

Shaklee Milestones

1915–1979

1915 Dr. Forrest C. Shaklee develops Vitalized Minerals.



1956 Dr. Shaklee founds a company based on Living in Harmony with Nature® that is committed to developing products to improve the health of people and the planet.



1960 Shaklee introduces Basic-H® Concentrated Organic Cleaner, one of the first nontoxic, biodegradable cleaners.



1961 Dr. Shaklee creates Instant Protein®, one of the first soy protein isolate formulas.

1972 Shaklee introduces Basic-L®, one of the first biodegradable laundry detergents without phosphates, nitrates, or borates.

1980–2003

1981 Shaklee introduces the first plant-based, sustained-release delivery system for vitamin C.

1982 Shaklee becomes a Fortune 500 company.



1983 First American ascent up Mt. Everest without supplemental oxygen is powered by Shaklee nutrition.

1986 First nonstop flight around the world on the *Voyager* is powered by Shaklee nutrition.

1986 Shaklee provides financial support and products for the first recorded expedition by dog sled to the North Pole, led by *National Geographic* award-winning polar explorer, author, and educator Will Steger.

1987 Shaklee is selected by Jacques Cousteau and the Cousteau Society to provide environmentally friendly cleaning products for use aboard their research vessels, the *Calypso* and *Alcyone*.

1987 Longest human-powered flight, 72 miles across the Aegean Sea and called the Daedalus Project, is powered by Shaklee Performance®.



1989 Shaklee helps build schools and health clinics, and plants more than 1 million trees in Asia through a partnership with the American Himalayan Foundation, an organization chaired by Sir Edmund Hillary.

1990 Nontoxic and biodegradable Basic-H® is chosen as one of the first official Earth Day products.

1991 Shaklee household cleaners and personal care products are selected for use in the Biosphere 2 Project in Arizona.

1991 Shaklee introduces Basic-D®, one of the first phosphate-free automatic dishwashing detergents.

1992 Shaklee Cares®, a nonprofit organization, is established and dedicated to providing relief from natural disasters such as hurricanes whose severity has been compounded by climate change.

1993 Shaklee develops and supplies NASA with a customized rehydration beverage for Shuttle astronauts called AstroAde, which is still used today.



1996 Shaklee-powered world-class athletes win eight gold medals in Atlanta.

1998 Shaklee introduces Enfuselle®—one of the first nutrition-based skin care lines—which is supported by seven patents and a million dollars in clinical studies.



2000 Shaklee becomes the **first company in the world** to obtain Climate Neutral™ certification and **totally offset its carbon emissions**, resulting in a net-zero impact on the environment.

2000 Shaklee opens its World Headquarters, one of the first green, energy-saving, award-winning buildings designed using sustainable materials, including certified sustainable wood, recycled carpets, and recycled plastics.



2002 Shaklee receives the Environmental Protection Agency's Climate Protection Award.

2003 Shaklee introduces Minerelles®, one of the first natural, mineral-based cosmetic lines.

Over 50 Years of Environmental Leadership and Scientific Innovation

2004–Present

2004 Roger Barnett becomes Chairman and CEO.

2004 Shaklee-powered world-class athletes win 15 gold medals in Athens, Greece.

2005 Shaklee introduces one of the first interferon-boosting immunity formulas: NutriFeron®.*



2006 U.S. Ski Team and U.S. Snowboarding, Shaklee-powered athletes, win 10 medals in Turin, Italy.

2006 Shaklee holds its first-ever carbon-neutral conference in San Francisco.

2006 Dr. Wangari Maathai, 2004 Nobel Prize recipient, becomes Global Ambassador of the Shaklee *A Million Trees. A Million Dreams.*™ campaign.

2007 Shaklee is selected as a U.S. EPA Climate Leader and is the EPA's first consumer products company to offset 100% of its carbon emissions and use 100% green power.

2007 Shaklee becomes the first company in the world to offset its carbon emissions by providing sustainable energy to electrify villages in Africa in partnership with the Earth Institute at Columbia University.

2007 Shaklee introduces a revolutionary weight management line called Cinch®, and a safe and natural home care line called Get Clean®.



2007 Shaklee is commended by former President Bill Clinton and recognized by the Clinton Global Initiative for the company's leadership in offsetting carbon emissions by creating renewable energy in Africa.

2007 Shaklee introduces Vitalizer, with an exclusive, breakthrough delivery system with 80 bio-optimized nutrients clinically proven to create a foundation for a longer, healthier life.*



2007 Shaklee is honored with Global Green USA's Organizational Design Award for its outstanding leadership role in effecting positive environmental change.

2007 The largest study of long-term supplement users conducted in collaboration with researchers from the UC Berkeley School of Public Health determines that people who took Shaklee supplements had markedly better health than people who took either no supplements or other brands of multivitamins.

2008 Shaklee is awarded the Stevie for Best Corporate Environmental Responsibility Program by the American Business Awards.

2008 Shaklee launches Tru-Infinity™, the first patent-pending compensation plan to reward through true infinity.

2008 Shaklee Get Clean® Basic H2® and Dish Wash concentrates win the PTPA (Parent Tested Parent Approved) Media Inc. Seal of Approval.

2008 Shaklee introduces Vivix®, a revolutionary breakthrough in cellular anti-aging.*



2008 Shaklee named to the Top 20 Retail Partner list by the EPA Green Power Partnership.

2009 Roger Barnett is

honored with a Clean Air Award from Breathe California in recognition of Shaklee Corporation's contributions to reducing the effects of global warming and improving air quality.

2009 Shaklee is honored with the Business Environmental Award for Sustainability from Acterra: Action for a Healthy Planet.

2009 Shaklee commemorates the planting of the one millionth tree in its *A Million Trees. A Million Dreams.*™ campaign with program Global Ambassador and 2004 Nobel Peace Prize Laureate Dr. Wangari Maathai and California Governor Arnold Schwarzenegger.



2009 Shaklee is honored with the Green Power Leadership Award from the U.S. Environmental Protection Agency.

2009 Shaklee achieves the EPA Climate Leaders goal of net-zero U.S. greenhouse gas emissions from 2006–2009.

2010 Shaklee is honored to be named an Industry Innovator by Climate Counts for the company's leadership in taking voluntary action to address climate change.

*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.