



# Natural News!

From  natural solutions  
by Anke, LLC

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## 2006 ~ Shaklee's 50th Anniversary Conference

Wow! To say I'm proud, excited and confident in working with a company like Shaklee is an understatement. For their 50th, Shaklee proved to me again why I chose this company over many others as the one I wanted to represent, and also use all their products. So for this newsletter, I'd like to share some conference highlights with you, introduce you to the two new product introduced during the conference, and extend a personal invitation out to anyone who wants to make a permanent, positive change in their life and the lives of others.

The following is taken from "Shaklee, what we're about"

For 50 years, Shaklee has been leading the way in natural health products and sustainable practices. Our founder, Dr. Forrest C. Shaklee, had been leading the way even longer.

In 1915, he invented "Vitalized Minerals," one of the first multi-vitamins in the world. Then in 1956, Shaklee Corporation helped pioneer both the nutritional supplement industry and a distribution method that rewards word-of-mouth referrals.

When everybody else was celebrating plastic and synthetic materials, Shaklee turned to nature-finding the purest natural ingredients for vitamins and making one of the first biodegradable household cleaners ever.

When everybody else was spending their marketing dollars on advertising, Shaklee invested what would amount to billions of dollars in rewards for people who spread the word. Not to mention, hundreds of millions of dollars in research and development.

As we've lead the way, we've

helped make millions of people healthier while making the world a better place.

Now, more than ever, we think people want a way to live both a healthier and a better life. That's why now, more than ever, we want people around the world to know what we're about.

-54 Gold medalists powered by Shaklee products

-1 ton of cardboard rescued from other companies and recycled by Shaklee each day.

-24,750,000 people's lives touched by Shaklee.

-\$3 billion paid in commissions to people sharing Shaklee products.

"You must BE the change you wish to see in the world."

-Mahatma Gandhi

### Inside this issue:

|  |     |
|--|-----|
| <i>Shaklee's 50th</i>                          | 1   |
| <i>Shaklee Spotlight ~ A Supportive Spouse</i> | 1&2 |
| <i>Star Achievers!</i>                         | 2   |
| <i>Introducing Cinch!</i>                      | 3   |
| <i>Get Clean!</i>                              | 3   |
| <i>Member bonuses</i>                          | 3   |
| <i>Member Corner</i>                           | 4   |

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## Shaklee from a supportive spouse's perspective

I was fortunate to attend Shaklee's annual convention this year with Anke and Kari and a couple of other rowdy gals and I'd like to share my thoughts about Shaklee the company, and the Shaklee products.

On the first day we were

treated to a multimedia presentation of Shaklee's timeline. I had no idea that Shaklee was once listed on the NYSE and a part of the Fortune 500. Through the 90s Shaklee was stagnant, existing as a non-core subsidiary of a Japanese com-

pany. That all changed when Roger Barnett bought Shaklee a couple of years ago, and emerged as a charismatic and truly visionary CEO who holds many of the same values as Dr. Shaklee himself. The result has been

Continued on page 2

## Shaklee from a supportive spouse's perspective Continued from Page 1

an incredible resurgence in both revenue and distributor growth for Shaklee.

Roger took the stage following the history to make the "business case" for Shaklee, not as a distributor, but as a company, though the two are indeed intertwined. This was really his reasons why he invested a really good chunk of his family's wealth in Shaklee, and for me was the most interesting part of the convention.

Basically, Roger bought himself one of heck of a bargain, and now he just has to work his butt off for 5 to 7 years to prove himself right. Shaklee is uniquely positioned at the confluence of several really big trends – aging baby boomers with money, globalization, health and wellness, nutrition, beauty, direct sales. These trends add up to an opportunity of over a trillion dollars annually. Now you might be thinking, that a lot of companies are chasing these trends, and that's true, but remember I said that Shaklee is uniquely positioned.

