Great Products!
Great Opportunity!
Our History

• In 1980, Mark Hughes started Herbalife at age 23

• Mark wanted to spread the message of good nutrition

• Mark’s dream is now a reality as Herbalife Nutrition operates in over 90 countries
Our Seed to Feed Philosophy

- **Great Ingredients**: Manufactured. In house or procured through a careful selection of ingredient suppliers.
- **Nutrition-based Science**: Products based on years of established nutrition science
- **Thorough Testing**: Multiple rounds of rigorous Quality Control testing
- **Manufactured with Care**: State-of-the-art blending, compression, packaging and manufacturing
- **Nutrition Delivered to You**: Use of advanced technology to monitor conditions during product storage and transport and to ensure quality throughout product shelf life

Our Quality

Rob Sladek and Family
Fifth-Generation Soy Farmer
Iowa, U.S.
Environmental Sustainability

As a part of our commitment to environmental sustainability, we have successfully completed reduction across our product packaging. This includes:

- **Removed 1.2 tons of plastic** from our Protein Bar Deluxe product globally
- **In the process of streamlining packaging across our Herbalife SKIN® line**, removing **13 tons of paperboard and other packaging materials**
- **Including 25% recycled materials** in the form of post-consumer resin (PCR) in Formula 1 canisters, removing **475 tons of plastic**!
- Shared initiative between Herbalife Nutrition and the Herbalife Nutrition Foundation to tackle hunger, food insecurity and malnutrition
- **NFZH nonprofit supports 164+ million people in 80 countries**
- Provided more than **800,000 servings** of Herbalife Nutrition® products to those in need
- **2B+ people** worldwide do not have regular access to nutritious food
- **1 in 3 people** worldwide suffer from malnutrition

Created in 1994

An independent, nonprofit corporation dedicated to supporting community-based organizations around the globe that help bring good nutrition to socially vulnerable communities and aid to organizations focused on promoting access, education and empowerment of good nutrition, general wellness and disaster relief.

In **1998 Herbalife Nutrition Founder and First Distributor Mark Hughes** built an orphanage in Brazil, named **Casa Herbalife**.

Since inception, **HNF has granted over 35 Million to nonprofit organizations** around the world.
Your Ultimate Goals May Include:

- Choosing when you work
- Positively impacting others
- Earning extra income
- Looking better and feeling better
- Spending more time with family and friends
Utilize Our Strengths for YOUR BENEFIT

✔ Our amazing products
✔ In business for over 4 decades
✔ Open in over 90 countries
✔ A support system for training and personal growth
✔ $9.6 billion in suggested retail sales in 2021

Numbers shown have been rounded up to the nearest tenth and represent suggested retail sales.
Herbalife Nutrition is worldwide in over 90 countries and continues to expand

Who do you know?

Expand your business worldwide

USA
CANADA
AUSTRALIA
UNITED KINGDOM
NEW ZEALAND
ISRAEL
SPAIN
MEXICO
FRANCE
GERMANY
PORTUGAL
CZECH REPUBLIC
HONG KONG

ITALY
NETHERLANDS
JAPAN
VENEZUELA
DOMINICAN REPUBLIC
ARGENTINA
BELGIUM
POLAND
DENMARK
SWEDEN
PHILIPPINES
RUSSIA
TAIWAN

AUSTRIA
SWITZERLAND
BRAZIL
SOUTH AFRICA
FINLAND
NORWAY
GREECE
KOREA
CHILE
THAILAND
TURKEY
INDONESIA
BOTSWANA

LESOTHO
NAMIBIA
SWAZILAND
JAMAICA
ICELAND
INDIA
SLOVAK REPUBLIC
CYPRUS
PANAMA
IRELAND
COLOMBIA
CHINA
CROATIA
LATVIA

UKRAINE
MACAU
ESTONIA
SINGAPORE
LITHUANIA
BOLIVIA
HUNGARY
MALAYSIA
COSTA RICA
PERU
EL SALVADOR
ZAMBIA
ROMANIA
HONDURAS
NICARAGUA
GUATEMALA
ECUADOR
VIETNAM
PARAGUAY
ARUBA
BULGARIA
GEORGIA
MOLDOVA
TRINIDAD AND TOBAGO
CAMBODIA
KYRGYZSTAN
AZERBAIJAN
PUERTO RICO
FRENCH POLYNESIA
MALTA
We Offer Nutrition for a Healthy, Active Life!

Globally, over 1.9 billion servings of Herbalife Nutrition Formula 1 were sold in 2021!*

Cellular Nutrition

✓ Healthy Weight
✓ Specialized Nutrition
  • Digestive Health
  • Brain Health
  • Heart Health
  • Sleep and Relaxation
  • Immune Support
  • Men’s Health
  • Women’s Health
  • Children’s Health
  • Healthy Aging
✓ Energy & Fitness
✓ Skin and Hair Care

Changing people’s lives since 1980 using Total Nutrition

*Formula 1 Healthy Meal Nutritional Shake Mix is available in different sizes. For example, in some markets, it comes in 750-gram (30 servings) canisters. The total number of servings sold in 2021 includes all servings from all package sizes.
Product Success

People who replace two meals a day with Herbalife Nutrition® Formula 1 as part of a healthy lifestyle (such as lowering caloric intake, eating a healthy, balanced diet or engaging in regular physical activity), can generally expect to lose around half a pound to 1 pound per week.

