

DIGITAL HERBALIFE MEMBER PACK

PRODUCTS



BUSINESS



TOOLS & RESOURCES



RULES & FORMS



GLOSSARY & FAQ





PRODUCTS

1. Intro on the products
2. Herbalife Nutrition Philosophy
3. Macronutrients
4. Product testimonials
5. Create your story
6. Set up your Goals
7. Meal Plans
8. Shake recipes
9. Product brochure
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26. Set up your Goals
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28. Shake recipes
29. Product brochure



BUSINESS

1. Herbalife athletes & teams
2. HFF
3. Business opportunity
4. Direct selling business
5. Business testimonials
6. First 72H
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8. Business flow
9. Customer life cycle
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12. Sales & Marketing plan
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22. Herbalife Nutrition Philosophy
23. Macronutrients
24. Product testimonials
25. Create your story
26. Set up your Goals



TOOLS & RESOURCES

1. Overview
2. Knowledge Zone
3. Video library
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RULES & FORMS

1. Corporate Policy Statement
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3. Rule 10-B Resigning Within 90 Days
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5. Corporate Policy Statement
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7. Rule 10-B Resigning Within 90 Days
8. Rule 10-D Inventory Repurchase
9. Corporate Policy Statement
10. Policy Statement on Expenditure
11. Rule 10-B Resigning Within 90 Days



GLOSSARY & FAQ

1. Herbalife terminology
2. FAQ
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4. FAQAm ut officitur? Totate ex ex es iminulliquis enis modi si bea dolorae natas nis eum cusdam, senit, quiscimus.
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WELCOME TO HERBALIFE

WHAT IS HERBALIFE?

Simply put, we are the producers of top quality, scientifically-formulated products; products that are loved by our global community of like-minded individuals who are on the road to becoming the best version of themselves.

WHAT DO WE BELIEVE?

Not in fad diets, quick fixes or eliminating food groups! In our 35 years of experience, we've found the supportive, community-based approach to be far more effective – helping you change your life in an enjoyable, effective and sustainable way.

WHAT MAKES HERBALIFE DIFFERENT?

You! It is thanks to personal Wellness Coaches (or Herbalife Members) like you that customers around the globe are able to discover a healthy active lifestyle plan that suits them, and stay motivated towards their goals.

WATCH HERBALIFE COME TO LIFE...



FOR MORE ON THE PRODUCTS AND NUTRITION ADVICE, CLICK THE 'START WITH THE PRODUCTS' SECTION! 

A WORD FROM THE CEO...

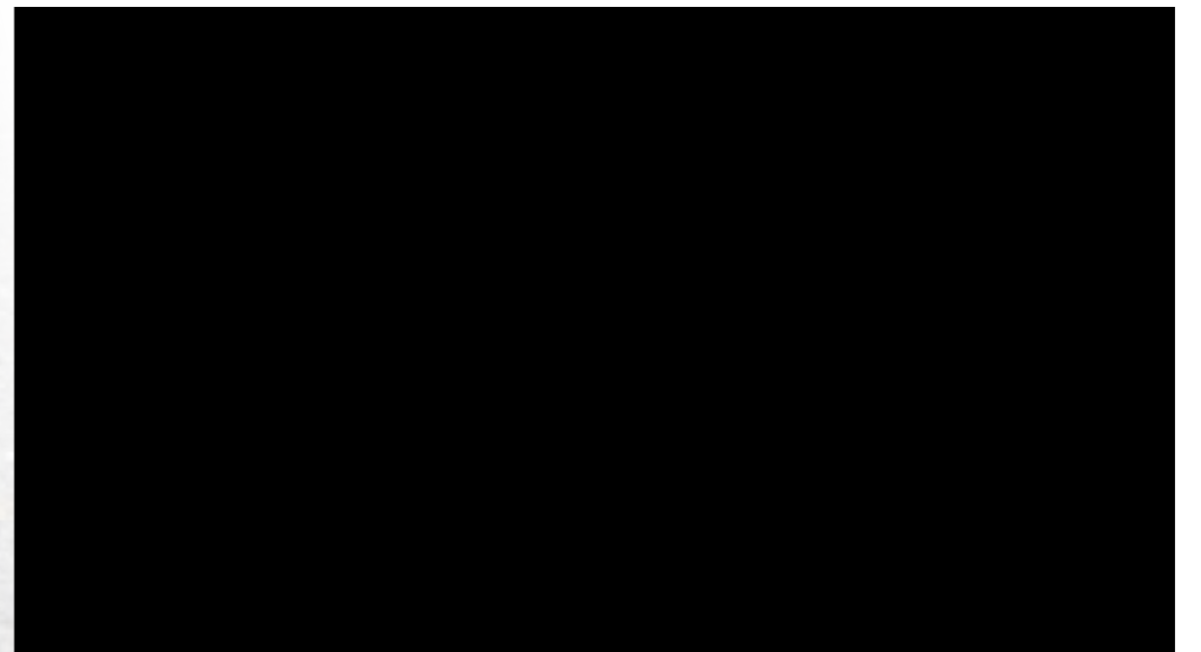
Michael O. Johnson is not only Chief Executive Officer and Chairman of Herbalife; he is a product of the product. Starting everyday with a Herbalife Formula 1 shake, he is an avid cyclist and fitness enthusiast who has long been interested in the benefits of balanced nutrition.

“There’s no company with a better mission and a better opportunity than Herbalife,” he says. “The true value is our Members. While consumers have other choices in the marketplace, what they do not get with the competition is a coach and somebody to inspire and motivate them - a Herbalife Member.”

“The original dream of Herbalife Founder and First Member Mark Hughes (1956-2000) was to change the nutritional habits of the world and to give people an opportunity to earn what they are worth, and that’s what we do at Herbalife. We are part of an incredible company, making great nutrition products that help people lead healthy, active lives.”

ALL ABOUT HERBALIFE, AS TOLD BY THE CEO...

NOW THAT YOU HAVE SIGNED UP AS A HERBALIFE MEMBER, WATCH THE VIDEO BELOW AND BE INSPIRED BY HERBALIFE CEO MICHAEL O. JOHNSON AS HE DESCRIBES WHAT IT’S LIKE TO BE A MEMBER AND HOW HERBALIFE IS CHANGING LIVES AROUND THE GLOBE.



OUR HERBALIFE HISTORY



1980
Mark Hughes launches Herbalife in February 1980, selling the “original” weight-loss programme straight from the trunk of his car!

1982
Herbalife goes international as it opens in Canada, and dozens more countries will soon follow. Meanwhile, sales are already topping the \$2 million mark and climbing.

1986
Herbalife opens trading on the NASDAQ exchange. Jim Rohn brings his motivational inspiration to the Company, and two new Formula 1 Protein Drink flavors are introduced: Chocolate and Strawberry.

1988
The company expands internationally with breathtaking speed, so much so that four Extravanzas take place around the world, including events in the United States, United Kingdom, Australia and Canada.

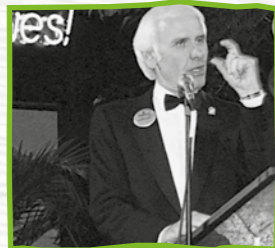
THE 1990s

1992
Cutting-edge products launch and monthly sales soar from \$3.1 million to an impressive \$21 million!

1994
Mark Hughes unveils the Herbalife Family Foundation*, a charity dedicated to helping at-risk children around the world look forward to a better future.

