

# NUTRITION

## A Major Key to Health

This statement is based on  
the results of the

“The Landmark Study”



# Do You Suffer from

## FATIGUE

Nutrition plays a big role in energy levels

## STRESS

The Centers for Disease Control estimates that 75-90% of all doctor visits are stress-related.

## DECLINE IN IMMUNE FUNCTION

According to the USDA, more than 50% of Americans are deficient in several immune-enhancing nutrients

# THE MAJORITY OF ALL HEALTH CONCERNS ARE TIED TO "NUTRITION"

## Why Are We Lacking Nutrients?

- Poor food quality .... full of chemicals, over heated, not "real" food, full of sugar/salt, not organic
- 9 out of 10 Americans fail to eat the fruits and vegetables necessary to maintain optimal health .... To get what we need the focus must be on vegetables and fruit and clean proteins
- Food choice is poor ... way too much "fast food", very little "from scratch" food, not drinking 8 glasses of plain water

Keep a diary of your food intake for a week.  
You will be surprised!



# The Landmark Study

The Landmark Study is the first study ever of a rare population of long-term dietary supplement users. The study revealed that people who take a multivitamin have better health than those who don't.

BUT... those who took various Shaklee supplements ... the nutrients that are now found in Shaklee's *Vitalizer*, had markedly better health than either comparison group!

*Study done by UC Berkeley*

*School of Public Health.*

*Chief author: Dr. Gladys Block,*

*Published Oct 2007*

## **The study compares 3 groups:**

- Shaklee members who used supplements for at least 20 years
- People who took at least one multivitamin a day for 20 years
- People that didn't use supplements at all

# The Study Discovered *Vitalizer* Users...

- Maintain much higher blood levels of all essential vitamins
- Have healthier levels of iron and other minerals
- Demonstrated much lower levels of all key biomarkers for disease (Diabetes, Coronary Heart, Heart Attack, Stroke, High Blood Pressure).
- Have significantly lower blood levels of homocysteine
- Only a small fraction of the heart disease as compared to the other 2 groups

## *Vitalizer* Users ...

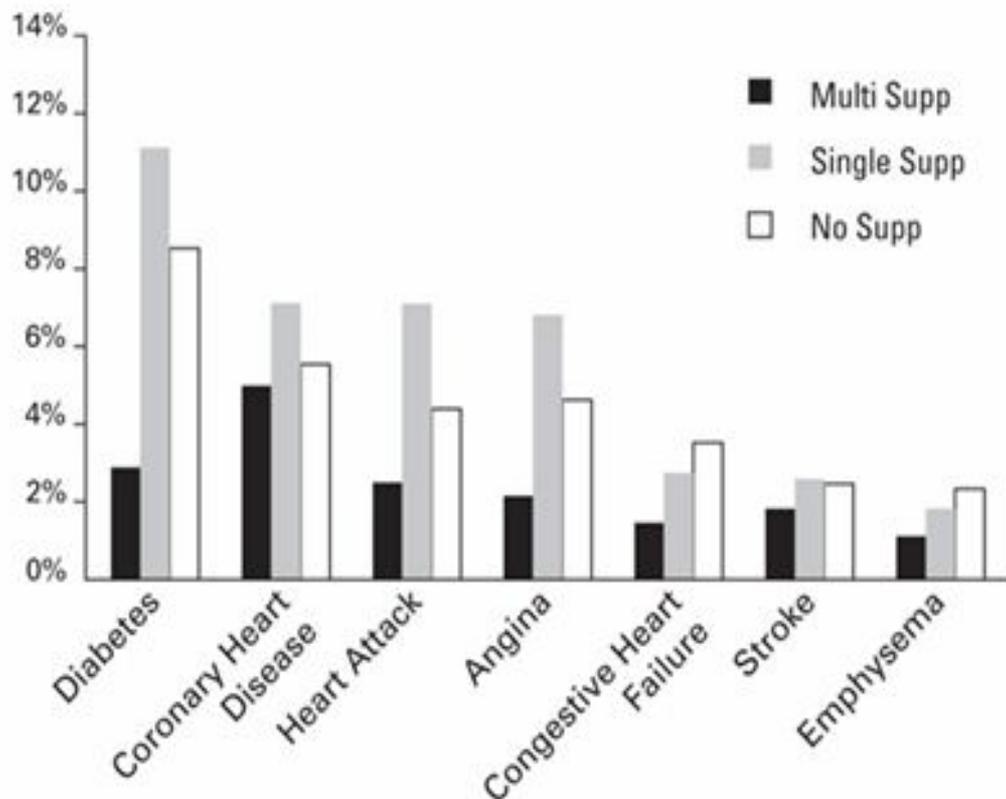
- Have completely normal levels of triglycerides and HDL
- Have much lower incidences of high blood pressure
- 85% said felt very good to excellent health – other groups less than 50%
- Drug use .6 prescriptions per year as compared to 12-19 and more prescriptions per year of the other 2 groups! **MAJOR DIFFERENCE!**

