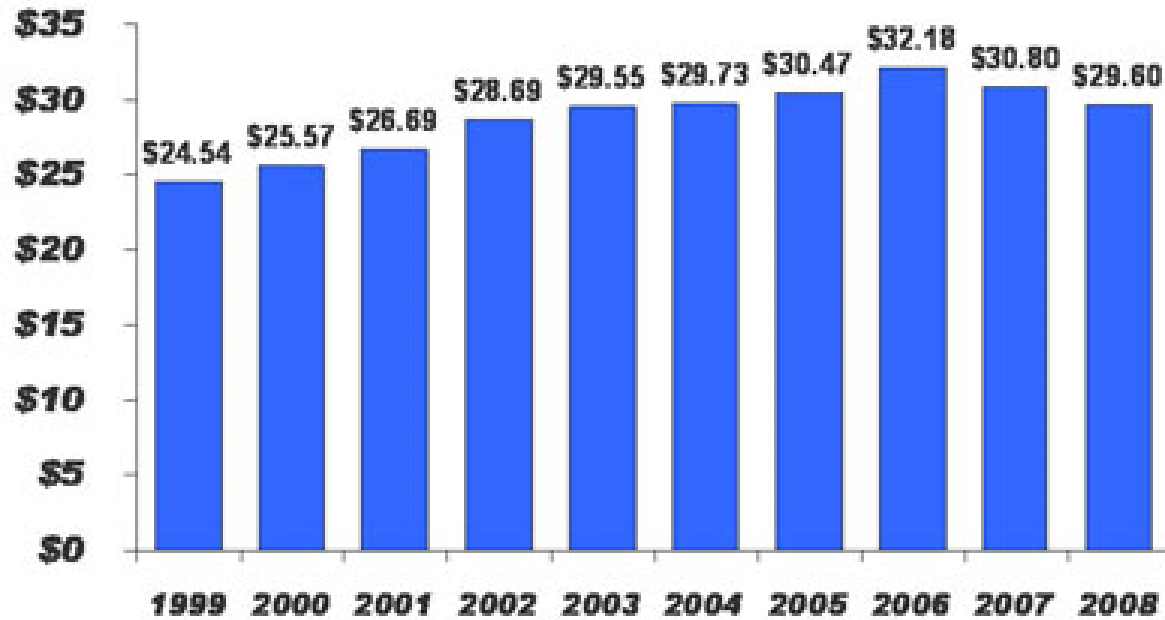


2008 National Sales Force Survey Direct Selling Association

