



GREAT PRODUCTS! GREAT OPPORTUNITY!

Join us to make the world healthier and happier.



Your Ultimate Goals May Include:

- A. Looking better and feeling better
- B. Being able to spend more time with family and friends by building a solid business
- C. Earning supplemental income
- D. Impacting people in your community to lead healthy lives



We are confident about the need for our products because statistics show a rise in consumer spending for body image concerns!

"More than 2 in 3 adults are considered to be overweight or obese. More than 1 in 3 adults are considered to be obese."

Source : Data from the National Health and Nutrition Examination Survey, 2009–2010,
<http://win.niddk.nih.gov/statistics/>



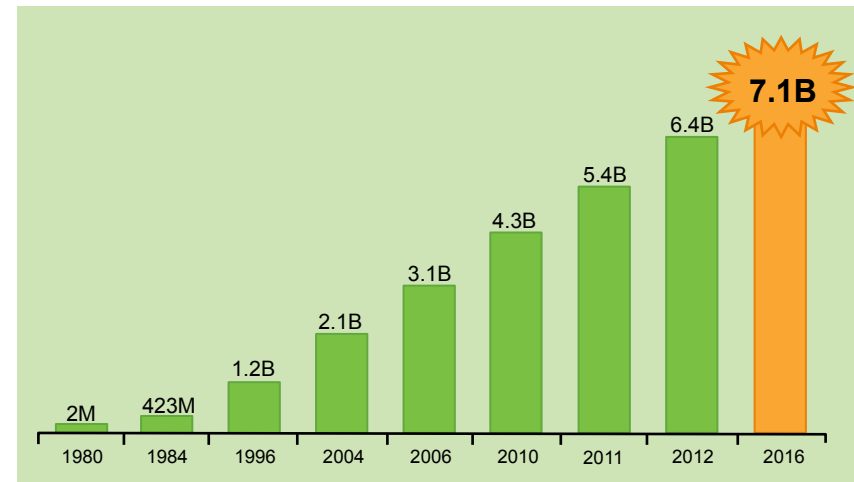
"The IHRSA also reported that the total revenue in the fitness industry reached \$21.8 billion in 2012."

Source: International Health, Racquet, and Sportsclub Association (IHRSA), May 2013.

Your Past Doesn't Determine Your Future!

Utilize Our Strengths for
YOUR BENEFIT

- Our amazing products
- In business for over **3 decades**
- Open in over **90 countries**
- **A support system** for training and personal growth
- **\$7.12 billion** in suggested retail sales in 2016



Numbers shown have been rounded up to the nearest tenth and represent suggested retail sales.

Scientific Leadership

A world-renowned team of nutrition and scientific advisors guide and participate in our product development and testing programs. These experts endorse our high-quality products as being the best in the market.



JOHN AGWUNOBI
M.D., M.B.A., M.P.H.
CHIEF HEALTH AND
NUTRITION OFFICER



DAVID HEBER
M.D., Ph.D.,
F.A.C.P., F.A.S.N.
CHAIRMAN
HERBALIFE NUTRITION
INSTITUTE



LUIGI GRATTON
M.D., M.P.H.
VICE PRESIDENT
WORLDWIDE NUTRITION
EDUCATION AND DEVELOPMENT
CHAIRMAN
HERBALIFE NUTRITION
ADVISORY BOARD



