

# TODAY

GH ISSUE 179 : Q4 2014



Training programme  
**RUN A 5K IN  
5 WEEKS**

Run successful  
**FIT CLUBS and  
SKINCARE PARTIES**

**NEW**

HERBALIFE  
**SKIN**

Intelligent Skin Nutrition

**Results in 7 Days\***

\* Results applicable to Line Minimising Serum, Replenishing Night Cream, Daily Glow Moisturiser, SPF 30 Protective Moisturiser, Hydrating Eye Cream and Firming Eye Gel.



# Contents



Hello Team Herbalife EMEA,

What a year this has been for us.

Over 17,000 Members came together in Prague for our largest regional Extravaganza ever. Combine that with all the Members who joined us at the Russian Extravanzas, and the upcoming South Africa event, and you have the largest group ever in EMEA to get exceptional training, recognise success and take part of our mission for nutrition.

A highlight of the Extravanzas was the launch of Herbalife SKIN, our new outer nutrition product line. These products are designed to support you in expanding your business to new customer segments. The range is leveraged by our expert blend of vitamins and botanicals and is clinically tested to provide optimum results.

Whether you're talking to your customers about inner nutrition or outer nutrition, remember your responsibility in meeting their expectations, provide them with the best customer care and follow up just as you would expect. Everyone that has an experience with Herbalife should have a positive one.

As the end of the year approaches, think back on what you wanted to achieve this year. Have you reached your goals? Did you support others in achieving theirs? There's still time this year to invest time and effort in your business and reach your desired outcome.

There's also plenty of time and many good reasons to give back to your communities. Become involved with your local Casa Herbalife programme, or volunteer in your neighbourhood. It's a great feeling to help others.

Here's to a happy holiday season and year end,

**Edi Hienrich**

Senior Vice President & Managing Director,  
Europe, Middle East & Africa

## Herbalife SKIN has arrived!



## Skincare Parties

Find out how to grow your business with Skincare Parties.



## Run a Fit Club!

Always wanted to run your own Fit Club or just need a few ideas to make yours better? Get President's Team Zander Urquhart's top tips.



## Run a 5K in 5 weeks

Follow this 5K training programme for beginner, intermediate or advanced runners



## Ordering Tips...

Here are some quick tips on how to save time when placing your order:

- Have your Herbalife ID number ready for when your call is answered.
- Specify which month the order is for (in case a Dual Month situation arises).
- Have your Sponsor's and your Supervisor's ID numbers at hand.
- Specify your discount for the order.
- Prepare the product stock numbers and quantities before you order.
- Provide the delivery address (including the postcode).
- Know the telephone number of the shipping address.
- Have your credit card details ready (if you will be paying this way).
- Have a pen and paper ready to jot down the order number and other relevant details.



Facebook.com/Herbalife  
Twitter.com/HerbalifeEurope  
Youtube.com/Herbalife

# Letter from the Chairman and Chief Executive Officer



Dear Team Herbalife,

We continue to build it better each and every day through your passion and commitment to changing people's lives.

Our company just keeps going from strength to strength as we positively impact more people in more communities all around the world. Our growth in Volume Points, the record number of attendees at Herbalife Extravaganza events, and the number of new President's Team members is testament to your hard work and the incredible momentum we are enjoying.

The Herbalife brand is reaching more people than ever. Our global nutrition partnership with football icon Cristiano Ronaldo is deepening, and our wider message of healthy, active living is reflected in our sports sponsorships, the many fitness clubs around the world, and you, our Members.

Our online communities continue to grow as we encourage, nurture and educate through social media.

Our products remain best in class as we continue our investment in and commitment to product development, manufacturing and distribution around the world. Our latest Herbalife Innovation & Manufacturing (H.I.M.) facility in Winston-Salem, North Carolina, is now fully operational and is shipping product to more than 50 countries. We are introducing new products that are driven by local preferences and demand, and we continue to enhance the tools and support we provide for all our Members.

We also give back to our communities through the Herbalife Family Foundation and its Casa Herbalife Programme, which provides good nutrition to more than 120,000 children a year around the world. This life-changing program is only possible through the generous donations and volunteer assistance of Members, Herbalife employees and others.

There has never been a better time to be part of Herbalife and I am excited about the future.

Onward and upward.



MICHAEL O. JOHNSON



Check out the virtual  
Today Magazine at:  
[Herbalifetoday.com/gh](http://Herbalifetoday.com/gh)

Comments, questions or suggestions?  
Email Today Magazine EMEA:  
[Todaymagazine@Herbalife.com](mailto:Todaymagazine@Herbalife.com)

The following services are available for order placement:

Telephone orders: 0302 819240 or 0544 329580

Fax Order: 0302 819241

Walk-in Orders:

Herbalife Ghana Limited,  
Plot 127B Tema Motorway Industrial Area,  
Spintex Road, Accra

For details, go to: [MyHerbalife.com](http://MyHerbalife.com)

# Challenge yourself to radiant, smoother, younger looking skin.



## PHILOSOPHY

Experts in nutrition, Herbalife brings you expert nutrition for your skin. With over 15 vitamins and botanicals our skin care is packed with daily goodness to enrich your skin.



## FORMULA

Enhance the appearance of your skin with our unique blend of Vitamin B3, antioxidant vitamins C and E, Aloe Vera and other botanical ingredients. Herbalife SKIN is a sulphate-free<sup>1</sup> line with, no added parabens<sup>2</sup> and is dermatologist tested.



## FAST RESULTS

Our clinically-tested products help you achieve optimum daily results including softer, smoother, more radiant skin and the benefits of a diminished appearance of fine lines and wrinkles.



