

Dos and Don'ts for Email Marketing Success

Build your business by using email communications the right way.
Do not spam.

While email marketing can be an effective method to build your business, it is important to do it in a way that builds on your **one-to-one personal relationship** with your customers and leads.

Sending unsolicited emails ("spam") will not only drive away your current and potential customers, but it can get you into legal trouble.

- If you send spam using an Herbalife Nutrition tool, such as Bulk Email & Ecards and HNconnect, it can cause email services providers to permanently shut down those services.
- That means you, all other Members, and the Company would no longer be able to use the helpful email services provided on all Herbalife Nutrition tools.

✓ Dos

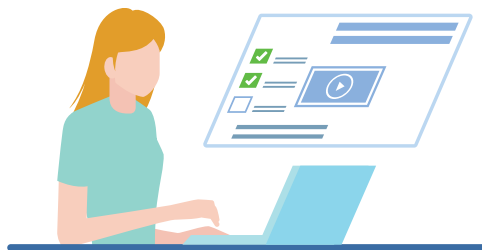
DO understand that Herbalife Nutrition platforms have strict consent requirements because spam that comes off our system can cause our email services to get permanently shut down.

- You must obtain prior express consent (opt-in) before sending marketing email through an Herbalife Nutrition platform. An existing business relationship ("EBR") is not sufficient.
- If you are sending marketing email through a non-Herbalife Nutrition platform, such as Gmail, either prior express consent (opt-in) or an EBR (as defined in your local rule 7.4.1) may be sufficient, depending on the terms and conditions of that platform.



DO understand that opt-in consent can be obtained through written, electronic or verbal confirmation, depending on local law.

- Electronic confirmation must be through a channel where the recipient affirmatively opts-in before any message can be sent (e.g., opt-in checkbox on webform).
- For example, in many countries you can ask your customer if they want to receive marketing from you. If they say yes, that's an opt-in. Make sure to record it properly.



✗ Don'ts

DON'T misuse Herbalife Nutrition email platforms or tools.

DON'T ask for opt-in by sending an email or SMS. You must obtain opt-in before sending any electronic communication.



For more information visit **MyHerbalife.com**
<https://hrbl.me/GDPR-IEEN>



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✓ Dos

DO keep a list of individuals who have opted in to receive marketing from you (Opt-In list), as well as a list of individuals who have opted out (Do Not Email list).



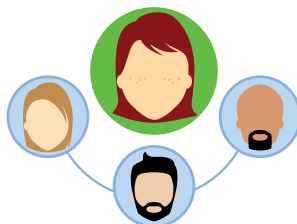
DO ensure every marketing email includes an easy way for your recipients to unsubscribe (opt-out).*



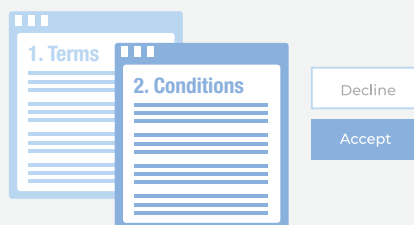
DO promptly honor all written, electronic, and verbal opt-out requests, which means you must stop sending email to the requestor no later than 10 days after receiving the request.**



DO build your one-on-one personal relationship by being truthful and authentic with your customers and leads.



DO review and comply with the terms and conditions of any platform you use to send email.



✗ Don'ts

DON'T purchase email lists from others or obtain email addresses by address harvesting or dictionary attacks.

DON'T use scripts or other automated means to register for multiple email accounts.

DON'T use spammy key words (such as "Free," "Guarantee," "Click here!," "Make \$," "Buy Now," etc.) in your email or ALL CAPS or special characters (\$*!#~) in your email subject line.

DON'T send multiple emails within the same week to the same recipient.

DON'T send an email to numerous or bulk recipients unless each individual recipient has consented to receive marketing email from you.

Refer to your local rule 7.4.1 for more details. It is important to remember that Herbalife Nutrition platforms such as Bulk Email & Ecards and HNconnect impose more restrictive requirements that you must comply with.

* If using an Herbalife Nutrition platform, an unsubscribe link is automatically provided.

** If an opt-out is submitted on an Herbalife Nutrition platform, the Company will automatically stop sending the requestor marketing email through that platform.



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