

Compare Any Other Supplement Company to SHAKLEE

We recommend that consumers and potential customers consider these fundamental questions:

- **What kind of information is available on ingredient specifications, safety and quality testing?** As many as 83,000 laboratory tests for quality are performed on SHAKLEE Nutritional Products and their ingredients in a single year, and as many as 176 separate tests for purity, freshness, potency, and safety are performed on the raw ingredients for a single product. SHAKLEE products also undergo as many as 262 separate quality assurance tests throughout the manufacturing process.
- **Are the health and nutrient claims, if any, based on anecdotal information or on scientific data?** The success and superiority of SHAKLEE food and nutritional supplements lay in SHAKLEE's scientific approach. **All product label claims are based on documented substantiation, not hearsay, testimony, or anecdotal evidence.** This is an important test of product efficacy.
- **Are the products backed by published clinical research studies? *Ask to see published research on their products (as opposed to generic studies.)* How much is there? Is it peer-reviewed as is SHAKLEE's published research? Where has it been published?** Over the years, SHAKLEE has conducted numerous clinical studies whose results have undergone the difficult and rigorous process of peer-review. Over 100 clinical studies relating to SHAKLEE products have been published with many of them appearing in prestigious scientific journals such as the American Journal of Clinical Nutrition, American Journal of Cardiology, Journal of Applied Physiology and Journal of the American College of Nutrition.
- **Does the company invest in and operate their own Research and Development Center and Food and Nutritional Supplement manufacturing plant?** The Forrest C. SHAKLEE Research Center in Hayward, California dedicates 52,000 square feet of space to research and development laboratories to bring scientifically based superior products to SHAKLEE customers. SHAKLEE's advanced-technology Food and Nutritional Supplement Manufacturing Facility in Norman, Oklahoma dedicates 312,000 square feet to the high quality production of SHAKLEE's superior food and nutritional supplements.

BUYER BEWARE!!

Regarding the vitamins, **SHAKLEE leads the world in clinical research on nutritional products, having already invested well over 250 million dollars. No other company has spent anywhere near that much.**

About product quality: People say:

1. "A vitamin is a vitamin. They're all the same aren't they?"
2. "There are lots of companies claiming that their product is the Best!"

3. "Does one company's products REALLY work better than another's?"
4. "Why not just buy the cheapest?"
5. "Who do you believe? Consumer CONFUSION is rampant in the 'Holistic Arena'"

The bottom line is QUALITY determines RESULTS!

There are 1000's of brands of food supplements on the market place, but let's look at some quality control reviews. Examples are:

1. Regarding BIOAVAILABILITY (which means....**do the nutrients in the product get absorbed into the bloodstream AND is there published, clinical evidence to prove it?**)
A simple test on Vitamin E showed the following results: Five brands of 200 I.U. Vitamin E were tested for delivery to the blood stream. The results were:
 - Brand 1 = 0.15 units absorbed,
 - Brand 2 = 15.0 units absorbed,
 - Brand 3 = 1.0 units absorbed,
 - Brand 4 = 67.0 units absorbed,
 - Brand 5 = 200.0 units absorbed (this was SHAKLEE)
2. PRODUCT STABILITY is a big issue. Here's an example: Acidophilus and Bifidus products are being highly promoted today. BUT the following is a university study showing the amount of active bacteria found when microflora products were randomly selected and tested off the store shelf: The label claimed the following numbers "At the time of manufacture": Obviously the body will benefit only from what gets delivered to the intestines. Label Claim Microanalysis Results:
 - Brand 1: 2 billion/NONE,
 - Brand 2: 100 million/1,500 only,
 - Brand 3: 250 billion/30 million,
 - Brand 4: 1 million/NONE,
 - Brand 5: 500 million/500 million (this was SHAKLEE, but SHAKLEE goes further – guaranteed delivery in gut)
3. In January 2000, the University of Guelph did an investigative report and found the following: They tested JAMIESON, Imperial Ginseng, Red Dragon Brand (on the label it said "Premium Ginsengs of the Chinese Emperors") They were 500 mg capsules. Two test lots were done:
 - Lot #1 = 0.3 mg active ginsenosides per 500 mg capsule,
 - Lot #2 = NO active ginsenosides per 500 mg capsule.
 - The results are obvious - this product is pretty useless.
4. In 1998 the U.S. Department of Agriculture Report randomly selected 43 Ginseng-labeled products and tested them for active ingredients. The results: 39 of 43 had NONE! That's 91%
5. In January 2000, the University of Guelph reported on Garlic tablets tested: 100% of all Garlic tablets tested DID NOT meet the label claim for "Allicin" - the medicinal

ingredient in Garlic. 33% had NO ACTIVE ALLICIN at all.

