

Historical Timeline



Below are important dates in the history and development of Shaklee Corporation: A Company With A Conscience

1915 Dr. Shaklee's research begins. Formulation of the first food supplement - **Vitalized Minerals**.



1956 Founded as Shaklee Products in **Oakland, California**, by Dr. Forrest C. Shaklee, Sr., and his two sons, Forrest, Jr., and Raleigh.

1960 **Basic-H**, the first household product, phosphate-free, concentrated and biodegradable all-purpose cleaner introduced.



1962 Expanded facilities located on National Avenue, **Hayward, California**.



1964 First Shaklee Convention held at the Jack Tar Hotel in **San Francisco**.

1969 Basic-H used on several of the **Apollo flights** in which the astronauts used it to shave with, bathe with and clean the capsule.

1971 Forrest C. Shaklee Research Center established in **Hayward, California**.



1972 Shaklee Products, Inc., renamed as Shaklee Corporation. In the decade of growth in the **1970's**, sales went from **\$20 million to over \$320 million**.

1973 Shaklee Corporation becomes a publicly held company.

1974 Shaklee Corporate Headquarters moves to Emeryville, California.

1976 **Shaklee Japan** and **Shaklee Canada** established.

1977 First listed on the **New York Stock Exchange** on 8/2/77.

1979 Grand Opening of the **Norman Manufacturing Facility in Norman, Oklahoma**. Closure of National Avenue and Corsair manufacturing facilities in Hayward.



1980 Corporate headquarters are moved to Shaklee Terraces in **San Francisco**.

Shaklee sponsors the **Sir Edmund Hillary 1980 American Everest Expedition** as well as several other Everest climbs in which Shaklee nutritionists and products helped the **first world-class climbers scale Mount Everest without supplemental oxygen**.



1981 25th Anniversary observed with Silver Jubilee Year Celebration.

1984 Shaklee is the "Official Nutrition Consultant to **the U.S. Olympic Ski Team**" which wins more medals at the Winter Games in Sarajevo than any other competing country.

1986 Shaklee acquires Bear Creek Corporation.

Shaklee products fuel the **Voyager** pilots in their record-setting first to fly round the world, non-stop, non-refueled.

Will Steger's **North Pole Expedition** rely upon nutritional products and special diets designed by Shaklee Scientists.



1988 Shaklee develops **Performance**, a new maximum endurance sports drink, as the sole source of nutrition for the **Daedalus Flight** which sets the world record for human powered flight. A solo cyclist pedaled 72 miles non-stop through the air between the Greek Islands of Crete and Santorini.



1989 Will Steger's **Trans-Antarctic Expedition** rely upon nutritional products and special diets designed by Shaklee Scientists.

1990 Shaklee is **one of only seven** corporations named as Official Sponsors of the 20th Anniversary of **Earth Day**; **Basic H** receives the title of **Official Earth Day Product**. Given Family Circle magazine's "**Green Chip**" award as one of the **nation's ten** most environmentally conscious companies.

The **Biosphere 2 Project** chose to purchase Shaklee Household Cleaners and Personal Care products, even declining companies who offered to donate their products.



1992 Shaklee Mexico opens. Four **Team Shaklee cyclists** chosen to represent the U.S. at the **Summer Olympic Games**.

1994 Celebration of the **100th Anniversary** of the birth of Dr. Forrest C. Shaklee.

Community Caretakers program founded in honor of Dr. Shaklee's continuing commitment to the greater good.

1995 Will Steger's **International Arctic Project** rely upon nutritional products and special diets designed by Shaklee Scientists.



1996 Shaklee celebrates its fortieth anniversary as a leader in the multilevel marketing industry.

1996 Shaklee-sponsored athletes compete in the Olympic Centennial Games in Atlanta and **earn 4 gold, 6 silver and 1 bronze medals.**

Cyclist Kent Bostick:
Multi-Time National Champion,
375+ career wins,
qualified for the 1996 Olympic games in Atlanta at 43 and the oldest racer in the sport



1997 Shaklee and **Yamanouchi Pharmaceutical Co. Ltd.** break ground for new pharmaceutical manufacturing plant in Norman, Oklahoma.



Shaklee and Yamanouchi Pharmaceutical Co. Ltd. officially open the state-of-the-art Yamanouchi Shaklee Pharma (YSP) Research Center located in the **Stanford Research Park**, Palo Alto, California.



1998 Shaklee introduces the **Enfuselle Skin Care System** with a clinically-tested product line featuring four patent-pending technology breakthroughs. Over 1 million dollars were spent on clinical trials which were overseen by the **California Skin Research Institute.**

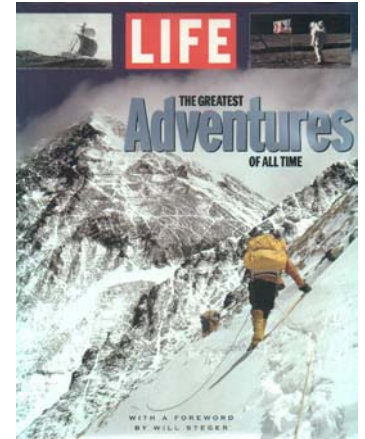


2000 Shaklee officially opens its environmentally state-of-the-art world headquarters in **Pleasanton, California.**

Shaklee is certified as the nation's first **Climate Neutral™ Certified Company** by the Climate Neutral Network as a result of Shaklee's achievement of a net zero impact on the Earth's climate.

2000 Shaklee receives the **Earth Day 2000 Environmental Business Leadership Award** from Earth Day New York and the **Business Environmental Network Award** from Bay Area Action/Peninsula Conservation Foundation.

Time Life Books releases ‘**The Greatest Adventures of All Time**’ featuring **25** inspiring adventures of exploration and record-breaking accomplishments. **More than ¼** of these great achievements were projects that involved Shaklee sponsorship and products: Jacques Cousteau’s research vessels (Calypso and Alcyon), Will Steger Polar Expeditions, Sir Edmund Hillary and Everest, Air Daedalus, and Voyager.




2001 Due to the company's ongoing environmental leadership, Shaklee continues to receive awards in 2001 such as: The Edmund G. "Pat" Brown **Award from the California Council for Environmental and Economic Balance**, Pacific Gas & Electric's "**Savings By Design**" **Energy Efficiency Integration Award**, The **2001 Vision For Tomorrow Award** from the Direct Selling Association (DSA) - Shaklee is the only company in the history of DSA to win this award **twice**.

AirSource, a new division of Shaklee Corporation offering advanced air purification products, is launched.



2002 Shaklee introduces the **Prosanté Hair Care System** proven to strengthen hair and increase hair thickness.

2004  Shaklee purchased by billionaire, Roger Barnett, Managing Partner: Activated Holdings LLC, a successful family-owned company for 75 years. Roger personally created 3 companies from scratch that are #1 in their fields and each worth over \$2 billion. He spent \$20 million and 3 years researching 1000 industries and chose the Network Marketing Industry. He then researched 75 Network Marketing companies and chose Shaklee because it was the **best long-term investment he could make**. ***“Shaklee was the crown jewel worth waiting for.”*** Roger plans to grow Shaklee to **#1 in the Network Marketing industry and a \$5 billion company in the next 10 years!**