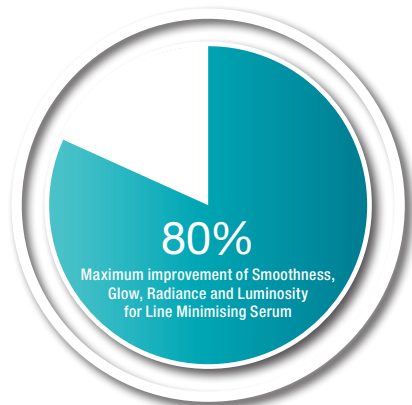
## FEEL

Pamper yourself with luxurious textures; soothe yourself with silky soft lathers. Be inspired by radiant essential oils and fresh, captivating fragrances.

## Fast results in just 7 days\*

Our clinically-tested products help achieve optimum daily results including:

- Remarkable improvement in skin softness, smoothness, radiance, glow and luminosity in just 7 days.\*\*
- Significant reduction of the appearance of fine lines and wrinkles in just 7 days.\*\*\*



<sup>1</sup> Sulphate-free applies to foaming, cleansing products: Soothing Aloe Cleanser, Polishing Citrus Cleanser and Instant Reveal Berry Scrub.

<sup>2</sup> No added parabens is not applicable to the SPF 30 Protective Moisturiser.

\* Applied to Results applicable to Line Minimising Serum and Hydrating Eye Cream.

\*\* Test on 30 subjects: smoothness, softness, glow, radiance and luminosity measured by visual expert grading at intervals of 2, 4 and 7 days.

\*\*\* Test on 30 subjects: skin roughness measured by Visioscan at intervals of 0, 7 and 42 days.

# Daily Skin Care Regime For Optimum Results

This clinically-tested skin care line is most effective when used as part of a regime. With suggested regimes for dry and oily skin and a quicker option often favoured by men, you can choose the regime that is suited to you.

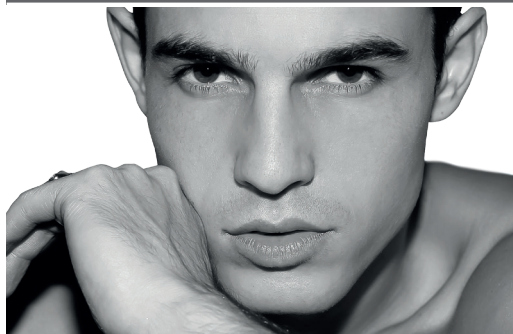


## WOMEN'S REGIME



STEPS	☀ AM	🌙 PM
1 CLEANSE	Soothing Aloe Cleanser (For Normal to Dry Skin)	Soothing Aloe Cleanser (For Normal to Dry Skin)
	Polishing Citrus Cleanser (For Normal to Oily Skin)	Polishing Citrus Cleanser (For Normal to Oily Skin)
2 TONE	Energising Herbal Toner	Energising Herbal Toner
3 TREAT	Line Minimising Serum	Line Minimising Serum
4 TARGET	Firming Eye Gel	Hydrating Eye Cream
5 MOISTURISE	Daily Glow Moisturiser or SPF 30 Protective Moisturiser	Replenishing Night Cream
<b>WEEKLY</b>		
DEEP CLEANSE	Instant Reveal Berry Scrub (1-3 times a week)	
PURIFY	Purifying Mint Clay Mask (1-3 times a week)	

## MEN'S REGIME



STEPS	PRODUCT
1 CLEANSE	SOOTHING ALOE CLEANSER OR POLISHING CITRUS CLEANSER (NORMAL TO DRY SKIN) (NORMAL TO OILY SKIN)
2 TREAT (OPTIONAL)	LINE MINIMISING SERUM AND HYDRATING EYE CREAM
3 MOISTURISE	SPF 30 PROTECTIVE MOISTURISER OR DAILY GLOW MOISTURISER

# Your Guide To Radiant,

## STEP 1. CLEANSE

## STEP 2. TONE & STEP 3. TREAT



### Soothing Aloe Cleanser - Normal/Dry Skin

A refreshing, gentle cleanser infused with Aloe Vera to leave your skin gently cleansed and beautifully soft.



### Energising Herbal Toner

This alcohol-free, refreshing toner provides hydration to your skin. Your skin will feel fresh and clean without dryness and stinging.



### Polishing Citrus Cleanser - Normal/Oily Skin

Deep cleansing microbeads refresh your skin for a healthy glow.

Clinically tested to show a reduction in the skin's sebum after just one use.\*

\* Demonstrated significant reduction in sebum level on the treated site by 57.6% (average).



### Line Minimising Serum

Helps diminish the appearance of fine lines and wrinkles in just 7 days.\*

Clinically tested to show that skin looks more glowing and feels softer and smoother in just 7 days.\*\*

\* Clinically tested on subjects for skin roughness measured by Visioscan and Reverse Photo Engineering at intervals of zero, seven and 42 days.

\*\* Tested on subjects for smoothness, softness, glow, radiance and luminosity measured by visual expert grading at intervals of two, four and seven days.

## Weekly Essentials



### Instant Reveal Berry Scrub

Antioxidant-rich scrub with berry seeds for exfoliation, which helps achieve soft, smooth skin.



### Purifying Mint Clay Mask

A rich, creamy clay mask with absorbent and toning effects of bentonite clay to remove dirt and absorb excess oil.

Clinically tested to improve the appearance of pores after just one use.\*

\* Tested on subjects, measuring pore appearance by visual expert grading immediately after application. Average improvement after immediate use was 35%.

Take the 7 Day Skin Care challenge...

# Younger Looking Skin.

## STEP 4. TARGET



### Firming Eye Gel

Helps improve the appearance of the delicate eye area by increasing skin's firmness and elasticity.\*

Helps reduce puffiness around the eyes\*\*

\* Tested on subjects for firmness and elasticity measured by visual expert grading at intervals of seven days and 42 days. In 45% of subjects, improvement was seen in firmness/elasticity in skin under the eye at 42 days.

