

— NUTRITION CLUB —

GUIDE



A close-up photograph of a person's hand holding a blue and white striped paper straw. The hand is positioned over a clear glass filled with a light-colored, creamy smoothie. The glass sits on a grey and white striped placemat. In the background, a vanilla bean and a small white flower are visible on the placemat. The overall scene is bright and clean, suggesting a healthy and refreshing beverage.

Whether you've just decided to start a Nutrition Club or if you've been operating a Club for years, you can learn valuable best practices that were compiled from successful Operators, as well as the rules that will help keep your Club compliant. As long as you follow Herbalife's "[Rules of the Road](#)" and any applicable local laws, you have the flexibility to operate your Nutrition Club in your own style.

This "Nutrition Club Guide" is a guide to support Nutrition Club Operators in the USA and Puerto Rico, and it is just one of the many resources available on [MyHerbalife.com](#).

Look for more training and support materials for your Nutrition Club on the [Nutrition Club page](#) on [MyHerbalife.com](#).

TABLE OF CONTENTS

What Is a Nutrition Club?	4	Retaining Nutrition Club customers	
Locations	5	Distributor Difference	14
Commercial Nutrition Club without a lease	5	Selling Product	15
Commercial Nutrition Club with a lease	5		
Philosophy	5	Customer follow-up	16
		Gauging your Club	18
Preparing for your Nutrition Club opening	6	Healthy Club checklist	18
Your first 12 months as an Herbalife Independent Distributor	6	Nutrition Club opportunity wheel	19
Steps to open a Nutrition Club	6		
Visit Nutrition Clubs	7	Growing your Nutrition Club	
Participate in a training program	7	Organizing a Nutrition Club visit	20
Choose a location	8	Hosting Nutrition Club workshops	21
Satellite Club	8	Nutrition Club training resources	21
Commercial Nutrition Club	8		
Research business permits and insurance	9	Herbalife meetings and events	22
Complete the online Interactive Business Plan	9		
Complete the “Keys to Your Business: Commercial Location Training” on MyHerbalife.com	10	Rules of the Road	23
Decide how you are going to operate your Club	10		
Register your Nutrition Club	10	Business Tools and other optional expenses	
Plan your grand opening	10	Debt	28
		Business tools	28
Tips to operate a Nutrition Club		Product inventories	29
Supplies and expenses	12	Offices and commercial Nutrition Clubs	29
Tracking your customers	12		
Document your volume	12	Tools and resources	
Herbalife HN MyClub	13	The Herbalife HN MyClub App	30
Receipts	13	Document your volume	30
Products for Individual Sale	13		
Invitations	13		

What is a Nutrition Club?



Nutrition Clubs provide a supportive community setting for people who wish to focus on good nutrition through the consumption of Herbalife products. In a relaxed setting, such as a home, office or meeting room, Nutrition Club customers can talk about and enjoy Herbalife products, such as Formula 1 Nutritional Shake Mix, Herbal Tea Concentrate, Herbal Aloe beverages and more. Nutrition Clubs are not franchises, retail stores, outlets or restaurants.

The primary objective of the Nutrition Club is to provide balanced daily nutrition. Nutrition Club customers can visit a Club regularly during the Club's operating hours. Customers enjoy Herbalife products, benefit from Herbalife instructional materials about healthy eating and exercise, and ongoing support for their nutritional goals from the Club Operator and other customers. As they experience positive results over time, Nutrition Club customers can share those results in a friendly, social setting. They may also buy Herbalife products for home use or decide to join Herbalife.

The daily reinforcement of personal goals is what keeps customers coming back to the Nutrition Club.

Club locations

Nutrition Clubs may operate in a Residential, Satellite or Commercial location. If your Club operates in a residential location (your home) it's always important to uphold the "Good Neighbor Policy", this means being mindful of noise, traffic congestion, parking and other potential nuisances from your Club that can affect your neighborhood. Let your neighbors know that you will be having Nutrition Club meetings in your home and invite them to participate so that they better understand and support your Herbalife business.

Having a residential Nutrition Club allows Operators to serve their Club customers in a casual, familiar place that puts their friends and family at ease. Talking about nutrition and weight loss may be difficult for some guests, so going to a familiar home can be comforting. Residential Clubs are also a great way to test how the Nutrition Club concept might work best for your business. As your residential or satellite Club grows, you may consider moving to a commercial location.

A Satellite Club is an outdoor location, such as a beach or park, where a Club Operator hosts workouts for their customers or a location inside a building, such as a business, where a Club Operator hosts activities for the employees of that business. Prior to registering your Satellite Club, you must complete the [Satellite Club Training](#).

Commercial Nutrition Club without entering into a lease, sublease, or purchase agreement.

Herbalife rules require that you:

1. Successfully complete the [Keys to Your Business - Commercial Location training](#).
2. Complete a Business Plan using the interactive form available in the Nutrition Club Essentials page on MyHerbalife.com.
3. Submit the required Declaration (which may require the notarized signature of the landlord/owner or proof of ownership/previous use of the property upon request). Download the [Declaration](#) template from the Nutrition Club page on MyHerbalife.com.
4. Register the Club online at MyHerbalife.com or by calling Herbalife at 310-216-6056.

Commercial Nutrition Club with a lease, sublease, or purchase agreement

Before entering into a lease, sublease, or purchase of commercial property you must meet the following criteria:

1. Be a Distributor for at least 12 consecutive months to obtain training and experience about the Herbalife business.
2. Successfully complete [Herbalife's Key to Your Business: Comercial Location Training](#) on MyHerbalife.com.
3. Complete the online interactive business plan and make it available to Herbalife upon request.
4. Register the Club online at MyHerbalife.com or by calling Herbalife at 310-216-6056.

Depending on the activities in your Club, commercial locations may require insurance and permits from your city, county and state. Be sure to check local and state requirements. As with any business decision, you should evaluate the costs and commitment associated with operating in a commercial location to make sure it makes sense for your business. Use the information in this guide and consult with your Sponsor or other Nutrition Club Operators to help you with this decision.

Philosophy

Nutrition Clubs provide their customers with regular opportunities to socialize, as well as frequent educational and coaching sessions on nutrition and weight management while familiarizing themselves with Herbalife products.

With regular visits, Nutrition Club customers may begin to notice product results and are encouraged to share their success story at the Club. Building a supportive community through fun activities and recognition encourages daily consumption and fosters personal relationships, which is the essence of direct selling.

