

# GROW YOUR BUSINESS BY REWARDING YOUR CUSTOMERS

The Herbalife Wellness Rewards Program makes it easy for your customers to earn points, unlock rewards, and stay connected to your business, all while helping you grow through loyalty and referrals.

Herbalife  
**wellness  
rewards**



## WHY IT MATTERS TO YOU:

- ✔ Boost repeat orders
- ✔ Increase customer retention and engagement
- ✔ Earn more with every loyal customer

## COMPARISON

### Preferred Member Program (OLD)

- Extended sign-up process and \$34.95 fee
- Percentage off based on Earn Base
- HN Rewards

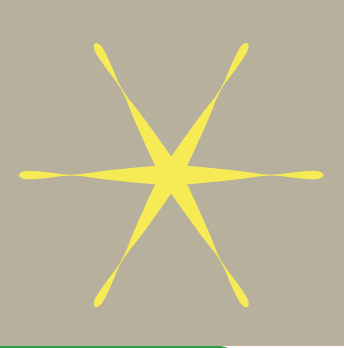
NEW

### Herbalife wellness rewards

- Simple enrollment for just \$19.95
- Percentage discount off the retail price (Bronze 15%, Silver 25%, Gold 35%)
- Referral Program
- Free product samples (VIP customers only)
- Rewards Store
- Clear path to rewards
- HN Rewards Points transfer to the new VIP program



Herbalife



# MEMBERSHIP TIERS

## Member

- Join by creating an account on your e-commerce site.
- Earn points on purchases and referrals. Redeem points for discounts and items in the Rewards Store
- Free shipping over \$150
- 5% discount on product subscription orders
- Referral Bonus Points

## VIP Member \$19.95/year

- A free sample with every purchase
- Earn points on purchases
- Redeem points for discounts and rewards
- Free shipping over \$150
- Referral Bonus Points

## Bronze VIP

- 15% off all purchases when they join
- 1.25x Points on subscription orders

## Silver VIP

- 25% off all purchases after spending \$500
- 1.5x Points on subscription orders

## Gold VIP

- 35% off all purchases after spending \$2,500
- 2x Points on subscription orders

# WAYS TO EARN POINTS:

Points are calculated based on spending. \$1 earns member 1 Point.

## 1. PURCHASES

## 2. REFERRAL BONUSES

## 3. SUBSCRIPTION BONUSES

## 4. EXCITING UPDATES COMING SOON!



**FIND HELPFUL LINKS AND STEP-BY-STEP GUIDES ON BOARDS!**

## How does the Referral Program work for my customers?

When a Wellness Rewards Member or VIP refers a friend or a family member to the program, the friend or family member will start as a Member. Both the referrer and the referee will earn bonus 500 Points once the referee makes their first purchase. The new member will also be added as a customer under the referrer's Distributor. As a Distributor, you continue to earn Retail Profit and volume credit from both the original and referred customers.

## How do you invite customers to join the Herbalife Wellness Rewards Program?

### First step: Set up your e-commerce site.

All your customers can join the Herbalife Wellness Rewards Program free tier just by creating an account within your e-commerce site.

## How will my customers find out about the Herbalife Wellness Rewards VIP Program?

1. Go to MyHerbalife.com
2. Click "Site Builder" in the navigation menu
3. On your Site Builder Dashboard, look for the "Rewards VIP" section
4. Click "Manage Rewards VIP"
5. Choose how you want your customers to upgrade to VIP: invite them personally or allow prompts on your e-commerce site
6. Click "Save" to finish

## How will my current Preferred Members upgrade to the new program?

- Bronze Preferred Members will become Silver VIP Members with 25% off retail price.
- Silver Preferred Members will become Gold VIP Members with 35% off retail price.
- Gold Preferred Members will become Gold VIP Members with 35% off retail price PLUS 1,000 Bonus Rewards Points upon upgrade and 1,000 Bonus Points each year on their membership renewal date.

HN Rewards Points transfer to the new VIP Program!

To get started, Preferred Members log in to MyHerbalife.com, follow on-screen instructions, and accept the new Terms and Conditions.

To be able to offer the Herbalife Wellness Rewards Program to any customer, you must make sure that your e-commerce site has Herbalife Payments as your payment processor.

Once Preferred Members upgrade and join the new VIP program, they cannot revert to the previous Preferred Member program.

Wellness Rewards VIP customers won't be able to order and pick up their orders from warehouses or Sales Centers. This option is not currently available through the e-commerce site.

\*A number of SKUs are eligible for a max discount of 20%.

