



Share Your Story with Confidence

A Quick Guide to Making Appropriate Claims

As an Herbalife Independent Associate, anytime you present your personal story about the Herbalife® products or business opportunity, you're actually making an **Advertising Claim**.

A claim is defined as any statement, story, image or video about the Herbalife® products or business opportunity. **All claims must be lawful, truthful, substantiated and not misleading.** In addition, do not state or imply that attending events is mandatory or guarantees financial success, as attending events is not mandatory and does not guarantee financial success.

It's perfectly fine for Associates to make claims, provided that they comply with the Herbalife Rules and local laws. For further guidance on how to use required disclaimers, refer to this quick reference guide.

Let's discuss some of the different claims and what they entail

What are earnings and lifestyle claims?

An earnings claim is any claim regarding a Associate's actual or potential income.

A lifestyle claim is a claim suggesting that a Associate can attain a certain lifestyle, or purchase certain items, through the business opportunity. Photos involving cars, pools, vacations or houses are also earnings or lifestyle claims.

What are examples of prohibited lavish lifestyle claims?

Examples of prohibited lavish lifestyle claims include mention of opulent mansions; private helicopters, jets or yachts; and exotic automobiles or any substantially similar representations. For the current list of exotic automobiles, contact Herbalife or visit [MyHerbalife.com](https://www.MyHerbalife.com).

What are examples of prohibited extreme earnings claims?

Examples of prohibited extreme earnings claims include the following or similar statements that participants can:

- "Quit your job"
- "Be set for life"
- "Earn millions of dollars"
- "Realize unlimited income"
- "Make more money than they ever imagined or thought possible"
- "Get rich"

Can I make an earnings claim?

Yes. Your claim must be truthful, substantiated and not misleading. If your claim conveys a result that is better than what the typical Associate can expect to achieve, you must also include the appropriate income disclaimer.

Remember: You must never make an earnings claim that conveys a lavish lifestyle.

Disclaimers

Which disclaimer should I use for earnings and lifestyle claims?

If you are making a permissible earnings or lifestyle claim that shows results that are better than what a typical Associate could expect to achieve, you must use one of the following **disclaimers**:

For all Earning Claims

Income applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the Statement of Average Gross Compensation Paid by Herbalife at [Herbalife.co.in](https://www.Herbalife.co.in) and in [MyHerbalife.com](https://www.MyHerbalife.com).



Talking About the Relationship Between Herbalife and Herbalife Associates

What can't I say?

Associates may not claim or imply that they are employed by, speak for, or provide any type of consulting services for Herbalife. They may not suggest that their Herbalife business is a job. For example, do not use the terms "job," "salary," "employment" or any similar term when promoting the business opportunity.

What can I say?

You can say that what is being offered is an independent business opportunity

Product Claims

What can't I say about Herbalife products?

You must not state that Herbalife® products prevent, treat, or cure diseases or medical conditions or discuss any experiences with medications. You must not make any statement about Herbalife® products solving a health problem (like digestive disorders) or curing a condition (like eczema). Unauthorized claims like these can be dangerous to consumers who could abandon proper medical treatment for their conditions. It can also be dangerous to your business and expose you to fines and other legal action, including criminal charges.

What kind of claims can I make about Herbalife products?

When speaking about Herbalife® products, only claims that appear in Herbalife® product labels, websites or catalogs may be used.

Weight Loss

Which weight-loss disclaimer should I use?

When making weight-loss claims, either in a casual conversation or in written materials, always include the following:

Disclaimer about Weight Loss

"These results are not typical. Individual results will vary"

Size and Placement of Disclaimers

Audio Presentations (live or recorded)

Disclaimers must be made orally in conjunction with the claim.

Visual Presentations

The disclaimer must be legible and be presented in close proximity to the claim. The Disclaimers shall run continuously at the bottom portion of the screen and in a large enough font for an average reader to be able to read it.

Written Presentations

1. The disclaimer must be displayed in a contrasting color to the background (e.g., black on white).
2. The disclaimer must be in close proximity to the claim (on the same page or screen as the claim).
3. The disclaimer must be in a font at least 75% as large as the size of the font used in the claim, and not smaller than a 10-point type font.



How to Share Your Story

If you have any questions about what claims or statements you can or cannot make, please go to the **Quick Links** section at the bottom of the page on **MyHerbalife.com** and choose **How to Share Your Story**.

You can also call Associate Services at **080-4031-1444**.



For more information visit **MyHerbalife.com**
<http://hrbl.me/HTSYS-INEN>