

AGENDA

- ENVIRONMENTAL CREDENTIALS
- GHG REDUCTION EFFORTS
- LESSONS LEARNED

October 2006

 **Shaklee**[®]

A close-up photograph of a dandelion seed head in the lower-left corner, with its seeds blowing away towards the upper-right against a clear blue sky. The seeds are captured in mid-air, creating a sense of movement.

 *Shaklee*®
TM

WE'RE ABOUT HEALTH

- **Our mission is to make people healthier**
- **Our philosophy is to make the planet healthier along the way**

- **Number One Natural Nutrition Company in the US**
- **Over \$250 million invested in clinical testing, research, and development**
- **Over 100 scientific papers, 90 published in peer-reviewed journals**



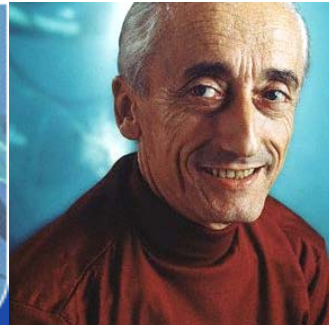
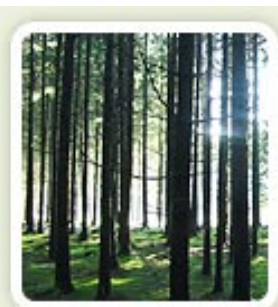
A close-up photograph of a person's hand, wearing a white, textured knit sweater, reaching out to touch a stalk of tall, golden-brown grass. The background is a soft-focus field of similar grass under a pale sky. The overall mood is peaceful and natural.

WE'RE ABOUT LIVING IN HARMONY WITH NATURE

 **Shaklee®**

Environmental Stewardship

- **1956** Dr. Forrest C. Shaklee founded a company committed to developing products that improve the health of people without harming the planet
- **1960s** Shaklee introduces Basic-H® Concentrated Organic Cleaner, one of the first biodegradable all-purpose cleaners
- **1970s** Shaklee introduces one of the first phosphate-free biodegradable laundry detergents
- **1980s** Shaklee sponsors two expeditions to the Arctic to look at the environmental impact of global climate change
 - Shaklee helps plant one million trees in Nepal
 - Shaklee products used on the Jacques Cousteau research vessels
- **1990s** Basic-H® was the official product of Earth Day
 - *Family Circle* magazine identifies Shaklee as one of the most environmentally friendly companies
 - Continuing sponsor of Wild Dolphin Project and Ocean Alliance
 - Shaklee Cares formed as non-profit organization to provide relief efforts after natural disasters



Environmental Stewardship

- 2000
 - Shaklee opens award-winning environmentally friendly Environmental Headquarters, designed using sustainable wood, recycled, carpet, and recycled plastics
 - Shaklee becomes first company to become Climate Neutral™ Certified to have a net zero impact on global warming
- 2002
 - Shaklee receives US EPA Climate Protection Award
 - Shaklee receives Environmental Stewardship Award from Social Accountability International
- 2005
 - Shaklee becomes major partner with Dr. Wangari Maathai, 2004 Nobel Peace Prize Laureate and founder of the Green Belt Movement
 - Over \$3M donated to relief efforts between Tsunami, Hurricane and Earthquake relief efforts
- 2006
 - Shaklee launches environmental campaign, “A Million Trees. A Million Dreams.™”



Reducing Our Carbon Footprint



Sensors in work stations shut off lighting and peripherals if the occupant is away for more than 5 minutes.

Motion sensors are located throughout the building for overhead lighting. If the sensor does not sense movement for 3 to 5 minutes, the overhead lights will shut off, leaving only emergency lighting illuminated.

Building is set in an East/West orientation to maximize sunlight.

Electronic shades control light and heat with sensors.

Exterior light shades draw light into the workspace and provide shade from southern sun.

Internal Efforts to Reduce GHG



- **Between 2000 and 2005, the company has been able to achieve a 24% reduction in CO₂ emissions**
- **Company subsidizes employee use of mass transit and is located 1 block from BART station**



External Efforts to Offset GHG Emissions

Fossil Fuel Displacement

2000

Replaced kerosene lamps and diesel generators with solar photovoltaics in Sri Lanka, India.

Over the 20 year lifetime, one household 35 W solar PV system will prevent more than 6 tons of CO₂ from entering the atmosphere.



Wind Energy

2003

Supported construction of The Rosebud Sioux Tribe Wind Turbine—the first large-scale Native American owned and operated wind turbine.

SCHOOL BUS

EMERGENCY DOOR



7

STOP ON SIGNAL

Fuel Conversion

2000

Converted boilers in the Portland School District from oil to natural gas. The retrofit also reduced energy costs for the school district.

2003

Converted San Bernadino County, California school buses from petroleum-based diesel fuel to biodiesel fuel (formulated from recycled cooking oil). The retrofit not only decreased GHG emissions, it also reduced tailpipe emissions of pollutants that aggravate asthma in children.

FUTURE EFFORTS

- “A Million Trees. A Million Dreams” Campaign
- Millennium Villages Project. Solar Kiosks
- Internal GHG Reductions



 SHAKLEE[™]
a million trees
a million dreams[™]

“This is a commitment I love. Roger Barnett, the president of Shaklee Corporation, has made a commitment for his company to become net fully carbon neutral, 100-percent carbon neutral, all year long, from this year through 2011. Shaklee intends to oversee the purchasing and installation of solar energy to provide decentralized electrification to the Millennium Villages that Dr. Jeff Sachs is doing so much to develop. This is a great deal. Thank you very much, Roger, and thank you, Shaklee.”