1996
Herbalife reaches the \$1 billion milestone and celebrates as its home offices relocate to an office tower in Century City, California.

1998
19 new products launch at the U.S. Extravanza in Orlando, Florida, to cheers of thousands in attendance. Herbalife also records its largest production-bonus payout at that time of \$16 million.



THE 2000s

2000
Herbalife celebrates its 20th anniversary with a sales force of more than one million Independent Members marketing over 100 Inner and Outer Nutrition® products in 50 countries.

2003
Herbalife sales exceed \$1.8 billion and still growing in 58 countries around the world. As the Mark Hughes Cellular & Molecular Nutrition Laboratory opens, Herbalife’s Scientific & Medical Advisory Boards form and even more groundbreaking products debut!

2004
Herbalife launches ShapeWorks® and goes public. With the participation of world-renowned weight-loss scientists, Herbalife brings its revolutionary ShapeWorks® weight-management programme to market. It is the company’s largest corporate initiative ever, paving the way for unprecedented success. The year ends on a high note with Herbalife’s Initial Public Offering.

2009
Herbalife UK celebrates its 25th Year Anniversary at the UK Leadership Weekend which took place in Manchester on April 25-26.

2010 AND BEYOND...

2010
Herbalife celebrates 30 years of changing people’s lives. Herbalife adds global sports icons Lionel Messi and FC Barcelona to a sponsorship roster of more than 100 international athletes, teams and sporting. Herbalife establishes the Herbalife Nutrition Institute (HerbalifeNutritionInstitute.com) to serve as an educational resource on good nutrition and health. Sixteen HFF Casa Herbalife programs launch around the world.

2011
Herbalife records \$3.5 billion in net sales in 2011. Nine HFF Casa Herbalife programs launch around the world. Herbal Aloe Concentrate mango flavour launches. Herbalife24 launches, the first comprehensive performance nutrition line empowering athletes 24 hours a day.

WHAT’S NEXT?

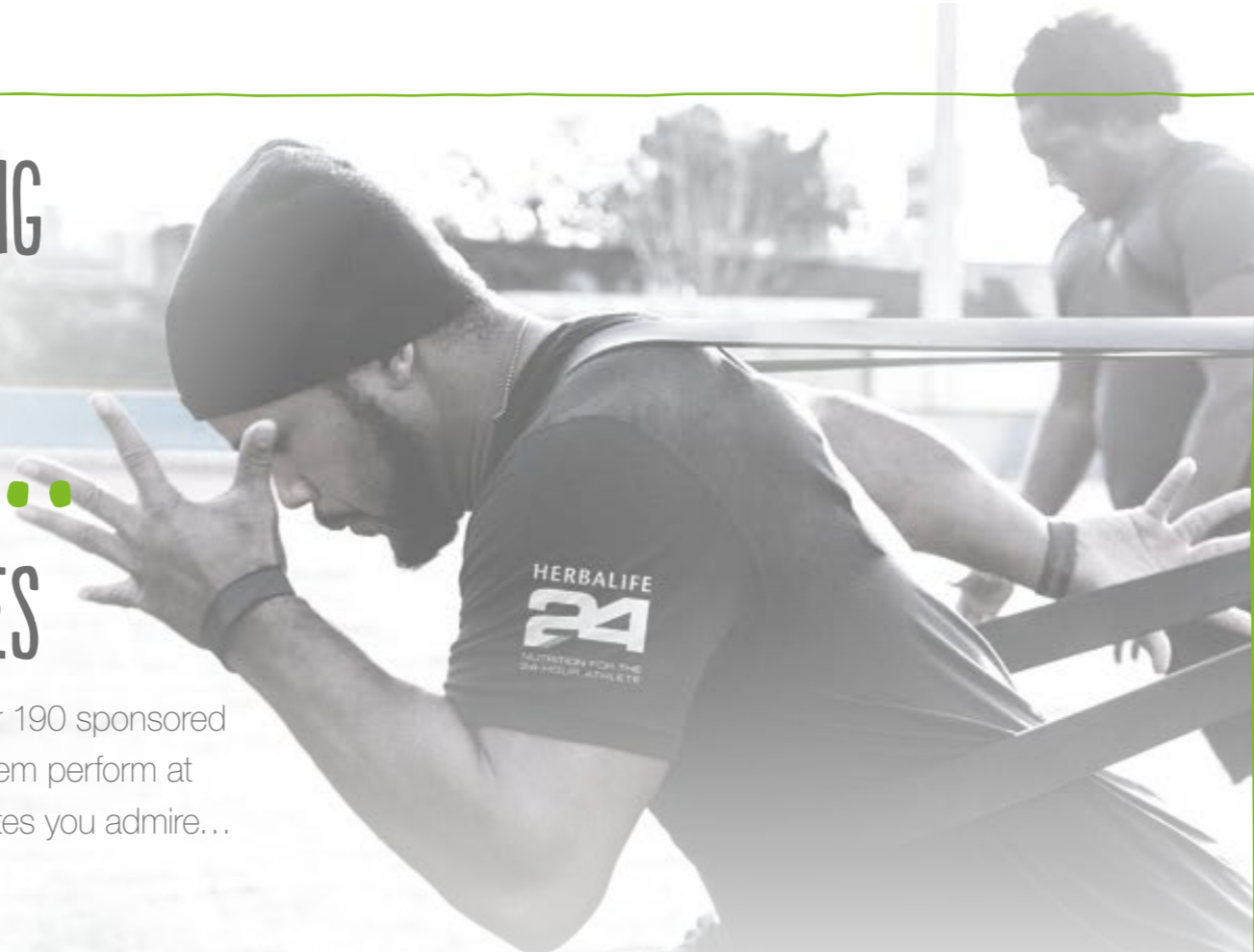
The exciting possibilities in Herbalife’s future are limitless! If you’d like to learn more about opportunities to change your life with Herbalife, you can get the facts about sharing our rewarding future right now. Just visit our section on the Herbalife Business Opportunity.



INTERNATIONAL ATHLETES LOVING HERBALIFE24...

HERBALIFE SPONSORED ATHLETES

It's not just our customers and Members. Around the globe, over 190 sponsored athletes, teams and events choose Herbalife products to help them perform at their best. Read, watch and find out more, directly from the athletes you admire...



HEATHER JACKSON

PROFESSIONAL TRIATHLETE.



I constantly have a bottle of Hydrate in my hand; I'm drinking it constantly for the electrolytes.



[Click here](#) to watch the full interview with Heather Jackson?



CRISTIANO RONALDO

WORLD-RENOWNED FOOTBALLER &
HERBALIFE GLOBAL NUTRITION PARTNER.

"I want to share my experiences of Herbalife products with people, especially young people just starting out in sports. Most importantly, I want to be honest about it. I believe Herbalife offers exceptional products, and by using them, athletes will have an advantage."

READ THE FULL 'BEHIND THE SCENES' STORY WITH CRISTIANO RONALDO [HERE](#).

CR7 DRIVE

Rapidly Fuel your workouts and Enhance Hydration



GET READY FOR
HERBALIFE24 CR7 DRIVE,
DEVELOPED IN CONJUNCTION
WITH CRISTIANO RONALDO.