Billy, lost 124 lbs.

Liliana, lost 62 lbs.
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Product Success

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For weight gain, you need to consume more calories than you burn. Herbalife Nutrition® Formula 1 products can be added between meals to augment your calorie intake.
Grow Your Business

- Customers
- Preferred Members (PM)
- Herbalife Nutrition
  Independent Distributors
  & Supervisors

✅ Increase customers/PMs to increase profit and potential new Distributors
✅ Increase Distributors to increase profit and potential new Supervisors
Daily Activities to Find New Customers

- Social Media
- Invitations, Flyers, Ads
- Shake, Spa Events
- Business In Service
- People You Know and Care About
- Grand Openings
- Fitness Camps
Your Ultimate Goals May Include:

- Make Potential Retail and Wholesale Profit
- Make a Difference
Areas of Potential Income

1. Retail Profits

Example: $200 Earn Base Order

1 Customer $200 Order @ 25% = $50 Profit
1 Customer $200 Order @ 50% = $100 Profit

10 Customers $2,000 Orders @ 25% = $500 Profit
10 Customers $2,000 Orders @ 50% = $1,000 Profit

Atypical achievements shown came from hard work, skill and dedication. Most people work part-time and typically earn about $200 in a month in their 1st year, before expenses. For more, see Herbalife.com/SAGC.
Your Ultimate Goals May Include:

**Wholesale Profits**

**Earn Up to 25% Profit from New & Existing Distributors**

**Earn Up to 25% Profit from New & Existing Preferred Members**

**YOU Supervisor 50%**

**Example:** $200 Earn Base Order

10 Preferred Members Order $200 @ 25% = $2,000 Sales

10 Distributors Sell $200 @ 25% = $2,000 Sales

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Achieve 2,500 Documented Volume (DV) or more from your and your downline’s Distributors’ sales to customers and PMs

**Example:**
- 1st Level – 5,000 DV  | R.O. $250
- 2nd Level – 10,000 DV  | R.O. $500
- 3rd Level – 5,000 DV  | R.O. $250

**Total Royalty Override** $1,000

Hypothetical example. Royalties are received by those at the higher levels of the Sales & Marketing Plan and are not typical. Atypical achievements shown came from hard work, skill and dedication. Most people work part-time and typically earn about $200 in a month in their 1st year, before expenses. For more, see Herbalife.com/SAGC.

*Not every Supervisor will average 2,500 DVP, so you probably will need more Supervisors to achieve these results. Earning Royalties requires building a large team of business builders consistently selling products to customers.*
Build a Team of Supervisors

- In order to earn Royalties, you need to build a team of Supervisors under you.
- To find your key people who do the work, you may need to sponsor 10, 20, 30… and you must replace the people who left the business with new people.
- Takes time, consistent work, skill and dedication.

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As you reach higher levels in the Sales & Marketing Plan you become eligible to Earn a Monthly Bonus from 2% up to 7% on your Entire Organization.

Production Bonuses are received by those at the higher levels of the Sales & Marketing Plan and are not typical. Atypical achievements come from hard work, skill and dedication. Most people work part-time and typically earn about $200 in a month in their 1st year, before expenses. For more, see Herbalife.com/SAGC.
Your Ultimate Goals May Include:

1. Retail Profits
2. Wholesale Profits
3. Royalties
4. Production Bonus
### Business Success Results & SAGC

In 2021, about 178,000 U.S. Distributors ordered products for resale from Herbalife Nutrition and about 166,000 of them earned money from their sales and the sales of those they sponsored. In a typical month, about 85,000 earned money, including those making supplemental income. Here is what they earned in a typical month, before expenses.

<table>
<thead>
<tr>
<th>First year Distributors (about 24,000)</th>
<th>All other Distributors (61,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>(about half earned in 6 months or more in 2021)</td>
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<td><strong>Top 10%</strong> (about 2,400) earned more than <strong>$1,636 in a month</strong></td>
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<td><strong>Top 1%</strong> (about 610) earned more than <strong>$18,176 in a month</strong></td>
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The Top 1% of Distributors are typically President’s Team members. The time it took them to reach President’s Team typically ranges between 5 and 11 years. Requires skill, consistent work and dedication.

Refer to SAGC for typical earnings at HerbalifeNutrition.com/SAGC.
Gold Standard Guarantee

- **Low Startup Costs**: There are no minimum purchases required or requirements to purchase any sales or business tools to start up or succeed in your Herbalife Nutrition Independent Distributorship.

- **Money-Back Guarantee**: Fully refundable, 12-month, money-back guarantee for the cost of the International Business Pack if Distributorship is canceled for any reason.

- **Full Business Transparency**: We provide clear, accurate and timely disclosures to prospective Distributors regarding potential income.