Look At The Scientific Data ....

# Shaklee is shown as "Multi Supp" Users

Shaklee Users  
had markedly  
better health!

**Graph 1. Disease prevalence in long-term users of multiple dietary supplements (Multi Supp), multivitamin users (Single Supp), and nonusers (No Supp).**



SHAKLEE LANDMARK STUDY



<b>Biomarkers of Disease</b>	<b>Shaklee</b> n = 278	<b>Other</b> n = 176	<b>None</b> n = 602
<b>Homocysteine *</b> <b>&gt;9 <math>\mu\text{mol/L}</math> is ideal</b> <b>Elevated levels ?</b>	<b>6.3</b>  <b>11%</b>	<b>9.5</b>  <b>37%</b>	<b>9.9</b>  <b>45%</b>
<b>C-reactive Protein</b> <b>&gt;3 mg/L is ideal</b>	<b>2.2</b> <b>0.0%</b>	<b>3.6</b>	<b>5.1</b>
<b>HDL cholesterol</b> <b>&lt;50mg/dL is ideal</b>	<b>57.5</b>	<b>53.3</b>	<b>50.9</b>
<b>Triglycerides</b> <b>&gt;150mg/dL is ideal</b>	<b>121.0</b> <b>0.0%</b>	<b>145.3</b>	<b>180.1</b>

<b>Serum Levels</b>	Shaklee	Other	None
<b>Vitamin C (avg.)</b> <b>&gt; 1.0mg/dL is ideal</b>  <b>Percentages &gt;1.0</b>  <b>Inadequate Levels &gt; 0.4</b>	<b>1.62</b>  <b>94.1%</b>  <b>0.0%</b>	<b>0.94</b>  <b>46.6%</b>  <b>9.4%</b>	<b>0.66</b>  <b>21.9%</b>  <b>32.4%</b>
<b>Vitamin E</b> <b>(α tocopherol)</b>	<b>2.9</b>	<b>1.4</b>	<b>1.1</b>
<b>Vitamin A (Retinol)</b>	<b>65.0</b>	<b>64.3</b>	<b>59.2</b>
<b>Vitamin D</b> <b>&gt;100 is ideal</b>	<b>131.4</b> not excessive	N/A	N/A

<b>Serum Levels</b>	<b>Shaklee</b>	<b>Other</b>	<b>None</b>
<b>RBC Folate</b>	<b>1153.4</b>	<b>891.1</b>	<b>646.7</b>
<b>Alpha Carotene</b>	<b>27.5</b>	<b>5.9</b>	<b>4.5</b>
<b>Beta Carotene</b>	<b>62.7</b>	<b>27.0</b>	<b>18.5</b>
<b>Ferritin (Female)</b>	<b>117.4</b>	<b>74.9</b>	<b>101.7</b>
<b>Ferritin (Male)</b>	<b>117.6</b>	<b>205.2</b>	<b>198.2</b>

<b>Risk of Prevalence of Disease (Odds Ratio)</b>	<b>Shaklee</b>	<b>Other</b>	<b>None</b>
<b>Diabetes</b>	<b>2.9%</b>	<b>11.1%</b>	<b>8.5%</b>
<b>Coronary Heart Disease</b>	<b>5.0%</b>	<b>7.1%</b>	<b>5.6%</b>
<b>Heart Attack</b>	<b>2.5%</b>	<b>7.6%</b>	<b>4.4%</b>
<b>Stroke</b>	<b>1.8%</b>	<b>2.6%</b>	<b>2.5%</b>
<b>↑ Blood Pressure &gt;80 DBP or &gt;120 SBP</b>	<b>55.6%</b>	<b>71.2%</b>	<b>64.6%</b>