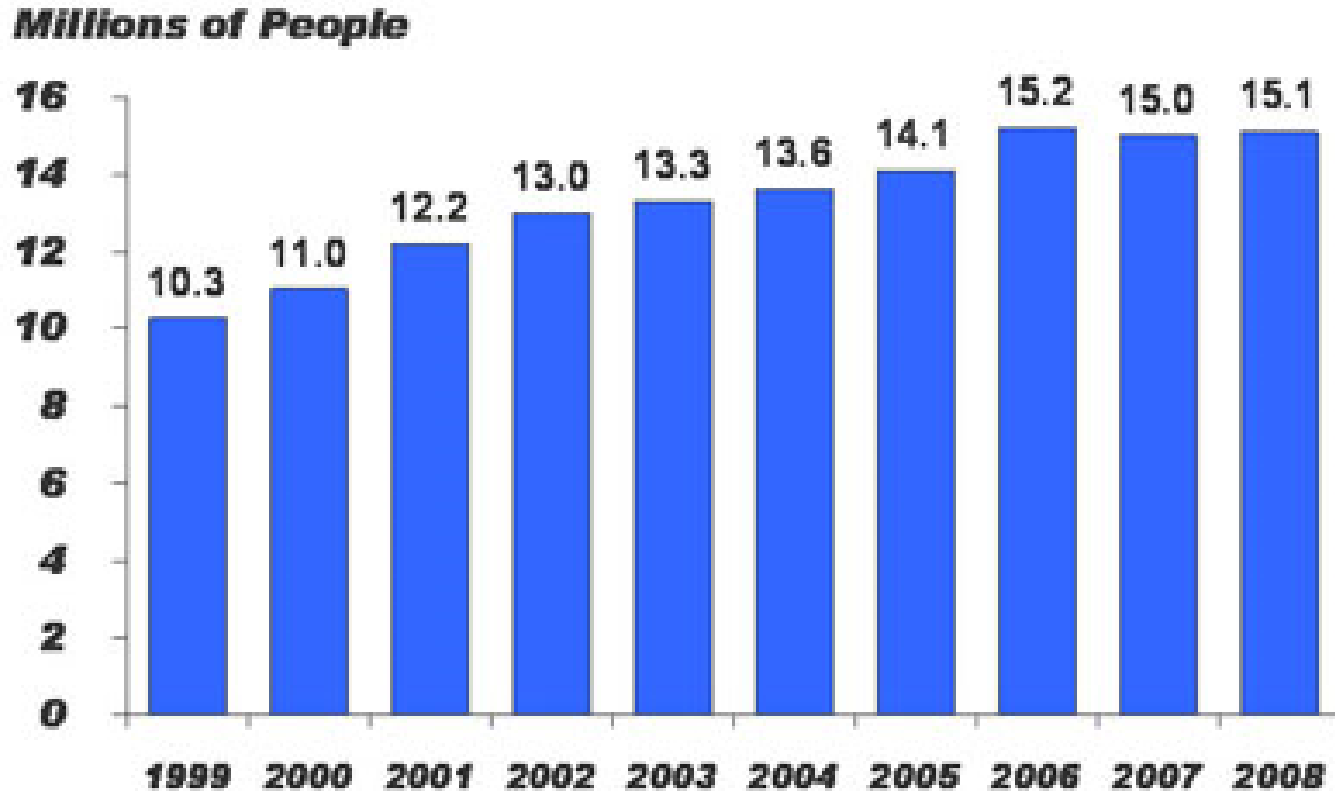
**If you understand this information, you will be
postured correctly to progress in Shaklee.**

