



# Health

**Shaklee Opportunity**  
Shaklee®





# Build a better tomorrow today.

Since 1956, Shaklee has been a wellness innovator. We bring wellness to every aspect of peoples' lives, from their physical health, to their homes, to the planet itself.

We strive for transparency in every product we create and go well beyond industry standards to test and ensure what we produce is as safe as it can be. And we were the first company in the world to be certified Climate Neutral.

But we do more than develop the best possible nutrition, personal care, clean beauty, and home products. We bring people together. People who share one simple goal: make healthy happen.

Our community knows no age and no limits. We call ourselves Generation Health, and we're here to lift each other up through friendship, mentoring, and healthy lifestyles, because health is the line that connects us all.



## physical health

Lifestyle choices and products that support overall health



## financial health

The ability to earn extra income that can increase quality of life<sup>†</sup>

# true wellness



## emotional health

Connection and community that empower and support success



## environmental health

Sustainable practices that make a healthier planet for everyone

<sup>†</sup>Shaklee makes no promises or guarantees regarding additional income and other earnings opportunities, and the success or failure of each Shaklee Ambassador, like with any other business opportunity, depends on your own skills and personal effort. The actual financial results of all Shaklee Ambassadors for the preceding year are contained in the Shaklee Average Earnings Chart that can be found at [www.us.shaklee.com/earnings](http://www.us.shaklee.com/earnings) which does not include Ambassador costs.

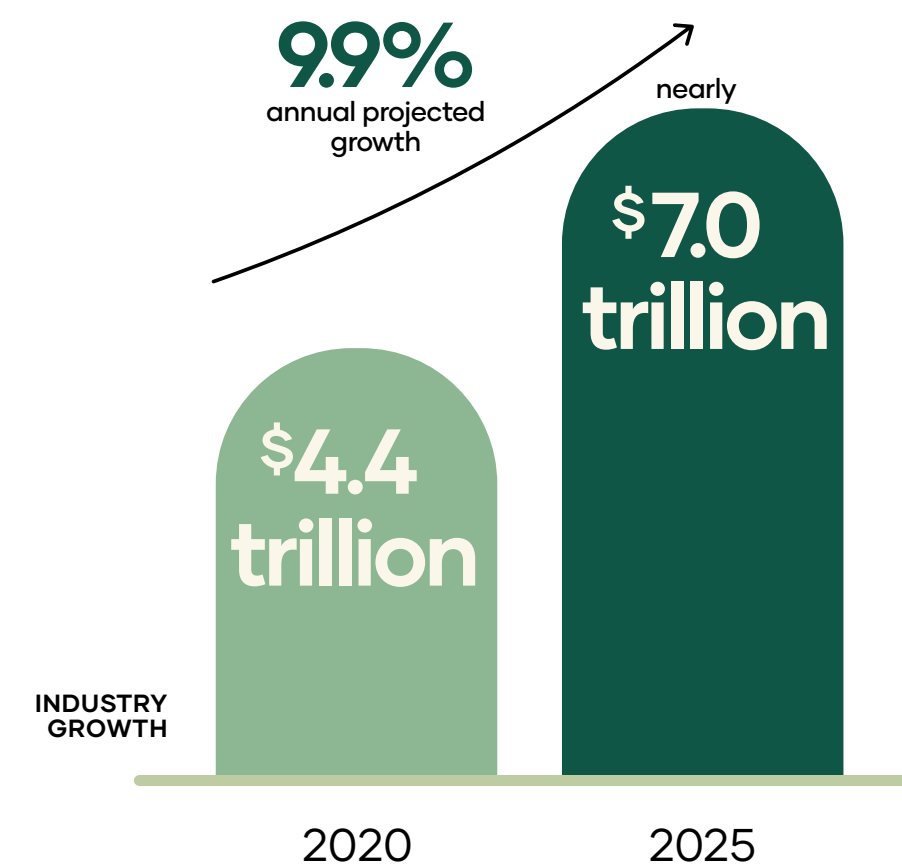
Shaklee Ambassadors do not earn compensation for recruiting or sponsoring other Shaklee Ambassadors. For full details about the Shaklee Compensation Plan, speak to your Shaklee Ambassador or visit [Shaklee.com](http://Shaklee.com).