HERBALIFE SPONSORED ATHLETES



OSPREYS RUGBY TEAM,
WALES

“ Herbalife share our passion for drive and excellent performance, targeting individual needs. ”



REBEKAH TILER - WEIGHTLIFTER,
UNITED KINGDOM

“ Balanced nutrition is essential for any sports person. I take Herbalife24 Restore at night to supplement my nutrition, particular after an intense training session. ”



GABRIEL VILLARAN,
PROFESSIONAL SURFER, PERU

“ When heading out for a long surf day, I make sure to have a good meal, snacks and plenty of water. I use Herbalife products to get ready for my next session. ”



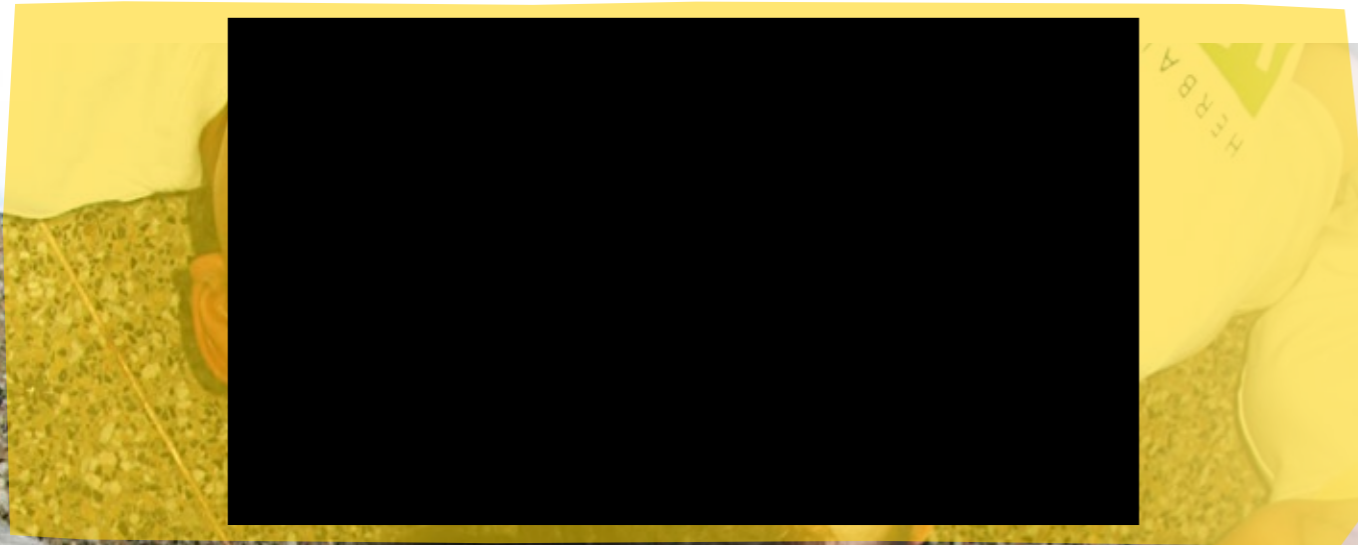
GRAN CANARIA BASKETBALL TEAM,
SPAIN

“ With the support of Herbalife nutrition, the Spanish Basketball Team made history by reaching the semi-final of the ACB Pay Off. ”



SOCIAL RESPONSIBILITY

JUST ONE MORE REASON TO JOIN HERBALIFE



Mark Hughes, Herbalife Founder and First Member (1956-2000) had a dream of providing children with a healthy foundation for growth and development through good daily nutrition. In 1994, he established the Herbalife Family Foundation to do just that; and they've been successfully continuing his work ever since.

By partnering with existing charitable programmes, the Foundation has been able to provide food security to children in challenging environments around the world. It's their belief that every child is entitled to good nutrition; providing essential nutrients and support to help them reach their full potential.



When you spend time with the children at a Casa Herbalife programme, you see appreciation in their faces and their smiles.

– **Michael O. Johnson**, Herbalife Chairman and Chief Executive Officer.



3,369
CHILDREN RECEIVED
NUTRITION EDUCATION



6,277
MEALS SERVED DAILY



110,632
CHILDREN RECEIVED
GENERAL NUTRITION



121,000
CHILDREN SUPPORTED
DAILY

TODAY, THROUGH OUR HFF CASA HERBALIFE PROGRAMMES, WE ARE ABLE TO HELP SUPPORT MORE THAN 100,000 CHILDREN IN OVER 50 COUNTRIES EVERY DAY. FOR MORE INFORMATION ON HFF, [CLICK HERE](#).

START WITH THE PRODUCTS & ACHIEVE YOUR PRODUCT RESULTS

1. INTRO ON THE PRODUCTS
2. HERBALIFE NUTRITION PHILOSOPHY
3. MACRONUTRIENTS
4. PRODUCT TESTIMONIALS
5. CREATE YOUR STORY
6. SET UP YOUR GOALS
7. MEAL PLANS
8. SHAKE RECIPES
9. PRODUCT BROCHURE
10. CREATE YOUR STORY