2008 U.S. Direct Sales

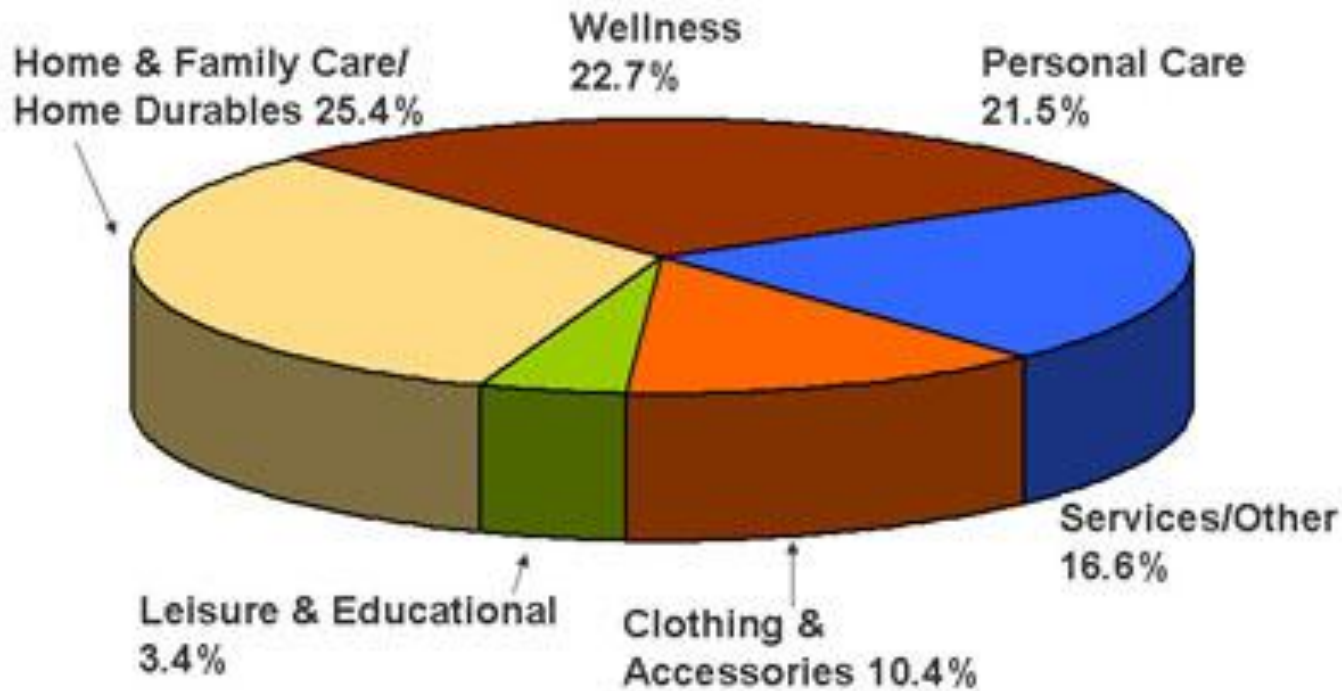
Billions of Dollars



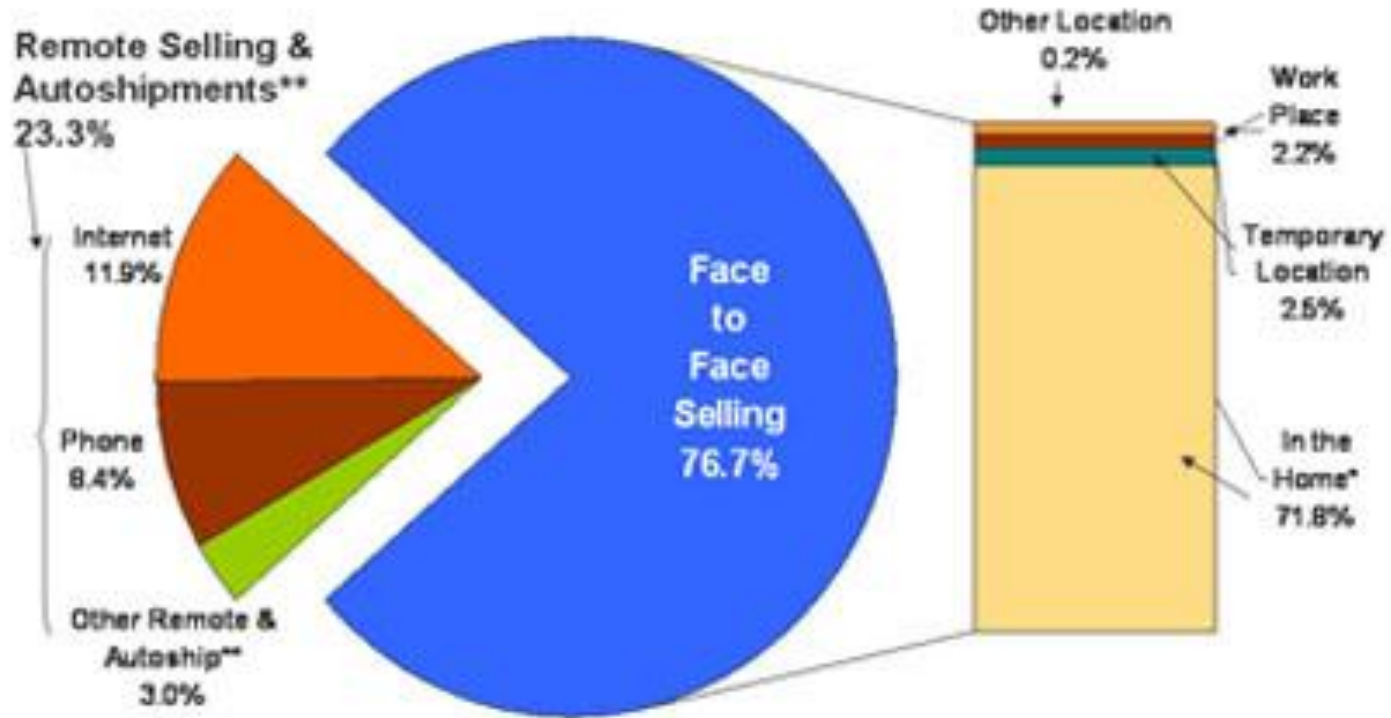
