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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/>

## ***Amendment to the Statement of Privileges and Responsibilities of Shaklee Family Members (P&R)***

### **Doing Business on the Internet**

The Internet provides all Shaklee Distributors exciting new opportunities to connect, communicate, recruit, and sponsor. And with these opportunities comes the responsibility to conduct oneself online in a manner that is in keeping with the good name of Shaklee and the guiding principles of the Shaklee philosophy of doing business by the Golden Rule.

The purpose of this Internet policy is to encourage ethical, responsible, and professional use of electronic communication; to maintain a level playing field for all Shaklee Distributors; to protect the integrity of the Shaklee name and trademarks; and to ensure compliance with regulatory requirements.

Although there are additional provisions elsewhere in this P&R that apply to conducting business on the Internet, such as making unauthorized claims for Shaklee products, the following provisions apply specifically to the Internet. These rules apply to all U.S. Distributors wherever they are doing business.

### **Permitted Online Business Practices:**

Shaklee Distributors may advertise online so long as they comply with the Advertising Policy in this P&R and do NOT represent any ad as being placed by Shaklee Corporation or any of its subsidiaries or divisions.

Shaklee Distributors may submit ads they would like to use online to Shaklee for review by forwarding them to Field Administration at [fieldadmin@shaklee.com](mailto:fieldadmin@shaklee.com). Once the ads have been approved, Shaklee Corporation will place them on the MyShaklee.com Web site for use by all Shaklee Distributors.

#### **1. Pay-Per-Click Ads, Classified Ads, or Text Ads**

Shaklee Distributors may use "Shaklee" and/or Shaklee product names, images, and trademarks in advertisements on pay-per-click search engines, online classified ads, blog exchange links, and text ads on other Web sites so long as the words "Shaklee Independent Distributor," "Shaklee Distributor," "Shaklee Ind. Dist.," or "Shaklee Dist." are prominently used in the initial view of the ad; the other rules set forth below are followed; and only claims that are listed in Shaklee corporate communications and literature are used verbatim with no changes.

#### **2. Graphical Ads for Online Use**

Only banner ads or other graphical marketing materials prepared by Shaklee Corporation and listed on the Member Center as approved may use "Shaklee" or any Shaklee product name, image, trademark, or copyrighted material. The ads listed on the MyShaklee.com Web site as approved must be used verbatim with no changes.

Shaklee Distributors may create or purchase generic banner ads, Web sites, or audio or video content for online use that may link to their Shaklee Personal Web Site (PWS) so long as the material does not use the name "Shaklee" or any Shaklee product name, trademark, or copyrighted material; does not make any unauthorized product or earnings claims; and does not create false or misleading statements in their online prospecting or recruiting practices. Banner ads may not link to any other MLM or opportunity sites, including any training or tools sites or sites offering competing products. However, Shaklee Distributors may link to Shaklee-specific opportunity sites used solely for the sale of Shaklee products and not for the sale of any other training or tools

### **3. Personal Blogs and Social Networking Sites**

Shaklee Distributors may use the name “Shaklee”, product names, and Shaklee Corporation-created images on their blog or social networking site so long as they identify themselves as a Shaklee Independent Distributor in the initial view of the site and do not make any unauthorized product or earnings claims or create false or misleading statements. Site content may not be substantially about Shaklee, the opportunity, or products as it will then be subject to Shaklee Corporation review and approval as provided in Rule 9 below.

### **4. Postings on Blogs, Message Boards, Forums, Social Networking Sites, Social Search Sites, and Chat Rooms**

Shaklee Distributors may advertise their Shaklee business and link to their Shaklee PWS or other Web site used to introduce people to Shaklee using postings or comments on message boards, blogs, forums, social networking Web sites, social search sites, or other online community areas. Distributors must comply with the rules of the online community in which they participate, not make any unauthorized product or earnings claims, not create false or misleading statements, and clearly identify themselves as a Shaklee Distributor in their posting, comment, or online chat if they choose to advertise or display a link to their Web site. Shaklee Distributors who wish to market their Shaklee PWS link must purchase a domain name for such purpose, which may be redirected to their Shaklee PWS.

### **5. Links and Hyperlinks**

Shaklee Distributors may link or hyperlink from their independent blog or Web site to their Shaklee PWS using a Shaklee trademark so long as it is clear the link or hyperlink is by a Shaklee Distributor and not Shaklee Corporation. Shaklee Distributors may not link to any other MLM or opportunity sites, including any training or tools sites, or sites offering competing products. However, Shaklee Distributors may link to Shaklee-specific opportunity sites used solely for the sale of Shaklee products and not for the sale of any other training or tools.

