

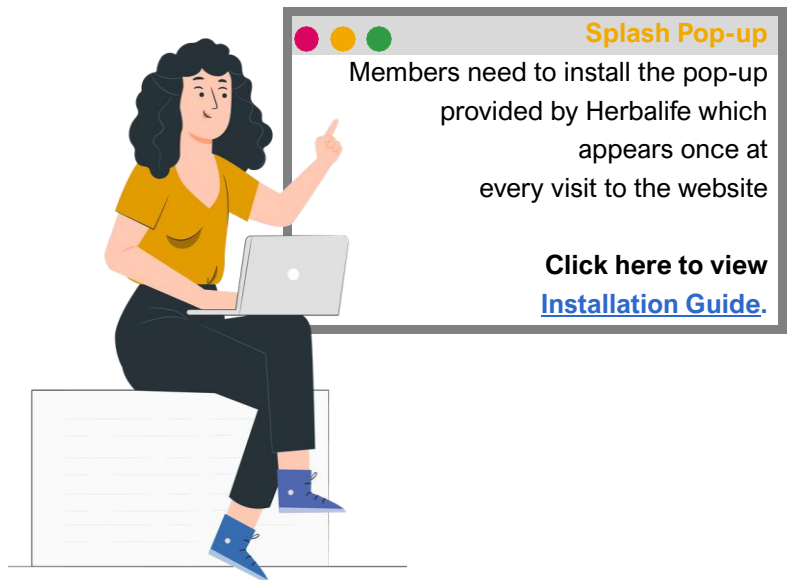
Independent Member Websites

Best practices

The use of Internet has absolutely changed the face of shopping as the world knows it. As the business owner of a website, you have a legal obligation to keep your website compliant with current legislation as well as [the Herbalife Rules of the Road](#).

Members need to identify themselves with the “Herbalife Independent Member” logo, which must be in a prominent location along with their personal name and contact details, including phone number, on their website. A prominent location is above the fold, which means, it is positioned in the upper part of the web page, so that it is visible without scrolling down the page.

In order to support Distributor Difference, Members must provide an opportunity for their customers to engage in a personal relationship via human interaction prior the customer’s first purchase (by way of a banner, pop-up, chat functionality), and engage with the customer if requested. Members cannot use bots, artificial intelligence (AI) or similar automated application or software which operates without a human user or input.



This website is operated by the following Herbalife Independent Member:

[NAME OF MEMBER]

EXISTING CUSTOMER?

Your one-to-one relationship with your personal Member is key to meeting your nutrition goals. If [NAME OF MEMBER] is not your personal Member, we encourage you to purchase your products from your existing Member. Alternatively, click here to continue to this website.

ALREADY A HERBALIFE MEMBER?

To purchase via your own Member account and receive full credit please visit MyHerbalife.com

Members must ensure their website does not have the same or similar visual appearance as the official Herbalife websites Herbalife.com or MyHerbalife.com. This helps to avoid confusing Herbalife customers who might think they are purchasing from Herbalife, as opposed to an Herbalife Independent Member.

Search Engine Advertising & Optimization



Remember:

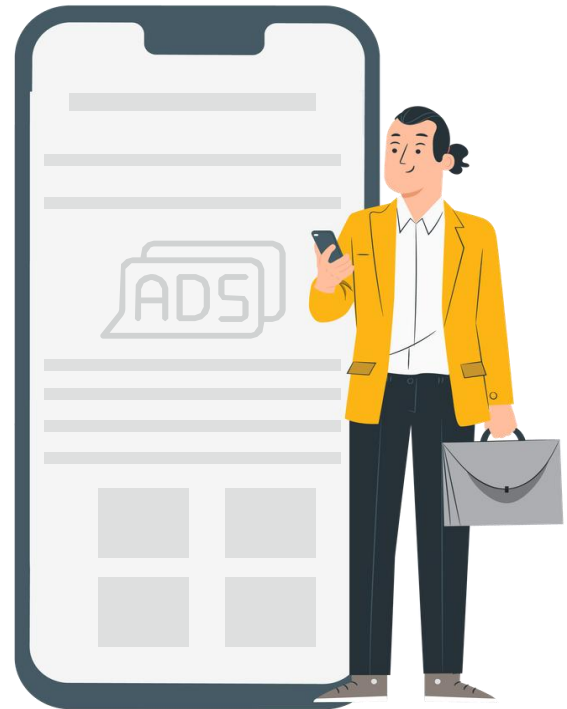
Members may not create confusion between the Member's independent website and the official Herbalife websites on any search engine result.

To help Members comply with these requirements, the words or phrases specified in the [Prohibited Words/Phrases List](#) may not appear on any search engine result associated with the Member's website.

Paid Ads



With Google Ads users can create the headline and description and the user has control where those appear, which is not the case with organic search results, where Google might potentially not display the title tag and description from the website's metadata. Instead, the title and description in the organic search results might display content from the website itself.



When Members use paid search engine ads (e.g. Google Ads) to advertise their independent websites, the **Herbalife Independent Member** wording must be fully visible somewhere within the ad.

Applications



Members operating applications have to clearly and conspicuously identify themselves as an Herbalife Independent Member and have to ensure that the application does not have the same or similar visual appearance or create any confusion with any official Herbalife applications.

For more information read

[Rules of the Road](#) available on [MyHerbalife.com](https://www.MyHerbalife.com)