2008 U. S. Sales Force



% of Sales by Major Product Group



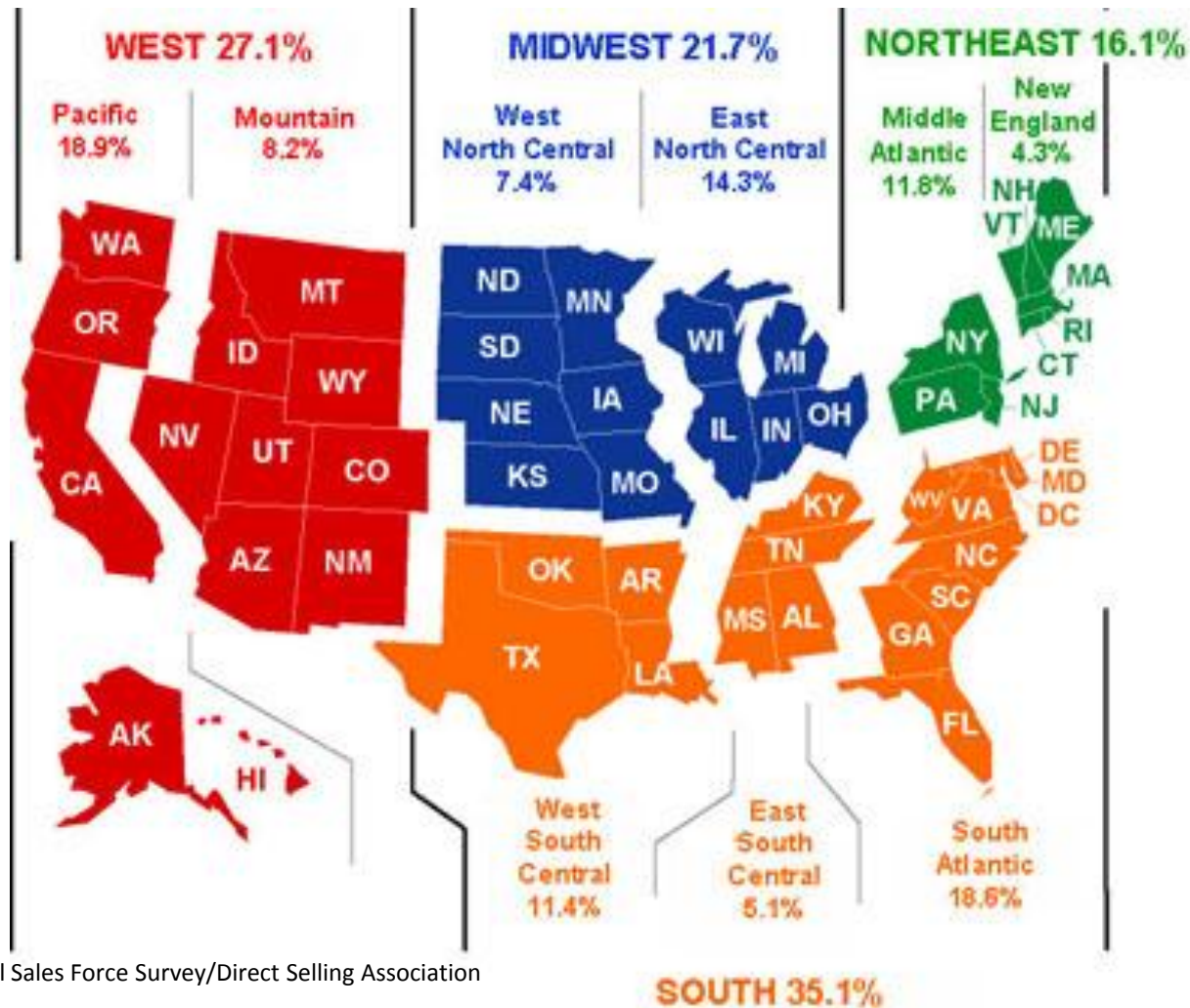
Location of Sales



