



**WELCOME
TO**



HERBALIFE®



Shona Wales

Active World Team

MC

Shona Wales



Agenda For Today!



- **Introducing Herbalife**
- **Herbalife Nutrition Products & Results**
- **Our Marketing Plan - How we get paid & results**
- **Introducing our special guest**
- **How we grow our business**
- **Social responsibility**
- **Moving on up! – Recognition**
- *Lunch – Sampling Products and Questions Answered*
- **Supervisor School**
- *Break*
- **World Team School**

For Your Convenience



- Please switch off mobile phones
- Write down any questions you have
- Take **great** notes!
- Don't record!

The promoter of this business opportunity is Herbalife (U.K.) Limited – The Atrium, 1 Harefield Road, Uxbridge

While this business opportunity is offered by Herbalife (U.K.) Limited, all transactions are effected by Independent Distributors as principals

Goods sold are nutrition and personal care products



**WELCOME
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HERBALIFE®



Herbalife, Who Are We?

Make Powerful Nutrition your Business

Yvonne Gray

World Team

Yvonne Gray



Introducing Herbalife



Who Is Herbalife?



- One of the largest direct selling companies in the world
- Offering a range of science based weight management products, nutritional supplements and personal care products intended to support a healthy, active lifestyle

Herbalife: The Facts



- Going strong for 33 years
- Over 2.5 million Independent Members in 91 countries and counting
- Record net sales of \$4.8billion in 2013
- Listed on the prestigious New York Stock Exchange (NYSE)
- Member of over 40 Direct Selling Associations around the world

Cutting-Edge Products

...For The Inner You



- **Weight Management Products**
For weight control, weight gain and healthy nutrition
- **Targeted Nutrition Products**
For wellness and to target specific needs
- **Sport, Energy, Fitness and the 24 hour athlete**
For sports and exercise performance



Outer Nutrition

- Cutting-edge products
...for the outer you
- Outer Nutrition Products to Nourish & Revitalise



What Kind Of Company Is Herbalife?



VISION AND MISSION

To change people's lives by providing the best business opportunity in direct selling and the best nutrition and weight-management products in the world



Providing the Gold Standard in Consumer Protection



Gold Standard Guarantees:

- ✓ Low start-up costs
- ✓ Money-back guarantee
- ✓ Up-front business opportunity information
- ✓ Written acknowledgement
- ✓ Strong product and business opportunity claim guidelines



Low start-up costs



- ✓ There are no minimum purchases required and there is a low cost for the Herbalife Member Pack.
- ✓ There is no requirement to purchase any sales and business tools to start up or succeed in your Herbalife Membership.

This means...

The Herbalife opportunity is available for everyone. There isn't a high start up cost and you don't have to have prior business knowledge. Herbalife provides training tools free of charge to help you craft your business your way.



Money-back guarantee



- ✓ There is a fully refundable, 90-day money-back guarantee for the cost of the Herbalife Member Pack if Membership is cancelled for any reason.
- ✓ There is a 100% refund guarantee on product, for all unsold products purchased in the prior 12 months if Membership is cancelled for any reason.

This means...

You're not locked in. If you decide not to pursue the Herbalife Opportunity, you can return your Herbalife Member Pack with no fuss. Plus if you've bought products to sell, but haven't been able to, you can return these too.



Up-front business opportunity information



- ✓ We provide clear, accurate, and timely disclosures to prospective Members regarding potential income in our Statement of Average Gross Compensation.

This means...

If you decide to build a business of your own, you have a realistic view of the hard work and dedication it requires to make it successful in the Statement of Average Gross Compensation.



Written acknowledgment



- ✓ We will require a new Member to acknowledge in writing that they are aware of each of these Gold Standard Guarantees before their Membership Application and Agreement is accepted.

This means...

You can be confident that you are supported and protected by Herbalife, whether you decide to simply use Herbalife products for personal use, or to build a Herbalife business.



Strong product and business opportunity claim guidelines



- ✓ We clearly define the benefit of each product and appropriate method of use directly on the product label so the right product is taken the right way to achieve the best results.
- ✓ Approved product claims and product information can also be found in the Product Brochure in the Herbalife Member Pack, other official literature, and MyHerbalife.com.
- ✓ We provide realistic expectations of the business opportunity and the effort required to succeed at all levels.

This means...

As you use and promote Herbalife products, you can be confident that what's in the product has the consumer in mind, and all official Herbalife literature contains approved claims and information.



