



Protecting Your Business

Communication: Facebook Marketplace and Online Retail/Auction Marketplaces

To: U.S. and Puerto Rico Distributors

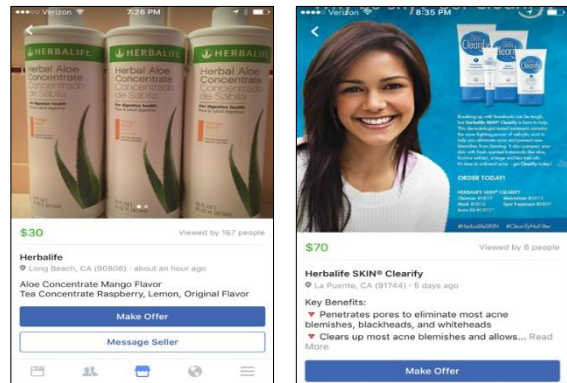
Facebook Marketplace and Other Similar Sites

We encourage the compliant use of social media, including new features like Marketplace, as a way to connect with potential customers by promoting a Distributor's services, such as a free consultation or wellness evaluation. Such posts should focus on the potential to achieve weight loss goals or live a healthy, active lifestyle. Posts should not include images of Herbalife® products or list any prices. We have provided the below examples of posts that are encouraged and those that are prohibited.

Permitted



Prohibited



As a friendly reminder, to support our Herbalife Independent Distributors' product retailing efforts, Herbalife hosts and provides Distributors with the opportunity to have their own professionally designed, customizable retail website on GoHerbalife.com. This platform provides Distributors with the most up-to-date product information, product descriptions, and flexible shopping cart features that enable Distributors to sell the products at any price they choose – all at no cost to our Distributors. The websites are designed to be in compliance with applicable requirements about product claims, and they provide a consistent brand image for Herbalife® products. Existing customers can shop a Distributor's GoHerbalife website using their established username and password, while prospects directed/referred to a Distributor's site can apply for an account with just a few clicks and begin purchasing immediately upon acceptance by their Distributor.

The Rule included below for your reference, helps maintain the integrity of the Herbalife brand, facilitate compliance with product claims regulations, and promote a level playing field for all Distributors.

Online Sales

Distributors may only sell products online using platforms created by Herbalife.

We thank you for your support in upholding these Rules that reaffirm our commitment to encourage and protect the relationships between Herbalife Distributors and their customers. These personal relationships represent one of the core principles of the direct sales model, and are the foundation for building a solid and sustainable business.

Visit Herbalife Rules of the Road on MyHerbalife.com to review the rules in their entirety. You will find engaging education and resources paired with each rule. For questions and support regarding this communication or any other needs, please contact Herbalife at 866-866-4744.

Serving with Kindness. Supporting with Guidance.