\*\* Improves puffiness on average 45% after 7 days, as supported by visual grading.



### Hydrating Eye Cream

Helps diminish the appearance of fine lines and wrinkles around the eyes.\*

Clinically tested to show a significant increase in the skin's moisture over eight hours.\*\*

\* Clinically tested on subjects for skin roughness measured by Visioscan at intervals of zero, seven and 42 days.

\*\* Tested on subjects, measuring skin moisture levels at eight-hour intervals. Skin of 100% of subjects showed significantly higher moisture levels over baseline after eight hours.

## STEP 5. MOISTURISE



### Replenishing Night Cream

Helps diminishes the appearance of fine lines and wrinkles in just 7 days.\* Clinically tested to show skin looks smoother and feels softer in just seven days.\*\*

Provides noticeable improvement of overall skin complexion and luminosity in just 7 days.\*\*

Clinically tested to show skin's moisture is doubled for eight hours.\*\*\*

\* Clinically tested on subjects for skin roughness measured by Visioscan and Reverse Photo Engineering at intervals of zero, seven and 42 days.

\*\* Tested on subjects for smoothness, softness, glow, radiance and luminosity measured by visual expert grading at intervals of two, four and seven days.

\*\*\* Tested on subjects, measuring skin moisture levels at eight-hour intervals. Skin of 100% of subjects showed double the moisture level over baseline after eight hours.



### Protective SPF 30 Moisturiser

Long-lasting moisturiser leaves skin smooth and soft. Provides broad spectrum UVA/UVB protection.

Helps diminish the appearance of fine lines and wrinkles in just 7 days.\*

Double skin's moisture over eight hours\*\*

Show that skin looks more glowing and feels softer and smoother in just 7 days.\*\*\*

\* Clinically tested on subjects for skin roughness measured by Visioscan and Reverse Photo Engineering at intervals of zero, seven and 42 days.

\*\* Tested on subjects measuring skin moisture levels at eight-hour intervals. Skin of 100% of subjects showed double the moisture levels over baseline after eight hours.

\*\*\* Tested on subjects measured by visual expert grading on intervals of four and seven days. On average, a 46% difference was observed on subjects skin, across the various parameters measured.



### Daily Glow Moisturiser

All-purpose hydrating lotion with illuminating properties to give your face a healthy glow. Skin looks radiant, even without makeup.

Helps diminish the appearance of fine lines and wrinkles in just 7 days.\*

Clinically tested to show that skin looks more glowing and feels softer and smoother in just seven days.\*\*

Clinically shown to double skin's moisture for eight hours.\*\*\*

\* Clinically tested on subjects for skin roughness measured by Visioscan and Reverse Photo Engineering at intervals of zero, seven and 42 days.

\*\* Tested on subjects measured by visual expert grading on intervals of two, four and seven days.

\*\*\* Tested on subjects, measuring skin moisture levels at eight-hour intervals. Skin of 100% of subjects showed double the moisture level over baseline after eight hours.

Speak to your Herbalife Member to find out more.



# Grow your business with Skincare Parties

Skincare Parties are a great way to demonstrate the products to prospective and existing customers in a relaxed environment, and can easily generate referrals. Corina Ilie, GET Team member from Romania talks to us about how she runs her Skincare Parties and the integral part they play in her business.

## 1. Why did you start running Skincare Parties?

I decided to work with Skincare Parties because it is a great way to introduce people to Herbalife. It is a very exciting way to promote our business and for some people it's easier to come to our Wellness Centres through an invitation for a facial.

## 2. What role do Skincare parties play in your business?

Skincare parties only represent about 20% of my business and although this is not a high percentage, it is still hugely important to my business. Skincare parties are great for introducing people to Herbalife and generating clients, as well as a good way to reward our customers and prospects.

For example, prospects that come to Wellness Evaluations are rewarded with a free facial if they provide us with referrals. We are then able to create a database of additional prospects such as their friends and family. During the Skincare Party there is a special section when our guests have the opportunity to refer other people.

## 3. Can you talk us through how you plan a Skincare Party?

An hour before a Skincare Party begins, the team holding the session determines who is responsible for the different roles needed, e.g. greeting and registering guests etc. Then the speaker reminds the team the things they must do and the important issues they have to take into account during the party.

Once the guests arrive, the speaker creates a relaxing atmosphere and explains the structure of the Skincare Party. Then they ask the guests to start applying product to half of their face in order to see the differences. While they are applying the products and feeling the texture the speaker will provide useful information on proper skin care habits. Before they start applying products on the other side of their face, the speaker asks the guests to talk about the differences they notice. After testing the products, the speaker explains the benefits of combining outer nutrition with inner nutrition. They will then speak about the Herbalife Formula 1 shake and its nutritional benefits. During this section, the speaker will also talk about other Business Methods such as Wellness Evaluations and fit clubs as well as discussing the business opportunity to attending a HOM!

At the end of the session, guests are given another opportunity to provide referrals to friends and family and receive a facial as gift!



#### 4. How do you create the right atmosphere?

Creating atmosphere is a prerequisite for the success of an event like this! Usually we play nice music, have the products arranged smartly on tables and we serve tea to make them feel special! The speaker also maintains the right atmosphere by relaxed conversation, sprinkled with jokes! Skincare Parties should avoid being too formal and rigid. Your aim to make the guests feel relaxed, comfortable and then are more likely to return to Herbalife.

#### 5. Do many men come along?

Yes, they do, but not that many. They usually accompany the ladies.

