



# Brand Claims Overview



## Herbalife is proud to be #1 in four major health and wellness categories.

These claims from Euromonitor, the world's leading provider of strategic market research, are an invaluable tool for building trust and credibility.

Refer to these guidelines for how to properly use the four claims when marketing our products to new customers or leads.

For additional information, see the [FAQ](#).

### Step 1

Review the Do's and Don'ts

### Step 2

Read each claim and footnote

### Step 3

Download and start using the claims in your marketing



# Brand Claims Overview



## Do's and Don'ts



**Always:** Use claims exactly as written by Euromonitor. No changes are allowed.



**Always:** Consider using Euromonitor claims to help build trust and confidence in Herbalife and our products.



**Always:** Include the footnote for each claim in a legible size.



**Never:** Use an expired claim. The claims in this document expire April 7, 2026. Visit the Resource Center for new claims after that date.



**Always:** Make sure the claim you use is approved for the product you are referencing. See each claim for approved products.

Following these rules is important because if you don't, Herbalife might lose the ability to make these claims at all – and that means you would, too.

# 2025 Euromonitor Claims

## Claim #1: #1 protein shake in the world

**Alternative:** Herbalife is the #1 protein shake in the world

**Footnote** – Source: Euromonitor; CH2025ed, protein shake as sports protein powder, sports protein RTDs, meal replacement, supplement nutrition drinks & protein supplements; combined % RSP share GBO for 2024.

### Approved Products:

- Formula 1
- Formula 1 + PDM On The Go
- Formula 1 Express Meal Bar
- Formula 1 Select
- Beverage Mix
- High Protein Iced Coffee
- Personalized Protein Powder
- Protein Drink Mix
- Protein Drink Mix Select



## Claim #2: #1 weight management and well-being brand in the world

### Alternatives:

- Herbalife is the #1 weight management and well-being brand in the world
- Herbalife has been the #1 weight management and well-being brand in the world for six consecutive years

**Footnote** – Source: Euromonitor; CH2025ed, weight management & wellbeing definition; combined % RSP share GBO for 2024.

### Approved Products:

- Formula 1
- Formula 1 + PDM On The Go
- Formula 1 Express Meal Bar
- Formula 1 Select
- Herbal Tea Concentrate
- Prolessa® Duo
- Protein Drink Mix
- Protein Drink Mix Select



**CLAIMS MUST BE USED WITH FOOTNOTES**

## Claim #3: #1 in weight loss supplements in the world

**Alternative:** Herbalife is #1 in weight loss supplements in the world

**Footnote** – Source: Euromonitor; CH2025ed, weight loss supplements category definition; % RSP share GBO for 2024.

### Approved Products:

- Prolessa® Duo
- Fat Release
- Cell-U-Loss®



## Claim #4: #1 active and lifestyle nutrition brand in the world

### Alternatives:

- Herbalife is the #1 active and lifestyle nutrition brand in the world
- Herbalife has been the #1 active and lifestyle nutrition brand in the world for five consecutive years

**Footnote** – Source: Euromonitor; CH2025ed, active & lifestyle nutrition as weight management & wellbeing, sports nutrition and vitamins & dietary supplements definitions; combined % RSP share GBO for 2024.

### Approved Products:

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"><li>• Active Fiber Complex</li><li>• Active Fiber Complex Select</li><li>• Best Defense®</li><li>• Beverage Mix</li><li>• CoQ10 Plus</li><li>• Core Complex</li><li>• Formula 1</li><li>• Formula 1 + PDM On The Go</li><li>• Formula 1 Express Meal Bar</li><li>• Formula 1 Select</li><li>• Herbal Aloe Ready-to-Drink</li><li>• Herbal Tea Concentrate</li></ul> | <ul style="list-style-type: none"><li>• Herbalife SKIN® Collagen Beauty Booster</li><li>• Herbalifeline®</li><li>• Herbalife24 products</li><li>• High Protein Iced Coffee</li><li>• H<sup>3</sup>O® Fitness Drink</li><li>• Immunity Essentials</li><li>• LycoGlow®</li><li>• Niteworks®</li><li>• N-R-G Tea</li><li>• Personalized Protein Powder</li></ul> | <ul style="list-style-type: none"><li>• Prolessa® Duo</li><li>• Protein Bar Deluxe</li><li>• Protein Bites</li><li>• Protein Drink Mix</li><li>• Protein Drink Mix Select</li></ul> |
|---|---|---|



**CLAIMS MUST BE USED WITH FOOTNOTES**

# Nutrition Clubs

## Window Posters

The following statements are approved for Nutrition Club windows only. When using them, you must display the approved flyer inside your Nutrition Club.

1. Proudly serving the #1 protein shake in the world
2. Try the #1 protein shake in the world
3. The world's #1 protein shake served here

[Download Window Templates](#)

[Download Indoor Flyer](#)

Search #Number1 in the MyHerbalife Resource Center and video library for all assets. All claims and assets are valid through April 7, 2026.

## FAQ:

### What Are the #1 Brand Claims?

The four #1 brand claims are based on data compiled by Euromonitor and cover most of our major product categories. They can be used whenever you are marketing Herbalife and most Herbalife® products, whether in person, with customers, in Nutrition Clubs, at events or on social media.

### Which Products Are Excluded from the #1 Brand Claims?

The #1 brand claims do not apply to Green Tea, Relaxation Tea, Liftoff®, Protein Chips, Roasted Soy Nuts, Instant Soup and Outer Nutrition products.

### Why Should I Use the #1 Brand Claims?

They help build trust and confidence within your own organizations and with potential Herbalife Independent Distributors, Preferred Members and customers.

### What Is Euromonitor?

Euromonitor is the world's leading provider of strategic market research. Each year, they provide Herbalife claims based on business results.