Preparing for your Nutrition Club opening

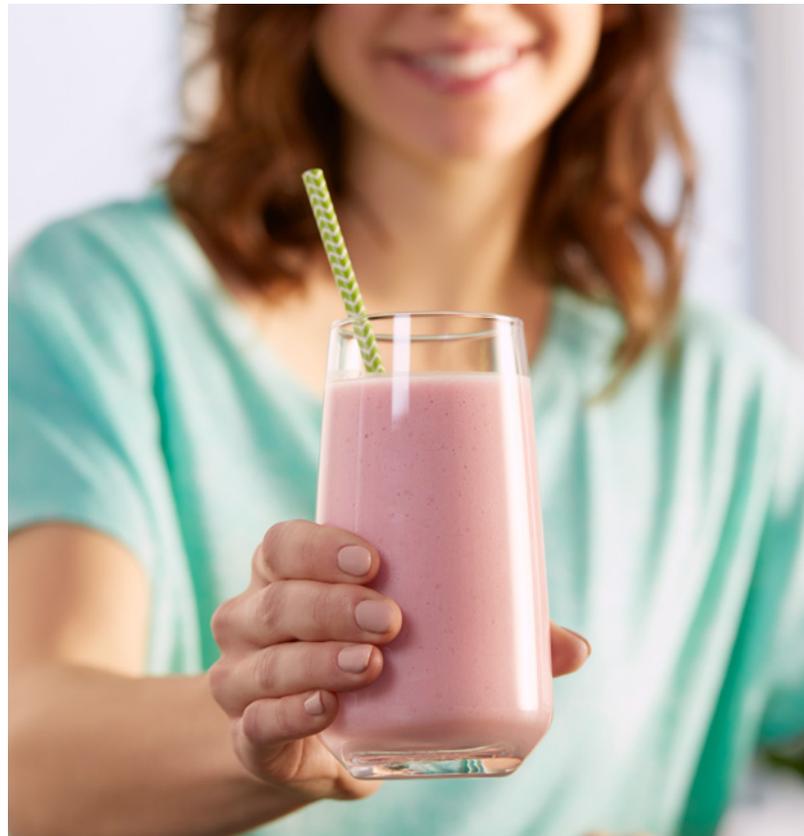
As an independent business owner, you have the flexibility to operate your Nutrition Club in your own style, as long as you do so within Herbalife's Sales and Marketing Plan, Rules of the Road, and applicable laws.

Because of this flexibility, you will have many operational decisions to make as you prepare to open your Club. One of the first decisions is selecting between a Residential, Satellite or Commercial location. If you choose a commercial location, Herbalife has additional requirements in place to protect you, your business and Herbalife. Use the information on the following pages to guide you through the process to officially open your Nutrition Club.

Your first 12 months as an Herbalife Independent Distributor

Before signing a lease, sublease, or purchasing a commercial location for the purpose of opening a Commercial Club, you must complete your first 12 consecutive months as a distributor after Herbalife accepts your Distributorship Application. The 12 month period provides time to:

- Use the products and experience their benefits firsthand.
- Become familiar with the business and thoroughly consider the expenses and time commitment involved in operating a commercial Nutrition Club.
- Understand Herbalife's Rules of the Road and learn best practices from the resources found on the [Nutrition Club page](#) of MyHerbalife.com and from other Club Operators.
- Build the knowledge and confidence to properly explain the benefits of good nutrition and a healthy active lifestyle.



Steps to opening a Nutrition Club

- Visit Nutrition Clubs.
- Participate in a training program with your Sponsor or other Nutrition Club Operators.
- Choose between a Residential, Satellite or Commercial location, and a single or multiple Club operation.
- Search for Club location; evaluate lease and expenses.
- Research local, county, state codes, permits and insurance.
- Select proposed name, logo and get artwork for signage to submit to Herbalife for review (if any).
- Before entering into a lease, sublease or purchase of a commercial Club location, complete the requirements for Commercial Locations.

- If you have an arrangement with the Owner/Landlord of the property for you to occupy and use the property without a lease or any financial obligation you will need to submit the Commercial Club No Lease [Declaration](#) form. This form may require the notarized signature of the landlord/owner or proof of ownership/previous use of the property upon request. In addition, you must successfully complete the Keys to Your Business - Commercial Location training & the Interactive Business Plan.
- Register your Club location online at MyHerbalife.com or by calling Herbalife at 310-216-6056.
- Receive registration confirmation from Herbalife.*
- Sign lease, sublease, get permits and insurance.
- Plan for Nutrition Club grand opening.

* Required by Herbalife for commercial locations only.

Visit Nutrition Clubs

Herbalife encourages you to personally experience various Nutrition Clubs so that you can discover different ways that independent Distributors infuse their own style and energy into their Club. Meet with your Sponsor or a Nutrition Club Operator in your organization to plan a “Nutrition Club visit” where you can participate in a planned tour of Nutrition Clubs. Take notes on each Club that you visit and ask the Club Operators about their daily operations and activities.

Participate in a training program

Ask your Sponsor or a Nutrition Club Operator in your organization about a Distributor-led training program. You will be guided through various phases of meetings and training events. You can then put your learning into practice by helping at a Club with greeting guests, making shakes, handing out invitations, and more. Herbalife also offers many training resources on the [Nutrition Club page](#) of MyHerbalife.com.





Choose a location

If you choose to operate your Club from your home (a residential Club), ensure you have the following:

- A comfortable room where your Club customers can sit and socialize.
- A kitchen or preparation area with sufficient space.

If you choose a commercial location for your Club, consider the above points, as well as finding a space that meets the following criteria:

- Convenient and easy to find, with nearby activity.
- Parking available.
- Clean restrooms.
- A simple, affordable facility.

Satellite Club

Indoor Satellite: A location inside a building, such as a business, where a Club Operator hosts activities (e.g., wellness profiles, nutritional classes, etc.) for the employees of that business at the location and sells consumptions during a pre-determined period of time in an enclosed room, such as the employee break room. During Satellite hours Club Operators may also invite customers of the business to attend with the permission of the business owner.

Outdoor Satellite: An outdoor location, such as beach or park, where a Club Operator hosts workouts for their customers as a way to sell consumptions (e.g., pre and post workout products). In the example of a park, some have community centers that are for public use, you may use the community center for your satellite Club.