ROCÍO MEDINA
M.D.
VICE CHAIRWOMAN AND
MEMBER
HERBALIFE NUTRITION
ADVISORY BOARD



VASILIOS "BILL" FRANKOS
Ph.D., M.S.
SENIOR CORPORATE ADVISOR
PRODUCT SCIENCE,
SAFETY AND COMPLIANCE



JOHN HEISS
Ph.D.
SENIOR DIRECTOR
SPORTS AND FITNESS
WORLDWIDE PRODUCT
MARKETING



STEVE HENIG
Ph.D.
CHIEF SCIENTIFIC OFFICER
EMERITUS
MEMBER
HERBALIFE NUTRITION
ADVISORY BOARD



LOU IGNARRO
Ph.D., NOBEL* LAUREATE IN
MEDICINE
MEMBER
HERBALIFE NUTRITION
ADVISORY BOARD



GARY SMALL
M.D.
MEMBER
HERBALIFE NUTRITION
ADVISORY BOARD



DANA RYAN
Ph.D., M.A.
SENIOR MANAGER,
SPORTS PERFORMANCE
AND EDUCATION

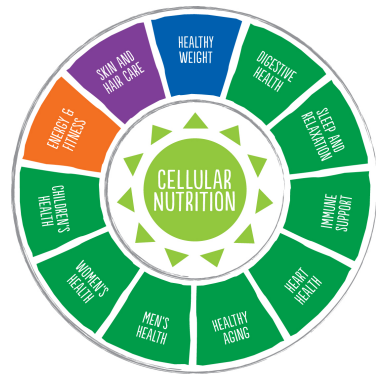
Corporate Leadership



Michael O. Johnson
Executive Chairman

Rich Goudis
Chief Executive Officer

We Offer Nutrition for a Healthy, Active Life!



Globally, over **1.6 billion** servings of Herbalife® Formula 1 were sold in 2016!*



Changing people's lives since 1980 using **Total Nutrition**

- Healthy Weight
- Specialized Nutrition
 - Digestive Health
 - Heart Health
 - Sleep and Relaxation
 - Immune Support
 - Men's Health
 - Women's Health
 - Children's Health
 - Healthy Aging
- Energy & Fitness
- Skin and Hair Care



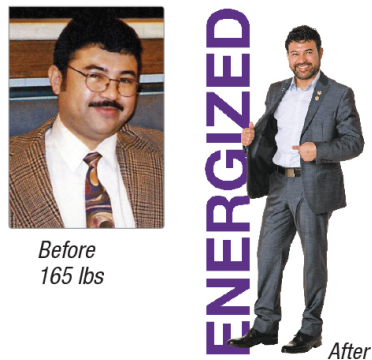
*Formula 1 Healthy Meal Nutritional Shake Mix is available in different sizes. For example, in some markets, it comes in 750 gram (30 servings) canisters. The total number of servings sold in 2016 includes all servings from all package sizes.

Product Success Stories

Liliana, 62 lbs. lost



Mario, 22 lbs. lost



Donna, 35 lbs. lost



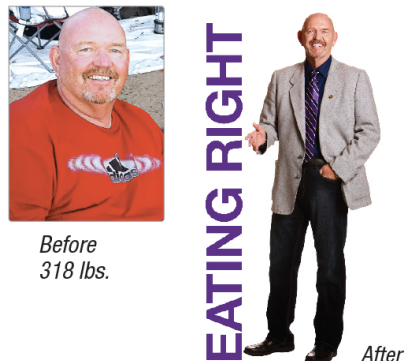
Francy, 13 lbs. gained



Karen, 73 years old



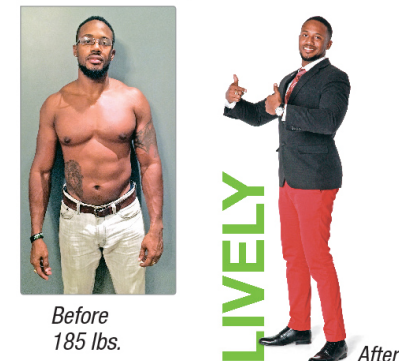
Billy, 124 lbs. lost



Kayra, 38 lbs. lost



Anil, 7 lbs. gained



People who use Herbalife® Formula 1 twice a day as part of a healthy lifestyle can generally expect to lose around half a pound to 1 pound per week.

As an Herbalife Independent Distributor, You Work to Build a Strong, Sustainable Business

Distributor Action Plan

5 to 7+ New Clients Each Month

Get, Keep, Develop ...

Loyal Customers & Preferred Members

Also 2+ New Distributors Each Month That Work the Distributor Action Plan

SET YOUR SIGHTS ON EXCITING REWARDS WHILE BUILDING A STRONG FOUNDATION FOR YOUR BUSINESS.

START QUALIFYING TODAY!

ACHIEVE 500x3 months **500 DOCUMENTED VOLUME POINTS OR MORE EACH MONTH IN THREE CONSECUTIVE VOLUME MONTHS.**

Open to Herbalife Independent Distributors who joined the business from July 2016 on who did not previously qualify for the Active Member Promotion.

