



Education on Virtual Meetings



Introduction

- Virtual HOMs, STS and other trainings provide a great opportunity to connect with large numbers of people
- As your circle of the audience grows, its important to make sure you are running your virtual meetings as productively as possible and that you remain vigilant in avoiding pitfalls when making claims
- In this deck, you'll find:
 1. Some best practice tips to make your virtual meetings as productive as possible
 2. A review of the rules of the road on product, weight loss, earning and lifestyle claims, particularly for virtual settings



Best Practices for Virtual Trainings



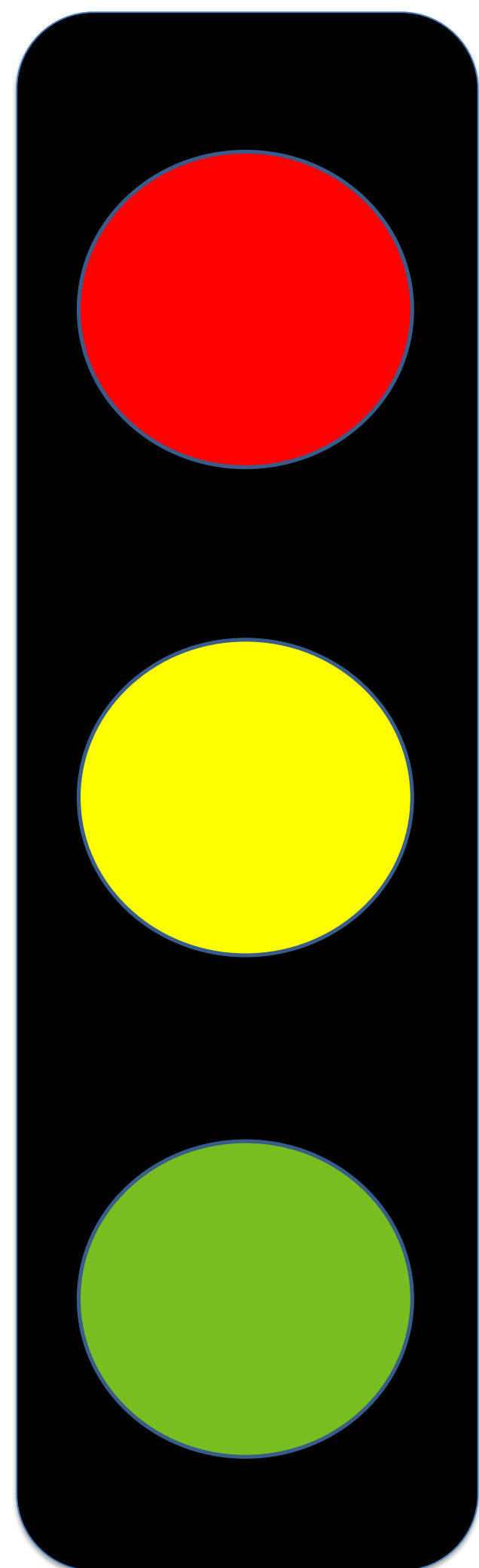
1. Do not record the sessions because consent laws vary and are complex
2. Use the HOM video link as it is a compliant video that helps set a baseline
3. Elevate the engagement with video calls, PowerPoints, music, good lighting, and Q&A sessions
4. Invite speakers / panelists and create breakout rooms to connect with them before starting
5. Tailor your presentation to fit it your audience:
 - If talking to customers only, consider focusing on products and health and wellness journeys.
 - If talking to prospective business opportunity participants, consider talking about products first and then the business opportunity.
 - If talking to established Associates, consider focusing on strategies for increasing sales and engagement.
6. When discussing income or business opportunities and lifestyle claims, post the Disclaimers at the start and end of the training as a static image, just like you would in an in-person session

General Rules of the Road for Promoting the Business



- Although claims come in a variety of forms, including product claims, earnings claims and lifestyle claims, the same basic rules of the road apply to all of them:
 - Claims must be truthful
 - Claims must be substantiated
 - Claims cannot be misleading
- We are going to walk you through how to make each type of claim to build confidence through compliance

Product Claims



Avoid making medical claims that our products diagnose, cure, prevent, treat or improve medical conditions.