Visit the [Nutrition Club page](#) to learn more and to take the required training on [Satellite Clubs](#).

Commercial Nutrition Club

Like any business method or organizational meeting outside of your home, a commercial location will require the added expense of this location. Depending on the value of real estate in your area, leasing a commercial space for your Nutrition Club is probably one of the biggest monthly expenses and should be evaluated carefully.

Before entering into a lease, sublease, or purchase remember that you can negotiate the terms. Consult with your Sponsor and other Nutrition Club Operators who have had experience with commercial leases. You should consider seeking the advice of an attorney or commercial real estate specialist before signing a lease agreement.

Research business permits and insurance

As with any business, local and federal regulations apply to Nutrition Clubs. Be sure to acquire the necessary licenses, insurance and permits from city, county and state regulatory agencies, each of which may have different requirements. For example, some areas may require approval from the local department of health or sanitation, or compliance with code standards for the construction and equipment in food facilities as well as sanitation standards and training in food handling. Food permits and minimum insurance policies may also be required in certain areas.

Complete the required online Interactive Business Plan whether you enter or not into a lease, sublease, or purchase of a Commercial Club location.

This must be kept for the term of the Lease, and will need to be provided to Herbalife upon request.

To help you develop your own business plan, we've created a Business Plan Worksheet using the link available from the [Nutrition Club page](#) on MyHerbalife.com. The benefits of a business plan aren't so much in the finished product but in researching and critically examining your business.

Developing a business plan can help you define your objectives and identify areas where you may need more guidance.

The essential information you'll need to cover in your business plan includes:

- A promotional plan that outlines how you'll attract customers to your location.
- Your start-up costs and how you'll cover those costs.
- A list of the local licenses and permits that apply to you, and the steps and costs necessary to comply with those requirements.
- The facilities and equipment needed for your new location and the costs for those items.
- Monthly estimated sales from both retail sales and consumption fees, including the number of customers needed for you to operate profitably, and
- An estimate or forecast of your income, overhead and operating expenses, by month, for the first two years of running your business in your new location.



Complete the “Keys to Your Business: Commercial Location Training” on MyHerbalife.com whether you will enter or not into a lease, sublease, or purchase of a Commercial Club location

This interactive course includes three short modules, a quiz and certificate of completion that you can print and proudly display inside your Club. You can take the quiz as many times as you need to pass. By completing this training, you’ll be more confident about operating your business and complying with Herbalife’s Rules of the Road.

Decide how you are going to operate your Club

Nutrition Clubs can be operated by a single Distributor or by a group of Distributors. When operating as a group, be sure to identify the Primary Nutrition Club Operator who will accept full responsibility and oversee all operations for the Club. The primary Club operator must designate another Distributor to be responsible when they are not present. Their name and contact information needs to be submitted on the “Location Registration”. Make sure everyone works well together and that all Operators fully understand the Club’s internal procedures and Herbalife Rules of the Road on MyHerbalife.com.

Register your Nutrition Club

Register your Commercial, Residential or Satellite Club by visiting the Nutrition Club page on MyHerbalife.com or call Herbalife at 310-216-6056.

If you wish to operate a Nutrition Club from a commercial location, before signing a lease, sublease or purchase the location you must visit the Nutrition Club page on MyHerbalife.com to see if you meet the requirements or call Herbalife at 310-216-6056.

If you do not need to enter into a lease, sublease, or purchase agreement, you still need to submit the required [Declaration](#), successfully complete the Keys to Your Business - Commercial Location training, and the Interactive Business Plan.

Submit photographs or drawings of the proposed exterior. You have the option of designating a name for your Club to include on exterior signage.

Submit the artwork or drawing of your proposed sign or logo when you register your Club to help avoid premature expenditures that may not be compliant with Herbalife Club Rules.

Submit the “Location Registration” through one of the following methods:

1. **Online at MyHerbalife.com:** [Register Your Location](#)
2. **Email to:** MPCNutritionClubsNAM@Herbalife.com
3. **Calling MPC:** 310-216-6056

Herbalife will review your “Location Registration” and contact you to help you complete the registration process.

Plan your grand opening

Once you have completed all of the previous steps and secured your lease, permits and insurance for your commercial location, it’s time to start planning for your official opening. Obtain supplies and decorations*, set up the interior layout of your Club with tables and chairs, and a schedule of your weekly activities. Set a goal and start personally inviting guests to your grand opening. All of these exciting steps are covered in detail in the next section of the guide: Operating Your Nutrition Club.





Tips to Operate a Nutrition Club

The following section offers recommendations for setting up the interior of your Club, ordering supplies and managing expenses. You will also find best practices for invitations, Club activities, retailing products for home use, and retaining your Club customers. This is where you have the most flexibility in infusing your own personality and style into your Club, so have fun with it!

Supplies and expenses

Your supplies will vary depending on the type of Club and how many customers visit on a daily basis. Consider having adequate supplies on hand to operate your Nutrition Club, for example:

- Tablet (document at the time of the sale).
- Blender(s) and hot water dispenser.
- Disposable cups and napkins.
- Enough Herbal Aloe Concentrate, Herbal Tea Concentrate, and Formula 1 Nutritional Shake Mix (in various flavors).
- Water and ice.
- Other Herbalife products to sample or sell as individually packaged products.
- Sufficient number of chairs and tables inside your Club.
- A place to share activities information or customer's recognition, such as a bulletin board.
- Electronic equipment for information sharing and meetings (computer, projector, television, etc.).
- Herbalife posters, product displays and decorations for the interior of your Club (note: these must not be visible from the exterior).

All of these supplies are considered expenses. If you operate in a Commercial location, you have the additional expense of the monthly lease, insurance and permits that you acquired when you opened your Club.

All of these expenses should be factored into the overall cost of Club operations in order for you to determine your Club's profitability.

Tracking your customers

In addition to tracking your expenses, you must use the HN MyClub & Engage apps to help you record your Club visits, consumptions, referrals and overall revenue from your Club. Knowledge is power, and by completing receipts and using these tools to track your customers every day, you will be empowered to run your business with confidence. Herbalife offers some easy-to-use online and mobile tools to operate your Nutrition Club.

Document your volume

Documenting your volume is an important part of building your business and moving up the Herbalife's Sales and Marketing Plan.

Download the HN MyClub App & Engage on your Tablet to document your volume.

