



# Protecting Your Business

## Partnering with Community Businesses

To: United States & Puerto Rico Herbalife Independent Distributors

Date: May 20, 2025

## What's Happening?

In our continuous efforts to support the business, Herbalife is excited to announce that Nutrition Clubs are now allowed to partner with local community businesses. This initiative is designed to increase your Club's exposure within your community and ultimately attract new customers.

- ✓ Partner with local community businesses to host temporary pop-ups and activities at your Club
  - The community business must not establish a permanent presence at the Club
- ✓ The business representative must be present to operate the pop-up
- ✓ Use social media platforms to promote the community pop-up
- ⊗ Distributors can't set up pop-ups in other businesses to **sell** Herbalife® products
  - ✓ You can, however, set up a booth to sample and provide services
- ⊗ Can't partner with businesses promoting competing products, direct sellers, or multilevel marketing products
- ⊗ Can't tie Herbalife activities to any other business (e.g., providing discounts contingent on purchasing the business' offerings, such as offering \$10 off Herbalife® products with every clothing purchase
- ⊗ Can't bundle Herbalife® products with another business offerings, such as including a candle and an Herbalife Formula 1 shake in the total cost. This will impact profitability calculations.

### Best Practice:

**Collaborate with businesses within your community.** Partnering with local businesses allows you to create mutually beneficial relationships that introduce both your Club and the community businesses to new customers. Local businesses are more likely to support your Club's initiatives and events, and their customers can become your customers, expanding your reach and strengthening community ties.



✓ Partner with local community business to host activities in your Club.



✓ Partner with local community business to host temporary vendor pop-ups in the Club.



✗ Can't display a QR code for customer purchases. The representative of the business must be present during the event and conduct the sale.



✗ Can't partner with businesses promoting competing products, including food items.



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 Member Services at 866-866-4744.

Serving with Kindness. Supporting with Guidance.

