

# | January 2017 Kickoff

Save these dates

- Wednesday, January 4<sup>th</sup> – 5:30 PT | 8:30 ET – 2017 Kickoff Video Conference
- Saturday, January 7<sup>th</sup> – Your Time – 2017 Kickoff Events throughout North America



Becky



## Karen Beckley –Wine and Wellness Open House



- 5 people attended and I LOVED the open house style. It allowed me to focus on each of my guests and connect with them without feeling rushed.
- I would say the event generated about 400-500 PV, but I'm still working on follow-up.
- Personally, I loved this approach because it freed me up to have one-on-one conversations with everyone who came.
- We had 7 more people sign up for our November 5-Day Reset and Detox. We are now at a total of 48 people! Can you believe it?!?!? Getting excited!

Lauren



# Wine & Wellness Open House:

- I set up stations that focused on specific topics.  
(Stress & Energy, Children's Health, Immunity, etc )
- Guests had the freedom to explore and educate themselves, rather than sitting the whole time and hearing me talk.
- Made booklet for each station with information about the products that were on display (I used the new product info sheets).
- I also put a catalog at each station and tabbed each of the products that were there so that they could find information and prices easily.
- Finally, I created a scavenger hunt which required them to learn more about each of the topics and then that became their raffle ticket for the prizes at the end of the night.



Lauren

# PRODUCT STATIONS



Energy and Stress



Weight Loss

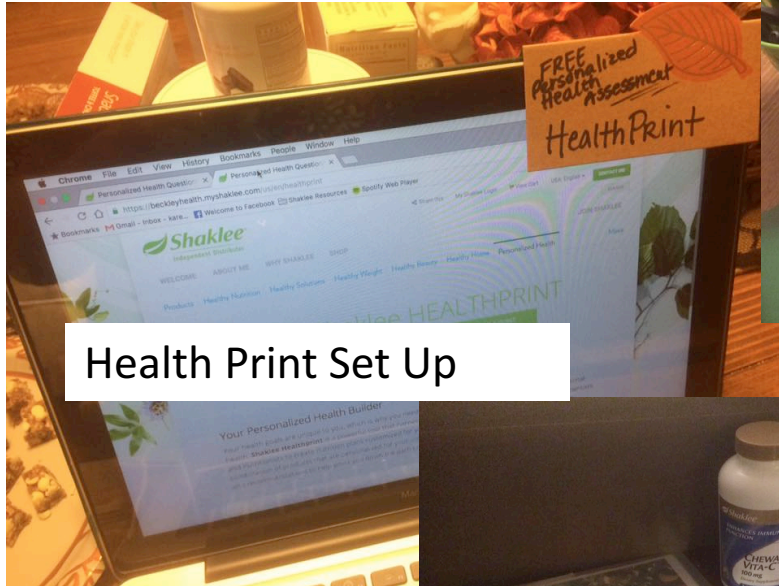


Scavenger hunt/ ticket for drawing

Lauren



# More Stations...



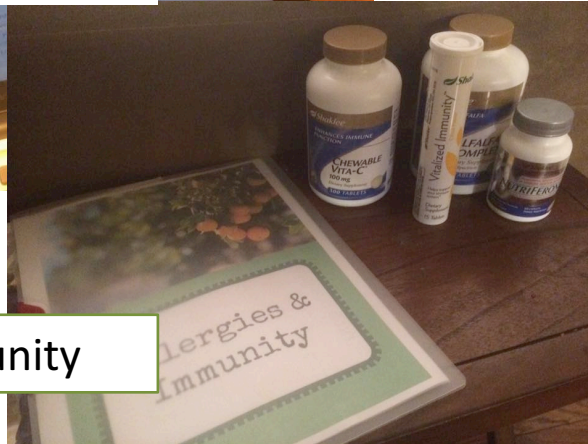
Health Print Set Up



Children's Health & Nutrition

Allergies & Immunity

Lauren



# Clever Topics for Events

- Fall Into Good Health
- Ghouls Night Out
- Coffee & Conversation
- Leave the Aging to the Wine & Cheese
- New Year, New You
- Step into Wellness
- Fresh Start for Health
- Why Weight to Get Healthy
- So Long to the Flu
- De-Frazzle & De-Tangle the Holidays
- Don't Get your Tinsel in a Tangle this Holiday Season



# New Directors Conference Apr 19-22, 2017

- There are so many new Directors qualifying for the spectacular New Directors Conference at Shaklee Global Headquarters that the company is scheduling the next one this Spring ... instead of making them wait until a year from now in Fall of 2017.
- ONE CHANGE – Qualification period ends JANUARY 31, 2017 for this NDC.. As the company needs enough time to process those qualified, obtain their travel tickets and prepare for their arrival.