#### 6. How often would you recommend running a Skincare Party?

In our centre we organise a Skincare Party once a week, but there are times (e.g. during holidays) when we organise it twice per week. We recommend to our Members organise individual facials too, then a consultant can invite 2-3 people to their office and give them facials so that they do not have to wait until the next event!

#### 7. Is there an ideal number of guests for a Skincare Party?

The number of guests depends on the number of consultants that operate Skincare Parties. My experience has proven that a consultant can be effective when she/he has 3-4 guests. Any more than this and tends to lower the quality of the event, because they cannot give as much attention to each guest.

#### 8. How do you combine Outer Nutrition with Inner Nutrition for guests?

One of the main goals of Skincare Parties is to make the transition to inner nutrition. We promote the idea of total nutrition, where our guests learn about combining nutrition from both inside and out and if they want beautiful skin it is not enough to only use quality skin care products. There is a small section where the speaker talks about the importance of balanced nutrition and about the needs of our body and that Herbalife offers good solutions for both. We

provide a body analysis as a gift and even make appointments on the spot! Often Skincare Parties generate customers who want the inner nutrition products too!

We also invite our inner nutrition clients to Skincare Parties so that they can gain great overall results.

#### 9. Do you introduce Product Success Stories into your Skincare Party?

Since one of the goals of this event is to make the transition to inner nutrition, it is very important to show product success stories and product results. After the speaker promotes Herbalife nutrition solutions, he or she asks some of the team attending the event to speak enthusiastically about their product results, usually talking about their product result, as well as any other relevant results.

When talking about outer nutrition results, we ask the guests to feel the differences after using the products on half of their face, emphasising the results even after the first use. At this point, we then show some pictures of before and after which show improved skin appearance.

Sharing results makes a big difference and can increase Herbalife credibility.

#### 10. Can you share with us any other tips for running a successful Skincare Party?

- Be professional as Skincare Parties are great to generate both customers and new Members
- You should have a "NO PROBLEM" attitude during this event
- Ensure the guests are happy and spoilt so they leave with a good impression about Herbalife and have the desire to come back.
- Make sure you are dressed appropriately.
- Share your own personal product success story Represent Herbalife with lots of energy smiles and look after your guests well.





# KEEP YOUR BUSINESS MOVING WITH FIT CLUBS

UK PRESIDENT'S TEAM MEMBER ZANDER URQUHART TALKS TO TODAY MAGAZINE ABOUT HEALTHY ACTIVE LIFESTYLE ACTIVITIES SUCH AS FIT CLUB AND HOW THEY'VE HELPED HIM GROW HIS BUSINESS.

## 1. WHAT DO YOU SEE AS THE PURPOSE OF HEALTHY LIFESTYLE ACTIVITIES SUCH AS FIT CLUBS?

Herbalife is all about 80% Nutrition and 20% Exercise, so activities such as Fit Clubs enable us as Members to offer a better all-round service; getting customers to achieve great results.

Fit Clubs are also used to build a community and often people are more likely to succeed within a group atmosphere.

Working towards a balanced 80/20 approach puts Herbalife in a positive light showing the world we care about seeing people get results with a healthy approach.

## 2. HOW DO ACTIVITIES SUCH AS FIT CLUBS FEED INTO YOUR BUSINESS?

Activities such as Fit Clubs can be the customer's first exposure, not only to the shakes but to the Herbalife concept. Running a Fit Club is fun, exciting and all about getting people to eat better and move more. This allows for some great results and stories.

## 3. WHAT IMPACT HAS IT HAD ON YOUR BUSINESS?

Fit Clubs has allowed us to build communities whether it's a running, cycling or walking club. We're able to get like-minded people together for a collective end goal of exercising and having fun.

## 4. WHY IS IT IMPORTANT WE PROMOTE A HEALTHY ACTIVE LIFESTYLE?

A healthy active lifestyle is hugely important to us as Members, as we want to help our customers and downline to achieve a better quality of life.

## 5. WHAT ARE THE KEY COMPONENTS OF HEALTHY LIFESTYLE ACTIVITIES SUCH AS FIT CLUBS?

I think healthy active lifestyle clubs should provide 3 things:

- A great atmosphere
- Sampling great shakes
- Building a sense of community

## 6. DOES THE TYPE OF ACTIVITY MATTER?

No. As long as the exercise is enjoyable and you're able to get the message across to the attendees that it's all about living a balanced lifestyle of 80/20 supported with a 100% attitude! You can choose from Fit Club, boxercise, running, cycling etc. Just anything that you enjoy as your enthusiasm will shine through.

## 7. WHAT DOES LEVEL 10 MEAN TO YOU?

Being the best version of you at that current time.

## 8. WHAT IF YOU DON'T HAVE A BACKGROUND IN FITNESS? WHAT'S YOUR ADVICE?

It's about moving more and eating better. Just grab a couple of friends and family and come together to exercise. You don't need a structure; the simplicity of grabbing a couple of jumpers to use as football goal posts down the local park is enough to have an enjoyable afternoon exercising.

## 9. WHAT DO YOU RECOMMEND TO START YOUR OWN FIT CLUB?

You need to be able to utilise your environment. Use the tools you have access to, e.g. meet at the local park. You also need the motivation and desire to want to help people get into shape.

## 10. ANY OTHER KEY POINTS YOU WOULD MENTION E.G. TIPS, OR THINGS MEMBERS MAY FIND USEFUL?

Most people think that Fit Clubs are all about the exercise activity. In reality, what people need to understand is that it's all about the community and the fun that the activity brings. You need to build a sense of atmosphere and excitement to the activity. Remember, this is still about the Herbalife message and good nutrition.