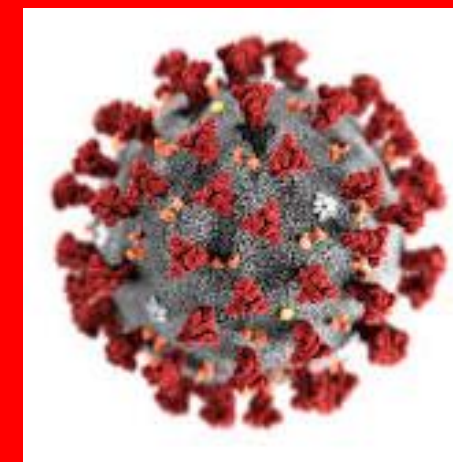
YOU CAN:

1. Use any of the approved, vetted and substantiated claims on the product labels, website materials.
2. How the products make you feel (e.g., feel energized).

Disclaimer: This product is not intended to diagnose, treat, cure or prevent any disease.

Coronavirus & COVID – 19 Claims

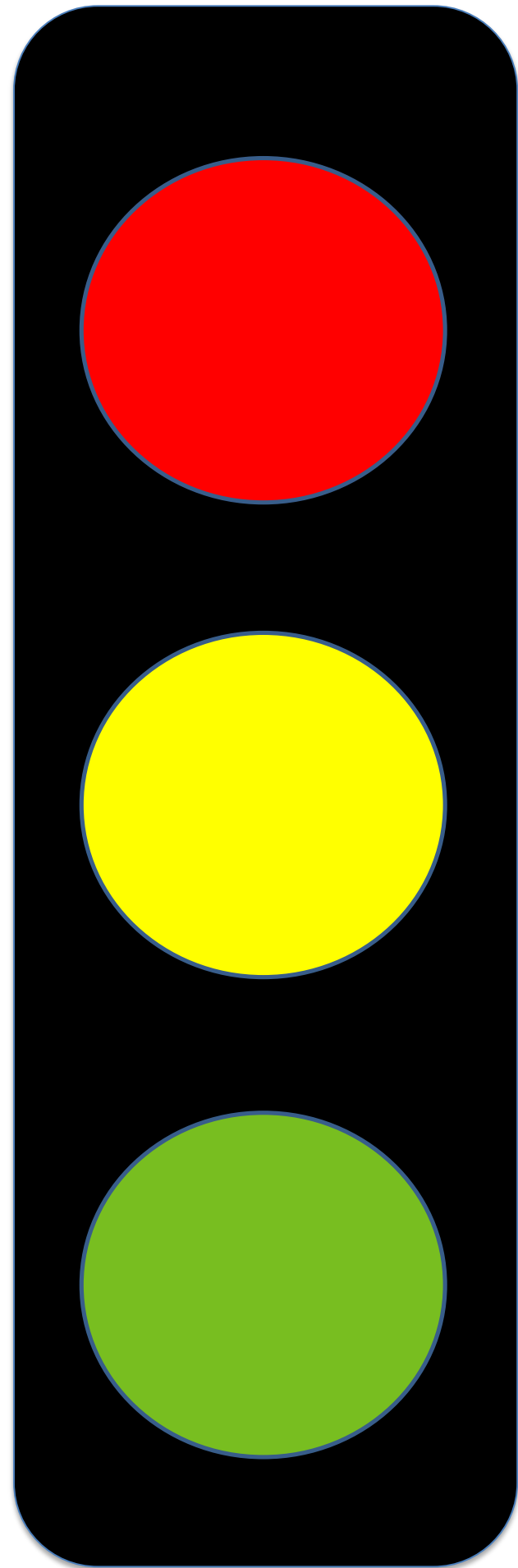
- You cannot claim that any of our products can prevent the spread, deter or cure Coronavirus or COVID-19.
- You also cannot make your own version of “hand sanitizer” using Herbalife products.



