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Get Your Shaklee Products Go Here:

<http://www.shaklee.net/mimc/>

Introducing Shakleebaby™ and Shakleekids™



**Introducing Shakleebaby™ - Always Safe. Always Gentle. Always Healthy.  
Open Order 5/1**

**Babies are the most precious gifts in the world. Keep yours happy and healthy with Shakleebaby. Safe, pure, and natural, our pediatrician tested baby care products are formulated to keep your little one's bottoms soft, itty-bitty toes clean, and growing body healthy.**



### Gentle Wash

Clean, fresh baby. This extra gentle wash is made with organic chamomile and lavender, pH balanced and sensitivity tested to shower even the most tender skin with love. 99% Natural; 76% Organic.

#30108 <http://www.shaklee.net/mimc/>



### Soothing Lotion

So soft. Organic sunflower seed oil and shea butter moisturize, and organic chamomile and lavender soothe. 99% Natural; 87% Organic.

#30106 <http://www.shaklee.net/mimc/>



### Diaper Rash Cream

Naturally soothing. Zinc Oxide protects baby's delicate skin from wetness, keeping skin healthy and dry, and helps heal diaper rash. Organic and natural oils keep skin hydrated and smooth while chamomile, aloe, and calendula extracts soothe. 99% Natural. 78% Organic.

#30109 <http://www.shaklee.net/mimc/>



### Massage Oil

Perfect for massaging baby or moisturizing after a bath. With organic sunflower oil, lavender, and chamomile to moisturize and smooth. 99% Natural, 99% Organic.

#30107 <http://www.shaklee.net/mimc/>



### Multivitamin & Multimineral Powder

One of the most comprehensive infant-toddler supplements available, it contains prebiotics to help promote a healthy immune system and bundles of vitamin D to support strong bones and teeth. Star-K Certified. \*

#20057 <http://www.shaklee.net/mimc/>

\* 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.



**Introducing Shakleekids™ - Supersmart. Supersafe. Supernutritious.**  
Open Order 5/1

**Behold the powers of Shakleekids Mighty Smart and Incredivites! These dietary supplements are made with supersafe ingredients that bring out the best in kids, like rad vision, smart noggins, and a rockin immune system. \***



### Incredivites™

Shakleekids Incredivites is the first kids chewable multivitamin in the U.S. with lactoferrin, a protein that helps busy bodies' immune systems stay supercharged. Packed with 23 essential nutrients, it's one of the most comprehensive supplements available - with 600IU of vitamin D to support strong bones and teeth, and 100% of the daily value for vitamins C and E per serving. \*

#20002 <http://www.shaklee.net/mimc/>

Note: Vita-Lea® Ocean Wonders™ will continue to be available.



## Mighty Smart™

Shakleekids Mighty Smart is scientifically formulated with a power-packed blast of ultra-pure DHA. Essential for early brain development, this omega-3 fatty acid has been shown to support mighty memory, mad concentration, and fierce mind skills. Star-K Certified.

#20058 <http://www.shaklee.net/mimc/>



# SHAKLEE

**CitriBoost™**  
Dietary Supplement Powder

**Great nutrition made easy!**

# What inspired Shaklee to develop a powdered vitamin?

As we age, supplementation becomes more important:

- Our bodies become less efficient at absorbing nutrients.
- We lose beneficial intestinal microflora in the intestines.

Many people prefer to get their nutrition in a drink form:

- Some adults and seniors prefer to get their daily multivitamin in a drink.
- Parents are looking for easy alternatives to ensure their kids are getting sound nutrition.

# It's the perfect time for a powdered multivitamin!

- Studies show that 15% of Americans, or 30 million people, have trouble swallowing pills or just prefer alternative delivery systems.
- Multivitamins are the number one supplement on the market.

Source: Factiva Report 1999, Sloan Report 2001

# Introducing CitriBoost...

...an easy and enjoyable way to give your body the vitamins and balanced nutrition it needs.

Give Your Juice a Complete Nutritional Boost!

