



February 2010

WOW!

Safer Ingredients, Healthier Energy

While most energy drinks are all about loading your system with sugar, which certainly does produce a temporary energy lift, Shaklee is, of course, all about doing it in a healthy, constructive way, without the nasty ingredients or results to your body. Let's take a look at the ingredients of Shaklee Energy Chews.

First is green tea extract. For centuries, green tea has been highly valued for its healthy energy, plus calm/focused alertness, which are two highly-desired values at opposite ends of the spectrum. The caffeine content of the green tea provides the energy, but the naturally-occurring L-theanine content of green tea extract provides the balancing calmness and focused alertness. Green tea offers a safe and effective alternative to help keep up the pace with a smile on your face.

L-Theanine is an amino acid found in the green tea extract. Clinical tests indicate that it supports increased generation of alpha-waves in the brain, which promote focus and reduce anxiety.

N-Acetyl-L-Tyrosine is another amino acid that is converted in the body to key biological compounds in the brain and in the glands. It is known as a terrific mental health booster, because it is a key component of vital brain chemicals such as dopamine, epinephrine, and norepinephrine. These are the basis of elevating mood and concentration, and they're why N-Acetyl-L-Tyrosine is nicknamed the "anti-depressant amino acid." By increasing brain neurotransmitter production, it increases attention and performance and reduces reaction time, which is a big reason athletes love it. It is also a precursor of the adrenal, thyroid, and pituitary gland hormones, thus supporting better glandular function.

The eight B-Complex vitamins nourish and feed the central nervous system, providing obvious benefits of energy and alertness.

Finally, Vitamin D has received much media press recently, and more optimal levels are associated with improved calcium absorption, improved heart and circulatory health, improved central nervous system function, improved glandular function, and reduced risk for cancer and other degenerative diseases.

So whether you are powering away at the gym or working long or late or driving a distance, Shaklee Energy ingredients provide an effective boost to help energize your body and sharpen your mind. It contains NO artificial colors (such as red #49, yellow #5, or yellow #6), flavors, sweeteners (such as sucralose, acetaminophene, or acesulfame potassium—ACE-K), or preservatives (such as potassium sorbate, sodium EDTA, benzoic acid, or sodium benzoate). And it is gluten-free.



The Energy Chews are not recommended for anyone under 18, because teenagers have a tendency to overuse things—especially things that they hope will give them a physical experience. Teenagers should have plenty of energy anyway!

One or two Energy Chews can replace one Cinch tea in the Cinch Inch Loss Plan. We suggest you try just one at first. Many have found that one is enough, even though the serving size is listed as two chews.

These chews fit easily into your purse, gym bag, airplane carry-on, or glove box.

To watch a great 3-minute video on the Energy Chews as a sports energy product, with the US Olympic Ski Team (avid Shaklee users), go to myshaklee.com, click on the section about the chews, then click on the video header.



Try new Energy Chews on sale! \$2.00 off during February! Item code #20156 **SAVE!**
Also, buy one, get one for \$5 (plus still get the \$2 off, so it's like the second one is \$3). Item code #80306.

New Lower Price, Same Great Benefit from MightySmart

Shaklee was able to reduce the cost of raw materials for their Shakleekids MightySmart, so they're passing the savings on to you! Starting now, they cost 10% less and have a new item code number--#20076. It's like they're on sale every month!



Buy 3, Get 1 Free



From Jan. through June 2010, when you receive Ultra Cinch on AutoShip for 3 consecutive months, you'll receive a 4th month of Ultra Cinch for FREE—up to a value of \$353.75 SRP. To take advantage of this great deal, go to myshaklee.com and use the Cinch Reorder Wizard to place your order. The first shipment must be shipped by 3/31/10, and the 2nd and 3rd AutoShip orders by 5/31/10, and the 4th (free) AutoShip order must be shipped by 6/30/10. Ultra Cinch is a 4-week supply of the main Cinch products to help you Cinch the Inches in a healthy, delicious, effective way. It includes 4 Cinch shakes (canisters), 1 bottle of Cinch 3-in-1 Boost, 3 boxes of Cinch Snack bars, and one box of Cinch Energy Tea. You choose the flavors.

The amazingly successful Cinch Inch Loss Plan—keep the muscle you have. Burn the fat you don't need. Lose inches you don't want. With Cinch, you have nothing to lose but inches. And everything to gain in a whole new life.



Be your own Valentine; take great care of yourself! ☺





Brand New – Shaklee Energy!

