

100 Years of Shaklee



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, the first nontoxic, biodegradable cleaner.

1961

Dr. Shaklee creates Instant Protein, the first soy protein isolate formula.



1972

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

1981

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

1983

First American ascent up Mount 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 dogsled to the North Pole, led by *National Geographic* award-winning polar explorer, author, and educator Will Steger.



1993

Shaklee develops and supplies NASA with a customized rehydration beverage for Shuttle astronauts called Astro-Ade, still used today.

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 *Alcyon*.

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 to provide relief from natural disasters such as tornadoes and hurricanes, the severity of which have been compounded by climate change.

1996

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

1998

Shaklee introduces Enfuselle®—one of the first nutrient-based skin care lines—backed by seven patents and \$1 million dollars in clinical studies.



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.



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.

2002

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

2003

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

2004

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

2004

Roger Barnett becomes Chairman and CEO.



2005

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

2006

US Ski Team and US 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.

2006

Shaklee introduces a safe and natural home care line called Get Clean®.



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

2007

Shaklee introduces Vitalizer, with an exclusive, breakthrough delivery system 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 leadership role in effecting positive environmental change.

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LOWER

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 Tru-Infinity™

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

2008

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

2008

Shaklee introduces Vivix®, scientifically engineered to Slow Aging at the Cellular Level.*



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 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 US greenhouse gas emissions from 2006–2013.

2010

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

2010

Shaklee-powered world-class athletes win 22 medals in Vancouver, Canada.



2012

Shaklee-powered world-class athletes win seven medals in London.

2013

Shaklee introduces Shaklee 180, an entirely new way to lose the right kind of weight—fat, not muscle—and learn how to keep it off.

2014

Shaklee-powered world-class athletes win 10 medals in Sochi, Russia.



2014

Shaklee introduces MindWorks, the latest advancement in brain science.

2015

Shaklee opens the Dr. Forrest C. Shaklee Innovation Center, setting the stage for the next 100 years of scientific breakthroughs.



2015

Shaklee commissions total \$7 billion worldwide.

2015

Shaklee Life Plan introduced, the healthiest daily nutrition plan on Earth.