*Including seller personal consumption

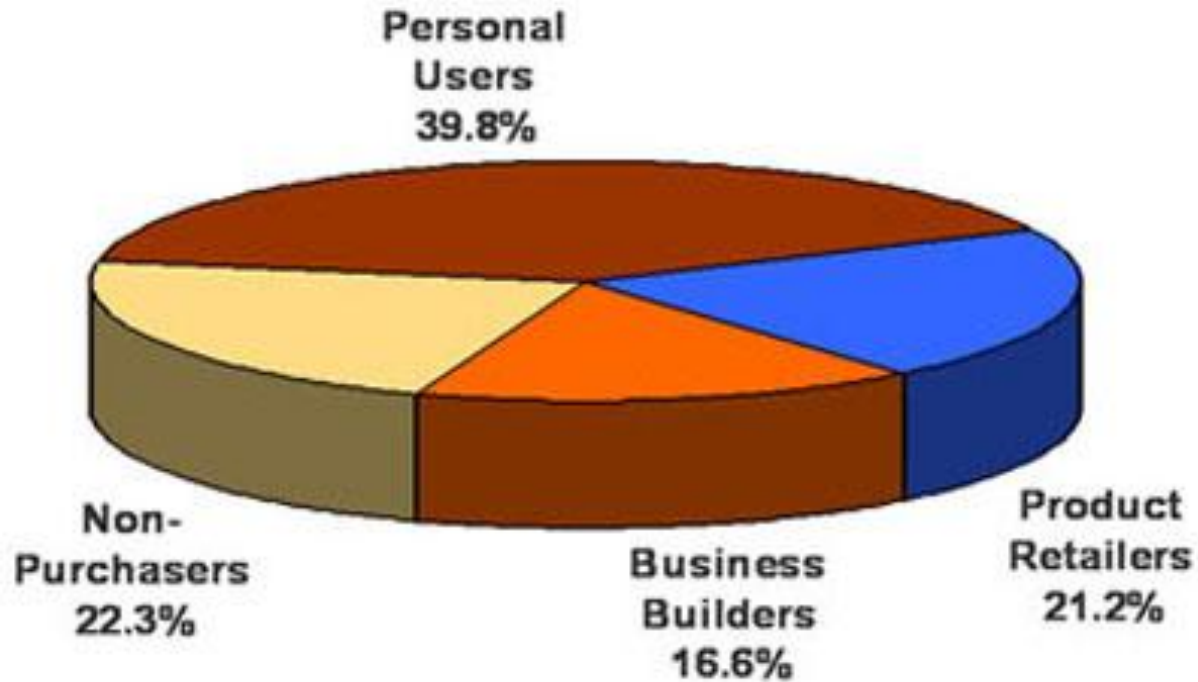
**Autoshipments to retail customers of direct sellers

