



# Promoting the Shaklee Opportunity with Integrity

## Section 3.10.2.1 Earning Claims of the Shaklee P&R states:

When you make earnings claims, you may be required to disclose average annual earnings by rank for the most recent calendar year, or such other period, of time as and when published by Shaklee. Earnings claims include any oral, written or visual claim that conveys, expressly or by implication, a specific level or range of actual or potential sales; or gross or net income or profits, including but not limited to claims that either, explicitly or implicitly, suggest that lifestyle purchases, such as homes, vehicles and trips, are related to income earned.

## What You Should Not Say

**Avoid making claims that are false, misleading, or create unrealistic expectations such as:**

- "Guaranteed income or earnings"
- "Unlimited income"
- "Life-changing money"
- "Financial freedom"
- "Quit your job"
- "Earn money while doing nothing"
- "Passive income" or "residual income" without proper context
- Claims that suggest everyone can achieve the same results

Shaklee Independent Distributor (SID) must also not present the Shaklee Opportunity as a financial investment, security, or investment scheme. Joining Shaklee is a business opportunity that requires effort, learning, customer service, and business-building activities.

## What You Can Say

**You may share your personal experience and journey, provided it is truthful and not misleading.**

Examples include:

- ✓ "I enjoy earning extra income through my Shaklee business."
- ✓ "Building my Shaklee business has been a rewarding experience for me."
- ✓ "Success requires consistent effort, learning, and dedication."
- ✓ "Results vary from person to person."
- ✓ "The Shaklee business offers an opportunity to earn income through product sales and team-building activities."



## Be Careful with Lifestyle Posts

Photos or videos of luxury cars, expensive homes, designer goods, vacations, or cash may imply that such lifestyles are guaranteed through the Shaklee Business Opportunity. This applies to captions, hashtags, emojis, images, videos, and other social media content.

## REMEMBER

The best way to share the Shaklee Business Opportunity is to focus on your genuine experience and the value of building a business through the **3S principles**:

### **Sell • Service • Sponsor**

By keeping your messages honest and realistic, you help build trust with prospects while protecting the reputation of the entire Shaklee Family.