

Boost Business with the Preferred Member Program

Did you know that when your customers join the Herbalife Preferred Member (PM) community, they immediately start enjoying amazing benefits that help them stick to their goals and stick around as a customer? Explore the potential perks for them and for you!



Build Your Preferred Member Base. Build Your Business.

1

Potentially Higher Volume
PMs who redeem HN Rewards order 201 Volume Points on average, while PMs who do not redeem order 155 Volume Points on average.

2

Possibility for More Orders
In 2021, PMs who redeemed Rewards Points at least once placed an average of nine orders versus non-redeemers who placed an average of five orders per year.

3

Conversion to Herbalife Independent Distributor
Over 45% of new Distributors were previously PMs.*

4

Retain Active PMs
Of those that placed their first order as a PM between January–April 2021, about 40% are still active 7–12 months after their initial order.†

5

Engaged and Active PMs
Of those that placed their first order in a Nutrition Club and then became a PM between January–April of 2021, over 80% are still active 7–12 months after their initial order.†

6

Higher Earning Potential
Attracting new and maintaining active PMs of Distributors in your first three levels can potentially increase your Royalty Points.

Take a Peek at These Preferred Member Perks

- 1

Enjoy 20–40% discount on most Herbalife® products.‡
- 2

Take advantage of HN Rewards, where they can earn Rewards Points\$ on every purchase to redeem gifts in the HN Rewards Store.
 - As a new Preferred Member (PM), they will automatically earn 250 Bonus Rewards Points after their first purchase of Herbalife® products**
 - Automatically receive 30 Bonus Rewards Points for purchasing 100+ Points†† in back-to-back months. [Click here to learn more.](#)
- 3

Order their favorite products directly from MyHerbalife.com anytime, anywhere, 24/7.
- 4

Benefit from one-on-one coaching and tailored support from you to reach their wellness goals.
- 5

Earn rewards as they work toward their goals thanks to year-round promotions.
- 6

Receive “The Scoop,” the biweekly, PM-only email newsletter with specialized recipes, helpful meal plans, fitness tips and much more.
- 7

Access to MyHerbalife.com, where they’ll find additional tools, trainings and workout videos.



*As of January through April 2022.
†First order is considered month 1.
‡Discount applies to most Herbalife® Fitness and Skin and Hair Care products and must be for Personal Consumption. Excludes apparel, brochures, cases, tablet dispensers and boxes, containers, starter kits, cups, bottles, mugs, tablet crushers and mixers.
\$HN Rewards Points have no cash value and can only be redeemed for rewards within the HN Rewards Store. Subject to Terms and Conditions at MyHerbalife.com.
**PMs who join Herbalife on or after July 18, 2023.
††Every product is assigned a Point amount. By accumulating Points through their purchases, your Preferred Members can become eligible for Silver and Gold levels, which allow them to enjoy even higher discounts.