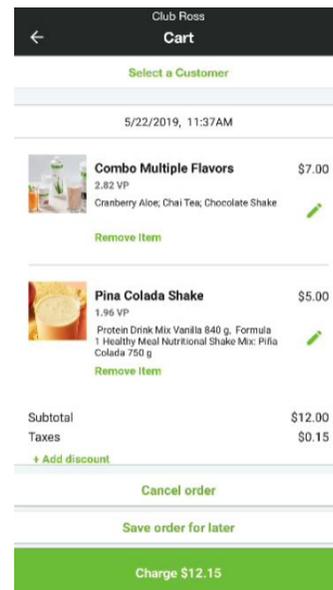
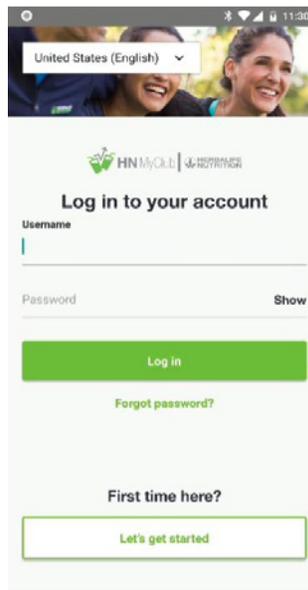
Herbalife HN MyClub & Engage

The Herbalife HN MyClub & Engage Apps will help you manage and document sales for product consumptions in your Nutrition Club directly on a smartphone, tablet or computer. If you have registered your Nutrition Club you can use this app to place orders, support full product sales for your customers, manage all your sales for your Nutrition Club and access your customers and contacts. It allows you to document your completed sales, create new sales from your inventory, create new customer direct sales, search and view all your receipts and access your receipts and payment settings.

This easy to use app allows you to allocate volume and payments for Club sales to multiple Club Operators. Download the app to your mobile device from the [Apple Store](#) or [Google Play](#). To learn how to use the HN MyClub App, go to the Video Library on MyHerbalife.com for instructional videos.

Receipts

Both HN MyClub app and the Receipts on MyHerbalife.com make it easy for you to create and track receipts and handles various types of transactions, including taking payments from your customers using Zettle by ProPay, ProPay and cash. Providing discounts on individual products or on the entire order is easy to do. Watch the instructional videos in the Video Library to learn how to use these online tools.



Products for Individual Sale

Products that are packaged for individual sale and may be sold at Nutrition Clubs include (Check MyHerbalife.com or with Distributor Relations for an updated list of products):

- HTC Single Serve in Raspberry, Lemon, and Chai flavors
- N-R-G Tea Single Serve packets
- Herbalife SKIN Collagen Beauty Booster Single Serve packets
- Herbalife24 Liftoff
- Protein Bar Deluxe
- Formula 1 Express Meal Bar
- Liftoff® tablets & packets
- Herbal Tea Concentrate packets
- Herbal Tea Concentrate
- Roasted Soy Nuts
- Herbalife24 ACHIVE Protein Bars
- Herbalife24 CR7 Drive Stick Packs
- Protein Bites
- Limited Edition Packs

Invitations

This will help you build sincere relationships with your Club customers on a solid foundation.

Invite your neighbors, friends and relatives and have them invite their families and friends, through word-of-mouth or with a printed invitation, such as those available on MyHerbalife.com.

Learn how to approach and invite people to your Club, then set a goal as to how many opening invitations you will extend, and how many daily invitations you will continue to commit to. Although your Circle of Influence is a great place to start, you're not limited to inviting people you know. By personal invitations, you can expand your Circle of Influence to include people you meet when handing out invitations and asking for referrals. Remember that inviting people to your Club through advertisements is limited.

Advertising restrictions include, but are not limited to:

- ✗ Statements that Herbalife Products prevent, treat, or cure diseases or medical conditions, unless those statements appear on the product label.
- ✗ TV or radio ads.
- ✗ Do not imply guaranteed earnings or employment opportunities or imply a depict exorbitant earnings or lavish lifestyle.
- ✗ Advertising pricing information of Herbalife products to the General Public in print or social media (e.g. Facebook, Instagram, Snapchat, TikTok) is prohibited.

Retaining Nutrition Club Customers

Distributor Difference

Valuing your personal relationships with your customers sets apart Herbalife from our competitors. We refer to this as the Distributor Difference, which is the value you add by providing:

- Consistent follow-up with your customers via their preferred contact method.
- Your guidance and ideas for recipes and workouts to help your customers make good choices.
- Product education that helps your customers use the right products to meet their goals
- Your support and getting on the journey with your customer

Remember that your Club is the perfect place to engage with your customers and establish a valuable relationship with them.

Building relationships is key to retaining your Nutrition Club customers. Create a warm and friendly atmosphere in your Club, inform customers about the benefits of good nutrition, and organize various fun activities that keep customers involved and excited to return. Keep track of your Nutrition Club customers and their visits using the HN MyClub & Engage on MyHerbalife.com.

Follow these tips for creating a fun, casual atmosphere where the focus is on good nutrition:

- Greet your Club customers promptly when they arrive, and try to remember their favorite shake, aloe, and tea flavors.
- Post a schedule of regular activities inside the Club, such as recognition parties, shake parties, Weight Loss & Body Transformation Challenges, or Healthy Active Lifestyle activities.
- Help customers identify their nutrition goals through a wellness profile and encourage their commitment.

SUGGESTED ROLES IN A NUTRITION CLUB

- Greeter
- Aloe and tea server
- Shake maker
- Wellness coach
- Activity coordinator
- Play music or videos
- Clean-up
- HN MyClub

Remember, if you are operating a Nutrition Club with a group of Distributors, all of the above activities can be shared among the multiple Operators. Assign roles and responsibilities agreed to in advance so that the Club runs smoothly.



SUGGESTED CLUB ACTIVITIES

- Hobbies (hiking, walking, etc.)
- Birthday and anniversary celebrations
- Weight Loss & Body Transformation Challenges
- Healthy Active Lifestyle activities
- Shake parties
- Play music or videos
- Home parties
- Free sampling events

- Ask customers to refer friends and family to participate. When people attend together, they reinforce each other's goals.
- Encourage customers to share their product results, and ensure in advance that their stories are in line with Herbalife's rules on claims and disclaimers. You can find guidelines, including A Quick Guide to Claims, on MyHerbalife.com.
- Build sincere relationships by recognizing customers' achievements, birthdays, anniversaries and other milestones.