Thank you, Shaklee, for providing a healthy alternative to energy drinks! Energy and focus... it is like a two-for-one deal. Shaklee Energy Chews are packed with a whole lot of healthy attitude—the kind that gets your body moving, sharpens your mind, and keeps you on your feet. They're made with green tea extract, Vitamin D, N-Acetyl-L-Tyrosine and L-Theanine (2 amino acids), and all eight B Vitamins, and they're like nothing you've ever experienced. When you eat a Shaklee Energy Chew, you enjoy a burst of natural citrus flavor and energy that works fast to help you feel energized, think clearly, get focused, stay alert, stay awake, and have an improved mood.

Let's face it—in the world in which we live today, there are some times we all would benefit from some help to be at our best. We face situations in which we need to be awake, alert, and at our best performance levels. So who might benefit from Energy Chews? How about people who study late or work late; people who don't want to fall asleep during business meetings; people who work long hours at the computer; people who drive a lot (truckers, travelers, etc.); and, of course, athletes who want that concentration, alertness, and focus to give them the winning edge— even weekend warriors.

Teenagers, young adults, and truckers are the top consumers of high-risk, but highly-popular energy drinks. There are hundreds of them out there on the market, such as Red Bull, Monster, Rock Star, Full Throttle, and many more. Many of these energy drinks are health-destroying, jitter-inducing sugar bombs that cause a jolt-and-crash cycle which is hard on the body. Some of them are even so dangerous that some countries have banned them. Many contain over 200 calories per can.

Health care professionals are warning against the risks associated with the use of many energy drinks: increased blood pressure and heart health problems, diabetes, glandular challenges, etc. And even worse is the higher risk created when these drinks are mixed with alcohol. Consuming a powerful stimulant (such as an energy drink) with a powerful depressant (alcohol) can have harmful, and even deadly, effects on the body. Just as stepping into your car and simultaneously pressing the gas and the brake can really mess up your vehicle, consuming alcohol and an energy drink can really mess up your body. Nausea, vomiting, heart irregularities (even serious/fatal ones), electrolytic disturbances are all possible results from such abuse. And this doesn't even count the dangers from the impaired motor skills and reaction times that result.

The multi-billion dollar energy drink marketplace has been highly abused with an irresponsible and careless approach by consumers demanding, "Give me the energy now—I'll pay the price with my health later," and drink manufacturers happy to meet that expressed desire.

Shaklee is now offering people another way—an opportunity to kiss their energy drinks goodbye in favor of a healthy and convenient alternative—a way to experience energy naturally, without being wired or buzzed. It's the Shaklee Energy Chew.



Nutrition First



A thought from us... There are times in our lives—for example, when we're driving long distance on a trip and we've not had enough sleep because we were up late the night before packing (you've probably never experience that, we know...)—that an Energy Chew (or Cinch Tea) is very helpful. We're more awake and alert and are therefore driving more safely. Or when I've been up late writing a talk, and I need the energy and focus to deliver it well.

And they do taste great.

But our philosophy is that if you *need* caffeine on a daily basis to have the energy you need for your day, it would be wise to look at your nutritional status. It's quite likely that you would find that you have much better energy with the Energizing Soy Protein or Cinch Shakes, or by increasing the amount of B Complex Vitamins you're taking (assuming you're already taking Vita Lea or Vitalizer). And, of course, by eating properly, cutting our white sugar and white flour, getting enough rest, play, and sleep... things we already know to do, but often just don't quite manage to do. Please don't use caffeine—even in as healthy a form as the Energy Chews—to push a depleted, malnourished body around.

The Shaklee Difference Demonstrated with the Energy Chew

I had my first experience with the new Shaklee "Energy" product last week and was very impressed. As a weight lifter and physical fitness fanatic, I am very in-tune with my body and familiar with its responses. I am also very sensitive to caffeine and almost instantly begin to notice side effects whenever I consume any. Last week, I found myself sitting in front of the computer with a few more hours of work to do but I couldn't focus and was feeling rather drowsy. I took one "Energy" chew and went back to work. The next thing I knew, I was almost finished with my work, wide awake, and feeling great. The product took effect so smoothly and gently that I didn't even notice. In retrospect, it took about 15 minutes before I stopped struggling to concentrate. And the best part was that I experienced none of the side effects I typically experience from caffeine. What a wonderful product!

--Thanks! to Deb Cheslow, Blacksburg, VA

