

Shaklee Vitalizer™

Redefining Vitality



Vitalizer Value. Every Day.

Shaklee Vitalizer nutrients create a foundation for a longer, healthier life*—Vitalizer is an amazing value.

Unstable times underscore the need to spend wisely; investing in your health today might save even more in the long run. Every purchase you make is important to you, and we want to help you get the most for your money. That's why Shaklee Vitalizer is made with the best ingredients, and its formulation is guided by leading scientific research—value you can believe in every day.

Did we mention the 100% satisfaction guarantee? At Shaklee, we understand the importance of health—but perhaps just as significant, we understand the importance of value.

Vitalizer Vitality. Every Day.

Health experts recommend that all adults take a multivitamin daily. Guided by 12 clinical studies, Shaklee Vitalizer provides a comprehensive spectrum of vitamins, minerals, antioxidants, anti-aging phytonutrients, omega-3 fatty acids, and probiotics.*

Vitalizer provides 80 bio-optimized, clinically proven nutrients at a price you can afford—with a 100% money-back guarantee. Vitalizer combines the best ingredients with extraordinary quality. It also contains **SEVEN** different omega-3 fatty acids and the most powerful antioxidant spectrum*, **PLUS** a patent-pending delivery system formulated to deliver the right nutrients to the right place at the right time—that's S.M.A.R.T.™

Best ingredients. Extraordinary quality. Guided by leading scientific research. Shaklee Vitalizer.

Vitalizer Science. Now with More Vitamin D₃.

Our 53 years of leadership in scientific research continue to guide Shaklee product development and innovation. Based on the latest nutrition research findings, Shaklee scientists have enhanced Vitalizer with higher levels of vitamin D₃. Higher levels of vitamin D₃ are clinically supported and proven to significantly raise vitamin D levels in the blood. Not only is vitamin D essential for strong bones, cutting-edge research findings also link increased vitamin D levels to bone and heart health, immune and cognitive function, as well as the retention of normal blood sugar and blood pressure levels.

The Shaklee Difference

Vitalizer's 80 Bio-Optimized Nutrients Support*:

- ✓ Supercharged vitality
- ✓ Immune health
- ✓ Stress management
- ✓ Anti-aging phytonutrients
- ✓ Antioxidant and DNA protection
- ✓ Heart and brain health
- ✓ Bone and joint health
- ✓ Digestive health
- ✓ Lung health
- ✓ Prostate health
- ✓ Healthy skin, hair, and nails
- ✓ Nerve and muscle function
- ✓ Breast health
- ✓ Preconception nutrition
- ✓ Colon health
- ✓ Healthy teeth and gums
- ✓ Vision and eye health

Most Powerful Antioxidant Spectrum*

- ✓ Helps protect cells, tissues, and organs against aging*
- ✓ Superior protection against free radical damage*
- ✓ Full-spectrum vitamin E from all eight natural forms
- ✓ 26 antioxidants working together to augment your body's antioxidant network*

7 Omega-3s to Help Reduce the Risk of Heart Disease**

- ✓ Also promotes brain and joint health*
- ✓ High potency EPA and DHA
- ✓ Ultra-pure, pharmaceutical grade

*Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of heart disease.

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

The Shaklee Difference

Optimal Absorption. Optimal Value.

Vitamins, minerals, and other nutrients should be delivered to specific regions of your digestive system for enhanced absorption and utilization. Other brands may not be designed with optimal absorption in mind.

Vitalizer utilizes the patent-pending S.M.A.R.T.[™] (Shaklee Micronutrient Advanced Release Technology) delivery system to ensure that the right nutrients get to the right place at the right time—helping you to create your foundation for a healthier life.* This S.M.A.R.T. delivery system is so advanced it has 12 patents and two more patents pending, meaning you can't find it anywhere else.

Vitalizer's patent-pending S.M.A.R.T. delivery system includes:

- **Vita-Lea[®] multivitamin:** Vitalizer's patented folic acid microcoating technology allows for immediate release in the stomach to enhance absorption of folic acid, a crucial B vitamin.
- **Sustained Release B+C Complex:** Clinically tested delivery technology supports increased blood-nutrient levels over 12 hours; also enhances B vitamin delivery by up to nearly 200% so your body gets the optimum benefit throughout the day.
- **Carotenoids, vitamin E, and omega-3 fatty acids:** pH-activated enteric coating provides protection against stomach acid so the capsule doesn't dissolve in the stomach, but instead releases in the upper intestinal tract—where fat-soluble nutrients are best absorbed—while simultaneously minimizing fishy aftertaste.
- **Optiflora[®] Probiotic:** Patented triple-layer encapsulation protects against stomach acid and facilitates release of live beneficial probiotics in the lower GI tract, where the capsule can work to provide immune support in the GI system.*

Once-a-Day Convenience. Everyday Value.

- Take just one pack a day
- Vitalizer's S.M.A.R.T. delivery system gets the right nutrients to the right place at the right time
- Other multipacks often require you to divide packs throughout the day—dividing them for the A.M. and the P.M.
- Other multipack supplement regimens require you to take many more tablets than Vitalizer's convenient six

Most Benefits—Best Value.

