



Nutrition Club Exterior Guidelines

If you choose to give your Nutrition Club a name and/or planning on displaying signage and logo, please follow the below guidelines to help ensure you are aligned with the Herbalife Nutrition Rules of Conduct.

By using this guide, you can potentially avoid premature expenditures and create a welcoming atmosphere while protecting your business and the Herbalife Nutrition Brand.

Choosing a Nutrition Club Name:

- The Nutrition Club Operator needs to ensure that the Club name and logo does not infringe another brand or mark. As stated in the Herbalife Nutrition Club Rules, Nutrition Clubs are not franchises.
- Each Nutrition Club’s overall appearance must be unique to avoid it looking like a franchise.
- No two Nutrition Clubs may have identical names, logos or signage within a 40 Kilometers radius.
- Signage may not be used as an identifier to a specific group (Geographical Location, Associate Organization, Nutrition Clubs, etc.) in such a way that it may be construed as a Franchise or part of a chain of Nutrition Clubs.
- Signs may not use Herbalife Nutrition Intellectual Property, product names or brands, the word “shake,” or any other words that imply or signal that Herbalife Nutrition products are available at that location.

Below are a few examples of terms that are not permissible for use as part of the Nutrition Club name/signage. Variations of these names are also not permissible. These do not represent a complete list.

Herbalife Nutrition	Café	Shop	Health	Mark Hughes	Nutrition Club
Shake	Restaurant	Money	Wealth	Food	Store
Fast	Cellular	Smoothie	Drink	Nutrishake	Lounge
Express	Mart	On The Go	Herba	Flavors	

Examples of Exterior Do’s and Don’ts:



- The doors and windows of Clubs must be properly covered so that the interior of the Club is not visible to people outside of the Club



- Signage that is unreasonably large or repetitive names with numbers (e.g. Rockin’ Nutrition #3), and credit card merchant details or signs are not allowed.
- Signage should not give the appearance of being a store, restaurant, franchise or similar operation.
- Signage may not suggest Herbalife Nutrition products are available for purchase (logos or images of shakes, blenders, food, or product items).



- You may have a name sign, but it is not required by Herbalife Nutrition.



- Taglines and services offered must not be displayed nor the use of “.com”, “.www”, “.net” or any other reference to a websites.
- Clubs may not operate on the premises of retail establishments.



- Photos submitted as part of your Club registration, must also include the adjacent establishments.



- Clubs must not attract walk-in traffic.
- Outdoor seating is not allowed.
- Club exterior must not directly or indirectly imply that the occupant is an Herbalife Nutrition Independent Associate.

Submit the following with your completed registration:

Nutrition Club Name (name is optional) & Exterior Signage

Provide Nutrition Club name or list of proposed names. (submit up to 3)

Provide a drawing or image of each window & door covering you are planning to use (curtain or shade).

Provide a drawing or image of each exterior sign plus dimension and location.

Provide photo of proposed location showing the business to the left and right.

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

There are three (3) simple ways to submit your request:

1. **Online at:** [MyHerbalife.com](https://myherbalife.com) Nutrition Club Registry
2. **Email to:** inorderline@herbalife.com
3. **Phone:** 080-40311444

We look forward to discussing any questions you may have. Thank you for your hard work, dedication and positive image you are creating for your business.

APC is here to assist and guide you through the Nutrition Club registration process. We can be reached at apcindia@herbalife.com