Francine

Reminder .. To qualify .. Accumulate 18,000 PGV (CV which means it includes new Directors developed) in a 6-month period their first year as Director OR accumulate 48,000 CV in any 12-month period thereafter.





GIVE ME SIX HOURS TO CHOP DOWN  
A TREE AND I WILL SPEND THE FIRST  
FOUR SHARPENING THE AXE,

- ABRAHAM LINCOLN





Clever Idea from  
Nicole Zabel,  
Sarah  
Bohnenstengel,  
Brandi Marinko  
& Leah Diddems



Francine



Shaklee Strategies Forum # 10

Fall 2016



Shaklee Products for Healthy Digestion

November 1, 2016

# Our Strategy Team



Master  
Coordinator  
Barb Lagoni



Coordinator  
Jean Zbinden



Senior Director  
Angie Thomas



Senior Coordinator  
Becky Choate



Francine  
Roling



Senior  
Executive  
Coordinator  
Katie Odom



Senior  
Executive  
Coordinator  
Ashley  
McDonald



Key  
Coordinator  
Harper  
Guerra

# Objectives for Strategies Forum Session 10

- This month, our product focus is healthy digestion and, as we will see, Shaklee has a particularly remarkable product line for both upper digestive issues (stomach, indigestion, gas, reflux) and lower intestinal conditions (IBS, gas, irregularity, etc...)
- We will learn how to generate 1000 new PV with these product collections every month to help us grow our personal volumes and develop new Directors
- We will discuss a variety of options for closing our meetings and appointments
- And to understand the power of events and group meetings that renew our energy & provide inspiring stories to share.

# Digestive Disorders



- Acid Reflux (GERD)
- Irritable Bowel Disease
- Inflammatory Bowel Disease (Crohn's, Ulcerative Colitis)
- Bloating
- Gas
- Constipation
- Diarrhea
- Burping, belching

# Upper Digestion

## How it works

**In through the mouth** where saliva starts to break down starches...

**And through the esophagus** who's main function is to move the food to the stomach. No digestive juices are present to break down food in the esophagus.

**To the stomach** where the stomach (gastric) acid, made up of hydrochloric acid and sodium chloride, starts digesting proteins.

There are glands in the stomach lining that produce the digestive juices (acid) and enzymes to break down the proteins. **So both stomach acid and enzymes are necessary in the digestive process.**

Angie

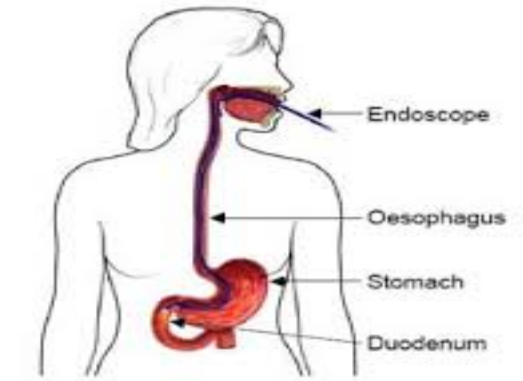


Figure 1  
Upper GI endoscopy

The digestive process is vital as it is how our foods are broken down in a way our body can absorb.

Without a working digestive system, the body can't function as intended!

# Acid Reflux

## GERD/Heartburn



Acid Reflux is one type of “esophageal hernias”

Estimates show almost **half the people over age 40 have acid reflux**. If left untreated, inflammation or ulceration of the esophagus can occur.

Occurs when a **backup of the stomach acid enters the esophagus**. This can feel like a burning sensation in the heart or upper abdomen.

Sufferers of acid reflux can experience **burping, heartburn, regurgitation of acid in the throat, vomiting, pain and/or muscle spasms**.