- Vitalizer costs only \$2.64 per day.[†] That's less than a fancy cup of coffee. Other packs can cost as much as \$4.76 per day—an 80% difference!
- Best ingredients, extraordinary quality.

Every Vitamin + Minerals Your Body Needs

- ✓ New, higher levels of vitamin D₃ clinically supported for bone, heart, and immune health*
- ✓ High potency for supercharged vitality*
- ✓ Bio-optimized nutrients for optimum absorption
- ✓ All eight highly potent B vitamins, including biotin

Guaranteed Superactive Probiotics to Improve Digestive Health*

- ✓ Support healthy digestion and immunity*
- ✓ Extensively studied active cultures
- ✓ Patent-pending delivery system

Anti-Aging Nutrients*

- ✓ Protect DNA and support healthy aging*
- ✓ Powerful flavonoids and carotenoids, including lutein and lycopene

Always Safe

- ✓ Up to 350 tests conducted for heavy metals, microbial contamination, pesticides, and more on all new botanical ingredients
- ✓ Over 1,000 quality inspections every time Vitalizer is made
- ✓ No artificial flavors, sweeteners, or preservatives added
- ✓ Gluten free

Always Works

- ✓ 80 bio-optimized nutrients
- ✓ S.M.A.R.T. delivery system
- ✓ Most powerful antioxidant spectrum*
- ✓ Every vitamin + minerals your body needs
- ✓ Anti-aging nutrients*
- ✓ 7 omega-3s to help reduce the risk of heart disease**
- ✓ Guaranteed superactive probiotics to improve digestive health*
- ✓ Based on 12 clinical studies
- ✓ 100% Shaklee Guarantee

Always Green

- ✓ Packaging is free of bisphenol-A, phthalates, and toxic inks
- ✓ Recyclable packaging

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The Shaklee Difference

Vitalizer Value.

If you're not taking Vitalizer, are you getting everything you're paying for?

Does Your Multi...?	Vitalizer	Your Multi
Provide every vitamin, plus minerals your body needs?	✓	?
Deliver 80 bio-optimized, clinically proven nutrients?	✓	?
Contain full-spectrum vitamin E with all eight natural forms, including gamma tocopherol?	✓	?
Provide 1,000 IU (1,200 IU in Vitalizer Gold™) of the most bioavailable form of vitamin D ₃ ?	✓	?
Provide 26 different antioxidants to help protect against free radical damage?*	✓	?
Provide a full spectrum of seven omega-3 fatty acids to help lower the risk of heart disease?***	✓	?
Provide guaranteed live probiotics to support digestive health?*	✓	?
Deliver nutrients with the patent-pending S.M.A.R.T.™ delivery system to enhance nutrient absorption?	✓	?

Is Your Multi...?	Vitalizer	Your Multi
Based on 12 Shaklee clinical studies and guided by a Landmark Study that showed Shaklee supplement users had markedly better health than those who used a single multivitamin or no supplements at all?*	✓	?
Developed by the number one natural nutrition company in the U.S.?	✓	?
Tested over 1,000 times every time it is made?	✓	?
Developed by a 50-year-old company with over 100 scientific publications backing it up?	✓	?
Free of artificial flavors, sweeteners, or added preservatives?	✓	?

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YOU-trients: How Vitalizer Benefits You

NUTRIENT†	% DV	VITALIZER	NUTRIENT'S BENEFIT IN THE BODY
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VITAMINS			
Vitamin A	100%	5,000 IU (50% beta carotene)	Supports healthy eyes, skin, and immune system
Vitamin D ₃	250%	1,000 IU	Supports healthy bones, calcium absorption, and heart and immune health
Vitamin E	667%	200 IU	Supports heart and cellular health
Vitamin K	100%	80 mcg	Supports blood coagulation and bone metabolism
Vitamin C	833%	500 mg	Supports a healthy immune system, cell membranes, and connective tissue
Folic Acid	100%	400 mcg	Supports cardiovascular and prenatal health
Thiamin (B ₁)	600%	9 mg	Supports cellular energy production and nerve function
Riboflavin (B ₂)	600%	10.2 mg	Supports cellular energy production and metabolism
Niacin	600%	120 mg	Supports cellular energy production, healthy skin, and carbohydrate metabolism
Vitamin B ₆	600%	12 mg	Supports cellular energy production and amino acid metabolism
Vitamin B ₁₂	600%	36 mcg	Supports blood formation and a healthy nervous system
Biotin	100%	300 mcg	Supports cellular energy production and carbohydrate and fat metabolism
Pantothenic Acid	600%	60 mg	Supports cellular energy, hormone, and neurotransmitter production

