

## What's Happening?

In our continuous effort to support the business, Herbalife is modifying our interpretation of the Price Advertising rule as it relates to promoting:

- Prepared products (consumptions)
- Single serve kits
- Preferred Customer Program

**Starting October 4, 2024**, Distributors may use terms referring to discounts (e.g., deal, offer, sale, special, coupon, teacher appreciation discount, military discount, Black Friday).

However, the following are **not permitted**:

- Dollar amounts
- Percentage amounts
- Any variation of terms related to “free” e.g., complimentary, on me, BOGO, (Exception: Free shipping & free delivery).

## Easy to follow Do's and Don'ts

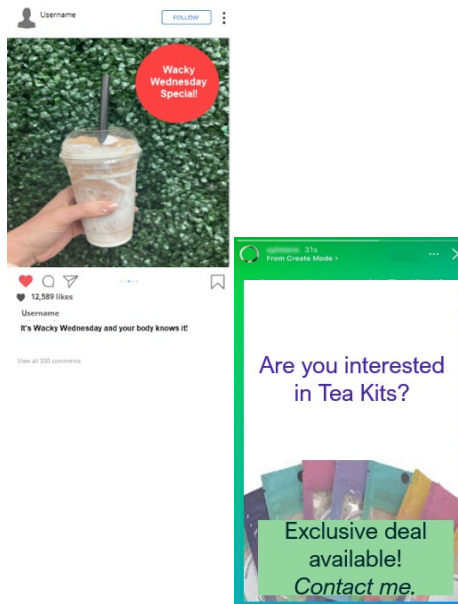
### Consumptions – Can Do Club Operators may advertise:

- ✓ Using terms referring to discounts

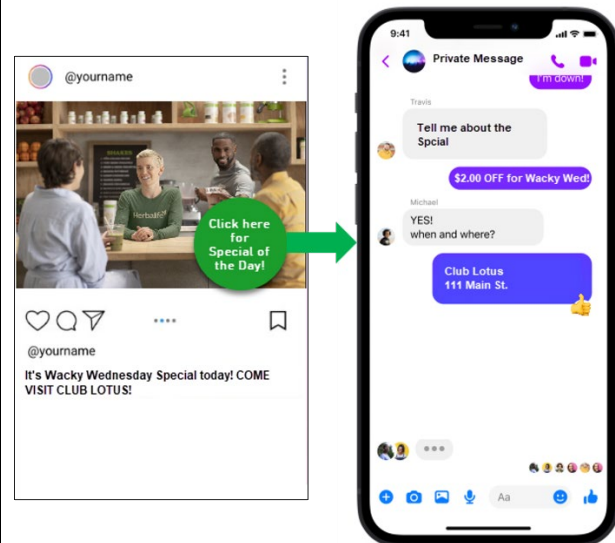
Allowable examples include: deal, offer, sale, teacher discount, coupon, military appreciation discount, Black Friday.



- ✓ On a public platform as long as it clearly indicates the promotion applies to prepared products (consumptions) or single serve kits.



- ✓ Clickable promotions may only take the user to a private chat or DM page.



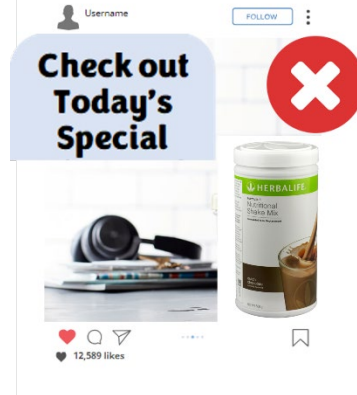
## Consumptions – Can't Do

Club Operators may not advertise:

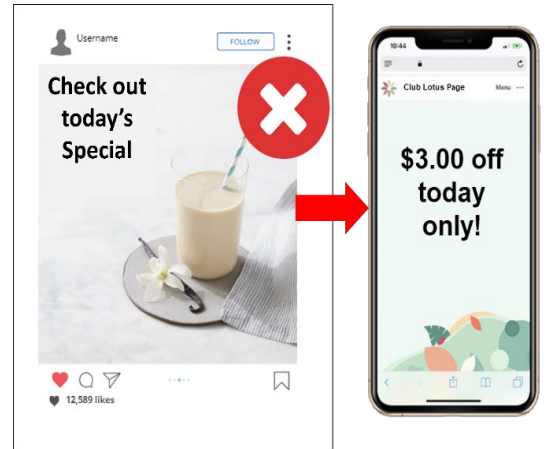
⊗ Using dollar amounts, percentage amounts, or any variation of terms related to “free”.



⊗ Retail (closed products).

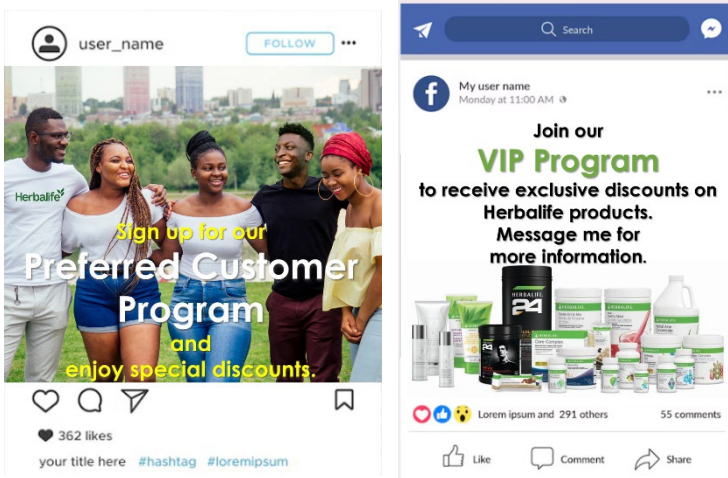


⊗ Clickable promotions that take the user to a discount page.



## Preferred Customer Promotion- Do's and Don'ts

✓ To ensure the promotion is not associated with retail products, the post should specify that it pertains to a discount program (e.g., “VIP or Preferred Customer program”).



⊗ Don't forget to specify in the advertising that the discount is part of a discount program; otherwise, it may seem related to retail products (closed products).



Remember, you may advertise pricing to your existing customers on private channels (e.g., private social media groups, customer newsletters, etc.).

Visit Herbalife [Rules of the Road](#) on [MyHerbalife.com](#) to review the rules in their entirety. You will find engaging education and resources paired with each rule. For questions and support regarding this communication or any other needs, please contact Herbalife at 866-622-1222.

Serving with Kindness. Supporting with Guidance.

