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<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/>

# NEW FLAVOMAX™ AND IMPROVED CAROTOMAX® MAXIMIZE YOUR ANTIOXIDANT PROTECTION!

THE MOST POWERFUL ANTIOXIDANT PROTECTION YOU CAN BUY\*



## CarotoMax

30 capsules / 90 capsules  
#20652 / #20653



## FlavoMax

60 capsules  
#20654

### SHAKLEE HARNESSSES NATURE'S BIGGEST SECRET.

For many years, scientists have studied the health benefits of fruits and vegetables and their importance to overall health and wellness. Recent discoveries in phytonutrient science have revealed new secrets to achieving maximum antioxidant protection. Phytonutrients are specialized compounds found in fruits, vegetables, and plants. New classes of phytonutrients called flavonoids and carotenoids are found to provide the body with extremely potent antioxidant protection. Now, Shaklee brings them to you.

We need antioxidant protection more today than ever before. Pollution, exposure to sunlight, stress, and even normal metabolism can produce free radicals, which damage the cells and DNA in our bodies. Antioxidants help protect cells from free radical damage.

Shaklee scientists have searched the world to uncover and deliver the most potent flavonoids and carotenoids available:

- To Hawaii for microalgae that produces astaxanthin
- Across the United States for passionflowers that yield flavones, and citrus fruits that provide flavanones
- To Nova Scotia for wild blueberries that produce anthocyanidins
- To France for grapeseed that yields proanthocyanidins
- To Israel for non-GMO tomatoes for lycopene
- To Malaysia for oil of palm for alpha and beta carotene
- To Thailand for marigolds that produce lutein
- To China for green tea that yields flavan-3-ols
- To Brazil for fava d'anta that produces quercetin
- To Austria for elderberries that produce anthocyanidins
- To Australian salt marshes for sea algae that yields beta carotene

Shaklee has now captured these remarkable ingredients in two revolutionary products and made them available to everyone.

### NEW FLAVOMAX™ AND IMPROVED CAROTOMAX® Maximize Your Antioxidant Defenses.\*

Unless you happen to live on a farm, getting the five to nine recommended servings of fruits and vegetables is not only difficult, but also not very likely. Most people simply don't eat a sufficient quantity or variety of deep-green, yellow, blue, and red fruits and vegetables everyday. As a result, few get the broad-base phytonutrient defense to help fend off free radicals.

Shaklee found a way to maximize your antioxidant protection. We developed a dynamic antioxidant duo: water-soluble FlavoMax™ and fat-soluble CarotoMax®. Working together,

these nature-based supplements provide a broad spectrum of high-power antioxidants that help protect cells from free radical damage.\*



## FLAVOMAX™

FlavoMax™ is a comprehensive, high-powered antioxidant supplement\* that guarantees delivery of six key classes of flavonoids: proanthocyanidins, anthocyanidins, flavan-3-ols, flavones, flavonols, and flavanones. Shaklee uses standardized extracts of each of these flavonoids to ensure potency and quality.

Flavonoids are potent, water-soluble antioxidants that have been linked to healthy blood circulation, strong capillaries, and veins. Flavonoids also deliver antioxidant protection to blood and blood-rich tissues, such as the liver and the intestines.

Unfortunately, few diets provide these important phytonutrients in significant quantities, since flavonoids are often found in seeds, rinds, and skins, parts of fruits and vegetables that are likely to be tossed away during food preparation. Many people dislike eating the skins of fruits and vegetables.

<b>Supplement Facts</b>		
Serving Size: 2 Capsules    Servings Per Container: 30		
	Amount Per Serving	% Daily Value**
<b>Blueberry extract</b> (12.5% anthocyanidins)	10 mg	†
<b>Elderberry extract</b> (6.5% anthocyanidins)	140 mg	†
<b>Grape seed extract</b> (95% proanthocyanidins)	125 mg	†
<b>Green tea extract</b> (50% flavan-3-ols)	100 mg	†
<b>Lemon bioflavonoids</b> (25% flavanones)	125 mg	†
<b>Citrus bioflavonoids</b> (25% flavanones)	125 mg	†
<b>Passion flower extract</b> (3.5% flavones)	44 mg	†
<b>Quercetin</b> (95% flavonols)	125 mg	†

\*\* Percent Daily Values are based on a 2,000 calorie diet.  
† Daily Value (DV) not established

**OTHER INGREDIENTS:** MICROCRYSTALLINE CELLULOSE IN HARD GELATIN CAPSULE (GELATIN, WATER).

## FLAVOMAX™:

- Delivers powerful free radical fighters to the blood and blood-rich tissues, such as the liver and intestines\*
- Provides protection against cellular damage and promotes overall cell health\*
- Supports cardiovascular and circulatory health\*
- Promotes overall wellness\*
- Formulated with standardized extracts that are nature-based
- Provides flavonoids often found in plant parts not typically consumed: seeds, peels, flowers, and bark.