MINERALS			
Calcium	50%	500 mg	Supports strong bones, nerve transmission, and muscle contraction
Phosphorus	35%	350 mg	Major component of bones and teeth
Iodine	100%	150 mcg	Supports healthy thyroid function
Magnesium	50%	200 mg	Supports strong bones and muscle function, helps retain normal blood pressure and heartbeat
Copper	100%	2 mg	Supports bone health and is a component of enzymes involved in collagen synthesis
Zinc	100%	15 mg	Supports the immune system and is involved in the regulation of gene expression
Manganese	100%	2 mg	Supports bone health and is involved in amino acid metabolism
Selenium	100%	70 mcg	Supports the body's antioxidant defense system, immune system, and thyroid function
Chromium	100%	120 mcg	Helps retain normal glucose levels and supports carbohydrate, protein, and fat metabolism
Molybdenum	100%	75 mcg	Supports metabolism and cell function as a component of numerous enzymes
Nickel	†	15 mcg	May serve as a co-factor facilitating iron metabolism and may support gene expression*
Tin	†	10 mcg	Naturally present in the body
Vanadium	†	20 mcg	May support iodine metabolism and thyroid function*
Boron	†	1 mg	Possible role in the metabolism of vitamin D and estrogen*
Silicon	†	2 mg	May be involved in bone formation*

OMEGA-3s			
Omega-3 fatty acids	†	500 mg	Support heart, brain, and joint health*
Full spectrum includes:			
EPA	215%	280 mg	The most well studied omega-3 fatty acid
DHA	138%	180 mg	Important for healthy early brain development
5 other fatty acids	†	40 mg	Full-spectrum omega-3 fatty acid nutrition

PROBIOTICS			
<i>Bifidobacterium longum</i> (probiotic)	†	250 million CFU	Helps keep the digestive system running smoothly and boosts the immune system*
<i>Lactobacillus acidophilus</i> (probiotic)	†	250 million CFU	Generally considered to be beneficial because it produces vitamin K, lactase, and anti-microbial substances*

**Percent Daily Values are based on a 2,000 calorie diet.

†Daily Value (DV) not established.

‡This nutritional information is for Vitalizer. Vitalizer + Iron™ and Vitalizer Gold™ provide additional nutrients. For Vitalizer + Iron and Vitalizer Gold supplement facts, see labels at Shaklee.com.

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NUTRIENT†	% DV	VITALIZER	NUTRIENT'S BENEFIT IN THE BODY
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OTHER INGREDIENTS			
Zeaxanthin	†	80 mcg	Carotenoid antioxidant that supports eye health*
Quercetin	†	50 mg	Plant-based flavonoid compound with antioxidant and other properties*
Lycopene	†	2.5 mg	Free radical protection; may support normal cardiovascular and prostate health*
Lutein Ester	†	2 mg	Free radical protection, supports healthy eyes and may support heart health*
Citrus Bioflavonoid Dehydrate	†	25 mg	Free radical protection and supports normal cell metabolism*
Gamma, Beta, Delta Tocopherols	†	35 mg	Natural forms of vitamin E thought to have additional benefits beyond vitamin E activity*
Sodium	<1%**	10 mg	Helps regulate body-fluid balance

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- Shaklee Vitalizer™**
 For those who don't need extra iron
 #20263 30 servings
- Shaklee Vitalizer + Iron™**
 For those seeking additional iron
 #20271 30 servings
- Shaklee Vitalizer Gold™**
 For adults 50+
 #20270 30 servings

It All Adds Up to Value.

Anatomy of Quality

Step 1: The Recipe for Vitalizer

- Vitalizer is made from 69 different raw materials—which deliver 80 different nutrients—each with detailed specifications and processes that address purity and potency.
- To ensure that Vitalizer meets Shaklee quality standards, a manual with over 550 pages of specifications is used to provide detailed instructions on how to make and test the product.

Step 2: Selecting Raw Material Vendors

- Extensive quality checks are done prior to accepting a vendor as “Shaklee-approved”—with over 60 different quality checkpoints required on each raw material. Extensive testing is performed on multiple lots of a new ingredient before we approve the vendor.

Step 3: Raw Material Quality Inspection

- During the qualification period, over 640 tests are performed on the 69 raw materials to ensure that we are receiving materials that meet our standards.

Step 4: Selecting a Manufacturer that Exceeds GMP Standards

- When considering a potential facility, over 40 hours are devoted to the auditing process to ensure the highest quality of manufacturing and process controls.
- Over 200 validation tests are performed on vitamins and minerals to ensure a consistent, high-quality production process.
- On-site inspections take place every six months.

Step 5: Manufacturing—Over 1,000 Quality Inspections Every Time Vitalizer Is Made

- Over 100 visual quality inspections to review appearance.
- Over 110 tests conducted to ensure that each ingredient on the label is present in the right amount.
- Over 500 physical tests to make sure the product is being manufactured consistently.
- Over 330 raw material tests are done on every single batch—with an additional 253 annual audit checks.

Step 6: We're Not Done Yet

- Even after Vitalizer is shipped, we continue to test retained samples to ensure that all of the nutrients preserve potency and maintain freshness. Because, above all, Shaklee is committed to quality—you see it in the 100% money-back guarantee, the 1,000 quality tests, and the patent-protected technology that make Vitalizer an incredible value.

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Redefining Vitality
Shaklee Vitalizer™
 Dietary Supplement

100% Shaklee Guarantee. We stand behind each and every one of our products. The ingredients, purity, safety, and performance of all our Nutrition, Healthy Home, and Personal Care products are 100% guaranteed.

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