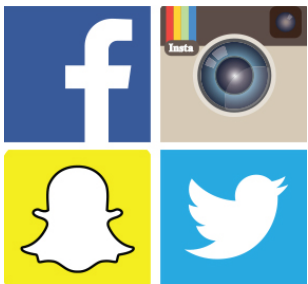
EARN ONE OF THREE AMAZING REWARDS:



1 REWARD PER DISTRIBUTORSHIP. Look and design of giveaways may vary slightly from these images. Giveaways available while supplies last. If a particular giveaway is no longer available, Distributorship will choose from the available rewards.



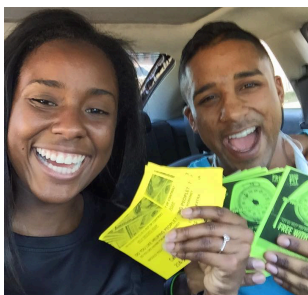
SOCIAL MEDIA



FITNESS CAMPS



INVITATIONS, FLYERS, ADS



Daily Activities to Find New Customers

GRAND OPENINGS



BUSINESS IN-SERVICES



SOCIAL EVENTS



SHAKE/SPA EVENTS



Business Success Results

Based on consistent work, skill and dedication.

For typical results, see Statement of Average Gross Compensation on page 17.



Kelly
Nanny
\$847.95



Angel
Barber and
Sound
Engineer
\$1,500.00



Aspen
Stay-at-
Home Mom
\$220.40



Martha
Stay-at-Home
Mom
\$6,105.79



Kavya
College
Student
\$631.55



Jackie
Kindergarten
Teacher
\$400.20



Michael
College
Graduate
\$8,535.00



Liz
Ministry
Staff
\$2,734.00

Income depicted is unique to individuals and is not typical. Becoming a top 1% Distributor if achieved takes between 3 to 35 years to reach, averaging 13 years. Achievements require skill & consistent work. For typical earnings, see Statement of Average Gross Compensation at StartHerbalife.com.

Business Success Results

Based on consistent work, skill and dedication.

For typical results, see Statement of Average Gross Compensation on page 17.



Eric & Adriana
P.E. Teacher
\$3,155.00



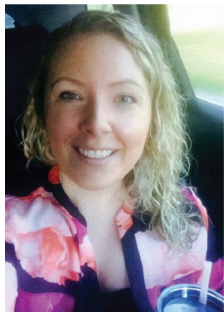
Nancy
Medical
Office Staff
\$1,405.32



Julio
CrossFit
Coach
\$253.47



Timmie
Retail
Supervisor
\$3,287.00



Jennifer
Cosmetologist
\$3,443.29



Danielle
Stay-at-
Home Mom
\$821.82



Catarina
High School
Student
\$298.00

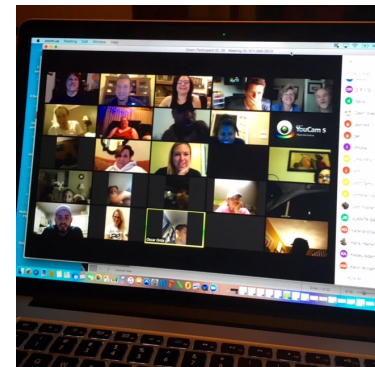


Courtney
Restaurant
Manager and
Bartender
\$960.00

Income depicted is unique to individuals and is not typical. Becoming a top 1% Distributor if achieved takes between 3 to 35 years to reach, averaging 13 years. Achievements require skill & consistent work. For typical earnings, see Statement of Average Gross Compensation at StartHerbalife.com.

Launching Your Business

- ✓ **Start on the products:** Get results and create your product story
- ✓ **Start to build your business**
 - Set up your FREE Herbalife customer website where your customers can buy products from you
 - Grand opening: Get the word out that you are in business
 - Determine your goals
 - Work the Distributor Action Plan
- ✓ **Plug into our local and online trainings, websites and calls**
 - Learn new skills
 - Personal growth



Your Next Step

A. Get started on the products as a **Customer** to look better and feel better

- ✓ Get your 3-Day Trial Pack for \$20 (USD)

OR

- ✓ Get started on your nutrition program and immediately start earning Loyal Customer Points* toward FREE gifts

B. Get started as a **Distributor**

- ✓ Earn income working around your schedule
- ✓ Get our products at a discount
- ✓ Have the opportunity to build a customer base and sponsor other Distributors to build your team



THE INTERNATIONAL
BUSINESS PACK

A perfect introduction to the
Herbalife business opportunity



DISTRIBUTOR REFUND POLICY: If Distributorship is canceled for any reason, you may return all unopened products that were purchased in the previous 12 months for a full refund. To obtain a refund, Distributors may call Herbalife at 866-866-4744 or submit the refund form available at MyHerbalife.com.

