

Atlanta, GA

Building an Empire

October 10–12, 2025



Luigi Gratton

M.D., MPH – Vice President,
Office of Health and Wellness
Chair, Herbalife Nutrition
Advisory Board



Erin King

Global Keynote Speaker.
Bestselling Author. Chief
Energy Officer.

Visit <https://hnx.myherbalife.com/amplify-25> for more details.

Screenshot this image and share with your team!

amplifyWKND

Herbalife
Live your best life

Buy Your Tickets!

Purchase your tickets at MyHerbalife.com or by texting or calling Member Services at 866-866-4744.

New Herbalife Independent Distributor Special Offer

\$85

Special price for new Distributors who sign up from July to October 2025, please call Member Services to secure this special rate.

New Supervisor Special Offer

\$85

Special price for existing Distributors who qualify to Supervisor during the recognition months of August 1, September 1 and October 1, 2025. Please call Member Services to secure this special rate.

Early Bird

\$120

(August 18, 2025)
SKU: #58C1

Regular

\$130

(Until October 8, 2025)
SKU: #61C5

At the Door

\$160

Only credit cards
will be accepted.



Ruby Qualifiers Experience*

*Distributors must qualify as a Ruby level VIP and attend Amplify Weekend to participate in the Ruby Qualifiers Experience.

For qualification details, please [visit](#).

Location: Pickle & Social

Date: Friday, October 10

Time: 6:00 p.m.–9:00 p.m.

(Bus departure outside The Westin at 5:20 p.m.)

Dress Code: Workout attire if playing or
Team Herbalife.



Hotel & Training Venue

Training Venue:

Gas South Convention Center
6400 Sugarloaf Parkway
Duluth, Georgia 30097

Hotel:

The Westin Atlanta Gwinnett
6450 Sugarloaf Parkway,
Duluth, GA 30097

Rate: \$209 ++, this rate
is available until 9/26/25,
based on hotel availability.

To make your hotel reservation,
click [here](#).

Hotel:

Courtyard Atlanta
NE/Duluth Sugarloaf
1948 Satellite Boulevard
Duluth, GA 30097

Rate: \$179- \$189++, this rate
is available until 9/22/25,
based on hotel availability.
To make your hotel reservation,
click [here](#).



Hotel:

Aloft Lawrenceville Sugarloaf
2110 North Brown Road NW
Lawrenceville, GA. 30043

Rate: \$149 ++, this rate
is available until 9/12/25,
based on hotel availability.
To make your hotel reservation,
click [here](#).

Hotel:

Holiday Inn
3530 Breckinridge Blvd.
Duluth, GA. 30097

Rate: \$107++, this rate
is available until 9/18/25,
based on hotel availability.
To make your hotel reservation,
click [here](#).

Hotel:

Holiday Inn
6310 Sugarloaf Pkwy.
Duluth, GA. 30097

Rate: \$119++, this rate
is available until 10/1/25,
based on hotel availability.
To make your hotel reservation,
click [here](#).

Hotel:

Embassy Suites by Hilton Atlanta
NE Gwinnett Sugarloaf

2029 Satellite Blvd,

Duluth, GA 30097

Rate: \$249++, this rate
is available until 9/15/25,
based on hotel availability.

To make your hotel reservation,
click [here](#).

Hotel:

Hampton Inn Lawrenceville Duluth
6010 Sugarloaf Pkwy.
Lawrenceville, GA 30043
678-407-0018

Rate: \$139++, this rate
is available until 9/26/25,
based on hotel availability.
To make your hotel reservation,
click [here](#).

Hotel:

Homewood Suites by Hilton
Lawrenceville Duluth
1775 North Brown Road
Lawrenceville, GA 30043
770-277-1243

Rate: \$149 ++, this rate is available
until 9/26/25, based on hotel
availability. To make your hotel
reservation, click [here](#).

Agenda

Refer to the [event qualifications](#) to confirm what sessions and activities you have qualified for.



9:30 a.m.–4:30 p.m.

Registration

11:30 a.m.–4:30 p.m.

President's Team, TAB Team and 2024 & 2025 World Team 1% Bonus Training Meeting

6:00 p.m.–9:00 p.m.

Ruby Qualifiers Experience (Ruby VIP Qualifiers)

**FRIDAY,
OCTOBER 10**



7:00 a.m.–4:30 p.m.

Registration

9:00 a.m.–4:30 p.m.

Training

6:00 p.m.–7:00 p.m.

Exclusive Qualifier Dinner (Emerald & Ruby VIP Qualifiers)

7:00 p.m.–10:00 p.m.

The Black and White Masquerade Party

**SATURDAY,
OCTOBER 11**



9:00 a.m.–2:30 p.m.

Help Desk

9:00 a.m.–3:30 p.m.

Training

**SUNDAY,
OCTOBER 12**



English and Spanish translation is available. All Distributors are encouraged to bring their own FM radio and extra batteries for translation.



All Distributors are encouraged to bring their phone chargers.



Please remember that children age 13 and under are not permitted to attend Herbalife events. At these events, Herbalife Independent Distributors between 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.

**Agenda is
subject to
change**

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 purchased in the previous 12 months if their Distributorship is canceled for any reason. A refund is also available for any unused U.S. corporate event tickets if canceled within 24 hours of purchase.