

Get Ready for a New Year of Possibilities

Set your business up for success in 2024 by attending a January Kickoff event in a city near you!



JKO JANUARY KICKOFF 2024

Qualification Period: October 2023–January 2024

Event Qualification

Open to all North America Herbalife Independent Distributors who purchase an event ticket.

VIP Levels:

VIP Qualification Period: October 2023–December 2023

Open to all Fully Qualified Supervisors who achieve the following:

- a minimum of 2,500 Total Documented Volume Points each month for three consecutive months (Oct, Nov, Dec) and **250 Personal Consumption Volume Points** in any two out of the three months (Oct, Nov, or Dec)

–And–*

Bronze Qualifier <small>*accumulate 20,000 TDVP over three months*</small>	Silver Qualifier <small>*accumulate 25,000 TDVP over three months*</small>	Gold Qualifier <small>*accumulate 30,000 TDVP over three months*</small>	Platinum Qualifier <small>*accumulate 35,000 TDVP over three months*</small>
<ul style="list-style-type: none"> Recognition Preferred seating 	<ul style="list-style-type: none"> Recognition Preferred seating Snack pack 	<ul style="list-style-type: none"> Recognition Preferred seating Snack pack Special Gift†: Projector 	<ul style="list-style-type: none"> Recognition VIP seating Snack pack Special Gift†: Air Fryer

*Includes Bonus Points.

Bonus Points do not apply to the 2,500 TDVP.

Note: 1 special gift† per Distributorship.

†All gifts will be shipped to the address found in our system. Please ensure your correct address is listed.

Love the Product Promotion

Open to all Herbalife Independent Distributors who place one or more orders that accumulate to **250 PCVP (Personal Consumption Volume Points)** or more each month for three consecutive months during the promotion period (October through December 2023).**

Reward: Mini Tablet Box



**A similar promotion is available in Puerto Rico, Canada, Jamaica, and Trinidad and Tobago, although qualifications and Rules may vary.

Bonus Points[§] Toward VIP

2,500 Bonus Points for each:

New Supervisor: All new Supervisors in your first level within recognition months (November 1, December 1, and January 1)

New DAP Level 2: All new first-time DAP level 2 qualifiers in your first level within recognition months (November 1, December 1, and January 1)

§Bonus Points will be used toward the accumulated Total Documented Volume Points for Bronze, Silver, Gold or Platinum VIP Levels and will not count toward earnings or any other qualification or promotion.

Volume Month

Recognition Month

August, September and October

November 1

September, October and November

December 1

October, November and December

January 1

Double Volume in the Month of October up to 5,000 Points:

All Fully Qualified Supervisors will receive Double Bonus Points for their Total Documented Volume toward the following qualifications: Bronze, Silver, Gold or Platinum.

Double Points Example

Total DVP		Bonus Points		New Total
2,500	+	2,500	=	5,000
5,500	+	5,000	=	10,500
8,000	+	5,000	=	13,000

For more information, please visit MyHerbalife.com or call 866-866-4744.





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Ticket Details

No matter where you join us for this incredible, in-person event – a ticket is required.**

Reach out to your local leadership to purchase a January Kickoff ticket and to obtain more information pertaining to your preferred city.**

**Two tickets maximum per Distributorship, which includes spouse or Life Partner.

Ticket sales are final – they are nontransferable and nonrefundable.

**Availability until space permits.

Independent Event 25 CITIES

Albuquerque, NM

Event Date: January 5–6
Location: Marriott Albuquerque Pyramid
5151 San Francisco Rd NE.
Albuquerque, NM 87109
Buy Ticket Contact: Federico Zapata: 505-250-0734;
bf.zapata@live.com
Speaker: Alex Cannon, Senior Executive
President's Team

Anaheim, CA

Event Date: January 27
Location: Anaheim Marriott
700 West Convention Way
Anaheim CA 92802
715-750-8000
Buy Ticket Contact: <https://www.socal-sts.com/our-next-event>
Speaker: Victoria Lymburner, President's Team

Atlanta, GA

Event Date: January 27–28
Location: Gas South Convention Center
6400 Sugarloaf Pkwy.
Duluth, GA 30097
Buy Ticket Contact: www.atlantastlatino.com; atlantasts@gmail.com
Speaker: Milton Camas,
Executive President's Team 15K

Bakersfield, CA

Event Date: January 13-14
Location: Bakersfield Marriott at the Convention Center
801 Truxtun Avenue
Bakersfield, CA 93301
Buy Ticket Contact: Angelina Padilla: 209-595-0357
Speaker: Mayra Bahena & Cristian Hernandez,
President's Team 15K

Boston/Springfield, MA

Event Date: January 6–7
Location: Crown Plaza Boston – Woburn
15 Middlesex Canal Park
Woburn, MA 01801
781-935-8760
Buy Ticket Contact: Cristi Vargas Arriaza:
401-837-4191; cvargas110@hotmail.com;
Bostonsts.com
Speakers: Christopher Mays, President's Team