# Drug Use

**The Last and Most Impressive Statistic is the Contrast Between the Groups is the Use of Prescription Drugs.**

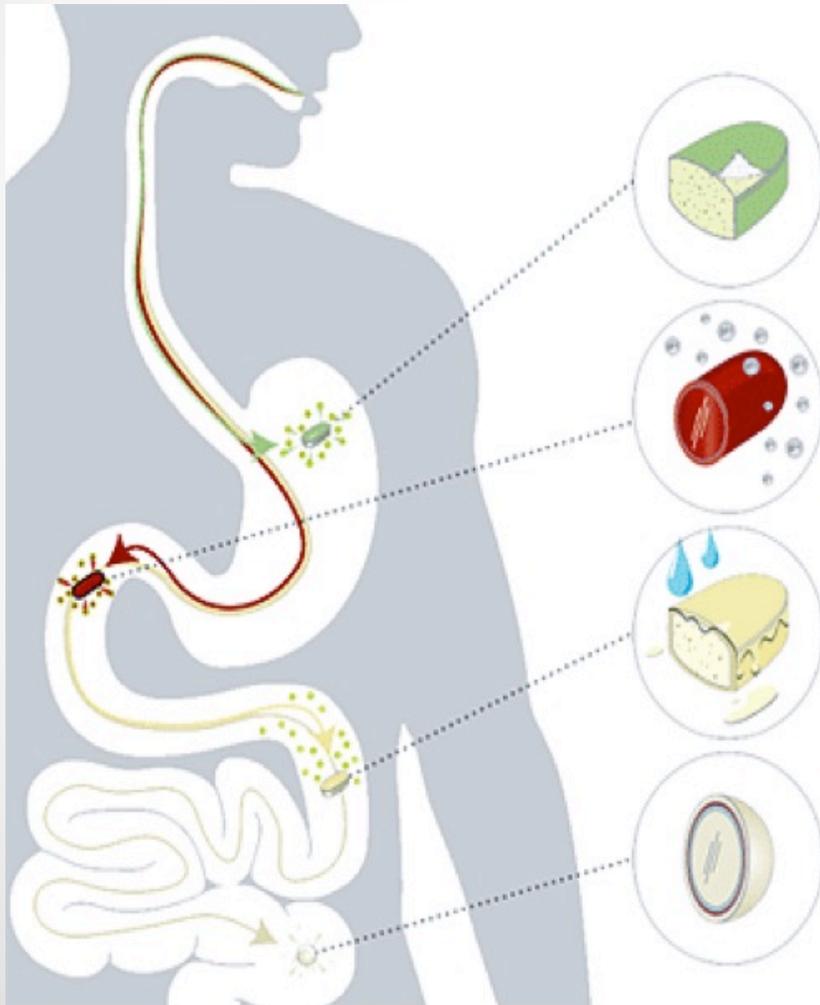
The Federal Government compiles prescription statistics through the Medical Expenditure Panel Surveys (MEPS).

It was found that persons under 65, who purchased at least one prescribed-medicine, consumed **12.5 prescriptions per year**. And those over 65, use almost **TWICE** as many prescriptions!

The estimated drug use by the Landmark Study control group averaged **19 prescriptions per year**, whereas the Shaklee group averaged only **(0.6) prescriptions per year**.

**That's less than 1 prescription per year for the Shaklee group!**

# The **SMART** Delivery System of Vitalizer makes it Uniquely Effective



## Vita-Lea®

Folic acid microcoating for immediate release in stomach

## Caroto-E-Omega

pH-activated enteric coating protects from stomach acid for release only after reaching upper intestine

## B+C Complex

Sustained release gel diffusion system clinically proven to maintain blood nutrient levels over 12 hours

## Optiflora® Probiotic

Triple-layer encapsulation protects the active cultures through stomach for release in lower intestine

4 separate delivery systems are used:

1. Immediate Release
2. Delayed Release
3. Sustained Release
4. Targeted Release

The **SMART** System  
(Shaklee's Micronutrient  
Advanced Release  
Technology)

is so

advanced that it is  
protected by

**12 separate patents!**

# *Vitalizer* dramatically Impacts

Vitality .. Immunity .. Stress .. DNA .. Heart .. Joints  
Digestive .. Prostate .. Brain .. Bone