President Bill Clinton
Closing Address of
Clinton Global
Initiative

September 22, 2006



WHAT DO CONSUMERS CARE ABOUT?

 **Shaklee[®]**

What do Consumers Care About?

**Total Green Households:
35 Million or 23% of U.S. Adults**

Consumers want to be socially-responsible and they are 68% more likely to buy products from socially-responsible companies

60% of general population is interested in learning more about what companies are doing to protect the environment

42% are interested in what companies are doing to prevent global warming and reduce greenhouse gases.

Cassandra Report states that Gen-X and Gen-Y see the environment as the top concern

Consumers want to include environmentally-friendly activities into their lifestyle.

Consumer Environmental Concerns¹

Issue	General Population	Green Consumer
Water Quality	68%	79%
Hazardous Waste	65%	79%
Pollution	53%	70%
Energy Conservation	52%	73%
Global Warming	49%	66%
Deforestation	48%	68%
Water Conservation	48%	67%
Reliance of fossil fuels	40%	55%
Indoor Air Pollution	34%	48%
GMO	30%	46%

¹ Source: Natural Marketing Institute Report Corporate Social Responsibility September 2005

A close-up photograph of a pair of hands gently holding a small, young pine tree sapling. The hands are positioned on either side of the sapling, with fingers slightly curled to support it. The pine needles are vibrant green and radiate from a central point. The background is dark and out of focus, suggesting a natural outdoor setting. The overall mood is one of care and nurturing.

Lesson 1: Get People Involved





Shaklee Cares

A low-angle shot of several yellow flowers on thin green stems against a bright blue sky with scattered white clouds. The flowers are in various stages of bloom, some in sharp focus and others blurred in the foreground and background.

Lesson 2:

Connect your product to environmental action



YOU CAN MAKE A DIFFERENCE!



- ▶ Eliminates 108 pounds of packaging waste from landfills.
- ▶ Eliminates 248 pounds of greenhouse gas.
- ▶ Environmental Equivalent to **PLANTING 10 TREES.**

GET CLEAN™ Safe for you, your home, and your planet.™



Impact when 12 Families “Get Clean”

- Eliminates 1296 Pounds of Waste
- Eliminates 2976 pounds of Greenhouse Gases
- Saves Enough Gas to Power Your Local School Bus 924 Miles
- Equivalent of Planting 120 TREES



Impact when 100,000 Families “Get Clean”

- Eliminates 10 Million Pounds of Waste
- Eliminates 12,000 TONS of Greenhouse Gases
- Saves 1.2 Million Gallons of Gas
- Equivalent of Planting 1 MILLION TREES

GET CLEAN™

Safe for you, your home,
and your planet.™

We thank you. The earth thanks you.

Welcome Get Clean into your home, and you can be sure you're letting in products that care as much about your family's safety as you do. Not to mention the earth's safety. And yet, they clean more powerfully than lots of the other cleaners you probably use.

But Get Clean isn't only ecological, it's economical, too. Don't let the small bottles fool you. These cleaners are superconcentrated, with a whole lot of clean in here saving you money, ounce for ounce.



Shaklee

**We believe that the small act of scouring the sink
can be part of the giant act of changing the world.**

Thanks to you and your decision to buy
the Get Clean Starter Kit instead of what you usually buy, you have:

Kept 108 pounds of packaging waste out of landfills.
Eliminated 248 pounds of greenhouse gas.
Done the environmental equivalent of planting 10 trees.

In your Get Clean Starter Kit, you'll find:

- Basic H™ Organic Super Cleaning Concentrate, 16 oz. (1)
- Basic H™ Organic Super Cleaning Wipes, 35 Wipes (1)
- Nature Bright™ Laundry Booster and Stain Remover, 32 oz. (1)
- Scour Off™ Heavy-Duty Paste, 9 oz. (1)
- Hand Wash Concentrate, 32 oz. (1)
- Dish Wash Concentrate, 16 oz. (1)
- Dish Wash Automatic Concentrate, 32 oz. (1)
- Fresh Laundry Concentrate, 32 oz. (Liquid) (1)
- Soft Fabric Concentrate, 32 oz. (1)
- Soft Fabric Dryer Sheets, 80 Sheets (1)
- Hand Wash Decorator Dispenser (2)
- Dish Wash Automatic Concentrate Dispenser (empty) (1)
- Nature Bright™ Dispenser (empty) (1)

Your Get Clean Caddy Organizer comes in a separate box. As part of your Get Clean Starter Kit, it comes with all the things you need to get ready to clean, including:

- Organizer Caddy (1)
- Spray Bottles (2)
- Windows and Mirrors All-Purpose
- Basic H™ Full Strength Dispenser Bottle with Dropper Tip (1)
- 1 oz. Dispenser Pump for 32 oz. Bottle (2)
- Laundry Measuring Scoops (2)
- Dual Measuring Spoon (1)
- Cleaning Accessories (4)
 - Super Microfiber Cleaning Cloth—General Purpose Cleaning
 - Super Microfiber Window Cloth - Glass Cleaning
 - Super Microfiber Dish Sponge
 - Miracle Scrubber Pad

If you think Get Clean works so great you tell others about it, imagine the ripples of change you can generate. Not to mention the whopping feeling of clean.

Lesson 3: Communicate to your Customers about what you're doing



 **Shaklee®**

**1 TON OF CARDBOARD RESCUED FROM
OTHER COMPANIES AND RECYCLED BY
SHAKLEE EACH DAY.**