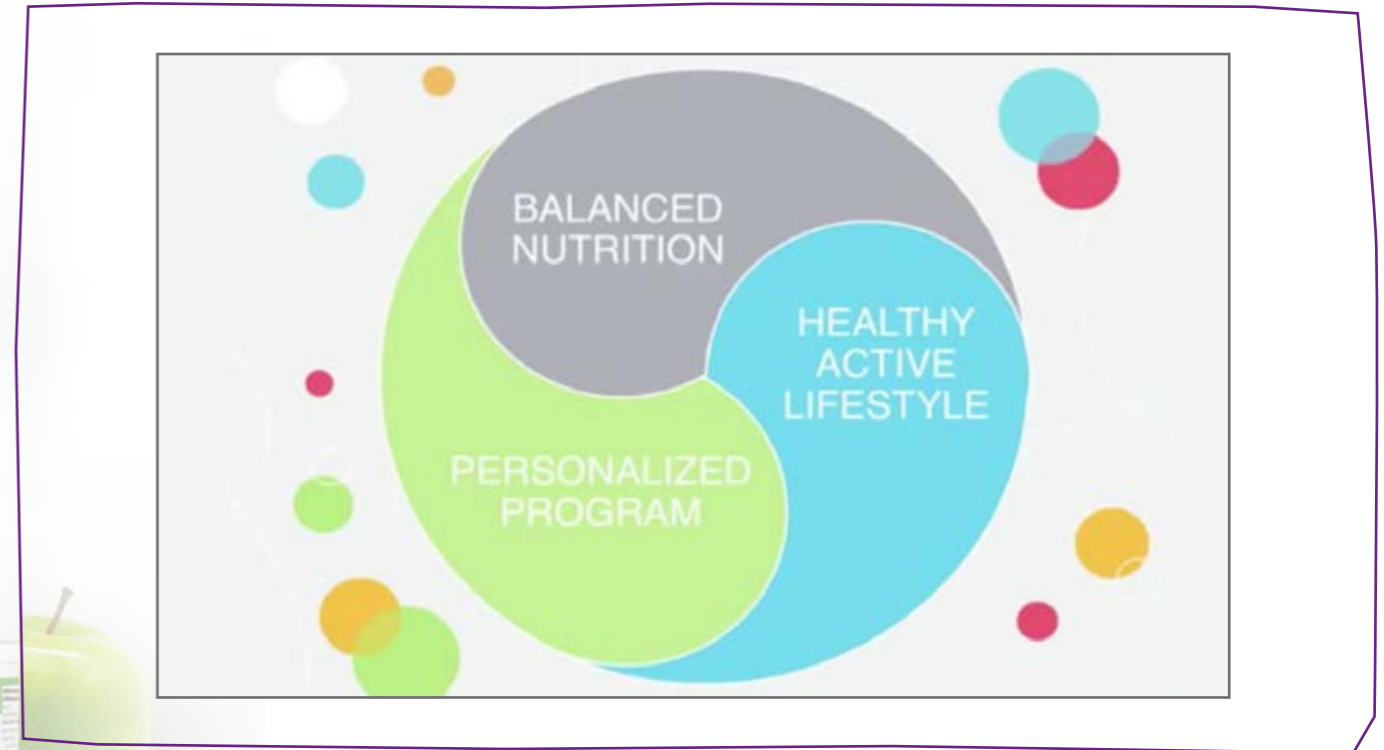
EVERYTHING YOU NEED TO KNOW ABOUT HERBALIFE NUTRITION

Herbalife nutrition is a route to helping you become a healthier and happier you. And thanks to our nutritious and great-tasting products, you can still enjoy your favourite flavours too!

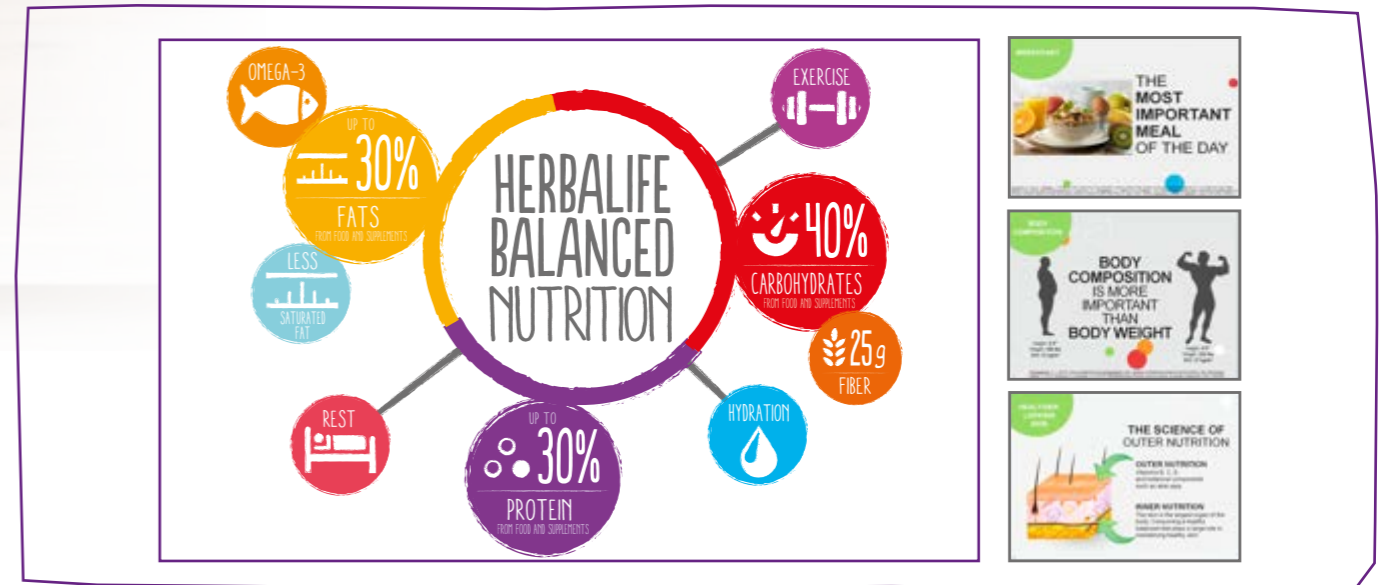
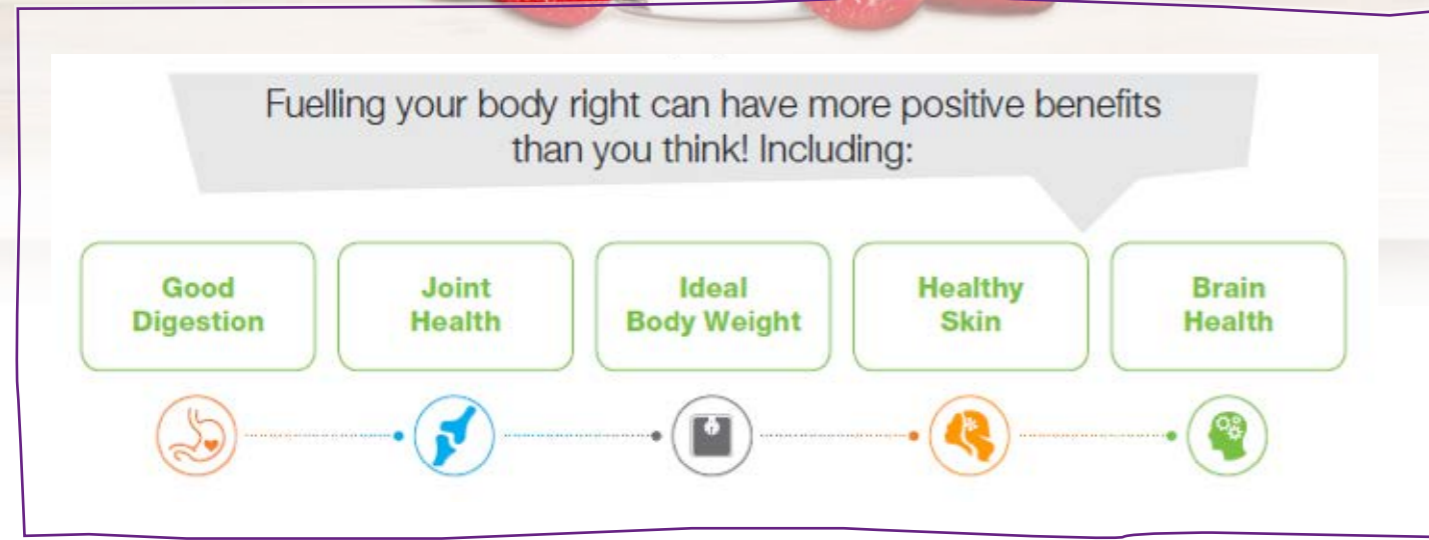


SO WHAT SHOULD YOU EAT?

It's all about balance. Alongside regular exercise and adequate hydration, getting the nutrients you need from the right foods and science-backed products is key. That's why the nutrition experts at Herbalife developed the Herbalife Nutrition Philosophy – to take the effort out of creating a healthy, balanced diet and lifestyle that you can (and want to) sustain.