Percent of Sales by Region



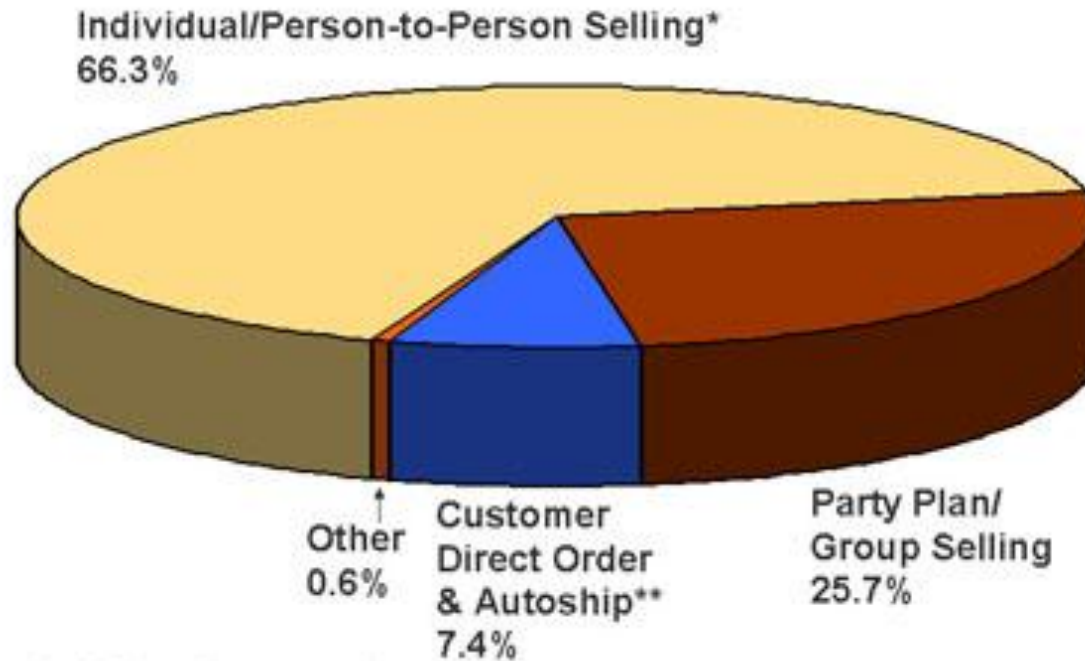
2008 National Sales Force Survey/Direct Selling Association

Types of Direct Sellers



Note: Based on reporting firms.