Charlotte, NC

Event Date: January 27
Location: Embassy Suites Charlotte Concord
5400 John Q. Hammons Dr. NW
Concord, NC 28027
704-455-8200
Buy Ticket Contact: Hope Bain: 252-571-9698;
healthierandhappierwithhope@gmail.com
Speaker: Jillian Hill, President's Team 15K

Chicago, IL

Event Date: January 13–14
Location: Hyatt Regency O'Hare Chicago
9300 Bryn Mawr Ave.
Rosemont, IL 60018
Buy Ticket Contact: kickoffchicago2024.eventbrite.com
Speaker: Cynthia Lugo, Executive President's Team 30K
and Justin Wilson, President's Team

Columbus, OH

Event Date: January 6–7
Location: Greater Columbus
Convention Center
400 N. High Street
Columbus, OH 43215
Buy Ticket Contact: Jeff Nemecek:
419-341-2493;
jeffnemecek@gmail.com; www.ohiosts.com
Speaker: NESS Villagelieu, Executive President's Team

Dallas TX

Event Date: January 13–14
Location: Plano Event Center
2000 East Spring Creek Parkway
Plano, TX 75074
Buy Ticket Contact: <https://boards.com/a/10Ynm0.e1gTP9>
Speaker: Blair Jones, Executive
President's Team 30K

DC Metro, MD

Event Date: January 6
Location: Hilton Washington DC / Rockville
1750 Rockville Pike
Rockville, MD 20852
301-230-6705
Buy Ticket Contact: www.dcmetrosts.com
Speaker: Laura Curtis, Executive President's Team 20K

Denver, CO

Event Date: January 13–14
Location: Marriott Westminster
7000 Church Ranch Blvd.
Westminster, CO 80021
Buy Ticket Contact: Janett Huerta: 720-252-0518;
Alfonso Trejo: 303-875-7013
Speaker: Martha Muriel, International Executive President's
Team 30K and Francisco Leos-Santoyo, Millionaire Team

Detroit, MI

Event Date: January 5–7
Location: Sheraton Ann Arbor Hotel
3200 Boardwalk Street
Ann Arbor, MI, 48108-1774
734-996-0600
Buy Ticket Contact: Jessica Quick: 248-390-9322
detroitmetrosts@gmail.com; metrodetroitsts.com
Speaker: Jonathan Webber, Senior Executive President's
Team 30K

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El Paso, TX

Event Date: January 12–13
Location: Radisson
1770 Airway Blvd.
El Paso, TX 7992915-298-5128
Buy Ticket Contact: elpasosts@gmail.com
Speaker: Susan Farrington, Senior Executive President's Team

Houston, TX

Event Date: January 6–7
Location: Doubletree by Hilton Houston Hobby Airport
8181 Airport Blvd.
Houston TX 77061
Buy Ticket Contact: houstonstslive.com
Speaker: Erika & Javier Martin, Executive President's Team 15K

Kansas City, MO

Event Date: January 27
Location: Hilton Kansas City Airport
8801 NW 112th Street
Kansas City, MO 64153
816-801-5284
Buy Ticket Contact: Brady McQuillen:
712-899-6873; kc.coachestraining@gmail.com;
www.leavealegacykc.com
Speaker: Tommy Gioiosa, Senior Executive President's Team 30K

McAllen, TX

Event Date: January 6
Location: Venue - Mission Event Center
200 N Shary Rd.
Mission, TX 78572
956-584-4321
Buy Ticket Contact: Aracely Vazquez: 956-445-4578;
www.rgvsts.com
Speaker: Heather & Brock Stickler, Executive President's Team 15K

Miami, FL

Event Date: January 13
Location: Doubletree Hotel
711 NW 72 St.
Miami, FL 33172
Buy Ticket Contact: Javier Martin:
www.stsmiami.com
Speaker: Diego & Gery Gutiérrez,
Senior Executive President's Team 30K

Montreal, QB

Event Date: January 12–13
Location: Plaza le Rizz
6630 Rue Jarry E.
Saint-Léonard, QC H1P 1W3
Buy Ticket Contact: TBD
Speaker: Denis Platis, Senior Executive President's Team 20K

New York, NY

Event Date: January 6
Location: Sheraton La Guardia
135-20 39th Ave.
Queens, NY 11354
718-460-6666
Buy Ticket Contact: www.newyorksts.com
Speaker: Thomas Rivas, Executive President's Team 20K

North Indiana, IN

Event Date: January 6–7
Location: Wyndham Indianapolis West
2544 Executive Drive
Indianapolis, IN 46241
317-381-6106
Buy Ticket Contact: Estefany Reyes:
765-240-7249
Speaker: Jen Paskey, Executive President's Team 15K and
Luke Popham, President's Team