6. This was a 1999 CTV report on St. John's Wort. 70% of products tested contained fewer active ingredients than the industry standard. 10% contained NO ACTIVE INGREDIENTS.
7. This was the same 1999 CTV report on Ginkgo Biloba. 50% of Ginkgo Biloba products tested contained fewer active ingredients than the industry standard. 25% contained NO ACTIVE INGREDIENTS.

The supplement and herbal industry is very poorly regulated, and therefore, it is up to the buyer to BEWARE!

That's why SHAKLEE is the most trusted name in Clinical Science. They follow stringent QUALITY CONTROL STANDARDS, some of which are as follows:

1. Up to 176 separate tests for PURITY, FRESHNESS, POTENCY and SAFETY are performed on the raw materials for a single product.
2. To protect delicate enzymes and confirm PRODUCT STABILITY temperature controls are monitored (not more than 55 degrees C or 131 degrees F)
3. Products undergo as many as 262 separate QUALITY ASSURANCE TESTS throughout the manufacturing process.
4. SHAKLEE performs more than 250 propriety tests beyond industry norms on herbal ingredients.
5. The products are clinically tested for absorption into the blood stream.

So what is the SHAKLEE DIFFERENCE? The Best of Science + the Best of Nature = Best of Quality THIS IS SHAKLEE. And the body only responds to quality. **The cells of the body know nothing about advertising or price - only Quality!**

You never have to worry about Shaklee products. Dr. Shaklee said they would never make a product that could ever hurt a human cell. Shaklee has never had a recall in the almost 50 years of its existence.

HEALTH CARE PROFESSIONALS SPEAK OUT:

FROM CHRISTOPHER SCOTT, M.D., Saskatoon:

"Supplements are absolutely crucial due to the quality of our soil and food today. There are a lot of different supplements available on the market, but labels do not accurately reflect contents. Over the past ten years I have been using SHAKLEE supplements for personal use, as well as confidently recommending them to my patients."

FROM LINDA RODRIQUEZ, M.D., Pediatrician

"For over 19 years SHAKLEE has been a blessing for me, my family, and my patients who have all

benefited from scientifically proven products for quality health and healthy living. Our food today is so deficient in nutrients because of what we have done to it, it is no longer the same food that Mother Nature offered to us. For my fellow physicians who are looking into incorporating nutrition in their practice, I encourage you to consider using SHAKLEE's quality health products that you can trust and recommend with full confidence."

FROM KATHY WICKENS, Chiropractor, Perth, ON

"Patients get results with SHAKLEE! There is a definite difference in the holding patterns for chiropractic adjustments for patients taking SHAKLEE supplements."

FROM CHARLENE DAY, Registered Nutritional Consultant, Toronto, ON

"I have been in practice for over 26 years and have used many brands of supplements, including Professional brands. About 7 years ago, I was given information about the SHAKLEE Corporation. I was impressed when I read that **over 80 research studies and articles about SHAKLEE products were published in prestigious nutritional and medical journals.** Wanting the best for my clients, I started recommending SHAKLEE supplements. I was amazed at the results. My clients experienced a level of wellness far exceeding anything I had experienced in the previous 19 years."

FROM NEIL PAGETT, M.D., Internal Medicine

"Supplements make sense. You have to have good double-blind, peer-reviewed clinical studies in order to evaluate them. As a medical professional, that's the only thing I will listen to. **Except for SHAKLEE, I am not aware of any company that does on-going, in depth studies.** SHAKLEE is the only company I can professionally recommend."

FROM RICK MEDORA, Chiropractor, Kingston, ON

"The most trusted name in clinical science is SHAKLEE."

A Pharmacist tells why he takes SHAKLEE and only SHAKLEE!

I thought you might be interested in this e-mail. I asked my friend, Harry Shurley, a pharmacist, why he took SHAKLEE vitamins when he could get others, as samples, for free. Here is his reply.....

Why do I take SHAKLEE vitamins? From a pharmacist's view you have to look at the clinical research that is done by SHAKLEE.

Mrs. Lindley and I are writing a book on prenatal nutrition -- not quite complete -- and we requested clinical studies from the makers of prenatal vitamins and NO major company (except SHAKLEE) could provide us with any studies!

Also, as you know, the SHAKLEE vitamins are natural as opposed to the synthetic prenatal vitamins available in drug stores. The makers of those prenatal vitamins stress the amount of folic acid in them, which is 1 mg. Because they have 1 mg of folic acid they have to be on prescription because folic acid can mask pernicious anemia, but if you look at the prenatal vitamins they have very few of the other vitamins and most leave out biotin completely.

It is funny that you ask me this question because a few weeks ago I had a nurse call in for some prenatal vitamins and I asked her what was the best prenatal vitamin and she said, "I don't know." So I asked her how did they determine what brand of vitamin to give to the

patients and she said, “Whatever they can tolerate.”

There are so many reasons why I take SHAKLEE over the vitamins I could get from pharmaceutical companies. I don't have time to explain all, but the main reason is because the SHAKLEE vitamins produce results!

Thanks!

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