# CitriBoost is great nutrition!

Each serving is packed with:

- 100% of the Daily Value of vitamins A, C, D, E, and eight B vitamins
- Calcium, magnesium, chromium, zinc, copper, iodine, manganese, and more
- Friendly intestinal microflora, plus gastrointestinal health-promoting ingredients\*

\*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

# CitriBoost is perfect for...

- Seniors and adults who prefer their daily multivitamin in a drink form
- Parents who want an easy multivitamin alternative for their kids

# CitriBoost is smooth and convenient!

- Mix one scoop with 8 ounces of orange juice, or your favorite protein shake or smoothie.
- Tastes great in all citrus-based juices and shakes/smoothies.
- Can also be mixed into yogurt or milk.
- Keep tightly closed and refrigerated.
- Use daily!

# CitriBoost is backed by scientifically proven ingredients.

- **Multivitamin/Multimineral** — Consuming a multivitamin/multimineral supplement as part of a healthy, balanced diet helps to support immune function and promote colon, heart and eye health.\*
- **Inulin** — A prebiotic that promotes growth of friendly microflora for improved colon health.\*
- ***Lactobacillus acidophilus*** — A probiotic has had excellent clinical support since the mid-1970's and a long history of safe use.
- **Calcium** — A mineral that supports bone health and colon health too.

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# How does CitriBoost compare with other Shaklee Multivitamins?

Ingredients (Per Serving)	CitriBoost™	Vita-Lea® w/o Iron	Vita-Lea® with Iron	Vita-Lea® Ocean Wonders	Liqui-Lea®
Vitamin A	100%	100%	100%	50%	100%
Vitamin C	100%	200%	200%	100%	
Vitamin D	100%	100%	100%	100%	100%
Vitamin E	100%	200%	200%	100%	50%
Vitamin K		100%	100%		
Thiamin	100%	100%	100%	100%	140%
Riboflavin	100%	100%	100%	100%	110%
Niacin	100%	100%	100%	100%	100%
Vitamin B6	100%	100%	100%	100%	100%
Folate	100%	100%	100%	100%	
Vitamin B12	100%	100%	100%	100%	150%
Biotin	100%	100%	100%	100%	100%
Pantothenic acid	100%	100%	100%	100%	50%
Calcium	50%	45%	45%	17%	
Iron			100%	56%	100%
Phosphorus	25%	35%	35%		
Iodine	50%	100%	100%	60%	
Magnesium	50%	50%	50%	10%	
Zinc	50%	100%	100%	67%	
Selenium	50%	100%	100%	29%	
Copper	50%	100%	100%	50%	
Manganese	50%	175%	175%	75%	
Chromium	50%	108%	108%	42%	
Molybdenum	50%	213%	213%	67%	
Sodium	5%	<1%	<1%		
Nickel		+	+		
Tin		+	+		
Vanadium		+	+		
Boron		+	+		
Silicon		+	+		
Pre- & Probiotic Proprietary Blend	+				

Comparison done on Shaklee products 2/1/04.

# How does it measure up?

	Shaklee® CitriBoost™	Centrum® Liquid	Natrol® Liquid Multivitamin	Vita Max® 1
Number of Vitamins and Minerals	23	17	12	21
Prebiotics	√			√
Probiotics	√			

This comparison of label ingredients was made on 2/20/04 and is only for the named products marketed at that time. All trademarks are the property of their respective owners.

# CitriBoost is the smart choice!

- Provides a comprehensive combination of 23 essential vitamins and minerals
- Delivers pre- and probiotics to promote a healthy immune system and gastrointestinal health
- Makes orange juice taste smoother and less acidic
- Is an easy way to get great nutrition

# Marketing Support Materials

- CitriBoost™ Talksheet (downloadable from [www.shaklee.net/members](http://www.shaklee.net/members))
- CitriBoost Product Presentation  
(downloadable from [www.shaklee.net/members](http://www.shaklee.net/members))
- CitriBoost product page and label on [www.shaklee.net](http://www.shaklee.net) and [www.shaklee.com](http://www.shaklee.com)
- CitriBoost Postcard (#75014)

# Complementary Products

- Energizing Soy Protein
  - Natural Vanilla #20665
  - Creamy Cocoa #20670
- Instant Protein<sup>®</sup> Soy Mix #20661
- Chewable Cal Mag Plus #20126
- Chewable Vita-C<sup>®</sup> #20085 and #20091