

# #1 Brand Claims Overview



**According to Euromonitor, the world's leading provider of strategic market research, Herbalife is the #1 brand in the world in four important categories. Here you will find a brief overview, the four claims and guidelines to follow when using this valuable data in your business.**

**There are also links to tools in the Resource Center that you can use and share with your organization and customers, including an STS presentation, videos and Nutrition Club posters.**

## 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 Herbalife® products, whether in person with customers, in Nutrition Clubs or at events, or on social media.

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

These claims provided by Euromonitor help substantiate the superior value of the Herbalife brand and products and illustrate the difference between us and our competitors. They also 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.



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## Do's and Don'ts



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



**Always** include the appropriate footnote for each claim in a legible size.



**Always** make sure the claim you use is approved for the product you are referencing. See claims section for defined categories.



**Always** consider using Euromonitor claims to help build trust and confidence in Herbalife and its products.



**Never** use an expired claim. The claims in this document expire April 7, 2025. Visit the Resource Center for new claims after that date.



**Never** use an inappropriate claim. For example, don't use "The #1 Protein Shake in the World" when talking about an Outer Nutrition product.

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.

# 2024 Euromonitor Claims

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

### Long Version: Herbalife is the #1 protein shake in the world

Footnote – Source Euromonitor; CH2024ed, protein shake as sports protein powder, sports protein RTDs, meal replacement, supplement nutrition drinks & protein supplements, combined % RSP share GBO for 2023.

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

### Long Version: Herbalife is the #1 weight management and well-being brand in the world

Footnote – Source Euromonitor; CH2024ed, weight management & wellbeing definition; combined % RSP share GBO for 2023.

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

### Long Version: Herbalife is #1 in weight loss supplements in the world

Footnote – Source Euromonitor; CH2024ed, weight loss supplements category definition; % RSP share GBO for 2023.

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

### Long Version: Herbalife is the #1 active and lifestyle nutrition brand in the world

Footnote – Source Euromonitor; CH2024ed, active & lifestyle nutrition as weight management & wellbeing, sports nutrition, and vitamins & dietary supplements definitions; combined % RSP share GBO for 2023.

## Nutrition Club Window Statements

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](#)

## Additional Tools

[Social Videos 1 2 3 4](#)

[Compilation Video](#)

[STS Presentation](#)

Search **#Number1** in the MyHerbalife Resource Center and video library for all assets.

All claims and assets are valid through April 7, 2025.