# A Booming Wellness Industry & Supplement Market

Wellness is an industry with staying power. It's future-proof, attracts lifelong customers, and has strong projected growth.

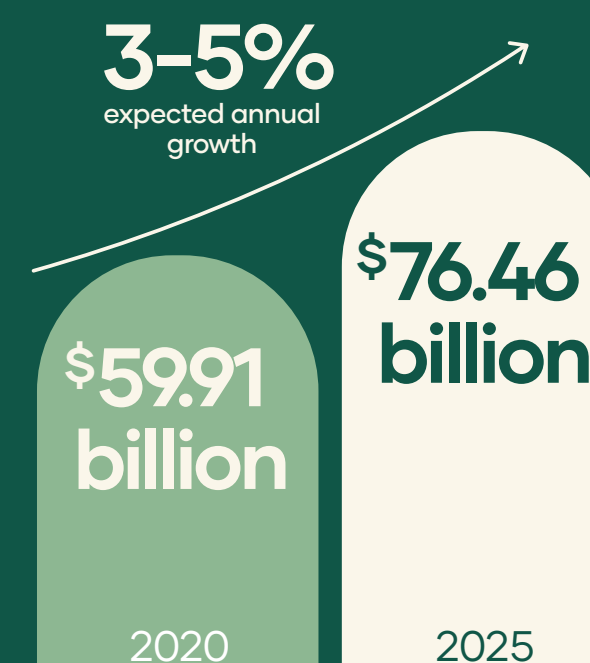
According to the Global Wellness Institute, the global wellness economy was valued at \$4.4 trillion in 2020, is projected to grow by 9.9% annually, is predicted to reach nearly \$7.0 trillion in 2025, and represented 5.1% of global economic output in 2020.<sup>1</sup>



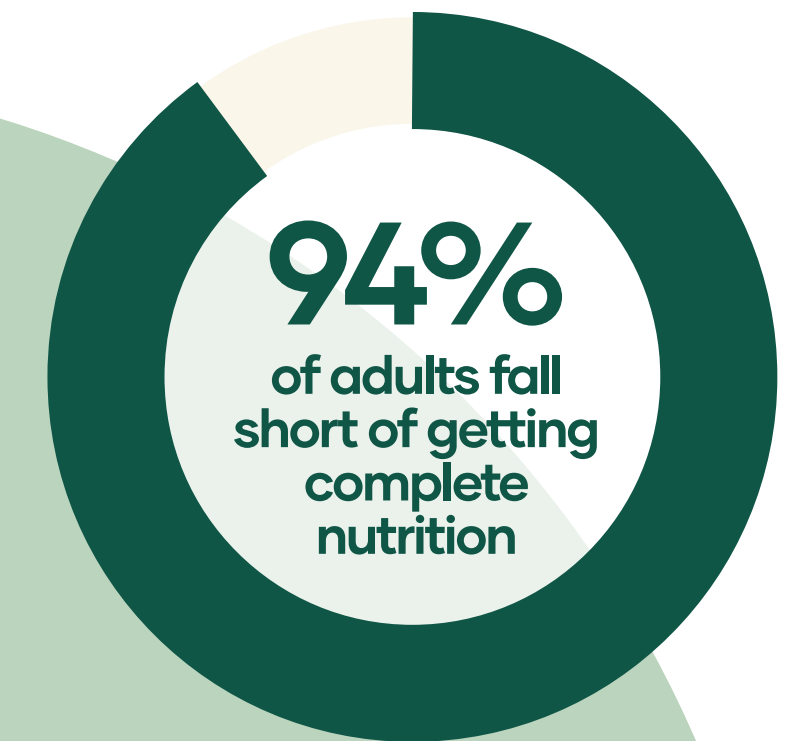
## Supplement Business Growth

In 2021, the supplement industry was valued at \$59.91 billion. It is expected to grow by 3–5% through 2025.<sup>2</sup>