## Redefining Vitality

Based on 12 Shaklee clinical studies, Vitalizer provides the best spectrum of vitamins, minerals, antioxidants, anti-aging phytonutrients, omega-3 fatty acids, and probiotics supporting:

- Supercharged vitality\*
- Enhanced immunity\*
- Stress management\*
- Antioxidant and DNA protection\*
- Heart and brain health\*
- Bone and joint health\*
- Digestive health\*
- Prostate health\*

1. Contains **26 antioxidants** to protect against free radical damage, which is the number one cause of premature aging.
2. Contains **80 bio-optimized nutrients** EVERY vitamin and mineral your body needs to supercharge your health.
3. Perfected a **SMART delivery system** to deliver each nutrient to the precise location in the digestive system to maximize absorption and has been proven clinically to maintain high blood-nutrient levels for over 12 hours!

# Background on the Landmark Study

One of the most intriguing things about the Shaklee family is that many members have been using Shaklee supplements for **more than 20 years!** Roger Barnett, CEO and Owner, bought Shaklee in 2004, after 10 years and \$20 million searching for the best company to buy for a family business he could pass on to his children.

Roger ...

- Was surprised when he met Shaklee distributors and found out their ages
- Was impressed with the **overall health** of the Shaklee distributors
- Wanted to show the world what Shaklee supplementation can do

So, Shaklee contracted with an esteemed epidemiologist, **Dr. Gladys Block**, from the **U. C. Berkeley School of Public Health**, to manage the clinical trial. Her team would analyze all the blood tests, gather the demographic data, and run all the statistical analyses. They would also write the paper and shepherd it through the peer-review process. Although Shaklee paid for this study, UC Berkeley maintains complete control over publication of the results, good or bad.

Imagine the **courage** it takes for a supplement manufacturer to expose itself to this process. Because ... if the products don't measure up, it will be published in the medical literature, followed by endless ridicule in the popular media.

That's the primary reason why this is a first-of-its-kind study! No one else has had the courage to put their products to the test.

# The Best of Science & Nature

*Vitalizer* is the best of Science and Nature, clinically proven to create a wellness foundation for a longer, healthier life. What's not to "LOVE"!

Don't be okay with feeling just "okay", start your family on a nutritional wellness program today.

We "guarantee" results or your money is refunded.



# Access the Study

The Landmark Study was documented and published online in *Nutrition Journal* October 24, 2007.

Titled:

“Usage Patterns, Health and Nutritional Status of Long-Term Multiple Dietary Supplement Users – A Cross-sectional Study.”

Or go to: [www.landmarkstudy.com](http://www.landmarkstudy.com)

# Why Shaklee?

- The products work ... Shaklee “guarantees” their products unconditionally
- [The Landmark Study performed by UC Berkeley](#) published the results in October 2007 confirmed the products work
- *Effective supplementation made simple with 1 strip instead of 7 bottles!*
- Saves money and time!
- Established since 1956, making only natural supplements and Earth Safe products
- Shaklee partnered with preeminent scientists, researchers and doctors with specialties in the field of nutrition, aging, obesity, and other diet related issues to form the Scientific Advisory Board, a group dedicated to providing expertise and direction to uphold Shaklee’s scientific integrity and product safety.
- Employs 75 Scientists from all over the world – 60,000 sq ft Lab on UC Berkeley Campus
- Shaklee tests the products 83,000 times each year for quality

# Why Shaklee?

- Over \$250 million invested in clinical testing, R&D
- Over 100 scientific papers, 90 of them published in peer-reviewed journals
- Quality far beyond industry standards
- For their passion for health and The Golden Rule
- Donation of environmentally friendly cleaning supplies and only products used on board Jacques Cousteau's research vessels.
- Partnership with Dr. Wangari Maathai, the first Nobel Peace laureate recognized for environmental work
- Shaklee is trying to win our own Nobel Peace Prize by stopping malnutrition in Africa
- Donation of vitamins and nutrition drinks to undernourished children and earthquake victims.
- Shaklee stops production if any pesticides are found on raw materials – they check the plants as they grow all year long