

Vitamins

Cleaners

Makeup

Skin Care

Air Purifiers

# What's the Difference?



vs.



vs.



## Ask for proof:

Consumers want to know who they can trust and how they can separate fact from fiction. They must remain skeptical and demand proof. Their health and the wellness of their families depend upon it.



## Where's the Science?

Products **must** be supported by clinical research conducted and published by **respected third-party scientists**.

Many companies claim to use scientific research—but they actually use generic or “paper” research. They have a skeletal science staff, if they have one at all. And they don't have the resources to conduct clinical research.

## Specific Questions to ask:

1. Does the company offer a **100% money-back, satisfaction guarantee**?
2. Does the company guarantee that **100%** of the ingredients listed on the label **are in the product** and that the **finest quality ingredients available** are used in it?
3. Are the product formulations quality controlled so that there is a **100% guarantee** that ensures product:
  - √ **Safety** (Prototypes are made and studied exhaustively for safety)
  - √ **Purity** (No heavy metals, agrichemical residues, potentially harmful solvents; microbiological analysis; no addition of coloring agents, flavoring agents or processing aids; sanitary packaging and storage conditions; stringent specifications for raw materials)
  - √ **Reliability** (Proper nutrient or phytochemical composition)
  - √ **Bioavailability** (**Guaranteed** to actually reach the appropriate site in the gastrointestinal tract to ensure maximum benefit?)



## Quality Examples:

**Fungicide in Ginseng.** Over its 50 year history, Shaklee has walked away from millions of dollars because of their commitment to science and safety. The company tests for 386 substances in raw materials—from roots to tops—before using them in production.

In the 1990's, Shaklee discovered fungicide in raw Panex Ginseng that they had received from a supplier. They found that all of the available Ginseng supplies in the marketplace had been contaminated, so they stopped offering the product for 1½ years, until a new crop became available. All other companies continued producing and selling their Ginseng products to the unsuspecting public!

**Pesticide Found in Alfalfa.** In the early 80's, Shaklee contracted with an organic farmer to grow Alfalfa for their Alfalfa Complex tablets. A pesticide overspray from an adjoining field contaminated Shaklee's Alfalfa crop. The company discovered the pesticide in the raw materials and, in keeping with their standards for purity, discontinued this important, highly sought-after product for nine months. Members and distributors who wanted to continue using Alfalfa ordered it from other sources. Those consumers did not get the same results they were achieving from the Shaklee Alfalfa.

**“Others may have the claims, but Shaklee has the proof! I've been approached by many vitamin companies, but I only support Shaklee. Shaklee has the highest level of integrity and science – with clinical results that have been published in peer-reviewed journals.”**

*Dr. Bruce Miller*



**“Vita-Lea is a super-powerful multi-vitamin, multi-mineral, and the best I've found in all of my 34 years as a physician!”**

*Dr. Linda Rodriguez*



**“Folic acid has recently been recognized as being extremely important for heart health, and reducing the risk of birth defects. Shaklee has a patented process that makes the folic acid more bioavailable. No competitive product can use this process.**

**It belongs exclusively to Shaklee.”**

*Dr. Steve Chaney*



### Examples of Published Clinical Studies

*Journal of the American Medical Association, Journal of American College of Nutrition, Experimental Biology, American Journal of Clinical Nutrition*

**Study:** “Multivitamin-mineral Supplementation: Effects on Blood Chemistries of College-Age Women”  
**Results:** Significant increase in Vitamin C, B12 and folate levels with use of Vita-Lea

**Study:** “Homocysteine Lowering in Men and Women with Normal Plasma Homocysteine Levels”  
**Results:** After only 8 weeks, there was a significant reduction of homocysteine levels

**Study:** “Effects of Long-Term Vitamin-Mineral Supplements on Immune Response in Older Adults”  
**Results:** Significant improvement in immune function in older adults,

**Study:** “Improvement in Folate Indices in Blood and Seminal Plasma Following Vitamin Supplementation”  
**Results:** Doubling of blood and plasma folate within 90 days