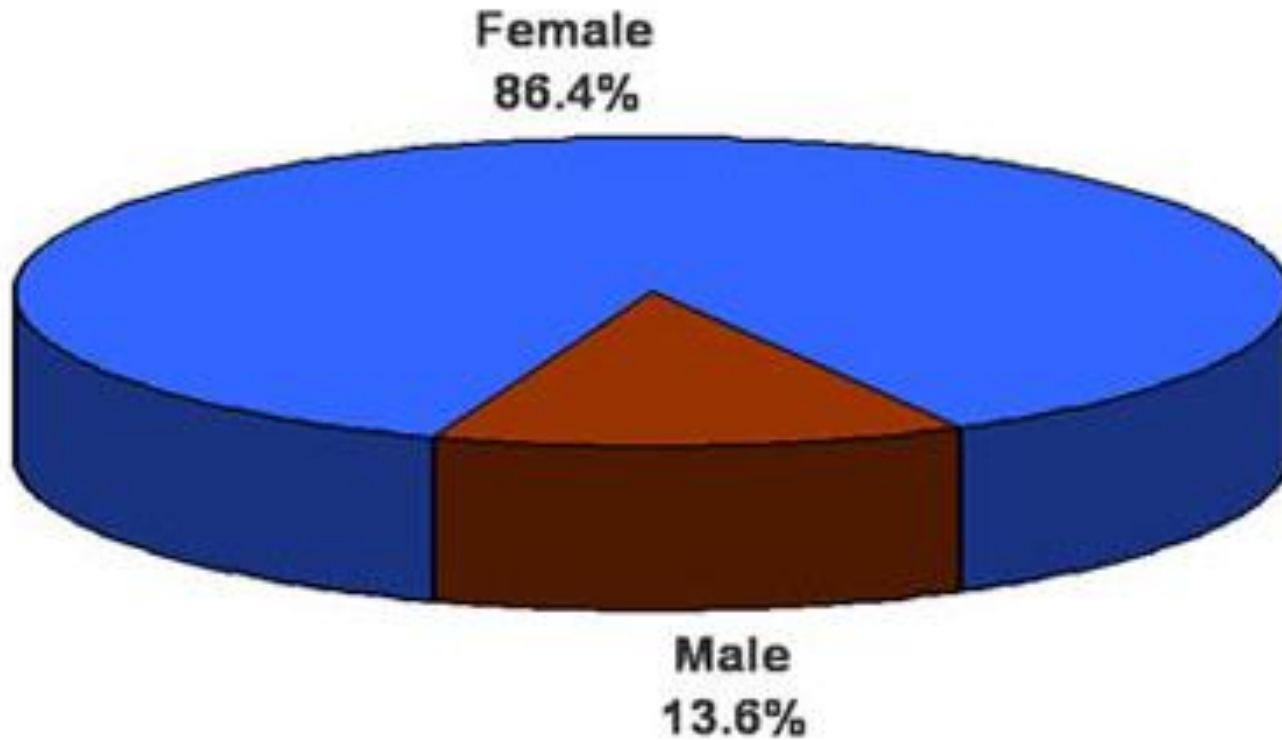
Sales Strategy



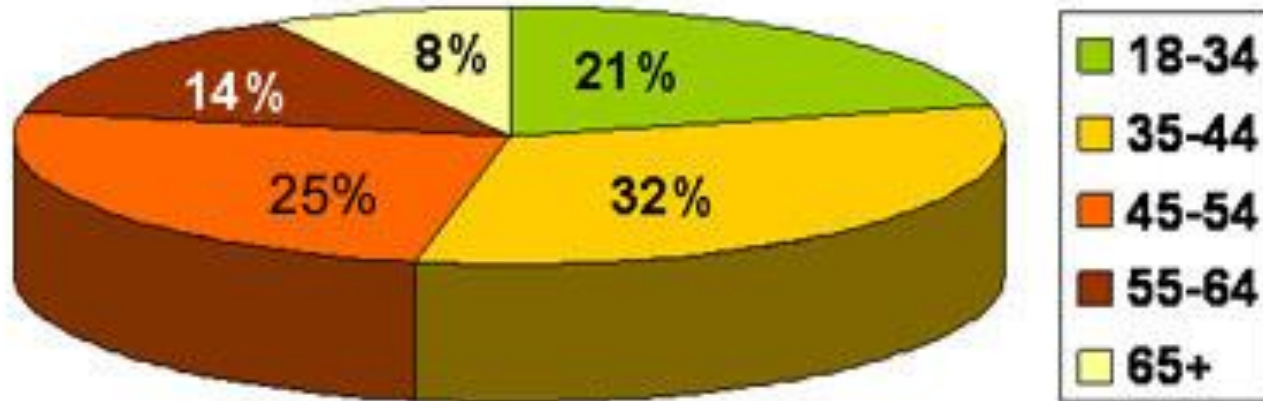
*Including seller personal consumption

**Autoshipments to retail customers of direct sellers

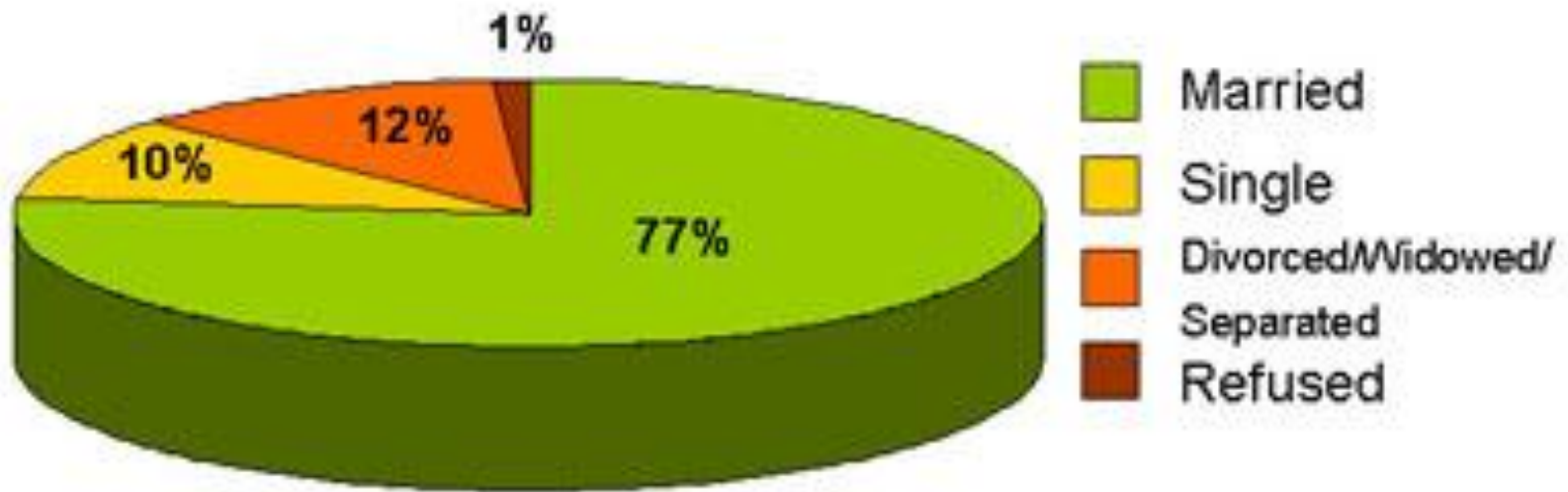