Selling Product

By providing a comfortable and relaxed environment and great customer service at your Nutrition Club, your customers may be encouraged to purchase products for home use. Product displays are allowed in your Club; however, your display must not be visible from the outside of the Club. In addition, have product catalogs available for Club customers who are interested in ordering products for consumption in their home.

When discussing Herbalife products, keep your product descriptions short. For example, here is a brief explanation of the core products served at Nutrition:

- Herbalife Formula 1 shakes offer protein, vitamins, and minerals that are essential elements of basic daily nutrition.

You can also offer Herbal Tea Concentrate to give people a feeling of energy and prepared aloe drinks to maintain good digestive function.

Helpful tips when talking to people:

1. People trust experts

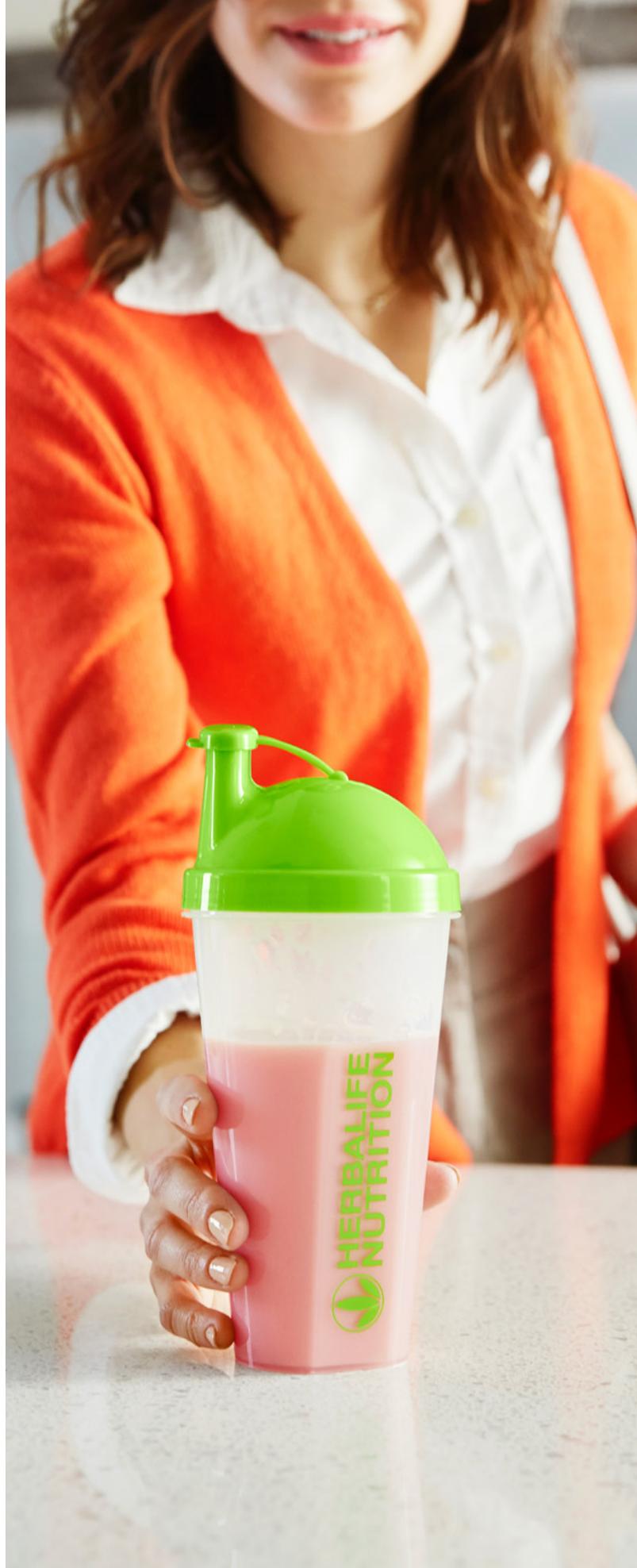
Know the Herbalife products and practice describing their benefits.

2. Be brief but informative

Value the person's time when providing information about Herbalife products.

3. Be a good listener

Treat everyone with respect and listen to their goals.





Customer follow-up

As new customers start to attend your Nutrition Club, that first month will usually determine whether they are satisfied with your Club and want to keep coming back.

Check in frequently to help them stay on track toward achieving positive results. Encourage customers to visit the Club regularly, but following up with them outside the Club is also important. Find their preferred time and communication method, such as phone, email, text messages or social media.

Be professional and commit to a regular follow-up schedule. Use the suggested customer follow-up guidelines below for helpful and timely questions.

DAY 1

- Ask how they prepared their shakes at home
- Ask about their energy level
- Ask if they took their tablets
- Review their original goals, and encourage them as they get started
- Ask about their meals and water intake

DAY 3

- Ask about their appetite and energy level
- Ask again about how they made their shakes at home
- Suggest a new shake recipe
- Offer a results story that will resonate with their situation at this time

DAY 7

- Ask about their appetite and energy level
- Ask if they have weighed/measured themselves
- Ask if anyone has noticed a difference in how they look or in their attitude or energy level
- Ask for a referral (if they are getting good results)
- Give another results story that they can relate to at this time

DAY 13

- Ask if they have noticed a difference in their energy level
- Ask how much weight/how many inches they have lost
- Introduce a targeted product specific to their needs

DAY 19

- Remind them if it's time to reorder products
- Ask about their progress. Are they getting close to their goals?
- Introduce a new shake flavor

DAY 29

- Ask about their energy level
- Ask how much weight/how many inches they have lost
- Ask for referrals (names and numbers)
- Review basics if they are not meeting goals

MONTH 2

- Follow up once a week on energy level, appetite and weight-management goals
- Ask if they have improved their eating habits during regular meals
- Ask if they are interested in increasing their physical activity levels

ONGOING

- Follow up after month 2 should be at least twice a month – once to reorder product and later to make sure they received the product. This is another opportunity to ask for referrals!

Gauging your Club

Fine tune your skills in operating a Nutrition Club and use tools available such as the HN MyClub Receiving Tool on MyHerbalife.com to run your Club.

Be sure to get training at Herbalife corporate events, and Distributor-led events, from your Sponsor, and on the [Nutrition Club page](#) on MyHerbalife.com.