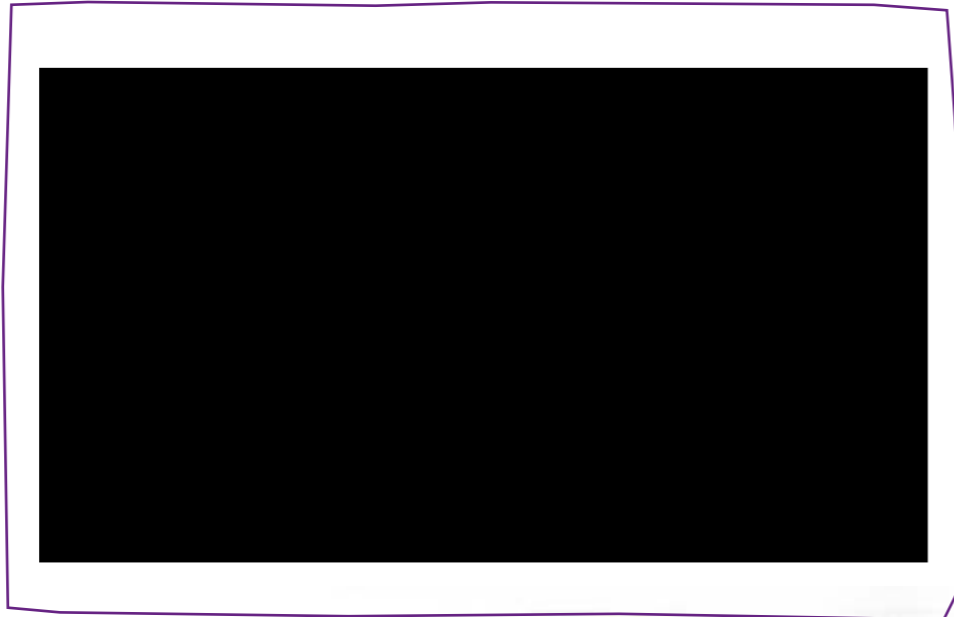


CLICK THE TRAINING PRESENTATION BELOW TO DISCOVER ALL ABOUT THE HERBALIFE NUTRITION PHILOSOPHY, INCLUDING WHAT TO EAT AND WHY.



QUALITY IS EVERYTHING...

We take pride in ensuring high quality in all stages of manufacturing; from the ground the seeds are planted in, to labelling, packaging, distribution, and beyond.



FROM SEED TO FEED



AN OVERVIEW OF OUR RIGOROUS SEED TO FEED PROCESS:



Seed to Feed is more than just a catchy phrase. It's our commitment to ensuring the highest quality, safety and effectiveness of all Herbalife® products. While the process is far more extensive, **Seed to Feed is founded on three main standards:**

INGREDIENTS WITH PURPOSE

We are invested in new discoveries, responsible farming and advanced production methods to craft the best products possible. Our team consists of leading nutrition and health experts from around the world.

CARE AT EVERY STAGE

We go to great lengths to ensure Herbalife® products meet or exceed a variety of industry standards in quality. You can be confident in the purity and effectiveness of our individual ingredients, as well as the integrity of our processes.

NUTRITION YOU CAN TRUST

Using advanced technology, we carefully monitor the environment where our products are stored – ensuring they are just as pure and powerful when you receive them as when they were first developed.

"BALANCED NUTRITION IS EASY TO SAY, BUT HARDER TO PUT INTO PRACTICE."

Our dedicated team of scientists and Ph.D.'s combine their expertise to give you confidence in the Herbalife brand and products. Each member of the Herbalife Nutrition Advisory Board is at the top of their field; from a Nobel* Laureate in medicine to the former director of the FDA**.

There is a wealth of materials on the science behind the products, so watch the video below and download the materials to educate yourself and share with your customers.

Our Scientific Leadership

The development of Herbalife® products is guided by our Scientific Leadership made up of experts in the fields of nutrition and health from around the world who actively participate in our product development and testing programmes.

WANT TO KNOW MORE? YOU CAN VIEW AND DOWNLOAD INFORMATION ON THE NUTRITION ADVISORY BOARD BY [CLICKING THE IMAGES ABOVE.](#)



800,00

SQ. FT.

The size of the Herbalife Innovation & Manufacturing facility in Winston-Salem, North Carolina. With its incredible 3-mile circumference, it's the largest Herbalife facility to date, which opened in May 2014 with the aim of enhancing our ability to deliver top nutrition products to people around the globe.

HAVE YOU REACHED YOUR GOAL?




of Europeans say they would like to live a healthier lifestyle*.



WE ALL WANT TO LOOK AND FEEL HEALTHY, BUT WHAT IT TAKES TO GET THERE WILL BE DIFFERENT FOR EVERYONE.

As a new Herbalife Member, you may have already achieved your personal best or still be on your journey towards it. Either way, it's important. Achieving your own product result makes you the best person to help motivate and support your customer as they work towards great results.

For both you and your customer, becoming the best version of yourself is a gateway to improved self-confidence and health. And it all starts with setting goals.

 **Tip**

Don't forget to share your story! Read all about best practice for sharing your product success story [here](#).

HELPING YOUR CUSTOMERS TO SET THEIR GOALS

Whether your customer is looking to improve their eating habits, get back into a favourite pair of jeans, or improve their fitness and conquer a half marathon, Herbalife believes in a healthy, active lifestyle and community support to help them get there.

As their Member and Wellness Coach, it's your role to help your customer set their goal, and find the activity and Herbalife products that are right for them.

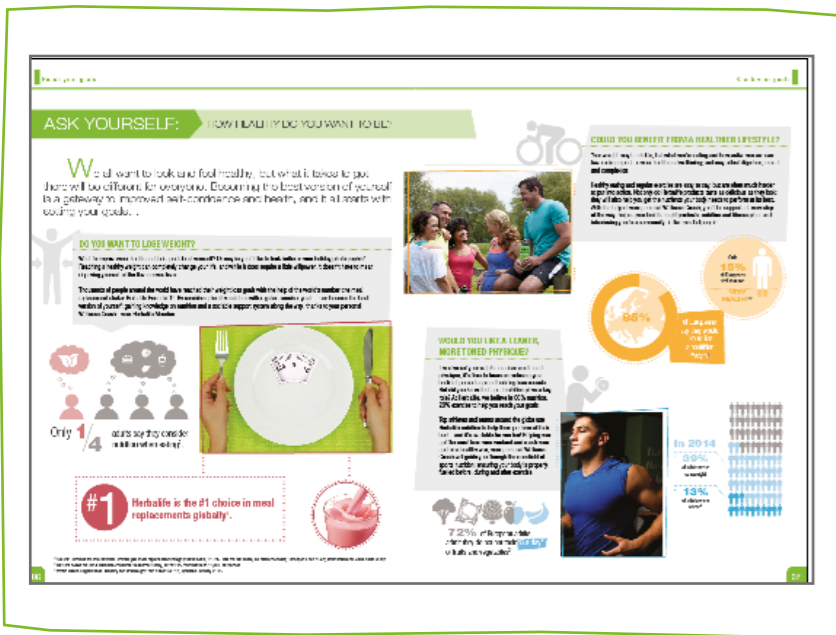
WHERE DOES YOUR CUSTOMER FIT?

The 3 main goals in Herbalife are:

- **Lead a healthier lifestyle**
- **Improve fitness or increase muscle mass**
- **Lose weight**

Discuss each one with your customer to see what category they fall into. This will help you to decide which healthy active lifestyle programme is best for you to help them put in place.

[CLICK HERE TO DISCOVER MORE ABOUT THE 3 MAIN GOALS IN HERBALIFE.](#)




In 2014

39%
of adults were
overweight

13%
of adults were
obese*



 **Tip**

Keep them motivated! Reassure your customer that you'll be there through every step of their journey, and will help them to stay at their best once they've achieved it.