## 11. HOW FORMAL OR INFORMAL ARE THE HERBALIFE PRESENTATIONS YOU GIVE AS PART OF YOUR FIT CLUB?

We will generally use mini HOM presentations and it'll be very informal. We try to have fun and keep it simple. No projectors, just a flipchart. We try to make it feel as easy as possible so that people think that they would be able to do it themselves in their living room.

## 12. HOW DO YOU FIND PEOPLE TO ATTEND FIT CLUBS?

Most of our attendees are through word of mouth and friends and family. Sometimes we do a bit of flyerling too.

## 13. DO YOU USE A SPECIFIC ACTIVITY PATTERN AND HOW MANY ATTENDEES DO YOU USUALLY HAVE?

There is no activity pattern and all Fit Clubs are well attended.

## 14. WHAT WOULD YOU SAY IS THE MOST ENJOYABLE PART OF A FIT CLUB?

Helping people to achieve their goals.

## 15. ANY MORE TIPS TO HELP OTHERS BUILD THEIR BUSINESS THROUGH FIT CLUBS?

People sometimes make Fit Clubs more difficult than they actually are. We suggest people don't over complicate things and just make the activity fun, simple and magical.



**LEVEL 10**  
**BE THE**  
**BEST**  
**VERSION OF**  
**YOURSELF**

LEVEL 10  
 PRODUCT OF HERBALIFE COMPANY

# How to train for a 5k race in just 5 weeks

Use this training programme to reach your Level 10 as you work towards running 5km in 5 weeks.

## WEEK 1

	BEGINNER	INTERMEDIATE	ADVANCED
M	20 min	15 min	20 min
T			
W			
T	2 min <b>8X</b> 2 min	10 min <b>2X</b> 2 min	20 min
F	OR	45 min	45 min
S	2 min <b>8X</b> 2 min	10 min <b>2X</b> 2 min	20 min
S			

## WEEK 2

	BEGINNER	INTERMEDIATE	ADVANCED
M	30 min	10 min <b>2X</b> 2 min	25 min
T			
W			
T	4 min <b>4X</b> 2 min	15 min	25 min
F	OR	45 min	45 min
S	4 min <b>4X</b> 2 min	15 min	15 min
S			

## WEEK 3

	BEGINNER	INTERMEDIATE	ADVANCED
M	8 min <b>3X</b> 4 min	10 min <b>2X</b> 2 min	30 min
T	OR		
W			
T	6 min <b>4X</b> 2 min	20 min	30 min
F	OR	45 min	45 min
S	6 min <b>4X</b> 2 min	12 min <b>2X</b> 3 min	10 min <b>2X</b> 5 min
S			

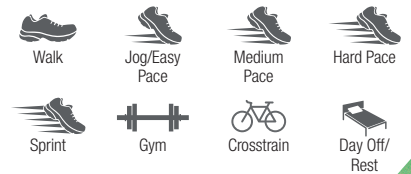
## WEEK 4

	BEGINNER	INTERMEDIATE	ADVANCED
M	10 min <b>2X</b> 3 min	10 min <b>3X</b> 3 min	45 min
T	OR		
W			
T	8 min <b>4X</b> 2 min	30 min	40 min
F	OR	45 min	45 min
S	8 min <b>4X</b> 2 min	10 min <b>3X</b> 3 min	10 min <b>3X</b> 5 min
S			

## WEEK 5

	BEGINNER	INTERMEDIATE	ADVANCED
M	10 min <b>3X</b> 3 min	10 min <b>3X</b> OR  3 min	10 min <b>3X</b> 3 min
T	OR		
W			
T	15 min	5 min <b>3X</b> 30 sec	5 min <b>3X</b> 30 sec
F			
S	1 min <b>3X</b> 30 sec	1 min <b>3X</b> 30 sec	1 min <b>3X</b> 30 sec
S			

### LEGEND



**LEVEL 10**  
BODY TRANSFORMATION CHALLENGE  
POWERED BY HERBALIFE ACTIVE

THE 5W25K PROGRAMME IS DESIGNED TO INFORM YOU ABOUT HOW TO TRAIN FOR A 5K IN FIVE WEEKS. IT IS RECOMMENDED THAT YOU CONSULT A PHYSICIAN BEFORE PERFORMING EXERCISES MENTIONED IN ORDER TO PREVENT INJURY.

# How to use Social Media for your business



Herbalife is about making connections with people and helping them reach their health and nutrition goals. Social media does not replace the traditional way of working but rather compliments your hard work. The value of social media is to enhance and build upon your relationships with your customers.

## Creating content:

Remember, it's a conversation. To get someone talking about your content you need to add value to his or her life. Put yourself in the position of the recipient. What do they care about? What would motivate them to act?

This could be content that is:

- Funny
- Inspiring
- Helpful
- Or even sharing your insights, expertise and opinions
- Newsworthy

## What to avoid:

When posting, quality is more important quantity, don't bombard people with too many posts (relevant or not).

You want to make connections with long-term customers and if you post too much, you'll end up getting ignored.

Avoid using social media as your main business focus.

## Share content:

You don't always have to post your own content. You can repost and share content from others if it is relevant. For example, you can share posts that are posted on the official Herbalife social media channels. Perhaps include an action or question – this will give people an opportunity to interact with you and build a community.

## Great sources of information:



- Like **Herbalife** on Facebook
- Follow **@Herbalife** on Twitter and Instagram
- Subscribe to **Herbalife** on YouTube
- Follow **+Herbalife** on Google+

## Measuring your Success

- Read the Social Media Guidelines on MyHerbalife.com
- Follow the directions outlined in the Rules of conduct and Member Policies.
- Read into data using analytics and see what works. Then continue to use what works.
- Be disciplined; allocate maybe fifteen minutes a day to upload your posts and to check what your connections have posted.
- Ask customers what kind of content they enjoy receiving from you.
- Social media is all about trial and error – experiment and learn.