Healthy Club checklist

- Get ongoing training on Herbalife products, basic nutrition and understanding what our bodies need.
- Set specific and realistic goals, including short-term (1 year), mid-term (5 years) and long-term (10 years).
- Recognize your Club customers' successes and reward top achievers.
- Stay connected with MyHerbalife.com to incorporate various promotions and how you can work them into your Nutrition Club.

- Continue your personal development by watching inspirational videos of Jim Rohn and Mark Hughes on the MyHerbalife.com video library.
- Talk about Club's successes and challenges that have been overcome through appropriate testimonials with required disclaimers.
- Suggest successful operation methods (invitation, coaching, etc.).

Regular evaluation sessions are key to goal-setting and keeping your Nutrition Club active. You may share your progress with your Sponsor for feedback on your areas of strength as well as areas of improvement. For example, discuss the following questions:

- How consistent are your daily consumptions?
- How many new customers do you have each month?
- How many referrals do you have each month?
- What is your daily profit? Weekly? Monthly?



Nutrition Club Opportunity Wheel

Another way to evaluate the stability of your Nutrition Club is with the Opportunity Wheel. The Nutrition Club Wheel represents a cycle of actions which, when followed in order, promote the growth of your business. Achieving goals set for each individual action has a direct impact on your ability to successfully achieve goals set for the next action.

Because the success of each action is connected, you can move forward and backward within the cycle. Moving forward promotes growth, while moving backward helps reset goals if you are struggling in a particular area in the cycle.



Growing your Nutrition Club

Now that you have gained valuable experience operating a Nutrition Club. Use this section to provide guidelines for training your organization.

Organizing a Nutrition Club Visit

Herbalife recommends that you take your potential Nutrition Club Operators on a “Nutrition Club Visit” to visit several Nutrition Clubs, so that they can see the various ways that Clubs may operate.

Give them a copy of the “Nutrition Club Discovery” booklet, which includes a basic overview of Nutrition Club benefits, best practices and a checklist to guide them on the Nutrition Club tour.

Role of the Sponsor

1. Schedule your Nutrition Club Visit in advance with the Primary Nutrition Club Operators (the hosts) at each of the Clubs on your tour. Each visit should be between 30 to 60 minutes.
2. Meet your potential Operators (the visitors) at a central location, explain the itinerary for the day, and coordinate transportation to the Clubs.
3. Provide the “Nutrition Club Discovery” booklet or checklist of items to observe in each Nutrition Club and explain their role as a guest in each Club.
4. Keep track of time, stay on schedule and be courteous.

Role of the Host

1. Provide the visitors the following information about the Club:
 - Name and Level on the Marketing Plan.
 - Number of Club Operators.
 - When the Club opened.
 - Average number of daily Club customers.
 - Square footage of Club.
 - Invitation goals and tips.
 - Monthly Club expenses.
2. Encourage the visitors to take notes in their “Discover Nutrition Clubs” booklet.
3. Make sure the visitors feel welcomed and comfortable.

Role of the Visitors

1. Using the checklist in the “Discover Nutrition Clubs” booklet, take notes on each Club’s activities, decorations, signage, facilities, procedures, etc.
2. Be prepared to pay the Membership fee at each Club.
3. Ask questions!
4. Be courteous and respectful.



Hosting Nutrition Club workshops

You may want to host a training event, such as a Nutrition Club Workshop, with a larger group of Distributors. This typically involves coordinating a meeting location over multiple days.

Nutrition Club training resources

Herbalife provides a range of great training tools and resources on the [Nutrition Club page](#) on MyHerbalife.com.

Visit regularly to see what's new.

- [“Keys To Building Your Business: Commercial Location Training”](#) in HN Grown.
- [Videos in the Video Library.](#)
- HOM Presentation.



Herbalife Meetings and Events



Check the event schedule on HerbalifeEvents.com and take part in a wide range of meetings and events. Maintain your email address on MyHerbalife.com to receive news on corporate events.

Herbalife Opportunity Meetings (HOM)

HOMs are a great way to introduce your interested prospects to the Herbalife opportunity.

These informative, “get-to-know-us,” meetings give your guests a valuable way to learn about Herbalife’s history, the products and to hear stories from other Distributors. Guests have the opportunity to purchase the International Business Pack, complete the application and get involved with Herbalife.

Leadership Development Weekends (LDW)

Distributors may qualify to attend these high-level leadership trainings. Gain knowledge and strategies for success that you can incorporate into your business.

Success Training Seminars (STS)

Receive valuable product training, sales and business techniques from top Distributors at these local events. STSs are an essential part of your ongoing training.

Herbalife Extravaganza

Enjoy these energizing annual events, not to be missed! Distributors learn about Herbalife’s vision and corporate strategy directly from company executives, get training from Herbalife’s top performers, and celebrate Team Herbalife’s achievements.

Rules of the Road

The “Rule of the Road” are based upon industry standards, input from company leaders, traditions established by our founder Mark Hughes (1956–2000), and the seven key principles below. The chart on the following pages shows how each Nutrition Club rule supports these seven principles. Remember that this is a summary of the rules for U.S. and Puerto Rico. To view the “[Rule of the Road](#)” in its entirety, go to [Protecting your business page under “Quick Links”](#) on MyHerbalife.com. If you operate Nutrition Clubs outside of the U.S. and Puerto Rico, please ensure you follow your local country Rules.

Protection for customers/distributors/the company and the industry

Each time an independent Distributor presents the product or Herbalife opportunity, their actions affect Herbalife’s, the industry, and their own reputation.

Business and legal requirements

Herbalife’s rules embody protections from relevant laws as well as standards put forth by the Direct Selling Association. They are drafted to capture the key restrictions and requirements that protect your business operations as independent Distributors.

Sound business practices

In any successful business, there are rules and fundamental business practices that should occur daily or on an ongoing basis, such as training, support, maintaining proper records, and staying informed of new policies.

Distributor-customer relationships

Direct selling is about personal relationships and product expertise, and the value these provide to consumers. Herbalife’s Rules exist, in part, to protect our exclusive direct sales channel by enhancing independent Distributors’ ability to establish and maintain strong, personal relationships with existing and potential customers.

Advertising and branding

Successful branding efforts allow a company to differentiate itself from its competitors. To maintain our reputation in the industry and to continue our growth and longevity, it is important for independent Distributors to remember “they are the brand.” When advertising the Herbalife products or Herbalife opportunity, independent Distributors must maintain consistency with the applicable Rules to project and deliver the brand’s promise.