Committed Together



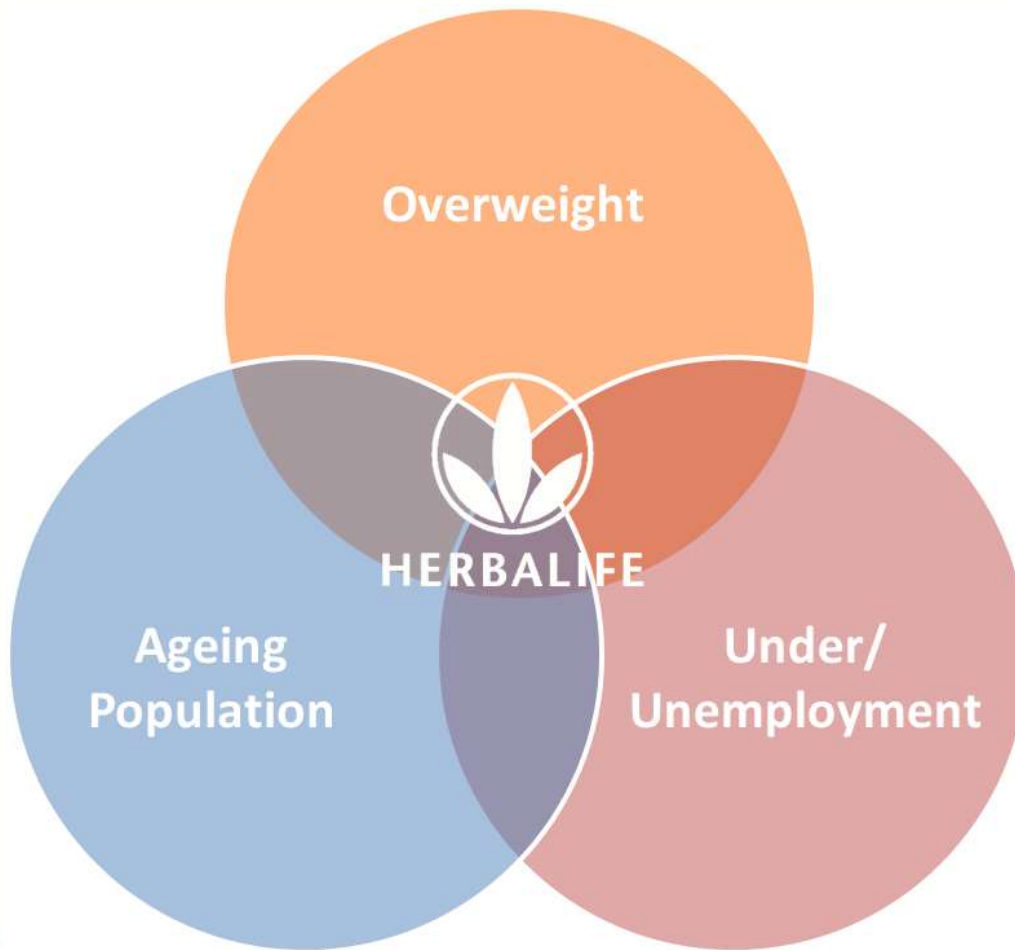
Herbalife and our Members are committed to the highest standards of ethical behaviour.

If you become aware of any unapproved claims related to Herbalife products, representations relating to the income opportunity that are not aligned with Herbalife's Statement of Average Gross Compensation or other questionable behaviour by another Member, please contact Distributor Services on 0845 056 0606.

**Working together, we can ensure that
Herbalife sets the Gold Standard in
consumer protection.**



Where Is Our Business Today?



Herbalife

*...is positioned at the
centre of 3 megatrends*

Coupled With These Mega-Trends Are Other Factors Influencing Business:



- Job instability ongoing
- Salaries not increasing (or worse)
- Pressure and stress increasing
- Greater flexibility required from jobs
- Growing interest in self determination
- Growing interest in health & fitness

Make A Difference!



With Herbalife you can help part of the solution and make a difference for yourself and others



- Learn the basics of better nutrition and achieving a healthy, active life with Herbalife
- Share your knowledge with others, and help others help themselves
- Get results with Herbalife through a rewarding income plan

The Herbalife Difference:



- Be part of a growing industry perfectly positioned at the centre of the megatrends
- Minimal start up cost*
- Step-by-step training
- Rewarding income opportunity that fits into your life.
 - Choose flexible hours; part time or full time
 - Choose flexible location; home, centre/office, mobile
- Help people change their lives through the power of good nutrition and a healthy lifestyle
- High quality science-based products consumed by millions around the world ***every day***

*Anyone
can do it!*

** Herbalife Member Pack – minimum price £37.08 depending on methods of ordering*

Be Part Of A High Profile Brand



The fastest marathon ever fuelled by Herbalife 24!



Herbalife sponsored athlete Dennis Kimetto breaks the World Marathon Record at the Berlin Marathon.

Social Responsibility Through Giving



- Herbalife and it's Members are committed to making our communities better places to live and work
- Helping children in need through the Herbalife Family Foundation (HFF) since 1994
- Company founder Mark Hughes opened the first HFF Casa Herbalife in Rio de Janeiro orphanage in 1998
- Now there are more than 90 Casa Herbalife programs on six continents and these continue to grow



Herbalife:

Our Mission



1. More new products
2. Even more cutting edge technology and science behind our products
3. Even more customers using our products every single day
4. Even more Members creating income for their families
5. Even more countries benefitting from our products and opportunity

Where will you be?

This is YOUR TIME!

Become A Herbalife Member



- Herbalife Member Pack (HMP)
- Member Application
- Product to use
- Literature
- 25% starting discount



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HERBALIFE®



Herbalife

Committed to Excellence

Nutrition for a better life

Marianne Williamson
World Team

Marianne Williamson



I used to...

- Be stressed & disorganised
- Eat convenience meals
- Be lethargic and have no energy



Now I ...

- Have focus and drive
- Eat fresh and healthy foods
- Have so much energy

Poor Nutrition – A Global Problem



- Many basics of our food have now deteriorated in quality
- Poor storage, long transport, irradiation, processing
- Fast food, *unhealthy* foods
- The environment
- Commercial pressure to buy sugared products
- Mass retail products with no science – full of additives, flavouring etc.

Why Do We Need Better Nutrition Solutions?



"The global epidemic of overweight and obesity is rapidly becoming a major public health problem...

The increasing prevalence of overweight and obesity is associated with many diet-related chronic diseases including diabetes mellitus, cardiovascular disease, stroke, hypertension and certain cancers"

theguardian

Healthy diet could halt 70,000 early deaths, study suggests

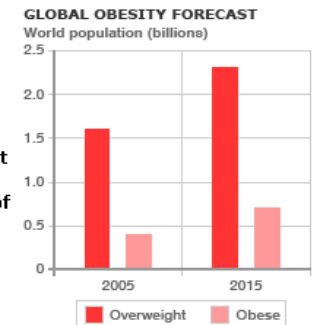
BBC

Obesity: in statistics

People are getting fatter almost everywhere in the world.