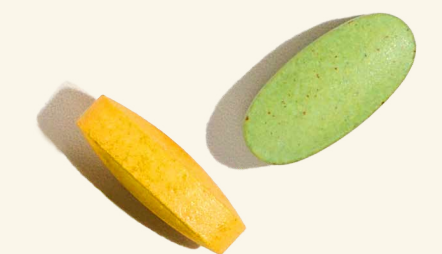
<sup>2</sup>Source: The Nutrition Business Journal



# A growing customer base of millennials, gen X and older adults



Up to 94% of adult Americans fall short of getting complete nutrition. There has been an increased awareness of the need to fill the nutrient gap, with 42% of Gen Zers and 47% of Millennials polled reporting they began using supplements within the past 1–5 years.<sup>10</sup>



### Did You Know?

Gen Xers spend an average of \$82.06 per purchase on vitamins and supplements, and Millennials spend \$62.73.<sup>11</sup>



# You've got goals. We can help you meet them.

There's an opportunity here. Not just to make extra income that improves your quality of life, but to experience wellness with a group of people who share your values.

It's about growth, both personal growth and the growth of your earning potential. With us, you can meet your supplemental income goals, make meaningful connections, and become a thought leader in the wellness space.

**Wellness brought you here.  
Now where will it take you?**

we've paid out over

\$ **9 billion**

in commissions to date<sup>†</sup>

†Shaklee makes no promises or guarantees regarding additional earnings and other opportunities, and the success or failure of each Shaklee Ambassador, like with any other business opportunity, depends on your own skills and personal effort. The actual financial results of all Shaklee Ambassadors for the preceding year are contained in the Shaklee Average Earnings Chart that can be found at: <https://us.shaklee.com/earnings> which does not include Ambassador costs.

Shaklee Ambassadors do not earn compensation for recruiting or sponsoring other Shaklee Ambassadors. For full details about the Shaklee Compensation Plan, speak to your Shaklee Ambassador or visit [Shaklee.com](https://shaklee.com).

# Get Started Sharing & Earning



Scan here to watch a video with the full details on how to share and earn.

**30%**  
in the first 30 days

Earn 30% commission on all the purchases your new customer makes in the first 30 days.<sup>†</sup>

**\$75**  
Bonus

On top of these commissions, earn \$75 for every \$500 purchased by three or more new customers each month.<sup>†</sup>

**10–40%**  
on returning  
customers

Earn 10–40% commission on all purchases of returning customers.<sup>†</sup>

<sup>†</sup>Shaklee makes no promises or guarantees regarding earning additional income or any other earnings opportunity. The success or failure of each Shaklee Ambassador, like any other business opportunity, depends on your own skills and personal effort.

Shaklee Ambassadors do not earn compensation for the recruitment or sponsorship of other Shaklee Ambassadors.

The Shaklee Compensation Plan is new and has limited earnings history. The financial results of all Shaklee Ambassadors for the preceding year under the existing compensation plans are contained in the Shaklee Average Earnings Chart that can be found at <https://us.shaklee.com/earnings> which does not include Ambassador costs.



# Rewards & Experiences

Our compensation plan is just one part of how we say thank you for your efforts. As an Ambassador, you can also earn rewards and recognition each quarter for sharing Shaklee with new customers and Ambassadors.



## Quarterly Incentive

Earn exclusive prizes and experiences by bringing in new customers and Ambassadors.

## Incentive Trips See the world with Shaklee.

When you meet quarterly incentive goals with hard work, you'll qualify for luxurious trips to exotic locations like Cancun, Hawaii, and Cabo where you can make lifelong memories that make it all worth it.<sup>†</sup>

## Recognition

Premium gifts, unique experiences, and celebrations that spotlight your achievements are just some of the rewards you'll experience as you grow your Shaklee Business.