Protection of a sponsor

The independent Distributor/Sponsor relationship is the foundation of the Herbalife Sales & Marketing Plan and, as such, the principles and rules of the Company protect the rights of the Sponsor.

Independent business owner protection

For the protection of the Distributor to operate his or her own business as an independent contractor, with the right to conduct that business in the manner that he or she chooses.

Rules of the Road

USA & Puerto Rico

Rule	Summary	Principle
Claims	<p>A Claim or representation is any statement, story, image or video about Herbalife products, the Herbalife business opportunity, or their benefits. Distributors may make Claims, provided they:</p> <ul style="list-style-type: none"> • Are truthful, non-misleading and supported by written documentation. • Comply with all applicable Rules and law. • Are in accordance with the product label. • Make no therapeutic, disease or medical claims. • Do not imply guaranteed earnings or employment opportunity; and • Do not imply or depict exorbitant earnings or a lavish lifestyle. <p>Herbalife reserves the right to require removal of any Claim that violates these Rules, applicable law, or tarnishes Herbalife's brand or image.</p>	Business and Legal Requirements
Leased or Purchased Business Locations	<p>Distributors may not enter into any lease, sublease, or purchase of any physical location to operate their Herbalife business, unless they have:</p> <ul style="list-style-type: none"> • Been a Distributor for at least twelve (12) consecutive months. • Successfully complete specific training. • Prepared a business plan, which they agree to make available to Herbalife upon request; and • Register their location with Herbalife. <p>Distributors who wish to operate their business out of a commercial location that does not require entering into a lease, sublease or purchasing a physical location, must do the following:</p> <ul style="list-style-type: none"> • Successfully complete specific training. • Prepare a business plan, which they agree to make available to Herbalife upon request. • Submit a declaration, which may require the notarized signature of the landlord/owner; and • Register their location with Herbalife. 	Sound Business Practices
Distributors are Self-Employed	<p>Distributors are independent contractors who work for themselves, they are not employees, franchisees or agents of Herbalife or other Distributors and may not state or imply otherwise. A Sponsor may not treat other Distributors or their downline like employees simply by virtue of being in their downline.</p> <p>If a Sponsor has an employment relationship with any other Distributor, such Sponsor is bound to comply with all employment laws.</p>	Independent Business Owner
Responsible Club Operator	<p>One Distributor must be designated as the primary Club operator, who is responsible for and oversees all Club operations. The primary Club operator must designate another Distributor to be responsible when they are not present.</p>	Sound Business Practices
Compliance with Applicable Laws and Rules	<p>Distributors must follow all laws (including Rules, Regulations, and ordinances) and Herbalife Rules in every country they work in and cannot encourage others to break them. If there is a conflict between Herbalife Rules and the law, the law prevails.</p> <p>Distributors must also follow the terms of service for any third-party service utilized in conducting their Herbalife business.</p>	Business and Legal Requirements
Price and Preferred Member Advertising	<p>Distributors may not provide any indication of price to the general public, unless as permitted by Herbalife on its platforms.</p>	Sound Business Practices

Rule	Summary	Principle
Products Preparation	<p>Distributors must prepare products served in Nutrition Clubs in accordance with acceptable preparation practices and make the product label and allergen information available to Customers upon request.</p> <p>Only Herbalife products and add-ons such as fruits, vegetables and flavors are permitted to be served, sold, or promoted in the Club. No product claims may be made if mixtures are not prepared according to the product label. Individual tablets may not be sold or served.</p>	Business and Legal Requirements
Retail and Service Establishments	<p>Clubs may not operate on the premises of retail establishments like restaurants, cafés, or other food shops. Clubs may be established in certain service establishments (like beauty salons, barber shops, gyms, and health clubs) in an enclosed room, without signage, without visibility of Club activities to passersby.</p>	Protection for Customers / Distributors /the Company and the Industry
Delivery	<p>Distributors may not:</p> <ul style="list-style-type: none"> • Use third-party delivery services, such as Uber Eats, Grubhub and similar; or • Service Customers by drive thru or walk-up window. 	Protection for Customers / Distributors /the Company and the Industry
Commercial Club Exterior Signage and Name	<p>Distributors are required to submit details regarding proposed exterior signage for Herbalife review. If a Distributor uses an exterior sign they may not:</p> <ul style="list-style-type: none"> • Use the same name or similar sign within a 25-mile radius. • Imply that Herbalife products are available for purchase. • Use signage as an identifier to a specific group (Geographical Location, Distributor Organization, Nutrition Clubs, etc.) in such a way that it may be construed as a Franchise or part of a chain of Nutrition Clubs; or • Use Herbalife Intellectual Property, product names or brands. <p>This would include anything visible from the exterior that might suggest that the location is a franchise.</p>	Protection for Customers / Distributors /the Company and the Industry
Commercial Club Exterior	<p>The following are not allowed on the Club's exterior:</p> <ul style="list-style-type: none"> • Display Herbalife branding (names, logos, etc.) • Imply that Herbalife products are available for purchase; and • Feature "Before & After" photographs. 	Protection for Customers / Distributors /the Company and the Industry
Distributors may not Charge for Nutrition Club Advice	<p>Distributors may not charge other Distributors for help or advice with opening or running a Club except as set out in the Training Rule.</p>	Protection for Customers / Distributors /the Company and the Industry
No Anti-Competitive Behavior	<p>Distributors are independent business owners and must not form agreements with other Distributors regarding:</p> <ul style="list-style-type: none"> • The price at which they sell Herbalife products. • Territories in which they sell. • Methods of distribution; or • Allocation of Customers, Preferred Members or Distributors. 	Protection for Customers / Distributors /the Company and the Industry
Multiple Clubs	<p>Distributors may operate no more than three locations or enter into more than three leases for the purpose of operating Clubs.</p> <ul style="list-style-type: none"> • Three (3) commercial lease locations. • One (1) lease location and two (2) primary operator at another commercial location. • Primary Operator at three (3) commercial locations. 	Sound Business Practices

To view the [Rules of the Road](#) and Distributor Policies in their entirety, go to MyHerbalife.com