Shaklee Distributors may link from their Shaklee PWS to their independent sites provided their independent site is Shaklee-specific and used solely to sell Shaklee products and not any training, tools, or non-Shaklee products, and further provided they comply with these Rules and Guidelines and the terms of their Shaklee.net agreement.

### **6. Video and Audio for Online Use**

Shaklee Distributors may create video and audio content for use on the Web so long as the content does not make any unauthorized product or earnings claims, promote unauthorized product use, create false or misleading statements, or use "Shaklee," any Shaklee product names, trademarks, or images, unless the content was created and approved by Shaklee Corporation and is used verbatim with no changes.

### **Prohibited Online Business Practices:**

The following online activities are not permitted. Breach of any of these rules may lead to temporary or permanent suspension of your Shaklee PWS, withholding of bonuses, and any other appropriate remedies for breach, up to and including termination of your Shaklee Distributorship.

If you become aware of any breach of these rules, please send an e-mail to [netviolations@shaklee.com](mailto:netviolations@shaklee.com).

**7.** Shaklee Distributors may not purchase or use a domain name or Web site URL that contains "Shaklee," near spelling of the name "Shaklee," or any Shaklee product name, slogan, or trademark.

Examples:

www.shakleeliving.com - NOT PERMITTED (Shaklee name)

www.getcleantoday.com - NOT PERMITTED (Trademark)

www.getcinched.com - NOT PERMITTED (Product name)

www.creatinghealthierlives.com - NOT PERMITTED (Trademarked slogan)

www.homecleanhome.com - PERMITTED

www.greatinchloss.com - PERMITTED

**8.** Shaklee Distributors may not name their PWS or create an e-mail address using "Shaklee" or any Shaklee product name or trademark. Shaklee Distributors may NOT use any term or near spelling of the Shaklee name that implies or suggests that they are Shaklee Corporation rather than a Shaklee Independent Distributor.

Examples:

www.shaklee.net/shakleeorders - NOT PERMITTED

www.shaklee.net/homeoffice - NOT PERMITTED

shaklee@comcast.net - NOT PERMITTED

shakleeproducts@aol.com - NOT PERMITTED

shaksuccess@earthlink.net - NOT PERMITTED

healthyliving@earthlink.net - PERMITTED

**9.** Shaklee Distributors offering Field support and/or training, or online resources to their Shaklee team or to the Shaklee Field in general, must gain approval for independent Web site content in order to use any product name, trademark, or product picture on any Web page open to the public, other than their PWS. Any site content that has not been specifically approved must be a password-protected site utilizing a password that cannot be determined by individuals seeking to enter the site who have not been personally invited.

Shaklee Distributors offering online Field training, resources or Web sites may not sell these tools or services to other Shaklee Distributors.

Shaklee Distributors may not offer for sale online to other Shaklee Distributors any Field tools, including but not limited to DVDs, lead generation programs, books, and tapes.

Proposed Web pages and text must be submitted to Field Administration at [fieldadmin@shaklee.com](mailto:fieldadmin@shaklee.com) for approval. Upon approval, the sites or page can be created. However, no alterations whatsoever may be made from the approved version.

**10.** Shaklee Distributors may not use "Shaklee" or Shaklee product names or trademarks in a meta-tag or title tag, nor may they imply or suggest that they are Shaklee Corporation rather than a Shaklee Independent Distributor.

**11.** Shaklee Distributors may not use any title or description on any Web site or blog that implies or suggests that they are Shaklee Corporation rather than a Shaklee Independent Distributor. Shaklee Distributors may not use "Shaklee" or any Shaklee product name or trademark on back-door pages, or any other means to gain position in any search engine or online directory.

**12.** Shaklee products may not be marketed or sold on eBay, Craigslist, Backpage, Kijiji, other online auction Web sites, or any e-commerce sites or price-comparison Web sites that list other products. Distributors may not market directly on these sites, or through the use of any other individuals or agents.

**13.** Shaklee Distributors may not advertise any product price, discounts, giveaways, or incentives on any Web site or blog other than those currently offered by Shaklee Corporation; however, Shaklee Distributors may advertise promotional product samples having a retail value of no more than \$2.00 USD. Shaklee Memberships and Distributorships may be offered only at cost.