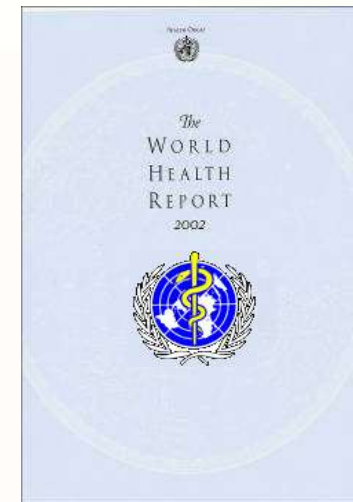
The World Health Organization predicts there will be 2.3 billion overweight adults in the world by 2015 and more than 700 million of them will be obese.

Figures for 2005 show 1.6 billion adults were overweight and 400 million were obese.



SOURCE: World Health Organization, 2005

70% of all wellness issues are related to nutrition
(Source: WHO)



How Did This Happen?



- Lack of knowledge about how to lead a healthy, active life
- Unhealthy, readily-available convenience foods
- Filling your body with foods that lack nutritional value
- Lack of daily exercise
- A need for better self discipline

What's Behind This?



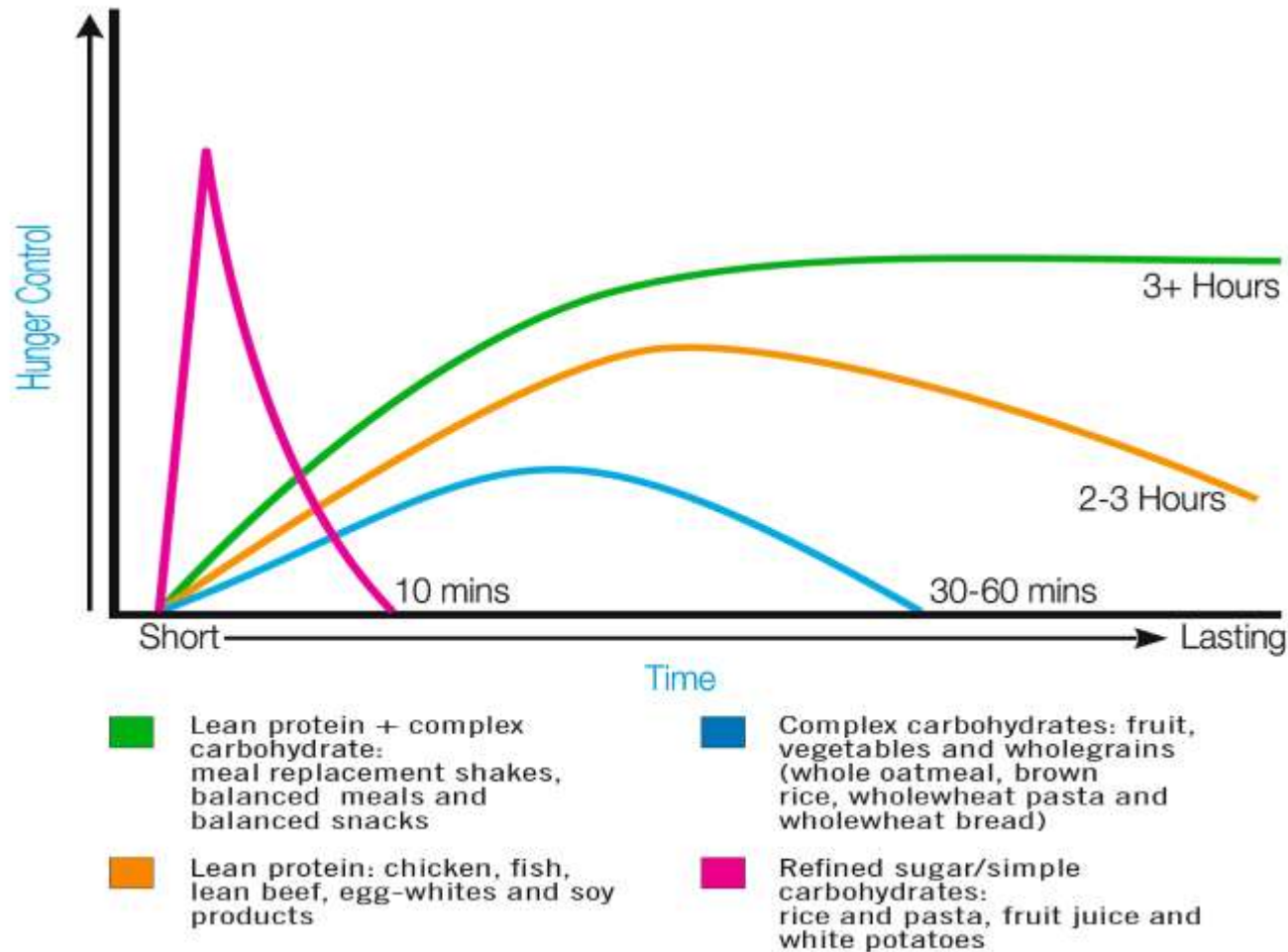
+
Excess

- Sugar
- Salt
- Alcohol
- Tobacco
- Fats
- Chemicals
- Pesticides
- Artificial Colors
- Preservatives
- Pollution
- Hormones

- Protein
- Vegetable Protein
- Vitamins
- Minerals
- Micronutrients
- Fibre
- Amino Acids
- Complex Carbs
- Botanical Factors
- Water