<sup>†</sup>For more information on all incentives, rewards, and recognition, including full rules and requirements, visit [events.shaklee.com](https://events.shaklee.com)

Shaklee® | Ambassador Opportunity

Health is the line that connects us all

Health is the line that

Health is the line that connects us all • Health is the line that connects us all • Health is the line that connects us all



# Rank Up & Car Bonuses

## RANK Bonus

Earn up to \$20,000 when you increase in rank with the 2024 Rank Up Bonus.<sup>§</sup>

RANK*	MAINTENANCE REQUIRED**	MINIMUM RETAIL CUSTOMERS / MEMBERS WITH ORDERS PER MONTH	MINIMUM RETAIL CUSTOMERS / MEMBER VOLUME PER MONTH***	MONTHLY OV INCREASE REQUIREMENT†	AWARD•
Director	Achieve + hold 3 consecutive months	6	500		Leadership Summit Registration and One Night Hotel‡
Senior Director	Achieve + hold 3 consecutive months	6	500	✓	\$1,000
Coordinator	Achieve + hold 3 consecutive months	6	500	✓	\$2,000
Senior Coordinator	Achieve + hold 3 consecutive months	6	500	✓	\$2,500
Executive Coordinator	Achieve + hold 3 consecutive months	6	500	✓	\$4,000
Senior Executive Coordinator	Achieve + hold 3 consecutive months	6	500	✓	\$5,000
Key Coordinator	Achieve + hold 3 consecutive months	6	500	✓	\$7,500
Senior Key Coordinator	Achieve + hold 3 consecutive months	6	500	✓	\$10,000
Master Coordinator	Achieve + hold 3 consecutive months	6	500	✓	\$20,000
Senior Master Coordinator	Achieve + hold 3 consecutive months	6	500	✓	\$20,000
Presidential Master Coordinator	Achieve + hold 3 consecutive months	6	500	✓	\$20,000

\* Must achieve new Paid As Rank above your 2024 Rank Up Base Rank.  
\*\* Must achieve the Paid As Rank without personal use of Volume Grace Months or waivers.  
\*\*\* The Personal Group Volume from your Retail Customers and Members must equal a minimum of 500 PV or above, each month during the qualification.  
† Must increase and hold your Organizational Volume (OV) each month after the rank advancement. Your OV must be higher than your OV in the month prior to your rank advancement.  
‡ To be eligible for the one-night hotel room reimbursement, the Rank Up Director qualifier must register and attend the Shaklee Leadership Summit.  
• You can earn up to three Rank Up Bonuses at once and up to a maximum of \$20,000 in 2024.  
§ Shaklee makes no promises or guarantees regarding additional income and other earnings opportunities, and the success or failure of each Shaklee Ambassador, like with any other business opportunity, depends on your own skills and personal effort. The actual financial results of all Shaklee Ambassadors for the preceding year are contained in the Shaklee Average Earnings Chart that can be found at: <https://us.shaklee.com/earnings> which does not include Ambassador costs.

Shaklee Ambassadors do not earn compensation for recruiting or sponsoring other Shaklee Ambassadors. For full details about the Shaklee Compensation Plan, speak to your Shaklee Ambassador or visit <https://events.shaklee.com/current-promos/#incentives-faqs>.  
For full requirements, see Rank Up Bonus rules at <https://events.shaklee.com/rank-up-bonus>.

## Car Bonus Program

Qualify for monthly and down payments.

Earn car payments each month for up to 36 months. Reserve up to six months of bonuses to use toward a lease or down payment.<sup>†</sup>

SHAKLEE BUSINESS LEADER RANK	CAR (PRODUCT SALES) VOLUME REQUIRED	QUALIFICATION PERIOD	PAYOUT GAS/HYBRID
Senior Director	5,000	3 consecutive months	Earn \$225 / \$250
Senior Coordinator	7,000	3 consecutive months	Earn \$325 / \$375
Senior Executive Coordinator	9,000	3 consecutive months	Earn \$400 / \$450
Senior Key Coordinator	13,000	3 consecutive months	Earn \$450 / \$500
Master Coordinator	15,000	3 consecutive months	Earn \$500 / \$600
Presidential Master Coordinator	23,000	3 consecutive months	Earn \$1,400 / \$1,500