## A few do's and don'ts:

### Do:

- Share content from the official Herbalife social media feeds; they're a valuable and credible resource.
- Optimise your profile and reflect the brand.
- Share relevant and purposeful content – Try mixing things up by sharing links, photos and videos as well as regular text posts.
- Communicate appropriately and positively.
- Use Herbalife's approved materials.
- Promote your social pages on shop signs, business cards, receipts, emails, chalkboards and other marketing material.

### Don't:

- Become a spammer and just sell, sell, sell; people will automatically tune you out.
- Get into arguments or controversy; a public altercation will look extremely unprofessional and hurt your reputation.
- Use for invitations – build relationship face-to-face and then use Facebook to support this network.
- Spread misinformation. Always know your facts. When in doubt, double check.
- Chase followers or fans. These will grow organically in time, let your content build your following for you.

# TWO NEW RECOGNITION PINS!

Keep moving up the Herbalife Sales & Marketing Plan with two brilliant new stepping stones on your journey to even greater success.



## 2,500 RECOGNITION PIN

Global Expansion Team (GET) achieve 2,500 Royalty Points in three consecutive months and earn your new 2,500 Recognition Pin.



## 7,500 RECOGNITION PIN

Millionaire Team, achieve 7,500 Royalty Points in three consecutive months and earn your new 7,500 Recognition Pin.

*New pins are for recognition only. There is no change in the Sales & Marketing Plan.*



Kick start 2015 by attending your local Kick Off event where you will receive your exclusive Kick Off Kit!

For more details on your local event check out the Events & Promotions tab on myHerbalife.com

**Herbalife  
provides the  
Gold Standard  
in consumer  
protection.**



## Gold Standard Guarantees

### LOW START-UP COSTS

- There are no minimum purchases required and there is a low cost for the Herbalife Member Pack.
- There is no requirement to purchase any sales and business tools to start up or succeed in your Herbalife Membership.

### MONEY-BACK GUARANTEE

- There is a fully refundable, 90-day money-back guarantee for the cost of the Herbalife Member Pack if Membership is cancelled for any reason.
- There is a 100% refund guarantee on product for all unsold products purchased in the prior 12 months if Membership is cancelled for any reason.

### UP-FRONT BUSINESS OPPORTUNITY INFORMATION

- We provide clear, accurate, and timely disclosures to prospective Members regarding potential income in our Statement of Average Gross Compensation.

### WRITTEN ACKNOWLEDGMENT

- We require a new Member to acknowledge in writing that they are aware of each of these Gold Standard Guarantees before their Membership Application and Agreement is accepted.

### STRONG PRODUCT AND BUSINESS OPPORTUNITY CLAIM GUIDELINES

- We clearly define the benefit of each product and appropriate method of use directly on the product label so the right product is taken the right way to achieve the best results.
- Approved product claims and product information can also be found in the Product Brochure in the Herbalife Member Pack, other official literature, and MyHerbalife.com.
- We provide realistic expectations of the business opportunity and the effort required to succeed at all levels.

Herbalife and our Members are committed to the highest standards of ethical behaviour. If you become aware of any unapproved claims related to Herbalife products, representations relating to the income opportunity that are not aligned with Herbalife's Statement of Average Gross Compensation or other questionable behaviour by another Member, please contact Distributor Services at 0000-0000.

Working together, we can ensure that Herbalife sets the Gold Standard in consumer protection.



# CRUISING THE ADRIATIC WITH HERBALIFE

Will you be one of the Herbalife Distributors on the Royal Caribbean 'Splendour of the Seas' in May 2015 and enjoy the holiday of a lifetime.

## WHAT TO EXPECT

- EXCLUSIVE for HERBALIFE
- Over 900 cabins
- 6 Restaurants and 3 bars
- 2 Pools, rock-climbing, theatre, cinema, mini golf, spa, gym and much much more...

## HOW TO QUALIFY

- **Fully Qualified Supervisors (non-TAB):** Accumulate 60,000 Vacation Points AND personally qualify AWT 2014
- **TAB Team:** Accumulate 70,000 Vacation Points AND personally qualify AWT 2014
- **PLUS,** earn 12,000 Bonus Vacation Points, special recognition and extra rewards for every first downline non-TAB AWT you help qualify to AWT 2014 (up to 3 levels deep).
- **Alternative pathway for President's Team:** Accumulate 120,000 R/O from January through December Volume Months (Cheques paid February 2014 through January 2015).

**Qualification period:** January through December 2014 (Volume Months). 1 VP = 1 Vacation Point.

*Terms and conditions apply – check promotion rules.*



Visit [emea.herbalifeevents.com](http://emea.herbalifeevents.com) for more information

All applicable taxes associated with promotion rewards are the sole responsibility of the Independent Herbalife Member. Taxes vary by country; please check your local tax laws. Open to all Fully Qualified Supervisors in EMEA excluding Armenia, Azerbaijan, Belarus, CIS, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Mongolia, Russia and Ukraine. Sales Strategy and Support EMEA June 2014





# Monte Carlo

EMEA Future President's Team Retreat  
1 - 5 December 2014



**Inspirational Leadership Training. Recognition. Lifestyle.**  
Don't miss the 2014 EMEA Future President's Team Retreat.



## QUALIFICATION

Open to all President's Team and Millionaire Team

**PLUS** any Fully Qualified Supervisors who earn 2,500 R/O x 1 month\*

\* **Qualification period:** March through October 2014 Volume Months  
(cheques paid April through November 2014).



## €600 TRAVEL VOUCHER

Qualify to attend the event and...

TAB Team: increase your total Royalties by **≥15%** from  
**April through October 2014** Volume months vs. the prior 7 months 'Baseline' period  
(September 2013 through March 2014). Minimum baseline is 7,000 R/O.