HELPFUL TOOLS

- Use any of the videos describing the benefits of our products, available in [myherbalife.com](https://www.myherbalife.com)
- Click on the “More Details” tab on our website to find a list of approved product claims

Weight Loss Claims



Extreme Weight Loss: Avoid weight loss claims exceeding 1.1 kilogram per week

- You can give total weight loss number that is not timebound (Ex: “I lost a total of 13.6 kg”)

Results Going Beyond Typical: Weight loss claims up to 1.1 kg per week are fine. Let others know:

1. That your results are not typical;
2. What Typical Results are; and
3. Healthy lifestyle & AS's Difference impact

Typical Results: ½ to 1 kg per week if:

1. Product taken 2 times a day as a meal replacement
2. You maintain a healthy lifestyle (balanced diet; reduced caloric intake; or fitness activity – all reinforced by Ds coaching)

Disclaimer: These results are not typical. Individual results will vary

Earnings & Lifestyle Claims



- You can still make other truthful and non-misleading claims by following these 4 steps:

Step #1 – Truthful & Substantiated



Make sure that your claim is truthful – it is backed up by Bizworks and your earnings statement

Step #2 – Balance Your Story



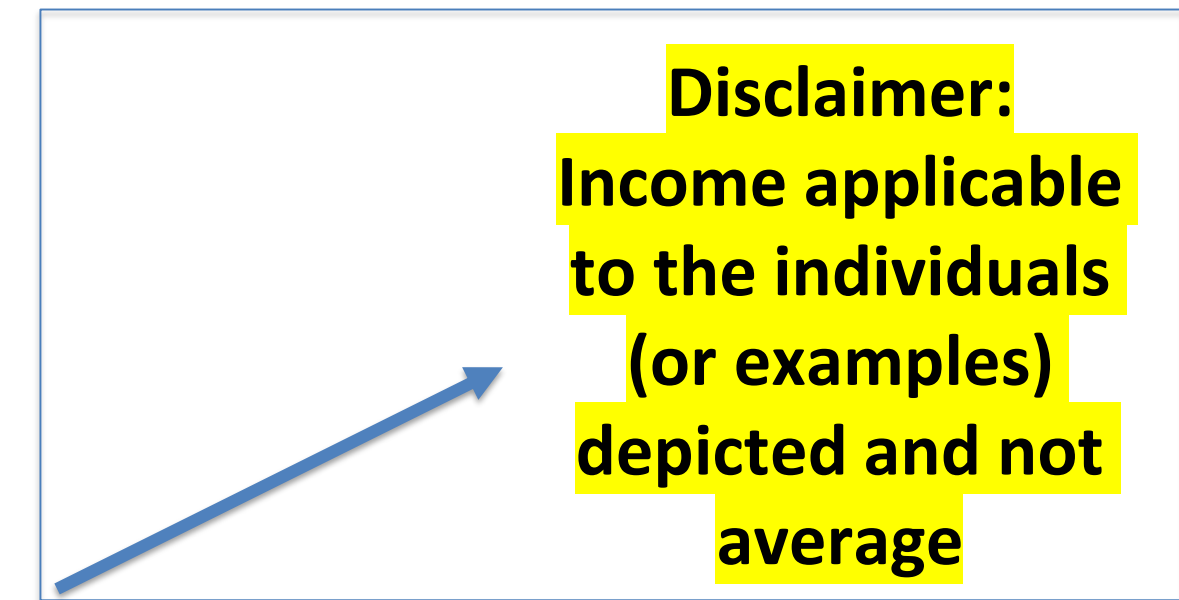
- Talk about consistent / hard work and dedication
- Skills, training and support
- How you built a customer base
- Importance of the first check and having supplemental income

Step #3 – Results Not Typical



Explain that you aren't typical and not everyone succeeds

Step #4 – Explain What is Typical



Always use and display Disclaimer

Claims about the Business Opportunity / Work from Home

Virtual Meetings highlight and promote one of the benefits of the Herbalife Nutrition business opportunity: the flexibility to set your own hours, work from anywhere, work from home, or be a stay at home parent.



DO's	Don't
Focus on how the supplemental income opportunity can be for anyone regardless of race, gender, ethnicity or education level, but it is not easy to succeed.	Claim working virtually or working from home will provide a full time, excessive or easy income, especially during this COVID-19 situation.
Focus on retailing the products than earning royalties. The foundation of our business is selling products and with a good customer base, then a Associate can build a successful organization	Avoid depictions of everyone sponsoring 2 people as a way to build an organization. The reality is that not everyone sponsors others and organizations grow in different ways
Use the Disclaimer to explain what is typical by pointing to its discussion of typical earnings.	Avoid overpromising. It creates unrealistic expectations and leads to a lower retention rate over time