Rule	Summary	Principle
Sharing Club Premises	A Club operator may only charge other Distributors for the cost of using their Club, not for a profit. All Distributors subleasing space within the Club must complete the Commercial Club requirements.	Sound Business Practices
The Sale of Clubs for Profit Prohibited	Transfer of Lease: The sale of Clubs for profit is prohibited. However, transfer of the lease and recouping the incurred costs of assets as well as the build-out is permitted. Upon request, the Distributor must provide records demonstrating the costs. Before entering into the lease, the Distributor must first satisfy the Commercial Club operator requirements.	Protection for Customers / Distributors /the Company and the Industry
Satellite Clubs	Satellite Clubs are temporary indoor and outdoor locations where Club Operators host activities, prepare and serve Herbalife products to personally invited customers.	Sound Business Practices
Indoor Satellite Club	Operators may host activities for the employees of a business establishment provided those activities and consumptions are: <ul style="list-style-type: none"> • In an enclosed room (e.g., break room) • Not combined with the business activity operating at the location. 	Sound Business Practices
Outdoor Satellite Club	Club Operators may host activities and sell consumptions at an outdoor location (e.g., beach, park), the following are prohibited: <ul style="list-style-type: none"> • Promoting or advertising products for sale • Exterior signage 	Sound Business Practices
Advertising an Outdoor Satellite Club	Advertising to the general public is allowed provided the invitation information is limited to the following: Name of the Operator, Services, Phone number and/or email address.	Sound Business Practices
Game Promotions	Distributors may not set up lotteries or raffles in connection with their Herbalife business. Other game promotions, like drawings may be permitted.	Protection for Customers / Distributors /the Company and the Industry

To view the [Rules of the Road](#) and Distributor Policies in their entirety, go to MyHerbalife.com



Business Tools and other optional expenses

One of the great things about being an Herbalife Distributor is that you can choose for yourself how to pursue the Herbalife opportunity.

The only thing you need to buy is an International Business Pack (IBP), and all other purchases are completely optional. Before you make any additional expenditures, please ask yourself questions such as these:

DEBT: Should I take on debt to pursue the Herbalife opportunity?

Because there are no minimum purchases required and start-up costs are low, you do not need to borrow money or take out loans for your Herbalife business. We strongly discourage taking on debt in connection with your Herbalife business. Please see Rule No Forced Purchases or Debt .

BUSINESS TOOLS: Should I buy services, products, software or systems that might help me run my Herbalife business?

“Business Tools” are third party services or products that may help you promote, grow, and/or manage your direct sales business. They can be geared toward getting Customers, recruiting other Distributors, communicating with Customers or Distributors, or financial management, among other things.

Whatever the purpose, Business Tools are not required to start, progress or succeed as a Distributor, or to receive training and support from your Sponsor and upline. No one should tell you that Business Tools are required or pressure you to buy them. Retailing Herbalife products to Customers is the core of a successful Herbalife business, and Business Tools might distract you from this focus.

Herbalife offers comprehensive business management tools for free or at a nominal cost. Our tools are designed to meet your needs and help you run a successful and compliant Herbalife business.

We strongly advise that you only buy Business Tools if you decide, after a reasonable amount of time as a Distributor, that their cost is justified by their expected benefit to your business, in light of your actual earnings from Herbalife.

Please also keep in mind that if you buy Business Tools, you will be responsible for how you use them and for their compliance with Herbalife’s Rules of the Road and the law. In addition, because they are not produced or endorsed by Herbalife, we take no responsibility for them.

However, if you have a dispute over Business Tools you have purchased with a seller who is a Distributor, please contact Herbalife at 866-866-4744 and we will attempt to assist.

Please see Rules of the Road No Forced Purchases or Debt, Business Tools and Training for more information.

Product inventories

Should I buy a large product inventory?

Buying a large product inventory is not required.

Through MyHerbalife.com, Distributors can have products shipped directly to their Customers, and GoHerbalife.com allows Customers to order products themselves. This means that you don't need to hold a large product inventory to meet your Customers' needs.

However, if you choose to keep a limited product inventory to sell to Customers or serve in your Nutrition Club, please make sure you only purchase what you know you can resell within a reasonable amount of time. Please also keep in mind that in order to qualify or earn on sales from inventory, you must designate your purchase as a Retail Inventory Order and document all profitable product sales by submitting an Herbalife Retail Receipt to the Company. See Rules of the Road No Forced Purchases or Debt, Rule Truthful Submissions and Communications with Herbalife, Proper Purchasing and Receipt Submission.

Offices and Commercial Nutrition Clubs - Should I sign a lease and make other purchases to open private office or Commercial Nutrition Clubs for my Herbalife business?

Most Distributors find that a home-based business provides the convenience, ease and flexibility they want from the Herbalife opportunity. Having a business location outside of your home is a serious financial commitment. If you take your time to gain experience and learn from others, you will be in a better position to make the decision that is right for you.

This is why Herbalife requires all Distributors to undergo a one year waiting period, complete a training course, and prepare a business plan before leasing, subleasing or purchasing a private office for their Herbalife business or Commercial Nutrition Club. Which they must maintain as part of their business records.



Tools and resources

Herbalife offers some easy to use mobile tools to help operate your Nutrition Club.

The HN MyClub App

The Herbalife HN MyClub will help you manage and document sales for product consumptions in your Nutrition Club directly on a smartphone or tablet. Registered Nutrition Club operators can use this app to manage all your sales for your Nutrition Club and access your customers, contacts and reports.

This easy to use app allows you to allocate volume and payments for Club sales. Download the app to your Tablet from the [Apple Store](#) or [Google Play](#).

This tool makes it easy for you to create and track receipts and handles various types of transactions, including taking payments from your customers using Zettle by PayPal, ProPay and cash. Providing discounts on individual products or on the entire order is easy to do.

View the [Receipts video](#).

Document your volume

Documenting your volume in real time is an important part of building your business and moving up the Herbalife's Sales and Marketing Plan. Use HN MyClub on your tablet to document your consumptions.

Herbalife has a dedicated [Nutrition Club page](#) on MyHerbalife.com specifically for Nutrition Clubs.

You will find easy-to-use tips and tools to help you with your Nutrition Club operations. Visit regularly to find the latest information. Here is an example of a few things you'll find:

- Activities and Events Calendar.
- Wellness Profile.
- Invitations.
- Important documents and forms.

And much more.





This Guide is a valuable resource for new and existing Nutrition Club operators. It contains in-depth information and advice compiled from experienced and successful Nutrition Clubs around the world. Incorporate strategies from this simple-to-follow guide in your Nutrition Club business today.