**Plus**, anyone (incl. TAB Team) who earns 2,500 R/O in one month,  
**for the first time in 2014**, from **April through October** Volume Months  
(cheques paid May through November) will automatically qualify for the travel voucher.

Vouchers will be issued as Royalty payments at the start of the event.  
Distributors must attend the event in order to claim their reward.

Visit [emea.herbalifeevents.com](http://emea.herbalifeevents.com) for more information

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Open to all Fully Qualified Supervisors in EMEA excluding Armenia, Azerbaijan, Belarus, CIS, Estonia, Georgia, Kazakhstan, Kyrgyzstan, Latvia, Lithuania, Mongolia, Russia and Ukraine.  
Sales Strategy and Support EMEA June 2014

**35** <sup>TH</sup> ANNIVERSARY  
HERBALIFE

PRESIDENT'S SUMMIT  
LOS ANGELES • MARCH 2015

# HERBALIFE PRESIDENT'S SUMMIT MARCH 4-7 2015 LOS ANGELES, CA

## OPEN TO:

All President's Team and Millionaire Team, plus all Fully Qualified Supervisors who achieve 4,000 Royalty Override Points in one calendar month from March 2014 through February 2015. (Checks paid April 2014 through March 2015.)

## TRAVEL REWARDS

Travel Rewards can be used toward your hotel and airfare! Qualification period: **March 2014–December 2014 Volume Months.**

### Travel Rewards Qualification:

Increase your Royalty Points in the 10-month qualification period (**March 2014–December 2014**) over your 10-month Royalty Override baseline period (**March 2013–December 2013**).

Qualifiers must accumulate at least 30,000 Total Volume Points during the qualification period and have a minimum of 45,000 accumulated Royalty Points.

### Rewards:

- Qualify for \$500 by increasing your Royalty Points by 5%
- Qualify for \$750 by increasing your Royalty Points by 10%
- Qualify for \$1,500 by increasing your Royalty Points by 15%

### Special Travel Bonus:

All Mark Hughes Bonus qualifiers who attend will receive an additional \$500 reward.



# Samantha Clayton Rocks Ghana with Delightful Fitness Skills

On June 19, 2014, the entire Ghanaian Herbalife Community trooped to the Alisa Hotel in Accra for the Fitness Training Tour with Samantha Clayton.

As anticipated, the venue gradually got filled to capacity with Members and their guests who had come mainly to see Samantha and confirm the many stories they have seen and been told about her. Everyone wanted to see the person who has been labelled as Herbalife's Director of World Wide Fitness Education. And they weren't disappointed upon seeing her. The rapturous applause, energy and excitement that rippled through the hall when her name was mentioned and she came on stage are enough signals of this fact.

Samantha is truly an Herbalife brand. On stage, she was full of energy and talked passionately about the importance of adopting a healthy, active lifestyle as Herbalife Members. 'At least, 15 to 30 minutes work out a day is good enough' she advised. Samantha has an amazing lifestyle. And it was evident to see that her lifestyle is much more about routine exercises and keeping fit all the time – her powerful, physically fit and lustrous skin best describe her.

Before she went on stage in the afternoon, she took us through an hour-and-a-half of fitness exercises at the Efua Sutherland Children's Park. On the pitch, I noticed not just a true professional but a

highly motivated and excited individual pleased at what she does best.

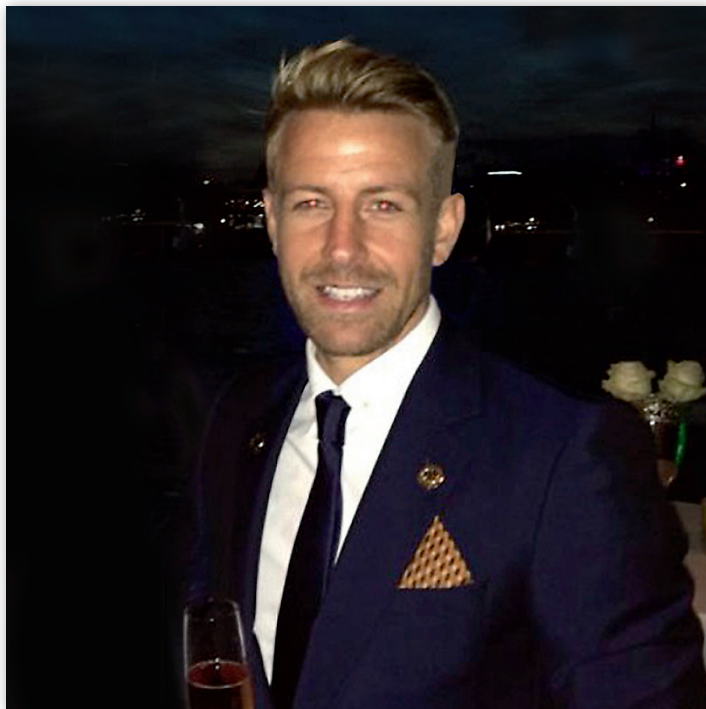
It's a day never to be forgotten by Members who witnessed Samantha live in Ghana. She helped us see the bigger picture and the direction Herbalife is heading towards.

She couldn't have come at a better time.





## Congratulations on achieving 15K President's Team Level



Daniel Spiller achieved the special honour of becoming 15K President's Team member in the UK.

### Daniel Spiller – UK

I was first introduced to Herbalife through a friend who recommended I try the products. Before Herbalife I was a professional footballer and once I found out some of the top athletes were using the products I thought I would try them out.

My brother also heard about Herbalife and soon signed up as a Distributor. After having such fantastic results on the products and seeing how well my brother was doing, I also decided to join and take advantage of the business opportunity Herbalife offered.