# John Jakubowski's Acid Reflux Story

- Wrestler since age 14
- Many bouts of bingeing and purging through college
- Heartburn for many of his adult years as a result - worse because of poor diet and especially when he consumed alcohol or laid down after eating
- When turned 40 upper GI scope revealed damage which doctors declared Barrett's Esophagus and prescribed acid blocker for a year until follow up
- Chose not to go on the med but to improve nutrition (limit acid, sugars, alcohol) and supplementation!! Vitalizer, Alfalfa and Chewable Cal Mag (2-3 every night before bed)
- Symptoms subsided and ready for follow up in November 2016



## **Other typical triggers of acid reflux:**

Excessive drinking

Coffee

Spicy foods

Soda

Citric fruits

Tomatoes

Excess weight

Angie



# Conventional Treatments

- Over the counter antacids such as TUMS

Should be careful about ingredients and not use one that contains aluminum.

- Acid blocker prescriptions such as Zantac and Pepcid *These decrease the amount of acid produced by the stomach.*

Side Effects of these meds include: nausea, vomiting, diarrhea or constipation, liver damage, blood abnormalities, rashes, joint pain and heart-rhythm changes (rare).

- <http://www.npr.org/sections/health-shots/2016/02/15/465279217/popular-heartburn-pills-can-be-hard-to-stop-and-may-be-risky>
- <http://www.consumerreports.org/drugs/new-risk-with-common-ppi-heartburn-drugs/>

- Prescription drugs that enhance peristalsis – the wavelike movements that move the food through the GI tract such as Propulsid.

Side Effects of these meds include: headache, abdominal pain, runny nose, infections and abnormal vision.

- Prescription drugs called proton-pump inhibitors. These inhibit the production of acid but are more potent than the more common acid blockers. Examples include Prilosec and Prevacid. Prevacid (lansoprazole) is not meant for long term use.

Side Effects of these meds include: headache, diarrhea, abdominal pain, osteoporosis, heart attack and/or kidney disease.

# Dietary Approaches



It may not be necessary to completely eliminate these food groups forever but it will help to remove them in the healing process to both allow for that healing to occur and to determine trigger foods.

Also avoiding food two hours before bedtime can help so your stomach is empty before lying down.



Papaya and cabbage juice can be helpful in adding enzymes (papaya) and soothing the stomach lining (cabbage juice – 1-2oz, 2-3x/day or put some cabbage in your Life Shake Smoothie!)



Angie

# Lower Digestion

## How it works

One meal in = One meal out

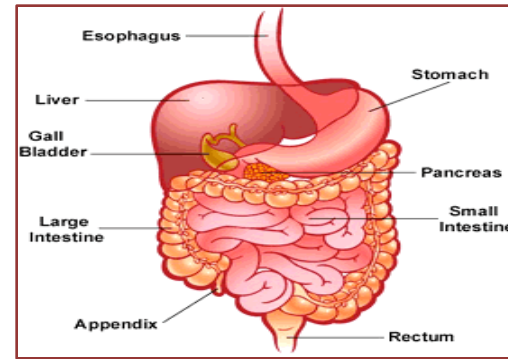
Normal, healthy digestive tract holds 4-5 meals at any given time.

- 1<sup>st</sup> being processed in the stomach
- 2<sup>nd</sup> being processed in the small intestine
- 3<sup>rd</sup>, 4<sup>th</sup> and 5<sup>th</sup> at various stages in the large intestine
- 6<sup>th</sup> meal should replace one of the above meals. If not, where does it go? And the next meal

### Digestion Time

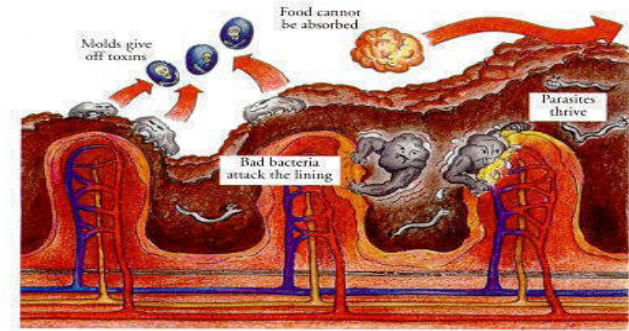
- Stomach – 20 minutes to 5-6 hours
- Small intestine – 2-6 hours
- Colon – 8-12 hours

Modern society – time has become 24-72 hours and longer.