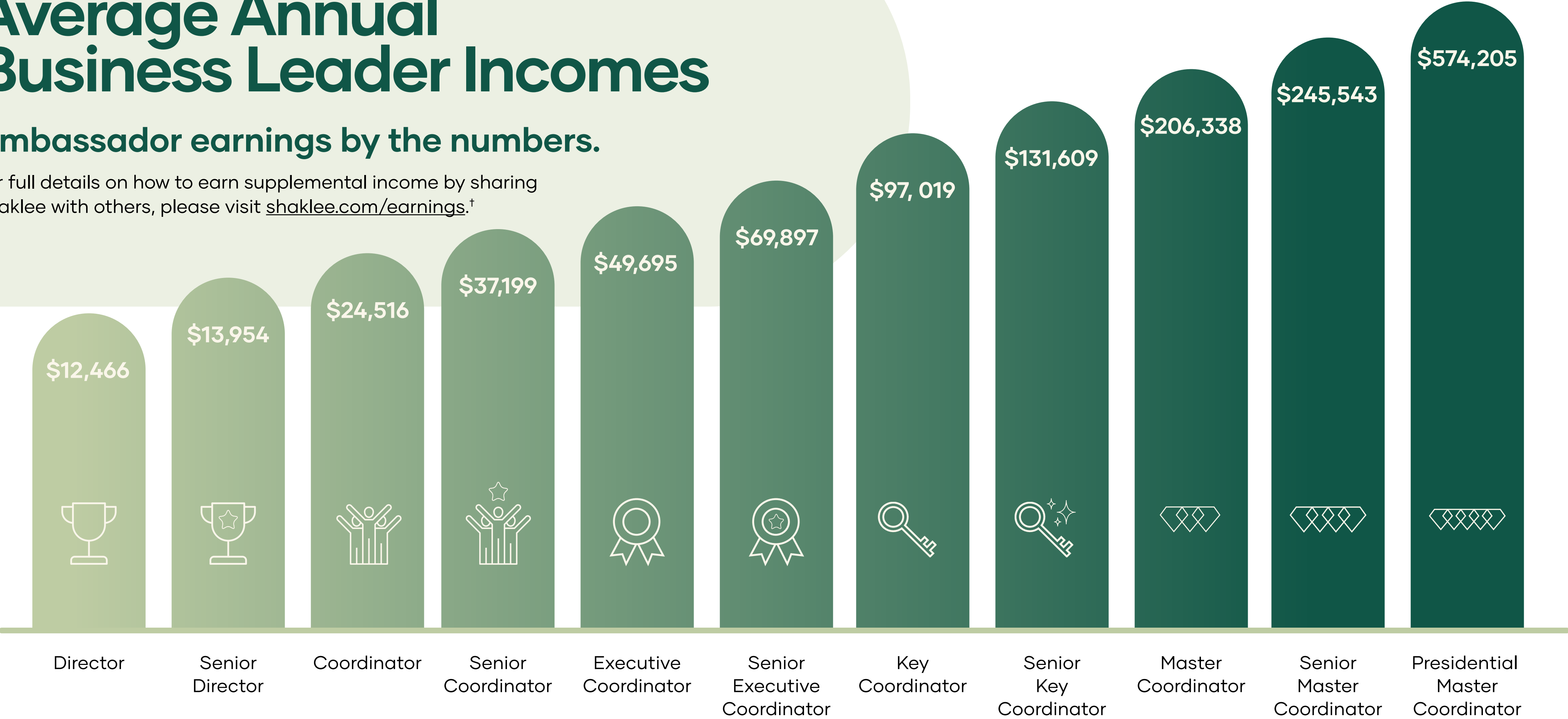
†For full details on how to earn Star Club Bonuses and all other commissions, please see the official rules for each at [shaklee.com/earnings](https://shaklee.com/earnings). These offers are only valid for Shaklee Ambassadors in the US and Canada.



# Average Annual Business Leader Incomes

## Ambassador earnings by the numbers.

For full details on how to earn supplemental income by sharing Shaklee with others, please visit [shaklee.com/earnings](http://shaklee.com/earnings).†



†Shaklee makes no promises or guarantees regarding additional income and other earnings opportunities, and the success or failure of each Shaklee Ambassador, like with any other business opportunity, depends on your own skills and personal effort. The actual financial results of all Shaklee Ambassadors for the preceding year are contained in the Shaklee Average Earnings Chart that can be found at [www.us.shaklee.com/earnings](http://www.us.shaklee.com/earnings) which does not include Ambassador costs.