To build and support my organisation I started running HOM and making use of the training days that were already available to me. My skills and those of my organisation have been developed through attending and running these meetings.

**Business methods:** Regular training meetings and Mark Hughes fundamentals of Use, Wear, Talk, keeping it fun, simple and magical!

I have just recently qualified 15K; I continue to focus on the business models I have always used but with more intensity and I work closely with all leaders in my organization using the same methods to help them build their royalties.

Since I fully qualified to the President's Team in November 2013 I now have 269 Supervisors, 2 Millionaire Team and 6 Global Expansion Team with regular Active World Team coming through.

I'd like to thank my brother Lee Spiller who sponsored me, Matthew Barraclough who has taught me everything I know and my upline Chairman's Club members David Bevan and Jane Clark, who have been very supportive during my Herbalife journey and of course all of my group as without them nothing would be possible.

Thank you, Herbalife!



## Congratulations on achieving 15K President's Team Level



Chris and Jean Thompson achieved the special honour of becoming 15K President's Team members in Southern Africa, April 2014!

### Jean and Chris Thompson – Cape Town

Jean and Chris were co-owners of a business in the fitness industry and retired when the company was successfully listed on the South African Stock Exchange. Jean's background was in nursing and midwifery and Chris was an international karate instructor / competitor who achieved world champion status.

They were introduced to Herbalife by their financial advisor after their company listing. Chris felt the difference after including the Herbalife products into his disciplined training regime. Jean was very impressed with the product results too and was delighted that such a simple change to her diet could lead to her enjoying an even healthier lifestyle than she already did. Their personal results using the products led them to getting started with their own Herbalife business. The couple decided to commit themselves fully to the Mark Hughes Mission of "Improved Nutrition for a Better Life"

Chris and Jean work from their offices on a farm in the beautiful Cape Town winelands valley of Franschhoek. They work with their daughter Lauren and her husband James, together with their son Christopher and his wife Michelle, as well as "our wonderful grandchildren". This family is fully committed to working together with their team members locally and abroad where they are impacting on many local communities offering Healthy Active Lifestyle opportunities to like-minded people looking for alternatives to improve their general well-being, energy levels and their financial security.

"Thank you to Dan and Yaffa Leffler, our wonderful sponsors for introducing us to this amazing opportunity and to Herbalife. The best is yet to come".

Thank you, Herbalife!



## Congratulations on achieving 15K President's Team Level



Olga achieved the special honour of becoming 15K President's Team member in Israel.

### Olga Shapiro – Israel

Olga, a music teacher and her husband Sergey, a mechanical engineer worked successfully in the former USSR, but having moved in 1991 to Israel, were unable to find jobs matching their skills. Their dreams had to be put on hold. Life changed dramatically – they earned a living cleaning apartments for 12 hours a day, but could not earn enough money even for simple meals and paying the bills. They were tired all the time, their health deteriorated and through a poor diet they put on weight. These problems added to the stress and uncertainty about the future.

"I'll never forget the day when the products first came to our home. Having achieved quite a good weight loss in the first month of using the products, I became interested in the Herbalife business opportunity. I got our first customers and soon, my first downline too. Of course, I worked a lot and learned a lot. I never shunned work and I engaged in the Herbalife business with great pleasure." "I could not even imagine how much a life can change. Already in the first year of running our business I felt more free and independent. I managed to qualify for the status of the Millionaire Team and the Caribbean cruise

promotion. My innermost dreams began to come true." "I reached the status of President's Team Member and received this prestigious pin from the hands of the company founder, Mark Hughes at an event in Los Angeles. Year after year, I have grown, both professionally and personally, becoming a leader who develops her team, helping others grow and succeed.

Participation in the development of the Clubs has opened incredible opportunities that allowed me and my team to qualify for the new levels. The results of my customers, the personal growth of my organisation, the satisfaction of reaching some of my goals; all from my beloved work. "I am very grateful to my sponsors Nina Babiak, Lyudmila Rutman, Leon and Irina Waisbein for their support, wise advice on doing business and inexhaustible enthusiasm, which is always so important to me.

I thank my entire organisation, particularly its leaders, for believing being there for us on our common path. I am proud of you and I rejoice in your successes.

Thank you Herbalife!



# NEW *Millionaire Team* EXPERIENCE 2014

These special recognition events are inspiring EMEA's next generation of leaders to set their sights on President's Team. Qualify to Millionaire Team by 1<sup>st</sup> January to be part of the first New Millionaire Team Experience of 2015. Check MyHerbalife.com for details.



*"It has been an unforgettable experience to me!  
Three days of inspiration, training and recognition...  
thanks for everything!"*  
**Monica Panico, Italy**

*"A magical experience...  
We gained more knowledge of the superb support  
we have working for us and more friends from all  
over EMEA and a taste of a luxurious lifestyle."*  
**Lisa and Alastair Forrest, UK**



Don't lose your Supervisor status!

# Requalify as a Supervisor

by January 31st 2015



We want to remind you that in order to maintain your Supervisor status, you will need to requalify by **January 31, 2015.**

You worked hard to achieve this status and we want to make sure you continue to enjoy the benefits, such as:

- 50% discount on orders
- Eligibility to earn commissions and Royalty Overrides
- Eligibility to qualify for Herbalife incentive trips
- Attending Supervisor level training

Visit [MyHerbalife.com](http://MyHerbalife.com) to learn the methods to renew your status and to view all the tools to help you requalify.

Contact your Upline or local Distributor Services department for any questions.

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Herbalife products can help weight control only as part of a calorie controlled diet.

The income figures shown in this Newsletter do not represent any automatic earnings. Actual earnings will depend on the time and effort spent on the business.



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