# Where does it go?

- Excess can become impacted on colon walls
- Ballooning of the colon – bloating and pain
- Blockages which cause constipation and diarrhea
- Diverticula – small pockets where the colon wall balloons outward
- Polyps – small protrusions of the inside of the colon wall
- Candida – unhealthy balance of good and bad bacteria
- Toxins build up - chronic inflammation

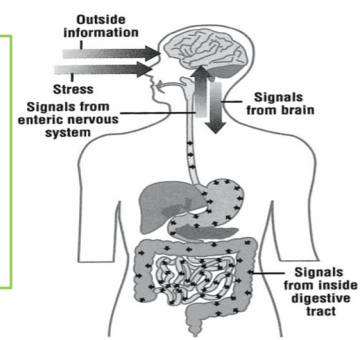


Toxic build up and chronic inflammation damages mucous membrane of the colon. This membrane absorbs desirable nutrients and prevents the absorption of undesirable substances.

- Lead to leaky gut, irritable bowel syndrome, increased allergies, skin issues, Crohn's, colon cancer, celiac and other immune system challenges

# Brain Gut Connection

## The “Second brain”



- Digestive system produces serotonin – the body’s natural “Feel Good Hormone” (95% in gut) , called the body “second brain” because of its role in serotonin production and so many of the body’s vital functions.
- In fact, altered levels of this peripheral serotonin have been linked to Diseases such as: Depression, Anxiety Disorder, Addictions, Digestive Disorders, Migraines, Auto-Immune Diseases, Autism, Cardiovascular Disease, and Osteoporosis.
- Serotonin is manufactured from the amino acid tryptophan, which is derived from the protein food we eat. Diet, then, influences not only the state of our digestive system and overall physical health, it also has a profound impact on memory, mental clarity, mood, and even the foods we crave; these functions are all regulated by serotonin.

# Jean Zbinden's IBS Story



- Problems since early teens – noticed food sensitivities
- Became worse in mid 20' s
- Missed work, missed events
- Doctor – diagnosed with IBS – offered prescription med
- Fairly good and careful diet – avoided “trigger” foods
- Still very ill at least once a month and often every two weeks – last for couple of days

## Started Shaklee Supplements

- Vitalizer w/ Optiflora probiotic
- Life Shake Protein smoothies
- EZ Gest for when having problems
- Within weeks – noticeable difference
- Now – very infrequent and mild

Doctor again about 3 years ago. Found a genetic issue and was shocked at how well I was.

“Most people would have needed surgery”

Jean

# Side Effects of GI Medications

## (Nexium, Prilosec)

- Constipation
- Diarrhea
- Drowsiness
- Dry mouth
- Headache
- Nausea
- Pain
- Swelling
- Redness
- Rash
- Itching

- Difficulty breathing
- Hives
- Severe stomach pain
- Swelling of face, lips, tongue or throat
- Unusual tiredness
- Bruising or bleeding
- Unusual hoarseness
- Bone pain
- Dark urine
- Fast heart beat
- Tightness in chest

Danger – same symptoms when too little acid as with too much acid

Jean



# Eat Healthy Food

Whole natural real food = nature's fiber



## Herbal Supplements

- Promote bowel health, cleansing and regularity – good nutrients
- Digestive enzymes – help breakdown food
- Probiotic – balance the good and bad bacteria



# Avoid Stuff that Damages the Digestive System

## Junk Food



## Medications

Medications



ADAM.



# Shaklee Products for Healthy Digestion

- Optiflora
- EZ-Gest
- Fiber Advantage Bars
- Stomach Soothing Complex
- Herb Lax
- Alfalfa
- Vitalizer



# Optiflora Probiotic (Friendly Bacteria)

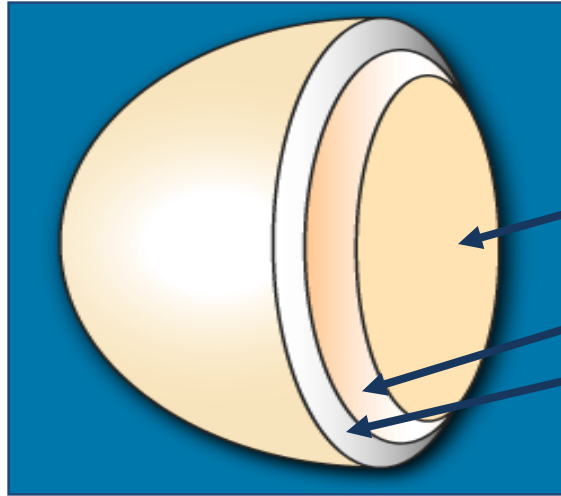
## Why Optiflora?