Deficiencies
-

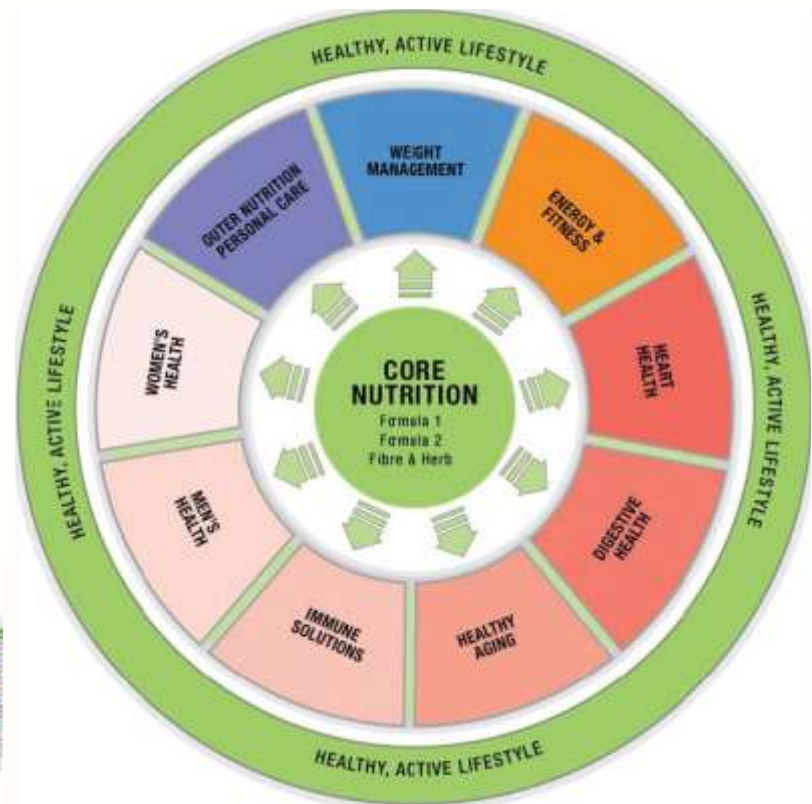
What Is A Perfect Healthy Meal?



Discover Better Nutrition



- **Formula 1** Healthy Shake and Healthy Meal Bar
- **Formula 2** Multivitamin
- **Fibre and Herb** Tablets



Commitment To Excellence

5 Reasons Why You Can Be Confident You're Getting The Highest Quality



1. RAW MATERIALS

Only the purest ingredients from approved suppliers go into to our products

2. SCIENCE AND INNOVATION

Continuously working to create new and innovative products in our state of the art laboratories



3. EXPERTISE

Leading experts in the field of nutrition and health from around the world, working for you!



Steve Hening, Ph.D.
CHIEF SCIENTIFIC OFFICER



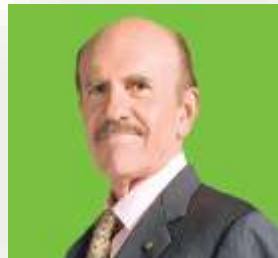
Luigi Gratton, M.P.H.
VICE PRESIDENT
Worldwide Product
Marketing, Herbalife



David Heber, Ph.D.
CHAIRMAN
Nutrition Advisory Board



Vasilios Frankos, Ph.D.
SENIOR VICE PRESIDENT
Global Product Science,
Safety and Compliance.



Louis Ignarro, Ph.D.
Nobel† Laureate in
Medicine
MEMBER
Nutrition Advisory Board



John Heiss, Ph.D.
DIRECTOR
Sport and Fitness,
Worldwide Product
Marketing



Garry Small
MEMBER
Nutrition Advisory Board



Paulo Giacconi, Ph.D.
VICE PRESIDENT
Worldwide Outer
Nutrition

† The Nobel Foundation has no affiliation with Herbalife and does not review, approve or endorse Herbalife products.

4. QUALITY CONTROL

From the sourcing of raw materials to the delivery of the finished product, every care is taken every step of the way to maintain the highest standard of production



5. FORWARD THINKING -

By partnering with Universities as part of our mission to advance nutritional science and stay at the forefront of producing the best nutrition and weight management products out there.



Commitment To Science And Nutrition



- Herbalife Product & Science Center in Los Angeles
- Mark Hughes Cellular & Molecular Nutrition Laboratory at the University of California, Los Angeles*
- Limited botanicals research at the National Center for Natural Products Research at the University of Mississippi School of Pharmacy†



†Leading scientists and researchers at the National Center for Natural Products Research are studying the biological activity of botanical ingredients for use in Herbalife products.

*The University of California, Los Angeles, as a matter of policy does not endorse specific products or services.

Herbalife Formula 1 Is A Healthy Meal

*The world's No. 1 meal replacement shake**



- **PROTEIN RICH** – Rich in protein from soy and dairy, a great option if you are looking to build lean muscle mass along with exercise
- **VITAMINS & MINERALS** – Essential vitamins and minerals can help you achieve your recommended daily allowances
- **9 DELICIOUS FLAVOURS** – Make your shake just the way you like it
- **MEAL REPLACEMENT** – An excellent balance of high quality protein from soy and milk, plant based carbohydrates, essential nutrients and added botanicals and herbs. With 220 kcal per serving, a delicious healthy meal in a glass!



*28.5% market share of the meal replacement category. Euromonitor 2012.

Protein Drink Mix : One product – Two Choices



15g of high
Quality protein



Can be made
with water



Can be added to
Formula 1 with water

Herbalife Formula 1 EXPRESS BAR



A Healthy Meal In A Bar

- All the nutritional goodness of an F1 shake or a healthy meal
- Formulated with an excellent balance of nutrients
- 13g protein in every bar
- 8g of fibre per bar
- Essential vitamins and minerals
- Convenient, free from artificial preservatives, suitable for vegetarians
- 207kcal per bar



Core Nutrition Supplements



Formula 2 Multivitamin

Daily multivitamin complex containing over 15 vitamins and minerals to help you reach your RDA



Fibre & Herb

Fibre supplement to help you reach the recommended daily fibre intake of 25g per day

Smarter Snacking



Healthy portion controlled snacks for
sweet and savory tastes



Revive & Refresh Instant Herbal Beverage



- A tasty drink to help refresh and give a feeling of well being



Typical Daily Meal Plan



Breakfast: Coffee & Muffin
600 Calories

Lunch: Meal Deal
1500 Calories

Dinner: Pizza
1500 Calories

Snacks: Crisps/Chocolate
400 Calories

Daily Total:

4,000 Calories



Herbalife Daily Meal Plan



Breakfast: Formula 1, Formula 2, Tea
225 Calories

Lunch: Formula 1, Formula 2, Tea
225 Calories

Dinner: Colourful, Balanced Meal
800 Calories

Snacks: Herbalife Protein Bars
250 Calories



Daily Total:

1,500 Calories

Herbalife24

For The 24 Hour Athlete



Energy & Fitness Programme



Targeted Nutrition



Outer Nutrition



HERBALIFE
SKIN

Our New Outer Nutrition Line



Reveal radiant, smoother, younger looking skin in 7 days*
INTELLIGENT SKIN NUTRITION: RESULTS IN 7 DAYS

With our expert blend of nourishing vitamins and botanicals, our formulas are clinically tested to provide you with optimum results.



*Results applicable to Line Minimising Serum, Replenishing Night Cream, Daily Glow Moisturiser, SPF 30 Protective Moisturiser, Hydrating Eye Cream and Firming Eye Gel.

Product Stories



- Herbalife nutritional products are intended solely for the purpose of supplementing a person's diet and providing nutritional support for the body's natural processes.
- Herbalife products are not intended to prevent, diagnose, determine, treat, alleviate or cure any disease, illness, medical condition or medical disorder of any type whatsoever.



**WELCOME
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HERBALIFE®



Herbalife Marketing Plan

How we get paid and results

Suzy Johnston
World Team

Susy Johnston



The Marketing Plan

How We Get Paid



The Trading Scheme Act (1996) requires us to provide you with the following statements which are in line with our way of doing business:

- It is illegal for a promoter or participant in a trading scheme to persuade anyone to make a payment by promising benefits from getting others to join the scheme
- Do not be misled by claims that high earnings are easily achieved

Business In General



- What is a business designed to do?
 - All successful businesses have products that add **value** to the market place!
 - All successful businesses therefore, have **customers!**
 - All successful businesses show a **profit!***
- Herbalife is no different
 - Except it has extra benefits, like **low start up costs****, excellent **training and support systems** and a **rewarding income potential**

** Actual earnings will depend on the time and effort spent on the business.*

*** Herbalife Member Pack, minimum price £37.08 depending on methods of ordering*

Your Herbalife Business



- You take **total responsibility** for the **action** and **results** you achieve.
- Constant and never ending improvement.
- We are recognised for **how many clients we have** and **how many clients the team we support have.**

Income Possibilities With Herbalife



- Retail - Customers
 - Wholesale - Distributors
 - Royalties - Supervisors
 - Bonuses - Promotion
- + Holidays & Gifts

Your Reason Why?



- Extra income?
- Financial freedom?
- Own a business?
- Personal development?
- Helping others?
- Meet new people?
- Retirement plan?
- Leave a legacy?
- Whatever you want it to be!



First Move – Become A Herbalife Member



Your Herbalife Member Pack
(HMP) contains:

- Information to get you started
- Herbalife ID Number
- Product to use
- 25% starting discount



What Are Volume Points?



- Universal Herbalife Currency
- Each product has a volume point value

Examples:

Formula 1	23.95 VP
Liftoff	15.95 VP
Herbal Aloe Shampoo	8.30 VP



Moving Up The Marketing Plan Volume Points Take You Up!



**Qualified
Producer**



Supervisor

50%



**Success
Builder**

42%
Permanent



**Senior
Consultant**

35%

42%
Temporary



Member

25%

The income figures mentioned do not represent any automatic earnings. Actual earnings will depend on the time and effort spent on the business. You can view a copy of our Statement of Average Gross Compensation at

<http://businessopportunity.herbalife.co.uk>

Maximise The Benefits As You Move Up



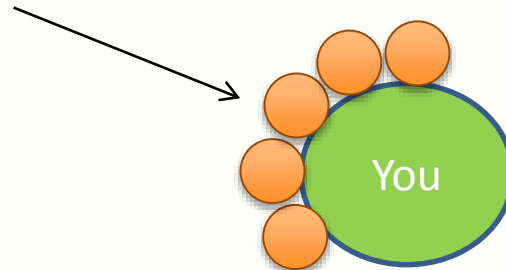
- Senior Consultant, Success Builder, and Qualified Producer are all valuable stepping stones to maximise your profit
- Supervisor benefits
 - Unlocks the full Marketing Plan (additional 3 incomes!)
 - Maximum profit from your product sales
 - Wholesale income (from building a team)
 - Qualify for special trainings and promotions
 - Potential to earn royalties – forever!



