



Chairman's Club | Mexico

Angélica Cruz



From an early age, Angélica saw her parents working long hours to provide for their children yet making little money. As she grew older, the desire to help her parents became stronger. She wanted them to be able to enjoy life without constantly having to make sacrifices. When she attended an Herbalife business presentation, she realized she had found a place where she could give back to her entire family.

“Never give in to the difficulties you face. You never know how strong you are until being strong is the only option you have.”

Angélica Cruz

Initially, Angélica was doing the business part time, two hours a day working from home. However, by being persistent in her first month, she soon had customers and recruited Herbalife Independent Distributors. Receiving her first earnings check was a big motivation to invite others to be part of her organization. Her mother, Toñita, was the first to follow, and eventually, her brothers and sisters joined.

Watching their mother thrive with the Herbalife business, Angélica's three children, Sindy (President's Team), Jesus (Millionaire Team) and Yareli (Active World Team), also fell in love with the company and made the decision to follow their mother's example. Along with several other family members, Angélica built what she proudly calls today the “Cruz Dynasty,” solidified by three generations of matriarchs: Toñita, Angélica and Sindy.

Together, Angélica and her family are changing people's lives. They are very passionate about the business, something that is evident whenever you step into any of their Nutrition Clubs.

Currently, her overall business is thriving thanks to Nutrition Clubs, social media, Fitness Clubs and body composition challenges.

For Angélica, the key to her success is to have a daily systemized action plan along with an approach that supports growth and education to reach these two goals: personal development and product results. Angélica's goal is to duplicate the production that she and her team currently have.

Now, Angélica is living the life she always dreamed of for herself and her family. She is strongly motivated by her desire and power to be a bridge for other people to realize their dreams.

Angélica has no doubt that with the organization she built and leads, she is going to reach more people every day because more and more consumers have a growing awareness of the importance of their health and well-being – and Herbalife is their solution.

Qualifying to higher levels in the Sales & Marketing Plan requires consistent and/or hard work, skill and dedication.