A NEW HEALTHY LIFESTYLE PLAN

CHALLENGE,
EDUCATE,
MOTIVATE

To help your customers form the habits of a healthy, active lifestyle you need to provide them with more than just a new eating plan. Educate them and share knowledge on how and why certain nutrition habits are important, and encourage them to get regular exercise too. You need to be there when their motivation dips, and inspire them to keep going.

The Level 10 challenge and philosophy booklet is designed to help you do just that. This easy-to-follow guide contains information on nutrition and exercise, and tips and trackers for key macronutrients such as protein. Inside, you can write down your customer's goal and go through their current and improved eating and exercise plan step by step. Help your customer to fill it in where necessary, and show them where they can find the answers to their questions.

Now that you've helped your customers set their goals – it's time to help them get started on making them a reality.

At Herbalife, we believe in a healthy lifestyle plan based on 80% nutrition and 20% exercise. Download the basic 80/20 meal plan below, divided according to goal, and help your customer to tailor the plan to suit their tastes and lifestyle.



Visit MyHerbalife to order the Level 10 booklet now.

ACHIEVE YOUR GOAL			80% NUTRITION AND 20% EXERCISE*		
LOSE WEIGHT	WOMEN	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	AT LEAST: AEROBIC 30 MINUTES 5 DAYS A WEEK
	MEN	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	STRENGTH 2 DAYS A WEEK
IMPROVE YOUR DISCIPLINE	WOMEN	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	AT LEAST: AEROBIC 30 MINUTES 5 DAYS A WEEK
	MEN	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	STRENGTH 2 DAYS A WEEK
GAIN MUSCLE	WOMEN	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	AT LEAST: AEROBIC 30 MINUTES 5 DAYS A WEEK
	MEN	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	Healthy Breakfast, Healthy Snack, Healthy Lunch, Healthy Snacks, Healthy Dinner	STRENGTH 2 DAYS A WEEK

FOR MORE DETAILED MEAL PLANS, [CLICK HERE.](#)

EACH ONE IS DIVIDED BY GOAL AND LIFESTYLE, TO ENSURE THERE IS SOMETHING TO SUIT EVERY TYPE OF CUSTOMER.



Find out about the Level 10 challenge [here!](#)

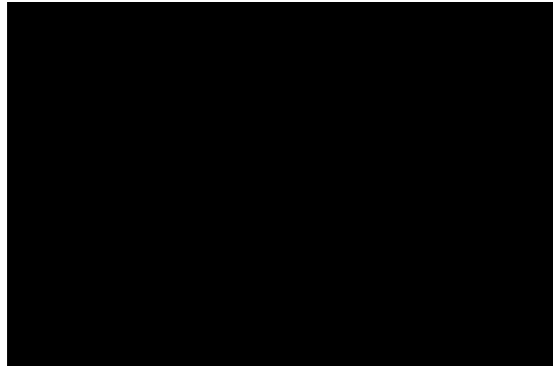
TIPS FOR YOUR CUSTOMER

Changing your lifestyle to be healthier and more active is easy to say, but can be harder to put into practice. That's why you, as their personal Wellness Coach, need to be on hand with guidance and top tips to help your customer meet their daily nutrient recommendations and stay on track through even the most tempting of situations. Each of the videos below helps to tackle a frequently asked question.

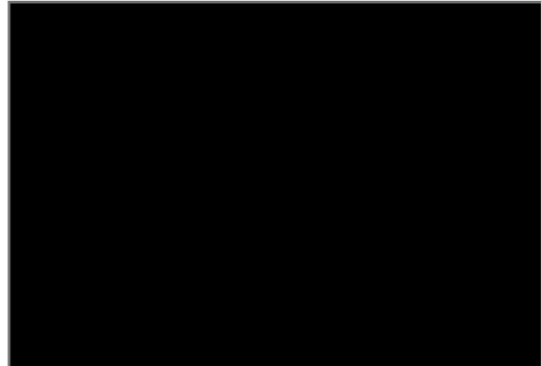


CUSTOMER TIPS VIDEOS

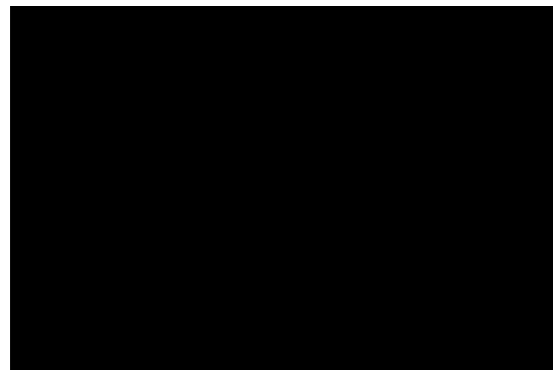
• HOW TO READ NUTRITION LABELS.



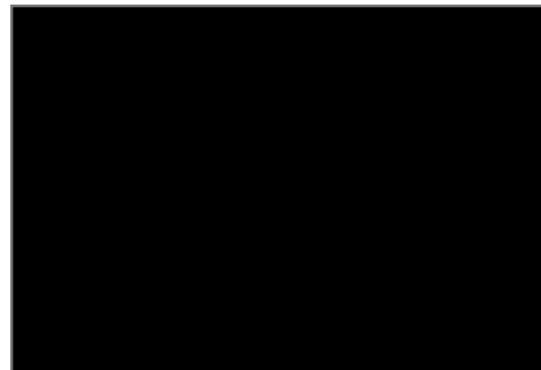
• DINE OUT AND STAY ON TRACK!



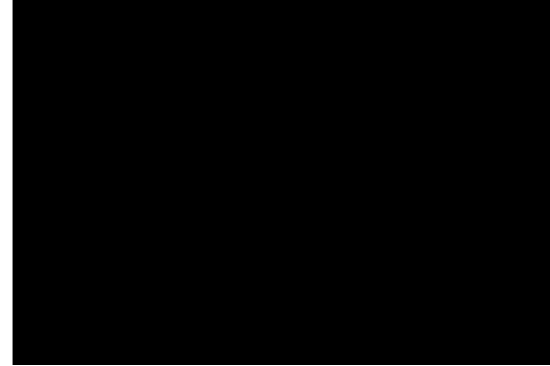
• VIDEO XYZ.



• ARE YOU DRINKING ENOUGH?



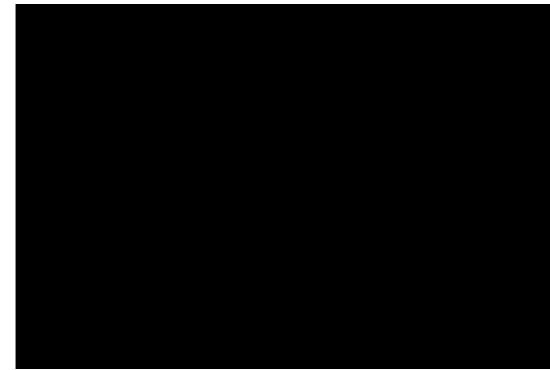
• HOW TO XYZ



• HOW TO XYZ



• HOW TO XYZ



• HOW TO XYZ



YOUR STORY IS POWERFUL

At Herbalife, we often talk about 'becoming a product of the products' and achieving your own product result. Not only is this a fantastic triumph for you personally; it's also a great starting point to build your business...