## CAROTOMAX®

CarotoMax® blends six potent antioxidant carotenoids\*: alpha carotene, astaxanthin, beta carotene, lycopene, lutein, and zeaxanthin

The carotenoids in CarotoMax® are powerful, fat-soluble antioxidants that have been implicated in the long-term health of the eyes, prostate, cervix, lungs, and heart.\* Research also suggests that carotenoids, working together, support a strong immune system.\*

<b>Supplement Facts</b>		
Serving Size: 1 Capsule    Servings Per Container: 30		
	Amount Per Serving	% Daily Value**
<b>Vitamin A (100% as Beta Carotene)</b>	5000 IU	100%
<b>Lycopene</b>	5 mg	†
<b>Lutein</b>	5 mg	†
<b>Zeaxanthin</b>	200 mcg	†
<b>Alpha Carotene</b>	1.5 mg	†
<b>Astaxanthin</b>	400 mcg	†

\*\* Percent Daily Values are based on a 2,000 calorie diet.  
† Daily Value not established.

**OTHER INGREDIENTS:** SOYBEAN OIL, BEESWAX, PALM OIL, SOY LECITHIN IN A GELATIN CAPSULE (GELATIN, GLYCERINE, WATER, AND ANNATTO).

## CAROTOMAX®:

- Promotes the long-term health of the eyes, prostate, cervix, lungs, and heart\*
- Provides potent antioxidant protection for lipid-rich areas of cells\*
- Supports a strong immune system\*
- Contributes to overall wellness\*

\*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.

## WHO BENEFITS FROM FLAVOMAX™ AND CAROTOMAX®?

- Busy adults who fall short of the recommended daily servings of fruits and vegetables, thus failing to obtain significant levels of a broad spectrum of important flavonoid and carotenoid antioxidants to combat free radical damage
- Children (over 12 years of age), teens, and young adults, who often find it especially difficult to eat a balanced diet
- Health-conscious persons interested in natural approaches to maintaining long-term wellness

## HOW SHOULD THE PRODUCTS BE USED?

- Take one to two capsules of FlavoMax™ twice daily
- Take one softgel of CarotoMax® daily

## SCIENTIFIC SUPPORT FOR THE INGREDIENTS IN FLAVOMAX™

### Citrus/Lemon bioflavonoids

- Found in the white layer of citrus peels
- Flavanones, hesperidin, and naringin have much greater flavonoid content than citrus juice.
- Provide free radical scavengers that bolster the body's defense systems\*

### Elderberry

- Important anthocyanidin flavonoids
- Supports healthy cardiovascular function\*

### Grapeseed extract

- Proanthocyanidin flavonoids in grapeseed increase the antioxidant capacity of the blood.\*
- Promotes cardiovascular health by protecting the health of arteries\*
- Shown to have many times the antioxidant activity of vitamins C & E in laboratory studies\*

### Green tea extract

- Green tea flavonoids help scavenge free radicals in the bloodstream.\*
- Shown to help maintain healthy hearts\*
- Used for centuries to support the immune system\*
- Each tablet of FlavoMax is equivalent to one cup of freshly brewed green tea.

### Quercetin

- Found in apples, onions, grapes, and tea
- Maintains healthy lungs\*
- Protects against oxidation of LDL (so-called "bad") cholesterol\*

## SCIENTIFIC SUPPORT FOR THE INGREDIENTS IN CAROTOMAX®

### Alpha and beta carotene

- Found in broccoli, carrots, cantaloupe, and sweet potatoes
- Promotes proper night vision and eye health\*
- Linked to a healthy immune system\*
- Works best when combined with other major carotenoids

### Astaxanthin

- The pigment in algae and phytoplankton that gives salmon its pink color
- Protects against oxidative damage of LDL cholesterol\*
- Shown to have greater antioxidant properties than beta-carotene in laboratory tests\*
- The focus of a large and increasing number of research studies

### Lutein and Zeaxanthin

- Yellow carotenoids found in yellow and green leafy vegetables
- The only carotenoids that concentrate in the eye, protecting its vulnerable photoreceptors
- Strongly connected to macular health\*
- Lutein helps support a healthy cardiovascular system.\*
- Zeaxanthin helps maintain a healthy immune system.\*

