

Lavish Lifestyle & Reasonable Expectations

Earnings Claims Advisory

Prohibited Claims

Herbalife long standing rules have always required Distributors' advertising claims to be truthful, substantiated, and not misleading. Lavish lifestyle claims can be considered misleading and are therefore prohibited. Also prohibited are statements that suggest or overpromise results that are not reasonably achieved by someone joining the business.



Lavish Lifestyle Claims

A lavish lifestyle claim is one depicting a style of living that is extravagant, rich, costly, expensive, elaborate, grand, posh or luxurious. Lavish lifestyle claims are prohibited even if they are true and even with a disclaimer because they cannot reasonably be achieved by someone joining the business. Examples of lavish lifestyle claims include:

- × "Opulent Mansion" – means a large, impressive home that is magnificent, ritzy, classy, splendid, plush or grand.
- × "Exotic Automobile" – means any car that is out-of-the ordinary, expensive, and has stunning looks unlike common cars. For the current list of [exotic automobiles](#), please contact Herbalife or see [MyHerbalife.com](#).
- × Yachts.
- × Private Helicopters/Jets.

The following claims (or substantially similar claims) are also prohibited:

- × Participants can: "quit [their] job," "be set for life," "earn millions of dollars," "make more money than they ever have imagined or thought possible," "realize unlimited income," or "get rich."
- × "Easy income"; "Earning without working"; or "Passive income."



Statements that Over Promise

In any setting, whether on social media, in a one-on-one conversation or on stage, nothing displaying a lavish lifestyle can be shown. Specifically, for social media, it's important your content and other communications do not contain statements, words, images and video that show homes, cars, material possessions, and vacations that convey a lavish lifestyle.

Setting reasonable expectations when making Earnings Claims

In all communications to the public, including a general audience of prospective or current Distributors, you may only use statements and content, with the proper disclaimer, that generate reasonable expectations of what someone joining the business can achieve.

You do this by looking at the overall takeaway message (also called the net impression) someone takes away from your communication. The net impression of the communication includes elements such as words, images, hashtags, disclaimers, etc.

Communications include, but are not limited to, one-on-one conversations, presentations / speeches / trainings, all digital and social media content (for example: websites, blogs, Facebook, Twitter, Instagram, Snapchat, WeChat, YouTube, instant messaging, text, images, video, and claims). The restriction also applies to any communication, even if previously posted, that is currently accessible.

For each individual communication, ask yourself these questions

- What overall impression would a person hearing or looking at your communication take away, looking at all elements such as words, images, hashtags, disclaimers, etc.?
- Do your communications generate a misleading impression of what a new Distributor can expect to achieve upon joining the business?

Determining what is misleading will depend upon several factors:

- What appears to be the main focal point of your message or image?
- What is the overall “net impression” or takeaway message from all elements of your communication including photos, images or hashtags?
- Are you using the appropriate income disclaimer, whether in a one-on-one conversation or a presentation or on social media, prominently displayed in a clear and conspicuous manner?



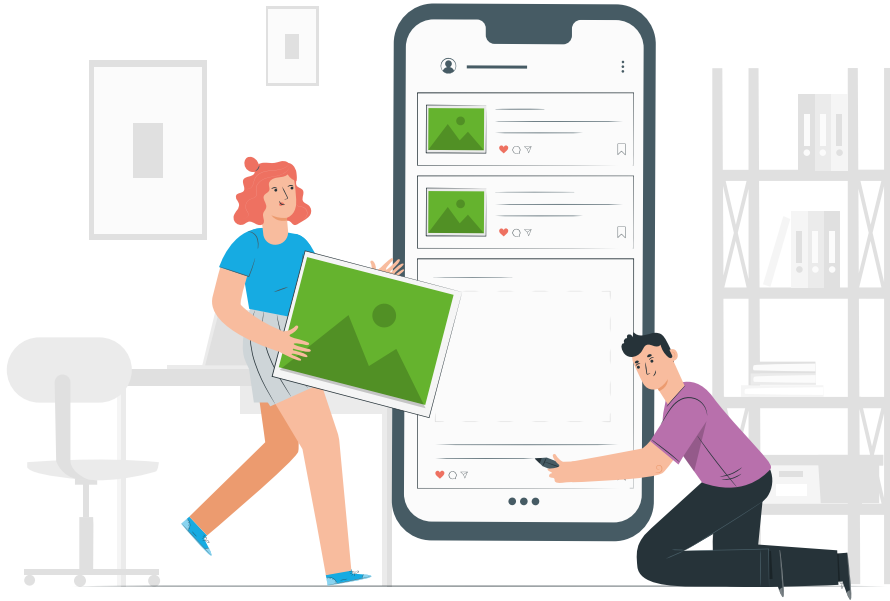
Please see Advertising under Rules of the Road

Additional training, guidelines and the rules related to claims are available by contacting Member Services and on [MyHerbalife.com](https://www.MyHerbalife.com) “[How to Share Your Story](#)” page.

Herbalife thanks you for your support as we continue forward. Should you have any questions regarding this communication please contact Herbalife at **866-866-4744**.

What you CAN post!

Be proud of your accomplishments! Share photos that represent experiences with those you sponsored, healthy active lifestyle activities, and community experiences! Also, statements and images that a person could reasonably expect to achieve upon joining the business. Here are some examples of things you should post and promote:



About you, post or promote pictures of:

- Your experiences and life enhancements, focusing on those that are typically achieved or acquired by Distributors in their first 12 months in Herbalife.
- You using the products.
- You engaging in a healthy active lifestyle.
- You enjoying time with your family, your group, your community, your Team Herbalife colleagues.
- You helping people in your community achieve product results or earning supplemental income.

About others, post or promote pictures of:

- Other Distributors showing what they were able to achieve with their supplemental income, focusing on income that is typically achieved or acquired by Distributors in their first 12 months in Herbalife .
- Your Team's success.
- Sporting events.
- Your new team Distributors.
- Your new customers.
- You congratulating the accomplishments of your team
- You and your team engaging in healthy, active lifestyle activities, volunteer activities, etc.

What you CAN'T post!

× Photos of exotic automobiles, opulent mansions, private helicopters, private jets, yachts, and lavish vacations are not permitted.



For more information visit [MyHerbalife.com](http://hrbl.me/HTSYS-USEN)
<http://hrbl.me/HTSYS-USEN>

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