Shaklee Ambassadors do not earn compensation for recruiting or sponsoring other Shaklee Ambassadors. For full details about the Shaklee Compensation Plan, speak to your Shaklee Ambassador or visit [Shaklee.com](http://Shaklee.com).



# What's in it for you

## Earn Extra

Be paid via direct deposit every week for qualifying bonuses.<sup>†</sup>

## Flexibility

Work on any device, anytime, anywhere.

## No Obligations

No holding inventory. No shipping products.  
No cancellation fees. No home parties required

## Community

Our people are doing the work for a healthier world. And you can be part of that. All are welcome. Everyone belongs

## Personal Health

Help people, including yourself, learn to live their best. Be the first to try new products and get a special discount.



<sup>†</sup>Must be signed up for direct deposit to be paid weekly. For full details on how to earn Star Club Bonuses, and all other commissions, please see the official rules for each at [shaklee.com/earnings](https://shaklee.com/earnings). These offers are only valid for Shaklee Ambassadors in the US and Canada.

Shaklee Ambassadors do not earn compensation for recruiting or sponsoring other Shaklee Ambassadors. For full details about the Shaklee Compensation Plan, speak to your Shaklee Ambassador or visit [Shaklee.com](https://Shaklee.com).





## Videos and Live Broadcasts

Gain access to a digital library of onboarding training, business training, product training, and sales coaching videos as well as weekly live broadcasts.

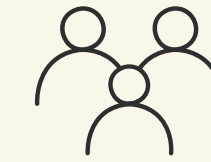


## Mobile App

Conveniently retrieve product information, marketing materials, and sales tips so you can work on the go.

# You're Set Up for Success

In our 65+ years of business, we've learned a thing or two. We'll share everything we know with you through easy-to-use training tools that were built with your success in mind.



## Individual and Group Support

Join online support and training groups and receive one-on-one coaching from your mentor.



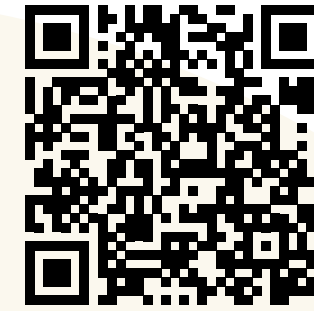
## Management Tools

Utilize actionable guides and trackers to monitor your progress and achieve your goals.



# We show up for a healthier world.

Shaklee Ambassadors help improve the way the world thinks about wellness by sharing what that means to them.



Scan the QR and  
view all the videos





# Big things await on the other side of Yes

Find your path, your purpose, and your people by becoming the next Shaklee Ambassador.

## Option 1

### Ready Set Wellness Bundle + Business Starter Kit

\$179 + \$49.95 (\$367 Value)

Start your wellness business by setting your personalized path to true wellness and healthy habits in 5 minutes with the Ready Set Wellness Bundle—clinically proven products from the pioneers of wellness.

Also includes everything you need to start your new business: Shaklee Storefront to get selling online, mobile apps to help manage your business, samples to share with family and friends, and support and training to get you started.

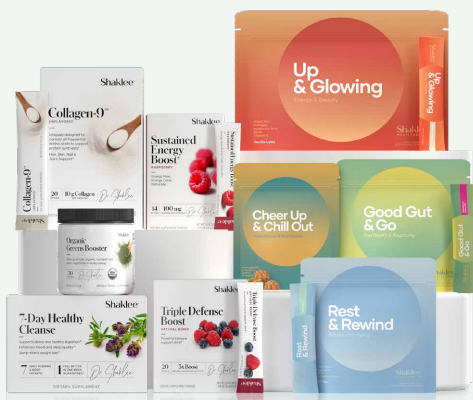
\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



Take the Meology® Assessment.  
Not interested in personalization?  
Choose Vitalizer™.



Pick your Life Shake™ protein  
and flavor.