Orlando, FL

Event Date: January 13
Location: Alive Venue
1649 Florida Mall Ave.
Orlando, FL 32809
Buy Ticket Contact: Carlos Pertuz: 786-859-1206;
orlandosts123@gmail.com; WWW.OrlandoSTSevent.com
Speaker: Bill Garvey, Senior Executive President's Team 40K

Philadelphia, PA

Event Date: January 6
Location: Sheraton Valley Forge
480 N. Gulph Road
King of Prussia, PA 19406
484-238-1800
Buy Ticket Contact: Madi Still:
Madi@madistill.com
Speaker: Romallice D Reed, President's Team

Phoenix, AZ

Event Date: January 13–14
Location: Hilton Phoenix Airport
2435 S 47th St.
Phoenix, AZ 85034
480-894-1600
Buy Ticket Contact: www.kickoffarizona.com
Speaker: Sandra Temes, Senior Executive President's Team 50K

Sacramento, CA

Event Date: January 6
Location: Doubletree by Hilton
2001 Point West Way
Sacramento, CA 95815
Buy Ticket Contact: Connie Meagher:
www.norcalsts.com
contactnorcalsts@gmail.com
Speaker: Austin Standage
Executive President's Team 20K

San Antonio, TX

Event Date: January 13
Location: Norris Conference Center
618 NW Loop 410, Ste. 207
San Antonio TX 78216
210-738-0040
Buy Ticket Contact: Bianca Najjar: 210-445-8109;
Bianca.najjar@yahoo.com;
SouthTexasSTS.com
Speaker: SuperMario McKinley, Senior Executive President's Team 30K

Toronto, CN

Event Date: January 6
Location: Novotel Toronto Vaughan Centre
200 Bass Pro Mills Drive
Concord, ON L4K 5K1
Buy Ticket Contact: https://herbalifetorontosts.square.site/
Speaker: Reginald Belance & Christelle Fethiere,
President's Team



Please remember that children age 13 and under are not permitted to attend Herbalife events. At these events, Herbalife Independent Distributors the ages of 14–17 must be accompanied by an adult at all times. If your children are traveling with you, please plan ahead and arrange for child care. For their own safety, children may not be left unsupervised at event venues or hotels.



Video cameras are not allowed.



Check your city's mandating policies beforehand to ensure you comply with the requirements before you arrive at the venue.



Cell phone recording is not allowed.



Reach out to your local leadership to see what interpretation will be provided for your preferred city.

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North America Qualification and Event Rules

- For U.S.-based Distributors, worldwide volume from purchases made by non-U.S. downline for sale to customers outside the U.S. will count toward these promotions. All other volume required to qualify for these promotions must be Documented, except for the Love the Product Promotion, which is based on Personal Consumption Volume Points (PCVP). See the Herbalife Sales & Marketing Plan for more detail.
- Qualifiers must be in good standing with Herbalife
- Qualification will be confirmed at the sole discretion of Herbalife
- Documented Volume Points achieved as a Qualifying Supervisor at a temporary 50% discount may be utilized toward the following promotions: Bronze, Silver, Gold, Platinum and October Double Volume
- Bonus Points will be used toward the accumulated Total Documented Volume Points for Bronze, Silver, Gold or Platinum VIP qualifications and will not count toward earnings or any other qualification or promotion
- Distributors are solely responsible for any and all taxes associated with the event
- Qualifications are based on the achievements of the individual Distributorship. Divorced Distributors with split IDs may combine 100% of the Documented Volume from the original (joint) ID, plus 100% of the volume on their “new” (individual) ID.
- If a monetary reward is earned by both associated IDs, the reward amount will be divided in half between each Distributor ID. Herbalife will review all cases at the end of qualification period and determine the reward payout.
- Distributors must raise all questions and disputes relating to event rewards or related charges within 90 days of the qualification
- Herbalife reserves the right to re-verify and re-validate Distributor qualifications. Should Herbalife be unable to verify/validate any sales resulting in Documented Volume contributing to the qualification, in addition to the adjustment of the volume, the monetary value of these promotions may be deducted from the Distributor’s future earnings.
- Rewards may not be transferred, exchanged, sold, traded or bartered
- Herbalife reserves the right to change, extend, or withdraw this promotion at any time
- Should any of the Volume Points required to qualify for the promotion become the subject of a product repurchase request, Herbalife will deduct the cost of the rewards from the cost of the applicable repurchase amount
- Only Herbalife Independent Distributors are permitted to attend events
- We encourage Herbalife Independent Distributors to attend events to help stay connected and continue learning. However, attending events is not mandatory and does not guarantee financial success.
- Herbalife Independent Distributors can request a refund for unused U.S. corporate event tickets, including taxes and any handling costs, that were in the previous 12 months if their Distributorship is canceled for any reason.

All qualifications must be completed prior to the day(s) of the event. Herbalife reserves the right to revalidate Distributor qualifications up to and including the day(s) of the event. Herbalife reserves the right to change, modify or substitute any rewards or promotional items if this event should be postponed or otherwise reformatted.

For more information, please visit MyHerbalife.com or call 866-866-4744.