SHARE YOUR RESULTS!

People will often notice your personal transformation in both physique and confidence, and be interested to hear how you achieved it. This easy, natural conversation is your opportunity to talk about Herbalife; speaking from personal experience with genuine conviction, and sharing your story and results to inspire others.

WHY NOT...?

...show friends, family and potential customers your 'I used to...' and 'Now I...' story and photos, and explain how you reached your personal best! Sharing your own Herbalife journey is great for providing motivation and helping others to become a better version of themselves; just like you.

FOR A GUIDE ON HOW TO PREPARE YOUR OWN SUCCESS STORY, [CLICK HERE!](#)



Name: Emilia Karwat
Country: Poland

"I'VE INCREASED MY MUSCLE MASS AND FEEL GOOD!"

HERE'S HOW I ACHIEVED MY SUCCESS:

- I DRINK MORE WATER EVERY DAY.
- I USE THERMO COMPLETE, WHICH CONTAINS CAFFEINE TO HELP INCREASE MY CONCENTRATION.
- EAT BALANCED MEALS RICH IN PROTEIN.
- WORKED CLOSELY WITH MY WELLNESS COACH WHO HELPED ME ACHIEVE MY GOALS.



Name: Marek Karwat
Country: Poland

"I'VE INCREASED MY MUSCLE MASS AND FEEL GOOD!"

HERE'S HOW I ACHIEVED MY SUCCESS:

- I DRINK MORE WATER EVERY DAY.
- A FORMULA 1 SHAKE WITH FORMULA 3 PERSONALISED PROTEIN POWDER TO HELP ME MAINTAIN LEAN MUSCLE MASS.
- EXERCISE FOR ONE HOUR THREE TIMES A WEEK.
- INCREASED MY DAILY FIBRE INTAKE WITH OAT APPLE FIBRE DRINK.

THE PIONEERING HERBALIFE PRODUCT: FORMULA 1

With multiple flavours to delight your taste buds day after day, people across the globe have Formula 1 shakes to thank for helping them make their goals a reality. Still the best-selling Herbalife product, Formula 1 shakes provide all that you need in a balanced healthy meal.

Click the image below to discover more about the nutrients in a Formula 1 shake.

FORMULA 1 - A SOURCE OF ESSENTIAL NUTRIENTS

- PROTEIN
- VITAMIN C
- VITAMIN E
- VITAMIN A
- CALCIUM
- POTASSIUM



- 220 CALORIES
- 3g FIBRE
- 18g PROTEIN
- AVAILABLE IN 9 DELICIOUS FLAVOURS

1.5 BILLION The number of servings of Formula 1 shake that were sold in 2014*.

SHAKE IT UP!

The saying goes that 'variety is the spice of life', and at Herbalife, we couldn't agree more, so keep motivation high and get creative with your shakes!

We all have different health and lifestyle needs, so feel free to customise your shake to suit you. Optional add-ons provide a boost of nutrients, such as the healthy and convenient Herbalife products listed below.

ENDLESS COMBINATIONS

THE ORIGINAL*
Traditional shake
+
semi-skimmed milk
or a milk alternative

2 SCOOPS OF YOUR FAVOURITE FORMULA 1 SHAKE
250 ml. SEMI-SKIMMED MILK

THE BOOST*
The original
+
optional add-ons:

Protein suggestions:
Herbalife® Personalised Protein Powder, Herbalife® Protein Drink Mix.

Add a scoop of Herbalife Oat Apple Fibre Drink or a skin-on apple for extra fibre.

*Nutritional content will vary when adding extra ingredients to Formula 1.

DISCOVER THE BENEFITS OF OTHER HERBALIFE PRODUCTS IN THE HERBALIFE PRODUCT BROCHURE ON THE NEXT PAGE.

YOU CAN ALSO WHIP UP A SHAKE USING ADDED FRUITS AND VEGETABLES – TURN OVER TO VIEW A SELECTION OF RECIPES AND VIDEOS.

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REPRODUCTION, STORAGE, DISPLAY, OR
CONTENT AND IMAGERY IS NOT
FOR USE WITH MEMBER OF

A DIFFERENT SHAKE FOR EVERYDAY

Get creative! All of the ingredients below can be added to your Formula 1 shake, providing extra nutrients and flavours that are tailored to your taste buds.



Spinach

Low-calorie leafy greens like spinach provide fibre, protein, iron & magnesium. Their mild flavour means you won't even taste these power veggies when they're added to your shake!

Banana

Potassium, fibre and folate are just some of the benefits of bananas. Readily available and low in cost, they're an easy & great-tasting addition to Formula 1.

Low-fat Greek yoghurt

As well as thickening up your shake, low-fat Greek yoghurt provides the body with calcium, protein and vitamin A.

Oats

Oats are a healthy carbohydrate and source of soluble fibre, which has been shown to help lower blood cholesterol.

Blueberries

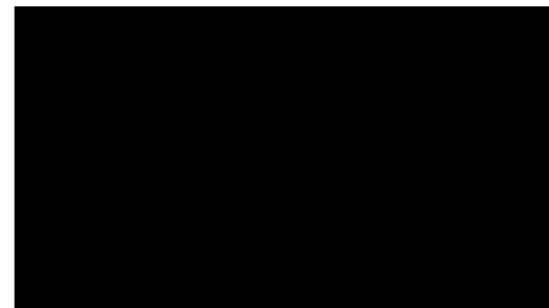
For a sweet yet tart and fruity taste, add blueberries to your Formula 1 shake. They contain polyphenols too, which help to protect cells from oxidative stress.

SHAKE RECIPES

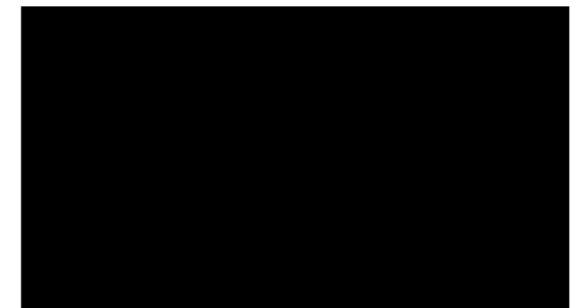
With so many optional add-ins to your Formula 1 shake, the choices are endless! Watch the videos below for a few of our favourite combinations.

'SHARE A SHAKE' RECIPES

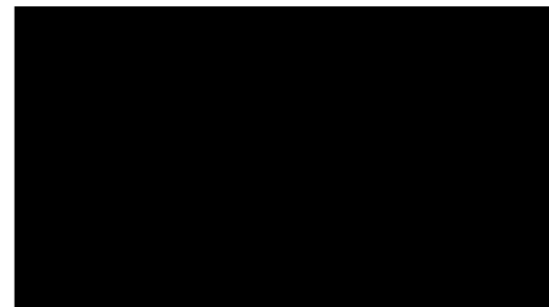
• BLUEBERRY ALMOND SHAKE



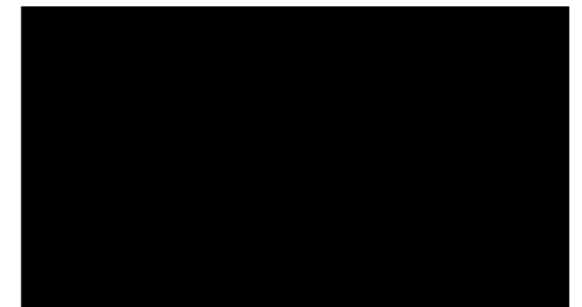
• STRAWBERRY MINT SHAKE



• APPLE PIE SHAKE



• CHERRY RICOTTA SHAKE



SHAKE RECIPE BOOK



Tip

Need more inspiration? Download the Herbalife shake recipe book, or view more videos on the Herbalife YouTube channel.