One thing that sets Shaklee apart from all others is Shaklee's environmental commitment, and it's emerging a big part of the brand strategy. Frankly, it's both heart-felt and brilliant business - and I'm one not to gush, but I have to give credit where credit is due. The environmental trend is growing and making huge inroads into corporate America and the global consciousness. Not only is this just the right thing to do, but by being an early adopter, Shaklee is in effect "warming itself up" to pro-

spective distributors and consumers through initiatives like One Million Trees, relief efforts, it's eco-friendly headquarters and "carbon neutral" status and work with various world renowned environmental leaders. By the way, carbon neutral means that Shaklee offsets it's carbon dioxide emissions through various measures. Add to this mix the industry leading product quality and effectiveness and the brand becomes really strong. If you are skeptical or think all vitamins are the same, ask me to tell you the Port-A-Potty Guy story sometime. It's a compelling tale that I have from long before I met Anke or ever heard of Shaklee. Bottom line, good stuff ain't cheap and cheap stuff ain't good.

Let me tell you how Shaklee's product leadership is now really cemented in my mind. One thing that struck me about the Shaklee reps was that many of them are sixty-plus. Normally that crowd tires easily and has a health issue or two, if you know what I mean. But, let me tell you flat out, that I had a hard time finding a sixty-plus Shaklee rep who was walking with a limp, a cane, or calling it an early night, and we were in a group of more than 10,000 people! In fact, we sat next to a 78 year old woman, named Rose who has been taking Shaklee vitamins for over 45 years. You absolutely could not tell that she was that old. No way. This is funny



too. Imagine that you're talking to someone's Grandma, and if you know how they talk a certain way when they talk about people they are frustrated with and miffed at; well, Rose told Anke and I that her sisters are so stubborn and won't take Shaklee just to spite her and that they're all, "decrepit and sick." So next time you think about Shaklee vitamins, think about

Rose and take the long term view. Shaklee's product leadership will be dramatically enhanced by a forthcoming independent, long term study which compares the effects on long term health of people taking Shaklee vitamins to those who take several other brands to those who don't take any supplements at all. The normally staid, conservative research-set is saying, "The results are staggering!" The study will be publicly released shortly and Anke will give you the full scoop when the time is right. Bottom line, you're swallowing a winner each morning, don't stop.

So there you have my big takeaways from the convention. As Anke's "supportive spouse" I hope that I helped to open your eyes a bit to what's going on with Shaklee and maybe even helped firm up your belief in the company. Attending the convention certainly did for me.

Tim Johnson

## Recognition for Star Achievers ~ Watch out!

I cannot tell a lie, I love attention! So when Kari and I got the attention of 10,000 of our fellow Shaklee family, it felt great! Kari and I slept little the night before our recognition ceremony anticipating the big event, and it was all we expected and more. Walking down the stage, holding up our "star achiever" crystal trophies, and smiling our biggest smiles was well worth what

we would have done with our businesses regardless of the kudos! And I think that's the thing. Doing our Shaklee businesses each day is unlike any other "job" I've had. I enjoy what I do, I get excited about talking with people about their health and the environment, and I look forward to working every day, even weekends.



Why? Because it's not like work! It's fun, it's a passion, and I know with each interested person I talk to that I'm leaving a positive footprint on this earth for my son. And, yes, I even get paid very well.

Wahoo!

## Cinch an inch...or two or ten!

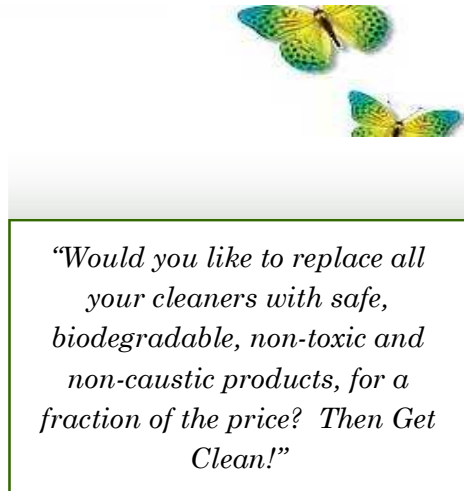
When this program was unveiled at the convention, I realized right away that it's not for everyone. Why do I say that? Because you REALLY have to be ready to lose weight and do what it takes. It's the perfect program for anyone who is ready to make a positive change in their health and their weight. If you're sick of the "yo-yo", tired of not knowing what and how much to eat, and if you're looking for a plan that will give your body the building blocks it needs while you lose inch after inch, then it's time to take a closer look at Cinch. Want some fun information about the plan? Go to