- We are constantly exposed to bad bacteria & yeast in the food we eat
- Antibiotics wipe out the good bacteria
- Bad bacteria & yeast (candida)
  - Weaken the immune system
  - Cause gas, bloating, diarrhea, Irritable bowel
  - Cause acid reflux
  - Allergies



Jean

# Unique, Patented “Triple Encapsulation” Technology Protects “Live” Microflora



Supports healthy immune system  
& healthy digestion

“Live” microflora  
Water and oxygen barrier  
Stomach acid protection

***Only Shaklee has it!***

500 million friendly bacteria/capsule

Triple encapsulation process → 90% delivery

**OPTIFLORA™ completely survives stomach acid. Microflora are then released in the intestine.**

# That's Why VITALIZER Includes Optiflora Capsules



- Optimum vitamin + mineral amounts
  - Now with 1,000-1,200 IU Vitamin D!
- Most powerful antioxidant spectrum\*
- Anti-aging nutrients\*
- 7 Omega-3 fatty acids (reduces inflammation )
- Guaranteed super-active probiotics





# E Z-Gest Digestive Enzyme Support

- Comprehensive digestive enzymes (not just Lactaid or Beano); breaks down protein, fats, carbohydrates into easily absorbed components
- Improves digestion of milk sugars in dairy
- Improves absorption of nutrients into blood stream
- All plant-derived; Vegetarian capsules
- Prevents bloating, gas, belching, burping
- Improves digestion, stomach cramps





# Stomach Soothing Complex

- For occasional indigestion (upset stomach)
- For nausea (queasy stomach) – motion sickness, sea sickness, morning sickness, chemotherapy, after surgery
- For gas, bloating, heart burn, stomach ache, GERD
- Provides digestive herbs peppermint, ginger, fennel & anise that soothe and calm the stomach
- Anti-viral, anti-candida, anti-inflammatory, diarrhea
- Stimulates gall bladder and liver
- Aids irritable bowel symptoms



# Chewable Cal-Mag

- Many people with acid reflux are deficient in magnesium (especially if they are taking medication).
- The magnesium aids in relaxing the muscles – so that sphincter that allows acid to reflux up into the esophagus can relax.
- The calcium seems to be soothing and neutralize acid.



Angie

# Fiber



- lowers LDL cholesterol naturally
- normalizes blood sugar levels
- promotes regularity, colon health
- **eliminates toxins -- (should leave body 12 to 24 hrs after eating)**

Less than 5% of adults consume recommended fruits & veggies  
Only 2% of children consume recommended fruits & veggies <10% of adults  
consume recommended amount of whole grains

**Most Americans consume much less fiber than we should**

National Institutes of Health  
RECOMMENDS...25 to 30 gm/day



# Fiber Advantage Bars

- 8 gm fiber – 7 gm soluble, only 120 calories/serving
- Convenient & tasty
- 100% natural – no artificial anything
- Based on 54 years of Shaklee research – 4 published clinical studies
- No saturated or trans fats
- Low glycemic index
- Gluten free
- Star-K kosher certified
- 4 different kinds of natural fiber from grains, fruits & vegetables



Jean

# Herb Lax – Gentle Herbal Laxative

- Improves regularity
- Reduces body odor
- Improves acne
- Relieves constipation
- Detoxifier
- Helps headaches
- Contains 9 herbs for a mild cleansing action
- Dark circles under eyes



# Alfalfa Complex

- Used since time of Egyptians to aid digestion & sooth queasy stomachs
- Grown organically in California – no pesticides, herbicides, artificial flavors, colors, preservatives – all vegetarian formula
- Reported to help ulcers, stomach ailments, colon problems, gas, hiatal hernia, water retention, body odor, bad breath
- Contains fiber, chlorophyll, trace minerals
- Arthritis, allergies & sinus congestion, gout



# Good – Better – Best Plans

## Good+

VitaLea Mult smi: 17PV

Life Shake (30 day): 50PV

*+ Add digestion products to any plan*

## Digestion Products:

Optiflora Probiotic: 14PV

Herb Lax (large): 16PV

EZ Gest: 14PV

Stomach Soothing : 7PV

Alfalfa (small): 12PV

Fiber Advantage Bars: 9PV

Chewable CalMag: 13PV

## Better+

Foundations Regimen (Vitalizer & Life Shake) : 77PV

Essentials Plan (Vita Lea 60, Omega 90, Life Shake): 55PV

Vitalizer: 50PV

Includes FREE MEMBERSHIP!