DISCOVER THE HERBALIFE PRODUCT BROCHURE

The Herbalife Product Brochure is your guide to the products – the benefits, the flavours, when to enjoy and which to take on the go. From pioneering product Formula 1 to food supplements, the beauty range and the Herbalife24 sports nutrition line, it's your go-to guide for Herbalife products.

PRODUCT BROCHURE SEPTEMBER 2016



HOW TO SELL PRESENTATIONS

OUR NUTRITION PHILOSOPHY

THE ROADMAP TO SUCCESS: It's All About Balance

Our nutrition philosophy is simple: it's a combination of balanced nutrition, healthy activity and a personalized program with support from an Independent Herbalife Member.

Let's break it down. So you know you need to eat right, but what does eating "right" really mean? For optimal well-being, make sure you're covered in the following areas:

PROTEIN

What: The building block of body proteins. Including muscle.

Why: Helps satisfy hunger, maintain muscle mass and provide energy.

Where: Found in lean meat, poultry, fish, dairy products, eggs, beans. Herbalife® Formula 1 Healthy Meal Nutritional Shake Mix, Protein Shake Mix, Formula 1 Express Meal Bar and Herbalife® Cereal Bars.

PHYTONUTRIENTS

What: Plant-based substances that improve health.

Why: Some help your body defend against oxidative stress.*

Where: Found in plant foods, including colorful fruits and vegetables, grains, beans and nuts, and Herbalife® Cereal Bars™ which is formulated with whole grains and antioxidant Vitamin A beta-carotene and E.

HYDRATION

What: While individual needs vary, we recommend eight (8) glasses of water per day for optimum health.

Why: Lack of water can cause fatigue, constipation, dry skin, migraines and muscle cramps.*

Where: Several Herbalife® products, when mixed with water, can help meet fluid needs, including Herbalife® Concentrated Juice and iOD®. Herbalife also offers dietary supplements for enhanced hydration during exercise, such as Herbalife24® Hydrate.

EXERCISE

What: Movement that gets your body active and your heart pumping.

Why: Just 30 minutes of exercise a day can make a profound difference in your health and happiness.

Where: Instructors or outdoors – you don't need fancy gym equipment to get moving!

REST

What: Giving your body a much-needed break.

Why: Getting your ZZZs isn't just a luxury. It's a critical piece of the long-term health puzzle.

Where: A cool, comfortable sleeping environment with the support of Herbalife® Sleep Now and Relax Now.

FIBER

What: A plant-based substance that aids in digestion.

Why: Fiber supports the digestive process, helps to fill you up, and provides the growth of friendly bacteria in the digestive tract.

Where: Found in fruits, vegetables, beans, peas, lentils, nuts, seeds, whole grains and Formula 1 Healthy Meal Nutritional Shake Mix, Herbalife® Active Fiber Complex and Formula 1 Express Meal Bar.

FATS

What: A source of energy.

Why: Act as the building blocks for cell membranes, hormones and brain tissue.

Where: Found in olive oil, avocados, egg yolks, coconut oil, nuts, seeds and in dietary supplements that contain omega-3 fatty acids, such as Herbalife® iSolve®, iSolve2 Plus and Core Complex.

VITAMINS & MINERALS

What: Organic and inorganic substances used by the body for healthy growth.

Why: Play a key role in cell function, help convert macronutrients into energy (B vitamins) and support the immune system (Zinc and E).*

Where: Found in fruits, vegetables, dairy products, eggs, meats, grains and Herbalife® Formula 1 Healthy Meal Nutritional Shake Mix, Protein Shake Mix, Formula 1 Express Meal Bar, Herbalife® Cereal Bars, and in dietary supplements such as Herbalife® Formula 2 Multi-Vitamin Complex.

More than one-third (34.9% or 78.6 million) of U.S. adults are overweight or obese.* Herbalife is committed to helping people choose better nutrition and lead healthy, active lives.

*These statistics have been sourced by the Food and Drug Administration. **As made available in the Nutrition Facts panel on product packaging. *Source: Centers for Disease Control and Prevention, 2014

HERBALIFE NUTRITION herbalife.com

FOR MORE TRAINING ON HERBALIFE PRODUCTS, INCLUDING HOW TO COMBINE THEM AND WHAT MAKES THEM STANDOUT FROM COMPETITORS, [DOWNLOAD THE PRESENTATION](#) TO BROWSE AT YOUR CONVENIENCE.

YOU CAN ALSO VIEW THE PRODUCT BROCHURE ONLINE. WANT TO PLACE AN ORDER? [CLICK HERE!](#)

GET YOUR BUSINESS STARTED

1. HERBALIFE ATHLETES & TEAMS
2. HFF
3. BUSINESS OPPORTUNITY
4. DIRECT SELLING BUSINESS
5. BUSINESS TESTIMONIALS
6. FIRST 72H
7. BUSINESS METHODS
8. BUSINESS FLOW
9. CUSTOMER LIFE CYCLE
10. LOYAL CUSTOMERS
11. 'GROW YOUR BUSINESS'
12. SALES & MARKETING PLAN

RUN A HERBALIFE SKINCARE PARTY!

Give new and existing customers the chance to be pampered and discover the luxurious range of Herbalife skincare in a relaxed, social setting.

5 STEPS TO THE PERFECT SKINCARE PARTY:

1. Get a group of like-minded people together – both potential and existing customers!
2. Demonstrate the products in a fun and friendly environment.
3. Explain the importance of combining inner and outer nutrition.
4. Spoil your guests and build a relationship.
5. Generate referrals, and take your Herbalife business to the next level!



ADD EVEN MORE VALUE...

- Find out your guests' skin type and personal skin needs, and tailor a skincare programme just for them! The Skin Wellness Evaluation can help you do just that.
- Look and feel professional and confident with Herbalife Skin Care tools and props.

What will I need?

How should I start my party?

Should I decorate the room?

All the answers to your questions can be found [here!](#) Browse the link for advice on all of the above, plus best practices, product information and more!

PROMOTE YOUR SKINCARE PARTY

We've made it easy for you. Simply download the Skincare Party materials to share face-to-face, via email or on social media, then get planning!

A MEMBER'S TOP TIPS!

For Corina Ilie, GET Team Member from Romania, Skincare Parties are an integral part of her business. Corina shares her top tips below...

1. Be professional.
2. Adopt a "no problem" attitude.
3. Dress appropriately.
4. Share your own product success story.
5. Represent Herbalife with lots of energy and smiles.
6. Ensure guests are happy and spoiled so they leave with a good impression of Herbalife and want to come back.

QUALIFY

VIDEO 1



VIDEO 2



INVITE

Referral Cards



PRESENT

Posters x2



Power Point



SUPPORT

LEARN MORE ABOUT SKIN CARE PARTIES ON [PAGE 26](#).