Choose your boost:  
**Collagen-9™**  
**Sustained Energy Boost\***  
**Triple Defense Boost**  
**Organic Greens Booster**  
**7-Day Healthy Cleanse**  
Also includes  
New MultiTaskers  
as options



## Option 2

### Business Starter Kit

\$49.95 (\$82 Value)

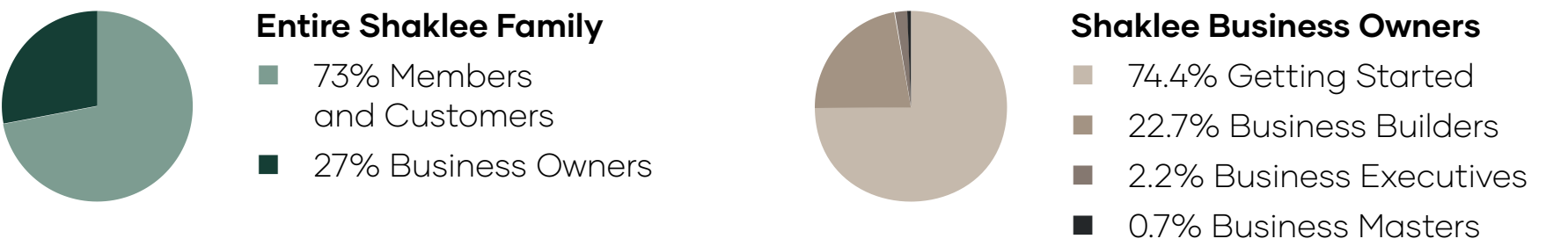
A Shaklee Storefront to get selling online, mobile apps to help manage your business, samples to share with family and friends, and support and training to get you started.



# The Shaklee Opportunity


## 2022 US Average Annual Earnings Statement

We believe that everyone has the right to live their best life. To live a healthy life, with meaning and purpose, with the possibility of supplemental, flexible income. Your Shaklee Business is yours to own and we want you to grow and thrive with it.\*




### MEMBERS AND CUSTOMERS


73% of our people are Customers (~3%) and Members (~70%) who are using and loving Shaklee products. Customers and Members are not pursuing the Shaklee Business opportunity, but those who join as Members still have access to exclusive Member benefits like:



15% off retail prices on all Shaklee products



Free shipping on all orders of \$150 or more, and flat-rate shipping on everything else



Earn up to 15% of their purchases back in Loyalty Rewards points to redeem for free product with a monthly Loyalty Order of \$100 or more^

### BUSINESS OWNERS\*

27% of our people are Shaklee Business Owners. Some are just getting started, while others have mastered the trade, but all have the potential to earn bonuses and commissions!

**PAID WEEKLY\*\***

**Star Club Bonus:**  
Earn up to 15 Star Club bonuses per month

**PAID MONTHLY\*\***

**Commissions:**  
Discover your income potential with the earnings charts on the next page.

# Getting started

Ambassadors and Associates make up 74.4% of our Shaklee Business Owners. They are our earliest ranks and are just getting started as Shaklee Business Owners.

LEADERSHIP	AVERAGE OF LOWEST 1/3	AVERAGE	AVERAGE OF HIGHEST 1/3
Ambassador (35.1%)	\$144	\$750	\$1,661
Associate (39.3%)	\$246	\$1,350	\$2,876

### BUSINESS BUILDER

22.7% of the Shaklee Business Owners are our Business Builders: Directors, Sr. Directors, Coordinators, and Sr. Coordinators. They are sharing Shaklee with new people and developing the skills of their team members.

LEADERSHIP LEVEL	AVERAGE OF LOWEST 1/3	AVERAGE	AVERAGE OF HIGHEST 1/3
Director (14.6%)	\$5,049	\$12,466	\$23,153
Senior Director (2.0%)	\$7,251	\$13,954	\$24,095
Coordinator (3.8%)	\$10,601	\$24,516	\$42,107
Senior Coordinator (2.4%)	\$17,948	\$37,199	\$63,343

### BUSINESS EXECUTIVES

Business Executives are 2.2% and include our Executive Coordinators, Sr. Executive Coordinators, Key Coordinators, and Sr. Key Coordinators. These individuals are serious when it comes to being Shaklee Business Owners and fully embrace the completion of their daily Shaklee Vital Behaviors.