### Lycopene

- The red pigment in tomatoes, strawberries, and watermelons
- An anti-aging carotenoid with the most potent antioxidant activity\*
- Clinically shown to support the prostate, cervix, immune system, and the cardiovascular system\*
- The most prevalent carotenoid in the bloodstream

## FLAVOMAX™ AND CAROTOMAX® CONTENT EQUIVALENCIES

### One serving of FlavoMax provides:

- The anthocyanidins and proanthocyanidins of 10 servings of cherries (213 cherries)
- The flavan-3-ols of 31 servings of blueberries (31 cups)
- The flavanones of 13 servings of limes (27 medium limes)
- The flavones of 26 servings of red cabbage (31 cups, shredded)
- The flavonols of 1,995 servings of carrots (2,355 medium carrots)

### One serving of CarotoMax provides:

- The alpha carotene of 89 servings of raspberries (102 cups)
- The astaxanthin of one serving of salmon (4 oz)†
- The beta carotene of 102 servings of bananas (125 medium bananas)
- The lutein and zeaxanthin of 285 servings of pink grapefruit (162 medium grapefruits)
- The lycopene of 714 servings of apricots (2,830 apricots)

†Although astaxanthin is commonly derived from salmon, Shaklee harvests the carotenoid astaxanthin from marine microalgae, the purest and most potent source.

## FLAVOMAX™ USES STANDARDIZED EXTRACTS TO GUARANTEE DELIVERY OF SIX KEY FLAVONOIDS.

Uses standardized extracts to guarantee delivery of:	NEW Shaklee FlavoMax™	Source Naturals® Bioflavonoid Complex	Solgar® Citrus Bioflavonoid Complex	GNC Citrus Bioflavonoids Complex 1000
Proanthocyanidins	✓	✓	—	—
Anthocyanidins	✓	✓	—	—
Flavan-3-ol	✓	—	—	—
Flavone	✓	—	—	—
Flavonol	✓	—	—	—
Flavanones	✓	—	—	—

Label claims on flavonoid classes were compared on July 19, 2004 and are valid as of that date. All trademarks are the property of their respective owners.

Six key carotenoids:	NEW Shaklee CarotoMax®	Solgar® Advanced Carotenoid Complex	Solaray® Food Carotene	TwinLab® MaxiLife Multi-Carotene
Beta-carotene	✓	✓	✓	✓
Lycopene	✓	✓	—	✓
Lutein	✓	✓	✓	✓
Zeaxanthin	✓	—	✓	✓
Alpha-carotene	✓	✓	✓	—
Astaxanthin	✓	—	—	—

Label claims on the six key carotenoids were compared on July 19, 2004 and are valid as of that date. All trademarks are the property of their respective owners.

## WHY CHOOSE FLAVOMAX™ AND CAROTOMAX®?

- Taken together, CarotoMax and FlavoMax provide a broad spectrum of antioxidant protection.\*
- CarotoMax delivers six key carotenoids: alpha and beta carotene, astaxanthin, lutein, lycopene, and zeaxanthin.
- FlavoMax uses standardized extracts to guarantee delivery of six important flavonoids: anthocyanidins, flavan-3-ols, flavones, flavonols, flavanones, and proanthocyanidins.
- FlavoMax and CarotoMax provide some of the most potent antioxidants found in fruits and vegetables.\*
- All ingredients were thoroughly tested for over 300 chemical contaminants, including pesticides, herbicides, fungicides, lead, heavy metals, and harmful solvents.
- 100% Shaklee guaranteed.

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## SUPPORT MATERIALS

- FlavoMax™ and CarotoMax® Brochure #75068 (English), #75069 (Spanish)
- Product Flyer (Online)
- A Primer on Antioxidants (Online)
- PowerPoint Presentation (Online)
- Product Profile on September 2004 Hotline

## COMPLEMENTARY PRODUCTS

- **Essential Foundation** (contains **Shaklee Basics®** and **Energizing Soy Protein**) — The fundamental building blocks of healthy living, these two complementary products, when combined with FlavoMax™ and CarotoMax®, provide the ultimate in antioxidant protection and overall good health!\*

#59071 (with Iron & Vanilla Soy)

#59072 (with Iron & Cocoa Soy)

#59073 (without Iron & Vanilla Soy)

#59074 (without Iron & Cocoa Soy)

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If for any reason a Shaklee product is not satisfactory, return it to your Shaklee Independent Distributor or Shaklee Corporation for exchange or a full refund.



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