Gender of Sales Force



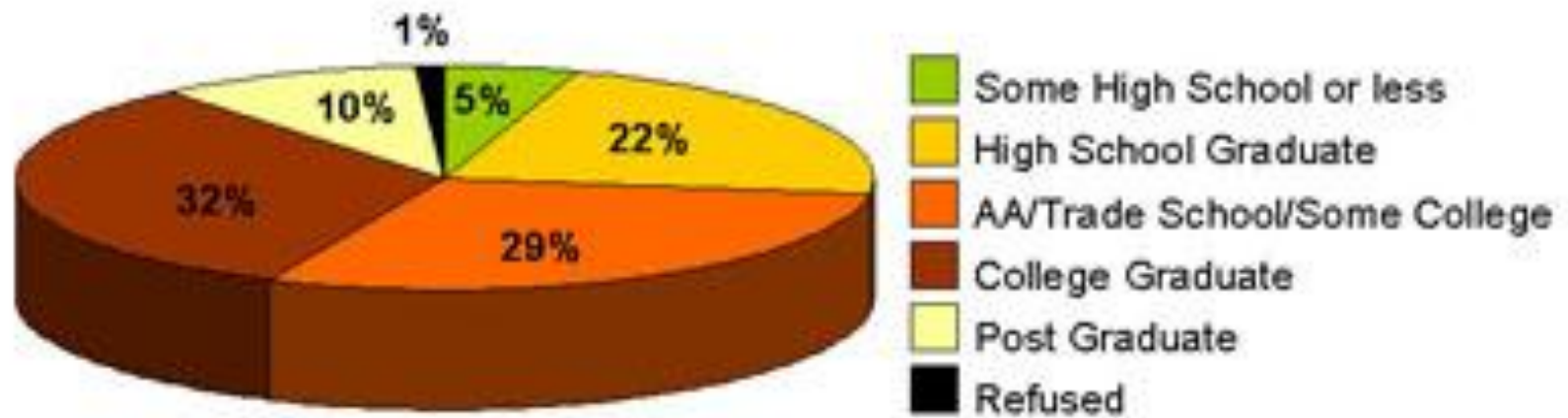
Age Group of Sales Force - 2008



Marital Status of Sales Force



Education of Sales Force



Hours Spent on Direct Selling/Week

