



Nutrition Club Exterior Guidelines

If you choose to give your Nutrition Club a name and/or planning to display signage and a logo, please follow the below guidelines to help ensure you are aligned with [Herbalife's Rules of the Road](#).

When creating a Nutrition Club name, sign, covering and logo, **avoid** the following:

- Using the same or similar name or sign;
- Using Herbalife identifier and branding (name, logos, product names, etc.);
- Making unapproved claims;
- Feature "Before & After" photographs or comparative pictures;
- Imply that Herbalife® products are available for purchase.

Clubs are not franchises or part of a chain of Nutrition Clubs and should not be perceived as such; each Nutrition Club's overall appearance must be unique.

Avoid using an identifier to a specific group (Geographical location, Member Organization, Nutrition Club, etc.)

No two Clubs may have identical or substantially similar coverings, names, logos, or signage.

Below are some ideas of what words you can use 	Examples of words that are NOT Allowed 	Why is NOT Allowed 
John's Club, Family Nutrition, Healthy Nutrition, Bliss Nutrition, Walter's Wellness Center, The Nutrition Place, Tropical Club, Revive Nutrition, Inspire Nutrition, etc.	Herbalife, HLF, HN, HRBL, Herbalife24, etc.	Herbalife Identifier
	Mart Depot, Mart, Pop-up, Shop, Store, Café, Deli, Food Truck, Restaurant, etc.	Distributor Difference - personal relationship with your customers
	Before & After, Health, Weight, Money, etc.	Misleading as a potential claim

Examples of Exterior Do's and Don'ts:



- Hours of operation and Open/Closed signs are permitted.
- Photos submitted as part of your Club registration, must also include the adjacent establishments.



- Imply that Herbalife® products are available for purchase or display branding (names, logos, etc.)
- Signage with repetitive names with numbers (e.g. Joana's Nutrition #3)
- Featuring "before & after" photographs or product claims.

Click on the link below for more examples of Exterior Do's and Don'ts
Nutrition Club [Do' and Don'ts](#)

Register Your Nutrition Club with Herbalife and submit the following:

- Provide Nutrition Club name or list of proposed names (submit up to 3)
- Provide a drawing or photo of your logo, signage (if you have one), exterior and each window covering being proposed.
- Herbalife will review your proposed Nutrition Club name request and confirm if it is acceptable. Submit your request on MyHerbalife.com via the Nutrition Club Page and [Nutrition Club Registry](#).

Click on the link below to access the Nutrition Club page and the Nutrition Club Registry on MyHerbalife.com.

<https://hrbl.me/NC-BWEN>



If there are any changes, you must submit photos or drawings of changes.