

June 20, 1970

Dr. Joshua Lederberg  
Stanford Hospital  
Stanford University  
Stanford, California 94305

Dear Dr. Lederberg:

In your recent syndicated column, Science and Man--"The Search for a Clean Detergent", you mention the efforts of the chemical industry to come up with a washing compound that will satisfy the housewife's demand for an effective cleaner and at the same time answer the current cry for a biodegradable product that will not further pollute our distressed earth.

I wonder if you have not become acquainted with the product of a local (bay area) firm which for the lifetime of its product line (since 1915) has been concerned about biodegradability and the total health of its users.

Shaklee Products is based in Hayward, California, and is sold only through neighborhood distributors, so you will not find it on your supermarket shelves or trumpeted from the pages of the slick magazines. But I think it merits some attention at this time of concern, since so many of <sup>us</sup> who use Shaklee products continue to shake our heads when we read articles and columns like yours, and say to ourselves, "don't they know about Shaklee?"

So, instead of staying at this negative level of consumer reaction, I've decided to go one step farther and bring Shaklee to your attention. I'm enclosing some materials for your information, and I will be glad to refer you to other authoritative sources, if you'll just give me a call. *— Please reply by mail.*

Basic-H, as you will note, tho not strictly either a detergent or a soap, has cleaning qualities surpassing both, according to its users (tho I admit this may be a subjective evaluation). On a more objective level, it is

non-toxic (you can drink it without harm, or pour it on your plants--it makes a good spray for aphids simply because it drowns them!)

non-irritating to the skin (it's approximately the same pH as your skin, is neither drying nor irritating, is a good skin cleanser)

far-more economical than any of the popular cleaning products, because you're buying a concentrate and not paying for water that is cheaper out of your faucet

non-volatile (not like a solvent)

biodegradable (breakdown begins almost immediately and is complete. No phosphate is used in Basic-H.)

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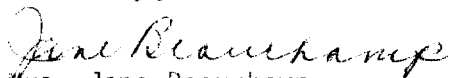
2.

Basic-H, the principal actor in the cast of Shaklee cleaning products, is an all-purpose cleaner, saves buying a different product for each of a dozen household uses. You make a window-cleaner, furniture cleaner, woodwork cleaner, floor-cleaner, dish-washer from it, depending on the concentration you use. It also doubles as a shampoo, handcleaner after working on the car, bubble-bath, baby's bath. Incredible? Yes, but ask any Shaklee user and you'll find he's found these and a hundred other uses for it.

I'm also enclosing information on SGC, Shaklee's germicidal concentrate, which may be of interest to you.

I welcome a call or a note from you, should you want further information.

Sincerely,

  
Mrs. Jane Beauchamp

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PS. Since the whole story of Shaklee cannot be told without a trial--it sounds too good to be true!--I'd be happy to make whatever arrangement you'd like to demonstrate or make it available to you, for use or testing.