about ingredient sourcing and processing, as well as the roles the ingredients perform in our products and in our bodies.

The Shaklee Difference - The Highest Standards Our Nutritional and Herbal Products Ingredient Glossary is a reflection of the Shaklee philosophy and principles at work. Each ingredient is as natural as can be and illustrates the leading advances in science and technology.

That's the approach to making products that Dr. Shaklee pioneered, exacting the highest ingredient standards possible.

The ingredients, though, are only one part of the Shaklee Difference. Our unique blend of ingredients, ingredient delivery systems, and product forms, coupled with the cumulative power of the ongoing science behind our products, make Shaklee unique. Furthermore, as we constantly strive to make exceptionally high quality products, we place great value in being ecologically and socially responsible. The Shaklee Difference is reflected in our research, in our product development, in the care we take to adhere to strict clinical testing and in our meeting the highest manufacturing standards in the industry, while minimizing our impact on the environment.

That's the combination that sets Shaklee products apart from all others.

That's the Shaklee Difference-demanding and providing the best and the purest-by setting the highest standards.

Natural Ingredients

Our number one priority is to use natural ingredients in our products whenever possible. In fact, when you look through the glossary, you will notice that the vast majority of our ingredients are naturally sourced and are categorized as natural. Ingredients in this category are primarily obtained directly from a natural source, or they may be obtained through simple chemical reactions such as acidification, basification, hydrolysis and fermentation. Such reactions do not significantly alter the chemical structure of the original natural ingredient. For example, beta carotene is harvested from specially grown algae, and vitamin E is obtained from soybean oil. We also include many plant-derived ingredients in our

products as potential sources of other plant compounds that may be important to health but have yet to be identified by scientists.

The mineral ingredients that we use are also categorized as natural ingredients. Minerals are natural elements of the earth, and some are dietary essentials for good health. Sometimes, essential minerals can be sourced directly as they are found within the earth - for example, calcium from limestone. But more commonly, minerals must be purified and bound to specific carriers to enhance their bioavailability and digestibility. When a mineral source has a carrier, it is noted in the Nutritional Products Ingredient Glossary. Mineral carriers include natural compounds like mineral salts, organic acids, and protein/amino acids.

Naturally Derived Ingredients

Although an ingredient may be found in nature, it may not occur in a concentration that is high enough for our high-potency formulations.

Fortunately, such ingredients can often be derived from natural sources through a series of chemical processes including many of those described for natural ingredients (e.g. fermentation). Vitamin C is a good example. Rose hips and acerola are two of nature's most concentrated sources of vitamin C, but they are not concentrated enough for high-potency vitamin C-containing formulations. Fortunately, vitamin C can be derived from the carbohydrate that is present naturally in corn through a multistep process that includes fermentation. Ingredients like these are categorized as naturally derived.

There are certain ingredients that are derived from natural sources that may be modified to perform a certain function. For example, soy lecithin can be modified to make hydroxylated soy lecithin. This modification of soy lecithin increases its solubility in water and enhances its ability to coat and protect tablets. So, modified natural ingredients like these are also categorized as naturally derived.

Naturally derived also includes ingredients originating from natural sources which undergo significant modifications so that their final form is structurally and functionally different from the starting material. Although properties of such ingredients have been changed, they are extensively tested for safety and efficacy. This subcategory of "naturally sourced"

ingredients includes the ingredient hydroxypropyl methylcellulose. Cellulose is a natural plant fiber, originating from wood pulp. In this case it is custom tailored by a series of chemical modifications so that it takes on different properties that make it functionally advantageous to certain products.

Scientifically Formulated Ingredients

Sometimes, a sufficiently concentrated source of an ingredient cannot be found in nature, nor can it be derived from natural sources. In these instances, advances in nutritional technology allow us to use highly bioavailable ingredients formulated from biochemical building blocks.

Whenever we use these types of ingredients, they are tested thoroughly to ensure bioavailability, purity, and potency. The B vitamin, folic acid, is an example of a nutrient that is formulated from biochemical building blocks and in clinical studies has been proven to be more bioavailable than the folate found in foods.

Whole foods

This is often a difficult issue because of the conventional perception that whole food supplements can be made from fresh fruits and vegetables and somehow dried and compressed into a tablet. Unfortunately, this is not possible or realistic. A supplement condensed or compressed from a whole food would actually contain little nutrient value, and would require taking an inordinately large number of servings or tablets to get even one serving

with adequate nutritional value. Take spinach, for example. If we consider a reasonable serving size for spinach to be one cup of cooked spinach, the spinach in that serving would weigh about 180 grams. Dried and made into a powder, it would weigh about 30 grams. Since a normal-sized tablet holds about a half gram of powder, at best, to get the equivalent of a cup of cooked spinach, you would need to consume a minimum of 60 tablets. And that's for the nutrients in spinach, alone.

Shaklee is the number one natural nutrition company in the U.S. Why?

The logical reasons are many:

- . Over \$250 million invested in clinical testing, research, and development
- . Over 83,000 tests annually for product quality
- . Over 100 scientific papers, 90 of them published in peer-reviewed journals

. Quality far beyond industry standards

But the real reason is much less quantifiable. It's passion.

We think health is the most important thing in the whole world. Without it, you have nothing else.

So everything that goes into every Shaklee bottle is designed to make you healthy. And to do it so well you tell your friends about it.

Dr. Shaklee's vision was to give people the wealth of health. We still think that's the best idea to build a company on.

Urine Color

The yellow color that appears in urine following the consumption of B-Complex products results from a metabolite of riboflavin (vitamin B2). This is a sign that the B vitamin has been absorbed and assimilated.

Hope this helps!

Best wishes for good health,
Alba A.

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