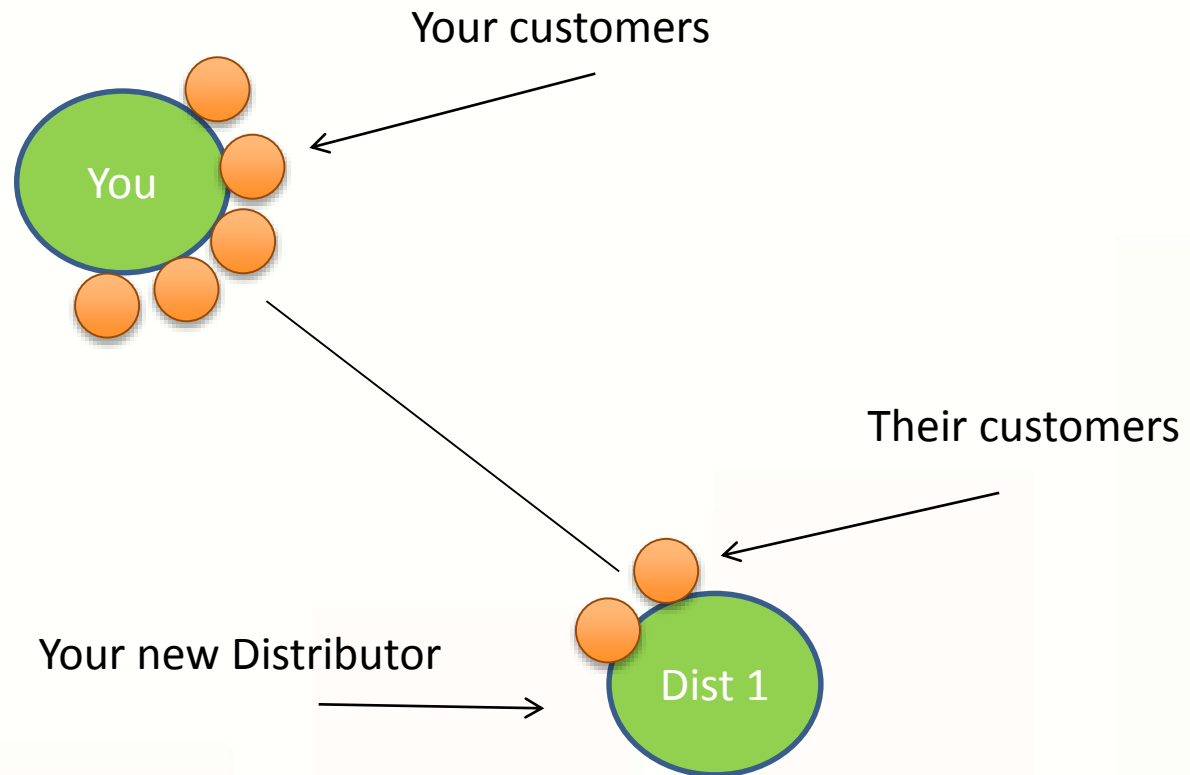
Growing Your Customer Base



Your customers



Building Your Team



How To Qualify Supervisor



1. Accumulate 5000VP in 3-12 Months
2. Achieve 2500VP in each of 2 consecutive months
3. Achieve 4000VP in one month



5000VP Accumulated Qualification Examples



	Feb	Mar	Apr	May	Jun	Jul	Aug
#1	500	500	900	1,200	1,900	SP	→
#2	3,000	2,000	0	SP	→	→	→
#3	1,500	500	0	1,000	2,000	SP	→
#4	1,500	500	1,500	1,500	SP	→	→

Accumulate **5,000 Personally Purchased Volume (PPV)** within 12 months (or less)

The Marketing Plan



Income Stories*



The income figures mentioned do not represent any automatic earnings. Actual earnings will depend on the time and effort spent on the business. You can view a copy of our Statement of Average Gross Compensation at

<http://businessopportunity.herbalife.co.uk>

Our Special Guest Speakers



Zander Urquhart
President's Team



**WELCOME
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HERBALIFE®



Growing Your Business

Connecting with people

Liam Neish
World Team

Liam Neish



I used to...

- Not eat breakfast
- Eat take away's for convenience
- Fall asleep on couch after work
- Not be able to get up in the morning



Now I ...

- Have a healthy breakfast
- Eat real fresh food every day
- Go to the gym before work in
- Feel great through out day

What Is “Growing Your Business”??



- Whether you are part-time or full time, you have flexibility in the style of business to suit you
- The key is to build a sustainable business that creates lifelong customers consuming our products
- The first one is **YOU!**

Use, Wear, Talk.....



- A business method used by founder Mark Hughes from the beginning with great success.
- Still relevant today.

USE: Use the products, get results, be healthy

WEAR: Wear the brand everywhere, and wear it with pride

TALK: Talk to everyone

USE! The Products



- USE the products yourself every day and fall in love with them!
- Gives you visible results that others will notice!
- Build a story around your own results!

WEAR! The Brand



- WEAR the badge, Herbalife branded clothing or accessories
- Often creates a conversation and shows you are open for business



**PERSONAL
WELLNESS
COACH**
Ask for your
FREE evaluation

HERBALIFE

**LOSE
WEIGHT NOW
ASK ME HOW!**

TALK! To People



- The best way to let people know about us is to TALK!
- Customers and Members may come from the most unlikely places, always talk with enthusiasm everywhere and to everyone

Eleven Ways To Introduce People



Not the only ways, but the most used by Members

1. Circle of Influence

- The people you know and care about should be the first ones you offer the Herbalife benefits, product and opportunity to.
- Make a list, contact every one in an appropriate way
- List includes family, friends, colleagues, club members, people who provide you with products or services etc

Start with your mobile phone contact list!



Eleven Ways To Introduce People



Not the only ways, but the most used by Members

2. 3 Day Trial Pack

- An introduction to some of the key products in the range, in a pre-packed professional sampling kit, containing :
 - 6 x F1 Vanilla Sachets
 - 8 x Thermo Complete Tablets
 - 1 x A5 flyer promoting benefits of Formula 1 and Thermo Complete
- A great way to get people to experience the benefits of the products with a very small initial commitment



Eleven Ways To Introduce People



Not the only ways, but the most used by Members

3. Healthy Breakfast

- An easy way to start a conversation, “what did you have for breakfast today?”
- Understand the problems of modern (or no) breakfasts
- Know what makes a healthy breakfast and how our products compare



Eleven Ways To Introduce People



Not the only ways, but the most used by Members

4. Wellness Evaluation

- A questionnaire or conversation is intended to create an appointment for a free Wellness Evaluation
- Get to know the person, understand what their needs are
- Educate on the principles of healthy active lifestyle
- Ask if the evaluation was useful and referrals



Eleven Ways To Introduce People



Not the only ways, but the most used by Members

5. Shake Party

- A great way to develop the circle of influence of your customers and new distributors
- Sampling is essential, always offer appropriate stories
- Keep it light and friendly, sales come later not now
- A great way to get appointments for Wellness Evaluations
- A great way to attract new participants to Weight Loss Challenges, Herbalife Active Club and Nutrition Clubs or Wellness Centres