**14.** Shaklee Distributors may not commingle the purchase of Shaklee products with the purchase of other products or services in a shopping cart online. To ensure the integrity and presentation of Shaklee products online, Shaklee Distributors must use the Shaklee PWS shopping cart only for any online sale of Shaklee products.

**15.** Shaklee Distributors may not make false or exaggerated claims of financial earnings on any Web site, blog, e-mail, or online advertisement. Any claims of financial earnings must also prominently display or link to the average earnings by rank as published by Shaklee Corporation.

**16.** Shaklee Distributors may not make any claim that a Shaklee product is useful in the treatment, prevention, or cure of any disease on any Web site unless such claim is found on labels or in product literature published by Shaklee Corporation.

**17.** Shaklee Distributors may not create any other false or misleading statements about themselves, the Shaklee Opportunity, or Shaklee products in their online prospecting or recruiting practices.

**18.** Shaklee Distributors may not send unsolicited e-mails. All e-mail communication to any list of people, such as the use of an online newsletter, an autoresponder campaign, or other group online communications, must fully comply with the CAN-SPAM act.

**19.** Shaklee Distributors may not sell or facilitate the sale of any Web sites or pages to any Shaklee Family Member.

### **Transferring Sponsorships Online:**

Shaklee Corporation recognizes that, from time to time, new prospects may accidentally sign up on the wrong PWS, or under the wrong sponsor, through no fault of the Web site owner. In those occurrences, the new Member/Distributor and/or their current upline Business Leader may contact Shaklee by fax with the simplified *Reorganization Form* within 30 days of signing up online to get transferred to the correct sponsor. After 30 days, transfers from one sponsor to another Shaklee group can take place only with the signature of the current Business Leader, current sponsor, the four upline Business Leaders, and the new Business Leader using the *Reorganization Application Form*.

### **Enforcement of Online Rules and Guidelines:**

The establishment of these new Rules and Guidelines for doing business on the Internet bring broader opportunities for doing business online. They also provide clarity on appropriate and inappropriate online conduct. With the greater clarity and broader opportunities provided comes an enforcement and compliance policy of these rules and guidelines to which the Company will strictly adhere.

Any breach of these rules and guidelines may result in the temporary and/or permanent suspension of your Personal Web Site (PWS) and/or any of the remedies for breach set forth in Chapter 5 of the P&R, Compliance with Shaklee Policies.

For more than 50 years, the Shaklee name and way of doing business have been synonymous with excellence and integrity and the Shaklee philosophy of doing business by the Golden Rule.

## **Definitions:**

**Banner Ad:** Web site advertisement that uses animation to attract interest. Ads will contain a link to either a different section of the Web site or a different Web site altogether.

**Back door page:** Pages not viewable to the public that are used to optimize a site's hierarchy on a search engine.

**Blog:** Short for "Web log," a specialized site that allows an individual or group of individuals to share a running log of events and personal insights with online audiences (e.g. Blogspot.com).

**Chat room:** An area online where people can chat with others in real time made available through an online service provider (e.g. Yahoo chat, AOL chat, AOL instant messenger).

**Hyperlink:** Clickable link using text or graphics on a Web page that takes you to another place, be it on the same page, same site, or another site.

**Link:** A navigation element in a Web site that takes you to another place in the site or to another site altogether.

**Message boards or forums:** A Web-based message center where users may post text communication for one another.

**Meta-tag (aka 'tag'):** A specific kind of HTML tag that contains information not normally displayed to the user. Meta-tags contain information about the page itself, hence the name ("meta" means "about this subject"). Typical uses of Meta-tags are to include information for search engines to help them better categorize a page. Meta-tags can be seen in a page by viewing the page's source code.

**Shaklee Distributor:** Any Member, Distributor, or Associate, and all Business Leader ranks.

**Social networking sites:** The online profile page offered with membership on a social networking site. Used to allow others to see your interests and connect with others of like interests (e.g. Facebook.com, myspace.com, ryze.com).

**Social search site:** A type of search engine that determines the relevance of search results by considering the interactions or contributions of users. Example forms of user input include social bookmarking or direct interaction with the search results such as promoting or demoting results the user feels are more or less relevant to their query. Social search takes many forms, ranging from simple shared bookmarks or tagging of content with descriptive labels to more sophisticated approaches that combine human intelligence with computer algorithms.

**Web site:** The pages of HTML, graphics, images, video and audio, databases, or other media assets accessible via the World Wide Web at any given URL. For the purposes of this document, this definition specifically excludes blogs, social networking sites, chatrooms, bulletin boards, forums, twitter, and other subscription-based sites.