## Best+

Life Plan: 166 PV

Vitalizing Plan ( Vitalizer + 2 Life Shake cans): 111PV

Includes FREE MEMBERSHIP!



Jean

# Shaklee

## Join Free Options

### USE Shaklee products and join FREE as a Shaklee Member

\* All include a free \$19.95 Shaklee membership

|  | MEMBER PRICE   | AUTOSHIP   |
|--|--|--|
| <b>NEW SHAKLEE LIFE PLAN*: 150 PV (ON AUTOSHIP)</b><br>The best, most comprehensive nutritional system in the world. <div>  <div> <b>BEST VALUE</b> </div> </div> <ul style="list-style-type: none"> <li>Feel amazing in 30 days.</li> <li>Feel younger, longer for the rest of your life.</li> <li>35 patents/patents pending.</li> <li>Clinically proven key ingredients:</li> </ul> <ul style="list-style-type: none"> <li>Shaklee Life Energizing Shake (30 servings)</li> <li>Shaklee Life-Strip (30 servings)</li> </ul> | <input type="checkbox"/> Soy SRP \$287.35<br><input type="checkbox"/> Non-Soy SRP \$313.85<br><input type="checkbox"/> MP \$244.25<br><input type="checkbox"/> MP \$266.75   | <input type="checkbox"/> Soy MP \$219.82<br><input type="checkbox"/> Non-Soy MP \$240.07<br><b>SOY:</b> Vanilla Chocolate Strawberry Café Latte<br><b>NON-SOY:</b> Vanilla Chocolate |
| <b>RECEIVE A VOUCHER FOR UP TO \$100 WORTH OF PRODUCT FOR \$10</b>   |  |  |
| <b>NEW SHAKLEE VITALIZING PLAN*: 100 PV (ON AUTOSHIP)</b><br>Combines the Shaklee Life Energizing Shake with Vitalizer giving you the essential vitamins and minerals your body needs along with added nutritional benefits. <div>  </div> <ul style="list-style-type: none"> <li>Shaklee Life Energizing Shake (30 servings)</li> <li>Vitalizer™ (30 servings)</li> </ul>   | <input type="checkbox"/> Soy SRP \$188.20<br><input type="checkbox"/> Non-Soy SRP \$216.10<br><input type="checkbox"/> MP \$159.95<br><input type="checkbox"/> MP \$183.65   | <input type="checkbox"/> Soy MP \$143.95<br><input type="checkbox"/> Non-Soy MP \$165.28<br><b>SOY:</b> Vanilla Chocolate Strawberry Café Latte<br><b>NON-SOY:</b> Vanilla Chocolate |
| <b>NEW SHAKLEE ESSENTIALS PLAN*: 50 PV (ON AUTOSHIP)</b><br>Covers your basic nutritional needs by combining the Shaklee Life Shake, Vita-Lea and OmegaGuard to help support your optimal health. <div>  </div> <ul style="list-style-type: none"> <li>Shaklee Life Energizing Shake (15 servings)</li> <li>Vita-Lea® (30 servings)</li> <li>OmegaGuard® (30 servings)</li> </ul>  | <input type="checkbox"/> Soy SRP \$89.95<br><input type="checkbox"/> Non-Soy SRP \$103.90<br><input type="checkbox"/> MP \$76.45<br><input type="checkbox"/> MP \$88.30  | <input type="checkbox"/> Soy MP \$68.80<br><input type="checkbox"/> Non-Soy MP \$79.47<br><b>SOY:</b> Vanilla Chocolate Strawberry Café Latte<br><b>NON-SOY:</b> Vanilla Chocolate   |
| <b>STEP 2: OPTIONAL CLEANSE</b>  | <b>STARTER CLEANSE: 62 PV (5 items)</b> <div> <input type="checkbox"/> MP \$88.65           </div> <ul style="list-style-type: none"> <li>Stress Relief Complex**</li> <li>Alfalfa Complex, 330ct</li> <li>Herb-Lax®, 60ct</li> <li>Shaklee 180® Energizing Tea (Pomegranate or Matcha)</li> <li>Shaklee Performance®, 19oz (Orange or Lemon/Lime)</li> </ul>  |  |
|  | <b>BASIC CLEANSE: 91 PV (6 items)</b> <div> <input type="checkbox"/> MP \$125.92           </div> <ul style="list-style-type: none"> <li>Starter Reset Cleanse items (see above) PLUS... Liver DTX® Complex</li> </ul>   |  |
|  | <b>ULTIMATE CLEANSE: 118 PV (7 items)</b> <div> <input type="checkbox"/> MP \$161.47           </div> <ul style="list-style-type: none"> <li>Basic Reset Cleanse items (see above) PLUS... Garlic Complex</li> </ul>   |  |
|  | <div>    </div> <div> <b>STARTER CLEANSE</b> <b>BASIC</b> <b>ULTIMATE</b> </div>   |  |
| <b>STEP 3: ADD-ONS</b>   | <b>OPTIONAL ADD-ONS:</b> <div> <input type="checkbox"/> MP \$50.95<br/> <input type="checkbox"/> MP \$26.50<br/> <input type="checkbox"/> MP \$20.35<br/> <input type="checkbox"/> MP \$20.95<br/> <input type="checkbox"/> MP \$19.10<br/> <input type="checkbox"/> MP \$14.25<br/> <input type="checkbox"/> MP \$28.55<br/> <input type="checkbox"/> MP \$39.00<br/> <input type="checkbox"/> MP \$22.20           </div> <ul style="list-style-type: none"> <li>Shaklee 180® Metabolic Boost**</li> <li>Shaklee 180® Meal-in-A-Bar (PBCC, WCC, or Blueb)</li> <li>Shaklee 180® Snack Bar, box of 10 (Ast, PB, Cher, Toff, or ChCo)</li> <li>Shaklee 180® Snack Crisps, box of 10 (Sea Salt or Barbecue)</li> <li>EZ-Gest® (digestive enzymes to alleviate gas and bloating**)</li> <li>Osteomatrix®, 120ct (promotes bone health**)</li> <li>GLA Complex, 120ct (helps maintain a sense of well-being**)</li> <li>NutriFeron® (provides immune support at the cellular level**)</li> <li>Vitalized Immunity™ (refreshing immune support**)</li> </ul> |  |
| Name: _____<br>Address: _____<br>Email: _____<br>Cell Phone: _____<br>Name on Card: _____<br>Card #, Expiration Date, CVC: _____   |  |  |