Eleven Ways To Introduce People



Not the only ways, but the most used by Members



6. Weight Loss Challenge

- Bring together a large number of people with a similar goal
- Entry Fee covers expenses and full balance on Top 3 Prizes
- 12 weekly sessions, opportunity to educate on healthy active lifestyle and related Herbalife products
- Not all participants are customers, target is to have them become customers over the course
- Social benefit of the group with individual evaluation and rapport building



Weight Loss Challenge Competition 2014



- Recognising and rewarding the achievements of Weight Loss Challenge Participants throughout 2014
- All participants who complete a challenge between 2nd January - 2nd December are eligible to enter
- Running in 8 regions; South England, West England, East England, North England, Scotland, Wales, Northern Ireland and the Republic of Ireland.
- For full details and T&C's visit www.myweightlosschallenge.com

NATIONAL WEIGHT LOSS CHALLENGE COMPETITION 2014

Are you looking to lose weight in 2014? Have you recently joined a local Weight Loss Challenge? Are you a Herbalife Coach with dedicated clients determined to reach their goals? Whatever your story, if you're on a Herbalife Weight Loss Challenge in 2014, this could be YOUR CHANCE to have your achievements formally recognised throughout the UK.



About the competition

The Herbalife Weight Loss Challenge Competition is a national competition designed to celebrate weight loss success stories across the UK and Ireland. It's open to everybody, women and men of all ages and sizes and in the following eight regions - South England, West England, East England, North England, Scotland, Wales, Northern Ireland and the Republic of Ireland.

The first 2013 competition demonstrated that weight loss is about so much more than physical appearance - it can boost confidence, improve health and perhaps more importantly, lead to a happier, more active lifestyle. And it's these stories we want to hear!



Entering the competition

If you join a Challenge between 2nd January 2014 and 2nd December 2014, you can enter the Weight Loss Challenge Competition. We recommend you register your interest with your Coach at the start of the Challenge. Anyone can enter and you can send in an entry for every Weight Loss Challenge completed - as long as they are completed by 2nd December 2014.

Completed application forms must be accompanied by a clear, high resolution photo of when you started and finished your challenge!



Eleven Ways To Introduce People



Not the only ways, but the most used by Members

7. **Active Club or Lifestyle Club**

- Bring together a large number of people with a similar goal
- Club activity is the attraction, meeting is the opportunity to build relationships and introduce people to our products and opportunity.
- Club activity can be active or inactive, targeted at any population group
- A great way to attract new participants to Weight Loss Challenges and Nutrition Clubs or Wellness Centres



Eleven Ways To Introduce People



Not the only ways, but the most used by Members



8. **Wellness Centre**

- In essence, a physical location from which you can conduct your business activities
- Validates your business and products to the prospect
- Great method of training your team, TSTD
- Flexible environment to carry out any number of business activities
- Weight Loss Challenge/ Herbalife Active Club/ Wellness Evaluation/ Presentations/ Meetings/ Events/ Sampling/ Training

Note: Totally anonymous externally

Eleven Ways To Introduce People



Not the only ways, but the most used by Members



9. Nutrition Club

- In essence, a physical location for socialising and tasting Herbalife products
- Focus on healthy active lifestyle and building relationships
- Members pay a visit fee on each visit, fee includes full sampling of products eg. Shake Beverage and Aloe drink
- Great method of training your team, TSTD

Note: Totally anonymous externally

Eleven Ways To Introduce People



Not the only ways, but the most used by Members

10. Skin Care Party

- Invitation to a free product sampling event using skin care products
- Guests sample products and you develop rapport
- Through the event the range of Herbalife products is introduced and discussed including appropriate testimonials
- A door opening approach and great way to attract new participants to Weight Loss Challenges and Nutrition Clubs or Wellness Centres



Eleven Ways To Introduce People



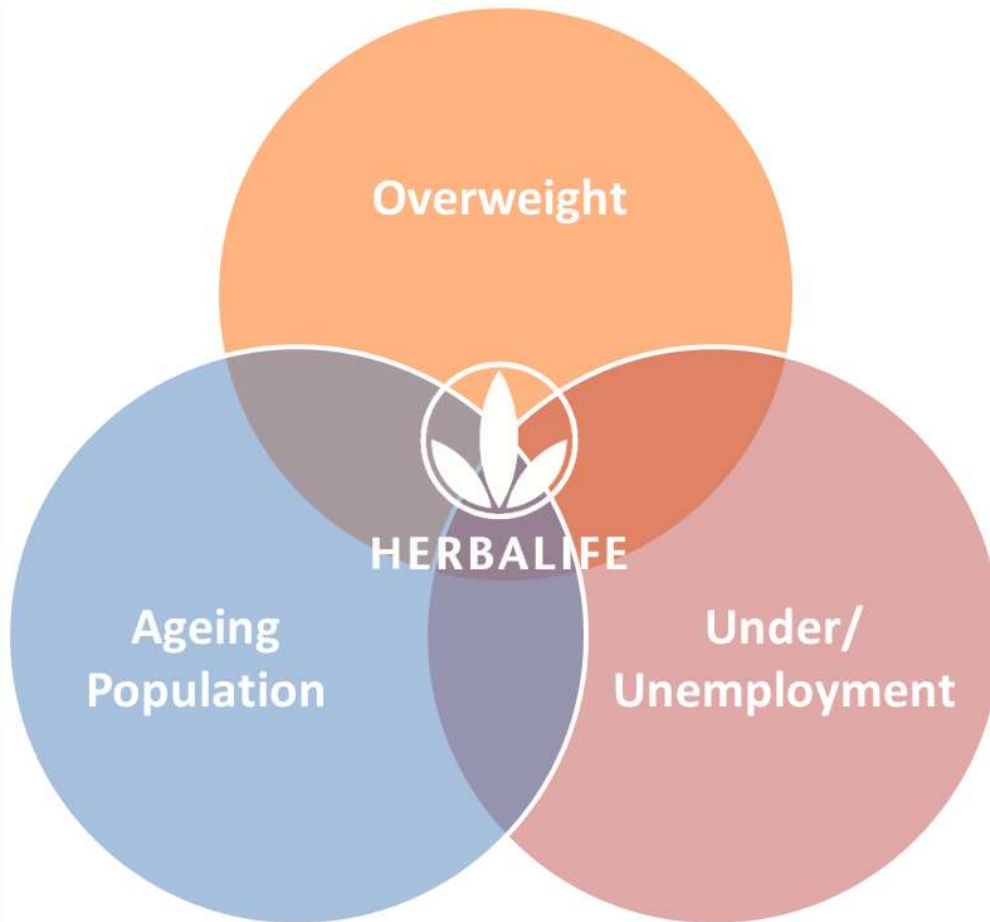
Not the only ways, but the most used by Members