- **Refund Guarantee**: 100% refund on unopened products, including any taxes and any handling costs, that were purchased in the previous 12 months if Distributorship is canceled for any reason.
Business Success Results

When sharing your atypical success results, make sure to tell your fully balanced journey as a Distributor from where you started, to where you are now, including all the hard work and skills that it took to get you there, that your results are not typical, explain what typical results (see Statement of Average Gross Compensation on Slide 21) are and do not discuss earnings that go beyond the Top 1% of earnings stated within the Statement of Average Gross Compensation. For more details on how you can do that, check out the HN Grow module, “What Can You Say: The Compliant Way to Talk About Earnings.”

Atypical achievements shown came from hard work, skill and dedication. Most people work part-time and typically earn about $200 in a month in their 1st year, before expenses. For more, see Herbalife.com/SAGC.
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On Our Team You Have Access to:

- Potentially Create Daily & Monthly Cash Flow
- Personal Product Results
- Acquire New Skills & Grow Personally
- Free Customer Website
- Information & Inspiration
- Our Training & Support System
- New Friends
- Fun!
Your Next Step
Ask your Wellness Coach how to get started on the products as a customer to help you look better and feel better.
Get started as a Distributor to earn extra income

Sign up as a Distributor $94.10

DISTRIBUTOR REFUND POLICY: If Distributorship is canceled for any reason, you may return all unopened products that were purchased in the previous 12 months for a full refund. To obtain a refund, Distributors may call Herbalife Nutrition at 855-757-4747 or submit the refund form available at MyHerbalife.com.
Great Products!
Great Opportunity!
Please Note Results from Herbalife Nutrition
Independent Distributors:

**Weight Loss**
People who replace two meals a day with Herbalife Nutrition® Formula 1 as part of a healthy lifestyle (such as lowering caloric intake, eating a healthy, balanced diet or engaging in regular physical activity), can generally expect to lose around half a pound to 1 pound per week.

**President’s Team Income & Above**
Atypical achievements shown from this Top 1% Distributor came from hard work, skill and dedication. Most people work part-time and typically earn about $200 in a month in their 1st year, before expenses. For more, see Herbalife.com/SAGC.

**Millionaire Team Income & Below**
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What should I know about being an Herbalife Nutrition Independent Distributor?

How can I participate?
As an Herbalife Nutrition Independent Distributor, you can participate in three ways:

- You can buy Herbalife Nutrition® products at a discount for your own or household use
- You can sell Herbalife Nutrition® products to make a Retail Profit
- You can recruit others who want to consume or sell Herbalife Nutrition® products

If your only purpose in joining Herbalife Nutrition is to receive a discount on the products, you should discuss with your Sponsor whether the Preferred Member program is right for you at a cost of $34.95. A Preferred Member cannot sell products, recruit others or earn multilevel compensation, but does receive a discount on the products. A Preferred Member may convert to Distributor and build a business at any time by following the conversion process and purchasing a Conversion Pack for $59.95 and completing the Required Distributor Training.
What should I know about being an Herbalife Nutrition Independent Distributor?

What should I know about the Herbalife Nutrition business opportunity?

- There are no required purchases other than the initial Distributorship Kit also known as the International Business Pack ($94.10) or International Business Pack – Super Starter ($124.10)
- Distributors enjoy setting their own schedule and choosing how and when to work
- Most people start their Herbalife Nutrition business by working part time and selling to people they know or people they meet as a way to make a little extra money
- There are no guarantees that you will earn money. Like all business people, some Distributors will succeed, while some will not.
- Building a successful Herbalife Nutrition business takes skill, hard work, and time
What should I know about being an Herbalife Nutrition Independent Distributor?

How can I earn money?

You can earn money by selling Herbalife Nutrition® products that you buy at a discount. Your initial discount is approximately 25%. The more you sell, the higher your discount, up to a maximum of approximately 50%. For example, the initial discount on Formula 1, Herbalife Nutrition’s best-selling product, is shown on the right:

- If you buy at this initial discount and sell 10 canisters at the Suggested Retail Price, passing along shipping and taxes, you would make $120.90 before expenses
- You can also earn money from the sales of people you sponsor
- You **cannot** earn money by only recruiting or only sponsoring other Distributors

### Formula 1
**Healthy Meal**

<table>
<thead>
<tr>
<th>Suggested Retail Price</th>
<th>$50.90</th>
</tr>
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<tbody>
<tr>
<td>Distributor Price</td>
<td>$38.81</td>
</tr>
<tr>
<td>(with initial discount and before shipping and tax)</td>
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What if it doesn’t work for me?

✓ You can cancel your Distributorship at any time. If you are in your first year, you can cancel and receive a full refund of your International Business Pack.

✓ If you cancel your Distributorship, you may return all unopened Herbalife Nutrition® products that were purchased in the previous 12 months for a full refund including any taxes and any shipping and handling cost on the original delivery. We even pay for shipping.

✓ Please contact 855-757-4747 for more information
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Testimonial B, Financial + Weight Gain

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