\*\*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.



Jean

# Action Steps for Session 10

- Events connect us with potential customers and business partners.
- Events ... Online, FaceBook, in-homes, etc are a great opportunity always to share our purpose and mission... Our stories are compelling
- Remember every 4 events generates about 1000 PV (about 250 PV per event .. In home or video conferencing , etc)

Francine

Every month, set goal to schedule 4 events .. Under customers when possible to meet THEIR friends and help them earn discounts on their products.



# November/December Strategy Forum Schedule

Tuesday Nov 1 --- Shaklee Product Collection for Healthy Digestion

Tuesday Nov 8 – Discover Shaklee Event & Put Your Passion in it's Place

Tuesday Nov 15 – New Directors Take Off Plan

BREAK -- Happy Thanksgiving ..

We are thankful for you!



Tuesday December 6 –

Tuesday December 12 –

Happy Holidays – We will return in early Jan (see  
Learning from the Masters FB for details)

# Shaklee Video & Audio Archives

This webinar is archived on [BetterFutureStartsToday.net](http://BetterFutureStartsToday.net)



## 5 Personalized Websites Included

[www.BetterHealthIn31Days.com](http://www.BetterHealthIn31Days.com)

[www.BetterFutureStartsToday.com](http://www.BetterFutureStartsToday.com)

[www.BetterFutureStartsToday.net](http://www.BetterFutureStartsToday.net)

[www.FeelBetterIn30Days.com](http://www.FeelBetterIn30Days.com)

[www.OurQuestForHealth.com](http://www.OurQuestForHealth.com)

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