LEADERSHIP LEVEL	AVERAGE OF LOWEST 1/3	AVERAGE	AVERAGE OF HIGHEST 1/3
Executive Coordinator (0.6%)	\$27,251	\$49,695	\$80,634
Senior Executive Coordinator (0.8%)	\$42,866	\$69,897	\$103,787
Key Coordinator (0.6%)	\$55,311	\$97,019	\$152,051
Senior Key Coordinator (0.2%)	\$85,657	\$131,609	\$190,448

### BUSINESS MASTERS

0.7% are Business Masters, our most prestigious ranks of Master Coordinator, Sr. Master Coordinator, and Presidential Master Coordinator. They have truly mastered their roles as Shaklee Business Owners and are reaping the benefits of their hard work.

LEADERSHIP LEVEL	AVERAGE OF LOWEST 1/3	AVERAGE	AVERAGE OF HIGHEST 1/3
Master Coordinator (0.5%)	\$111,995	\$206,338	\$334,239
Senior Master Coordinator (0.1%)	\$158,978	\$245,543	\$356,512
Presidential Master Coordinator (0.1%)	\$323,092	\$574,205	\$925,379

\*US average annual income for 2022 is based on the monthly amounts reported on Form 1099-NEC for all at that rank. The sum of these monthly averages is the figure reported above. Results will vary with effort. These earnings do not include costs to run a Shaklee Business. The only required cost is a \$4995 join fee, which includes 3 months of My Storefront services. After 3 months, the My Storefront service is optional at \$14.95 a month. Shaklee Corporation does not guarantee that any particular income level will be achieved. New Ambassadors joining Shaklee in 2022 who have no earnings represent 21.6% of total Ambassadors (not included above). Percentages in the first pie chart are based on the total active Shaklee population, including customers, members, and all business owners.

^Please see full qualification details for Loyalty Rewards at Shaklee.com.

\*\*Must be signed up for direct deposit to be paid weekly. For full details on how to earn Star Club Bonuses and all other commissions, please see the official rules for each at Shaklee.com/earnings. These offers are only valid for Shaklee Ambassadors in the US and Canada.



# References

1

The Global Wellness Economy: Looking Beyond COVID. Global Wellness Institute, December 2021.

2

Supplement Business Report. Nutrition Business Journal, June 2022.

3

Wallace TC, McBurney M, Fulgoni VL 3rd. Multivitamin/mineral supplement contribution to micronutrient intakes in the United States, 2007-2010. J Am Coll Nutr. 2014;33(2):94-102.

4

Fulgoni VL 3rd, Keast DR, Bailey RL, Dwyer J. Foods, fortificants, and supplements: Where do Americans get their nutrients? J Nutr. 2011 Oct;141(10):1847-54.

5

Bailey RL, Fulgoni VL 3rd, Keast DR, Dwyer JT. Examination of vitamin intakes among US adults by dietary supplement use. J Acad Nutr Diet. 2012 May;112(5):657-63.

6

Bailey RL, Fulgoni VL 3rd, Keast DR, Dwyer JT. Dietary supplement use is associated with higher intakes of minerals from food sources. Am J Clin Nutr. 2011 Nov;94(5):1376-81.

7

Agarwal S, Reider C, Brooks JR, Fulgoni VL 3rd. Comparison of prevalence of inadequate nutrient intake based on body weight status of adults in the United States: an analysis of NHANES 2001-2008. J Am Coll Nutr. 2015;34(2):126-34

8

2020 CRN survey reveals focus on vitamins and minerals — Available-for-purchase consumer survey reaffirms consumer confidence and trust in the industry [press release]. Washington, DC: Council for Responsible Nutrition; September 29, 2020.

9

Mishra S, Stierman B, Gahche JJ, Potischman N. Dietary supplement use among adults: United States, 2017-2018. NCHS Data Brief, no 399. Hyattsville, MD: National Center for Health Statistics. 2021.

10

2018 Beauty, Health & Wellness Survey. L.E.K. Consulting, February 2018.

11

Statista. "Average spend per trip on vitamins and supplements of consumers in the United States in 2019, by generation." Accessed on April 6th, 2022. (<https://www.zippia.com/advice/supplements-industry-statistics/>)



Shaklee®