[www.cinchplan.com](http://www.cinchplan.com). Get ready to boogie as the music will have you dancing! There's also more information at [www.cinchclub.com](http://www.cinchclub.com). As always, I'm here at your service! As a Professional Health Coach specializing in weight loss (especially for women who have had a child over the age of 30), Cinch along with the professional coaching I offer can get YOU on track to lose those pounds and inches you've been trying to or have decided to lose. Contact me for more information on the Professional Health Coaching and we can discuss whether it's a fit for you!



The cleaning package is called "Get Clean" Click on the link <http://www.shaklee.net/members/articles/sales/GetCleanNewProducts> to get the details directly from Shaklee. What makes this so great is that they have packaged the cleaning products to be attractive, easy to use and economical! For those of you who are familiar with the cleaning products, Basic-H is now DOUBLE the concentrated strength it was before, so now it goes TWICE as far! I'll be sending out information in an upcoming issue of the "Natural News" about how to mix the new concentrate. They've also included

dispensing bottles that allow you to easily shift your home from "toxic cleaners" to a safe non-toxic environment for your entire family, including your pets. If convenience is your thing, they've come out with Basic-H wipes! Pre-made and ready to use, they're as simple as pulling one from the packet, using and throwing away. They're environmentally friendly because there are no toxins, and the sheet breaks down quickly. Fabric dryer sheets too! If you didn't like the Softer than Soft liquid option, here's your alternative!!! All products and the kit are available September 15<sup>th</sup>. You



can make a difference, protecting the environment, your home and your family!

## Not all Shaklee businesses are created equal!

Kari and I are passionate about our Shaklee businesses, and we pride ourselves on quality customer service. For me, having a satisfied customer is the most important thing in this business, because I not only represent Natural Solutions by Anke, LLC, I also represent Shaklee Corporation. For this reason, Kari and I try to exceed our customers expectations by offering more than what's expected. Here are just a few of the extra's that Kari and I in-

clude with our Shaklee memberships;

- Free shipping from the 1st to the 10th of every month
- Natural News Newsletter along with "What's New"
- The Baker's Dozen certificate program for free products
- The CD/tape series program. Gain knowledge and up to \$100 free product credit!

- Monthly one on one teleservice calls/emails to answer your questions, concerns and to stay in touch!
- Host an event, get up to \$50.00 credit towards products
- Coming up in October, free to members teleconferences on various health related topics to help you keep you and your family informed.
- Monthly specials on featured products in addition to Shaklee's specials

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Protecting the Body, the Home, and  
the Environment...Naturally!

## Member Corner~ Testimonials!

### **Amazing Alfalfa Story!**

I began taking alfalfa from Shaklee after a recommendation from my girlfriend's mother because I always had sinus problems and difficulty smelling. I started by taking only 3 to 4 pills a day and then worked up to the recommended 10 pills a day. I could not believe the difference after only a few days of taking alfalfa. I was able

to breath normally! I walked outside and actually could smell the freshly cut grass and flowers blooming around my home- things I was never able to smell much before. It helped clear my sinuses and gave me my sense of smell back.

*Thanks to Bryan S., Ohio*

### **Great Cinch inch loss!**

I see being able to stick with this program for a

long time, even when I hit the goal I want to be at. I have the tools to maintain now, which I don't really feel like I had before.

Janet Lundgren, a total of 24 inches and 35 pounds healthier

*Janet Lundgren, Madison WI*