

REV SUCCESS STORY: SHAKLEE

Shaklee is a leading global health and wellness company with over 1.2 million members in eight countries. For nearly 60 years, Shaklee has been dedicated to transforming people's lives through small, simple steps that add up to big results — what is referred to as The Shaklee Effect™. Shaklee seeks to improve the health of people and the planet by developing better products that are in harmony with nature, a key tenet of company culture since the company was founded in 1956.

SHAKLEE'S GOAL

Starting with its founder, Dr. Forrest C. Shaklee, Shaklee has been an innovator and pioneer in its commitment to sustainability, from the formulation of one of the world's first biodegradable household cleaners, to becoming the first company to obtain climate neutral certification. Shaklee has received several accolades for its environmental efforts, including the Clean Air Award and the Business Environmental Award for Sustainability. It has also been recognized as an EPA Climate Leader, offsetting 100% of its greenhouse gas emissions. Even with such substantial achievements, Shaklee continues to discover new opportunities for value in sustainability. Through its participation in the Sustainability Circle, Shaklee sought to delve deeper into initiatives promoting water conservation, furthering energy savings and reducing waste. Shaklee is dedicated to growing sustainability efforts internally and equally as important, to making a significant impact in its supply chain, the health and wellness industry, and beyond.

"Taking the small steps to reduce your impact is what having an ongoing SAP is all about. Anything we can do to make a difference for the planet is going to add up, especially if people can use that as a model for what they do in their own home, community or business."

Cathy Keating, VP of Field Communications
Shaklee

ACTION PLAN HIGHLIGHTS

Shaklee's Sustainability Action Plan (SAP) incorporates a broad range of 31 initiatives targeting significant cuts in water use, reduced energy consumption, reduced waste, and a strong emphasis on creating momentum

around their successes to accelerate sustainability efforts in their local community.

SELECT BIG GOALS

- To be known as an early pioneer and a market leader in sustainability.
- To remain carbon neutral while continuing to reduce its carbon footprint.
- To investigate the opportunities within the supply chain to enhance biodiversity, sustainability and influence others to do the same.

A SAMPLING OF SELECT INITIATIVES

- Install low resistance electrostatic air filters to improve air quality, reduce energy use, reduce maintenance costs and reduce waste.
- Install water softeners on cooling towers, low-flow faucet aerators, showerheads, and toilets, and switch to drip irrigation systems versus pop-up sprinklers.

RESULTS & BENEFITS

Shaklee's projected annual savings include \$52,546 and 137,773 kWh. Over a 10-month period, Shaklee reduced water consumption by 3.03 million gallons, reducing domestic water consumption by 46.9%, and water for irrigation by 56.9%. In the wake of California's recent drought, Shaklee was asked to present its achievements to the Pleasanton City Council, to spread the word about the tremendous impact that businesses can have.

"Participating in the Circle actually energized me for the rest of my work. It's really encouraging to step outside of your own routine and see what people are doing that is making a difference."

Cathy Keating, VP of Field Communications, Shaklee