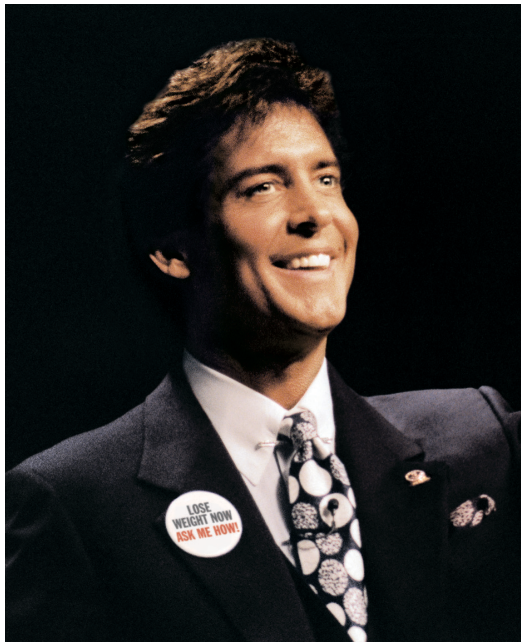
*When enrolled in the Loyal Customer Program.

GREAT PRODUCTS! GREAT OPPORTUNITY!



Our History

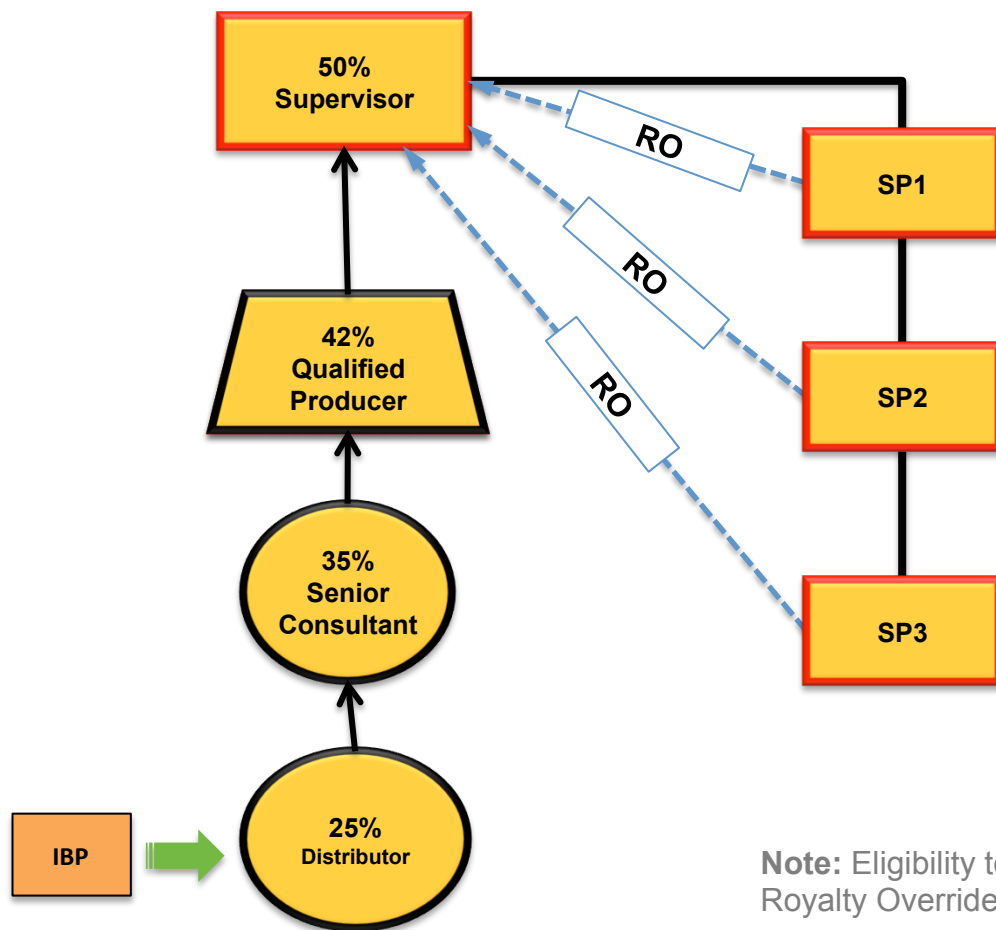
MARK HUGHES – FOUNDER OF HERBALIFE



MARK HUGHES (1956–2000)
Herbalife Founder and First Distributor

- In 1980, Mark Hughes started Herbalife at age 23
- Mark wanted to spread the message of good nutrition
- Mark's dream is now a reality as Herbalife operates in over 90 countries

Herbalife Sales & Marketing Plan



Areas of Income:

Retail up to 25%–50%

Wholesale 7%–25%

Royalty Overrides (RO) 1–3 levels up to 5% on areas of income

Production Bonus 2%–7%*

Annual Mark Hughes Bonus 1%†

Promotions

Note: Eligibility to earn is based on Documented Volume. All discounts, Royalty Overrides and other bonuses are based on an Earn Base value.

*The Production Bonus is earned by eligible members of the TAB Team who meet certain requirements.

†The Mark Hughes Bonus is distributed annually among eligible President's Team members in recognition of outstanding performance in advancing sales of Herbalife® products.

What should I know about HERBALIFE Distributorship?

How can I participate?

As an Herbalife Distributor, you can participate in three ways:

- You can buy products at a discount for your own or household use.
- You can sell products to make a retail profit.
- You can recruit others who want to consume or sell the products.

The majority of Distributors join simply to receive a discount on Herbalife® products. As a result, nearly 86% of U.S. Distributorship (399,673) did not receive any earnings from Herbalife.

How can I earn money?

- You can earn money by selling Herbalife® products that you buy at a discount.
- You can earn money by sponsoring someone who either sells Herbalife® products or purchases them at a discount for their own or household use.
- You **cannot** earn money simply for recruiting or sponsoring someone.

What should I know about the business opportunity?

- Distributors enjoy setting their own schedule and choosing how and when to work.
- Most people start their Herbalife business by selling part-time to their friends and family as a way to make a little extra money.
