

# Our Environmental Heritage

Founded in 1956, Shaklee® is the first company in the world to be certified by the Climate Neutral™ network to have a net zero impact in climate change. For 50 years, Shaklee has quietly led the way in environmental stewardship and support of social causes.

## Milestones

- 1956** Dr. Forrest C. Shaklee founded a company based on Living in Harmony with Nature® that is committed to developing products to improve the health of people and the planet.
- 1960s** Shaklee introduces Basic-H® Concentrated Organic Cleaner, one of the first nontoxic, biodegradable cleaners.
- 1970s** Shaklee introduces one of the first biodegradable laundry detergents without phosphates, nitrates, or borates.
- 1980s**
- 1985** Shaklee was selected by the Wild Dolphin Project to provide environmentally friendly cleaning products for use onboard their research vessel, *Stenella*. The Wild Dolphin Project is dedicated to studying the habitat of dolphins and Shaklee's relationship has continued for 21 years.
- 1986** Shaklee provided financial support and products for the first recorded, unsupported expedition by dog sled to the North Pole, led by *National Geographic* award-winning polar explorer, author, and educator Will Steger.
- 1987** Shaklee was selected by Jacques Cousteau and the Cousteau Society to provide environmentally friendly cleaning products for use onboard their research vessels, the *Calypso* and *Alcyone*.
- 1989** Shaklee helped build schools and health clinics and planted more than one million trees in Asia through a partnership with the American Himalayan Foundation, an organization chaired by Sir Edmund Hillary.
- 1989-90** Shaklee provided financial and product support for a trans-Antarctica expedition led by Will Steger, which was the first crossing of Antarctica on foot, covering 3,700 miles. Following this expedition, Steger testified before Congress on polar and environmental issues and co-founded the Center for Environmental Education.
- 1990s**
- 1990** Shaklee's nontoxic and biodegradable Basic-H® was chosen as one of the first official Earth Day products.
- 1991** Shaklee introduces Basic-D®, one of the first phosphate-free automatic dishwashing detergents.
- 1992** Shaklee Cares®, a nonprofit organization, was established and dedicated to providing relief from natural disasters such as tornadoes and hurricanes, whose severity has been compounded by climate change.
- 1995** Shaklee provided financial and product support for the third International Arctic Project led by Will Steger. This was the first surface crossing of the 2,500-mile-wide Arctic Ocean. The expedition brought information about environmental issues and changes to the polar landscape to millions of school children worldwide.
- 1996** Shaklee environmentally friendly cleaning products were selected by Ocean Alliance and the Whale Conservation Institute to be used onboard the *Odyssey*, a research vessel that gathers data on contaminants throughout the world's oceans. This relationship continues today.
- 1998** Shaklee becomes a Charter Partner of the U.S. EPA's Climate Wise Program, which set aggressive corporate-wide greenhouse gas reduction goals.

## Milestones continued from previous page

### 2000s

**2000** Shaklee becomes the first company in the world to obtain Climate Neutral™ certification and totally offset its CO<sub>2</sub> emissions.

**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. In 2001, Shaklee received the Savings by Design Energy Efficiency Integration Award by the American Institute of Architects.

**2005** Shaklee becomes a major partner of the Green Belt Movement, founded by Dr. Wangari Maathai, the 2004 Nobel Peace Prize laureate.

**2006** Dr. Wangari Maathai, becomes the Global Ambassador for A Million Trees. A Million Dreams™, a Shaklee environmental campaign that raises awareness of global climate change and initiates efforts to plant trees in North America and Africa.

**2006** Shaklee holds a first-ever carbon neutral conference in San Francisco by offsetting the greenhouse gas emissions of the nearly 10,000 attendees at the company's 50th Anniversary Conference.

**2006** Shaklee is selected as a U.S. EPA Climate Leader, pledging to maintain a net zero impact on climate change and offset 100% of its greenhouse gas emissions through 2009.

**2006** Shaklee is commended by President Bill Clinton for leadership in offsetting carbon emissions by creating renewable energy in Africa and is recognized at the Clinton Global Initiative.

**2007** Shaklee becomes a founding member of the Business Council on Climate Change, an organization of businesses that serves as an inspiration and model of global climate stewardship by implementing effective and economically sound solutions to climate change.