- Building a successful Herbalife business takes hard work and time.
- Like all businesses, some Distributors will succeed, while some will not.
- You have no required purchases other than the initial Distributorship kit also known as the International Business Pack (approximately (USD) 94).

What should I know about HERBALIFE Distributorship?

How much could I earn if I sell Herbalife products?

- Distributors are eligible to buy Herbalife® products at a discount. Starting out, your discount is approximately 25%. The more you sell, the higher your discount, up to a maximum of 50%.

For example the initial discount on Formula 1, Herbalife's best-selling product is shown below:



Suggested Retail Price	(USD) 39.90
Distributor price (<i>with 25% discount and before shipping and tax</i>)	- (USD) 30.40
Potential profit	(USD) 9.50

- If you buy at this 25% discount and sell 10 canisters at the Suggested Retail Price, passing along shipping and taxes as most Distributors do, you would make (USD) 95 before expenses.

In addition to retail earnings, how much could I earn from sales by Distributors I sponsor?

- The majority of Distributors join simply to receive a discount on Herbalife® products.
- Last year, 14% of U.S. Herbalife Independent Distributors (about 64,873) sponsored at least one person and earned from the sales of the Distributors they sponsored.
- In addition to any retail profit, of those who received earnings from Herbalife, approximately:
 - o 50% (about 32,437) made more than (USD) 370 in earnings – and the other half made less.
 - o 10% (about 6,487) made more than (USD) 6,965 in earnings.
 - o 1% (about 649) made more than (USD) 108,802 in earnings. Last year, the people who moved into the top 1% spent between 3 to 29 years in the business, averaging 10 years.

What if it doesn't work for me?

- Within your first year of Distributorship, you can receive a full refund of your International Business Pack.
- If you have unopened products, you can return them within a year of the purchase date for a full refund and cancel your Distributorship. We even pay the return shipping costs.
- Please contact 866-866-4744 for more information.