**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 Millennium Promise, the organization established by Dr. Jeffrey D. Sachs, which prototypes ways to implement the United Nations' Millennium Development Goals.

**2007** Shaklee provides financial and product support for polar explorer Will Steger and his GlobalWarming101.com expedition. This brand-new expedition includes an extensive educational outreach campaign to students throughout America to raise awareness of the impact of global climate change on five Inuit communities in the Arctic.

## CO<sub>2</sub> Reduction Projects

In 2000 Shaklee Corporation became the first Climate Neutral™ certified company in the world; Shaklee was certified by a third-party organization to have a net zero impact on climate change.

### Offset-projects include:

- Shaklee converts boilers in the Portland School District from oil to natural gas.
- Shaklee sponsors a rural electrification project in Sri Lanka, India to replace kerosene lamps and diesel generators with solar photovoltaics that reduce greenhouse gas emissions and improve health for rural-dwelling families.
- Shaklee supports the construction of the Rosebud Sioux Tribe Wind Turbine Project, the first large-scale Native American owned and operated wind turbine.
- Shaklee supports a project to convert San Bernardino County school buses from petroleum-based diesel fuel to biodiesel fuel formulated from recycled cooking oil.

## Awards

- 1990 Shaklee receives the *Family Circle* Green-Chip Award as one of the 10 most environmental companies.
- 2001 Shaklee receives the Governor's Environmental and Economic Leadership Awards—Certificate of Recognition—from the California Environmental Protection Agency.
- 2001 Shaklee receives The Edmund G. "Pat" Brown Award from the California Council for Environmental and Economic Balance.
- 2001 Shaklee receives the 2001 Savings by Design Energy Efficiency Integration Award, co-sponsored by the American Institute of Architects and California Council.
- 2001 Shaklee receives the 2001 Vision for Tomorrow Award from the Direct Selling Association.
- 2002 Shaklee receives the U.S. Environmental Protection Agency Climate Protection Award.
- 2002 Shaklee receives the Environmental Stewardship Award from Social Accountability International.
- 2003 Shaklee receives the Gold Medal Award for Environment & Sustainability from the *Nutrition Business Journal*.
- 2003 Shaklee receives the National Environmental Excellence Award from National Association of Environmental Professionals.
- 2006 Shaklee is designated as an EPA Climate Leader by the Environmental Protection Agency.

## Testimonials

*"I don't know a company that's doing more to make this [environmental stewardship] part of its core business practice and its commitment to the public than Shaklee. I have to say that's really quite impressive to see a company that committed to go carbon neutral before it became fashionable. You know it's a big deal in 2007 to do it, but here's a company that thought of it seven years ago. That really deserves credit and what a leadership position it provides for Shaklee."*

Dan Esty, Professor at Yale and Director of the Center for Business and Environment at Yale, co-author, *Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value and Build Competitive Advantage*.

*"Your efforts to make your operations 'carbon neutral' and ensure that Shaklee products leave a light footprint on the Earth are pioneering. Your support means a lot to me and the Green Belt Movement. Of the 4.6 million trees Green Belt groups—mostly poor, rural women—planted in Kenya in 2006, 100,000 were Shaklee-supported. These seedlings are helping restore some of Kenya's critical landscapes where deforestation, soil erosion, and erratic rainfall threaten ecosystems."*

- Wangari Maathai, 2004 Nobel Peace Prize laureate and Founder of the Green Belt Movement.

*"We're delighted to partner with the Shaklee Corporation. Partnerships with private companies are crucial to the overall mission to end poverty in the poorest places of the world. Promoting solar energy in African villages will not only provide much-needed electricity, but also encourage renewable energy sources as a sustainable model."*

Jeffrey Sachs, President and Co-Founder, Millennium Promise, a nonprofit organization working to support the United Nations' Millennium Development Goals to end extreme poverty in Africa by 2015

*"This is a commitment I love. Roger Barnett, the president of Shaklee Corporation, has made a commitment for his company to become net fully carbon neutral, 100 percent carbon neutral. Shaklee intends to oversee the purchasing and installation of solar energy to provide decentralized electrification to the Millennium Villages that Dr. Jeff Sachs is doing so much to develop. This is a great deal. Thank you very much, Roger and thank you, Shaklee."*

President Bill Clinton, closing address of Clinton Global Initiative, Sept. 22, 2006.