11. Meet The Public

- Stands/events in public places, opportunity for questionnaires, body fat analysis, sampling, conversations, invitations or appointments
- Questionnaires in public places, offer a free Wellness Evaluation to make appointments
- Flyers distributed responsibly through doors etc
- Posters placed with permission
- Adverts online/offline with appropriate wording
- Social media



Who Am I Looking For?



Herbalife is positioned at the centre of 3 megatrends covering most of the population.

Everyone has a need for healthy active lifestyle

Coupled With These Mega-Trends Are Other Factors Identifying People



- Job instability ongoing
- Salaries not increasing (or worse)
- Pressure and stress increasing
- Greater flexibility required from jobs
- Growing interest in self determination
- Growing interest in health & fitness

You Are Not Alone!



- Work with your Sponsor to start and build your business
- Take full advantage of all the training available to you
- Remember every person is a potential customer and Member
- Customers often make great Members

10 Steps To Building A Successful And Sustainable Business



HERBALIFE®

1. Find your customers
2. Educate your customers
3. Have patience
4. Use other business tools
5. Keep on building
6. Move to teaching other Members
7. Become a trainer
8. Manage an organisation
9. Work with everyone
10. Start at the first step



**WELCOME
TO**



HERBALIFE®



Herbalife Social Responsibility

Nutrition For Everyone

Mhairi Taylor
World Team

Mhairi Taylor



Nutrition For Everyone



- Herbalife believes everyone has the right to good nutrition. Through the Herbalife Family Foundation and our partnership with The Global Alliance for Improved Nutrition we are working to improve the quality of lives around the world and put an end to malnutrition



Social Responsibility Through Giving



- Herbalife and our Members are committed to making our communities better places to live and work
- Committed to helping children in need through the Herbalife Family Foundation (HFF)
- Company founder Mark Hughes opened the first HFF Casa Herbalife in Rio de Janeiro orphanage in 1998
- Today more than 90 Casa Herbalife programmes exist on six continents and continue to grow through the generous support of our Members, employees, company and friends



HFF In The UK

- In the UK, HFF is proud to partner with Action for Children working with two projects:
- Hackney Young Carers Project, London
- North Lanarkshire Young Carers Project, Motherwell
- Thank you for your support!

HerbalifeFamilyFoundation.org



CASA Herbalife





**WELCOME
TO**



HERBALIFE®



Recognition

Recognising achievements in Herbalife

Dean Wallace
World Team

Dean Wallace





Marketing Plan Achievements*

* The income figures shown do not represent any automatic earnings. Actual earnings will depend on the time and effort spent on the business. Any Earning indicated is applicable to the individual and are not average

Moving Up The Marketing Plan



**Qualified
Producer**



Supervisor

50%



**Success
Builder**

42%
Permanent



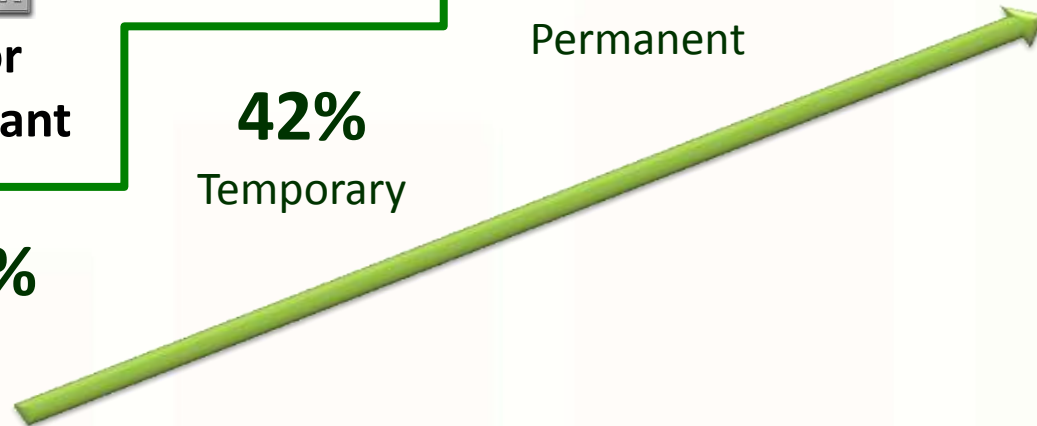
**Senior
Consultant**

35%



Member

25%



Senior Consultants



Benefits

- 35% permanent product discount

Congratulations!

Success Builders



Benefits

- One single order with a temporary 42% discount
- 42% discount on future product orders within the same calendar month

Congratulations!

Qualified Producers



Benefits

- Permanent 42% product discount*
- Eligible to receive Wholesale profit of 7% - 17%

Congratulations!

*Annual requalification required

Further Levels Of The Marketing Plan



* The income figures shown do not represent any automatic earnings. Actual earnings will depend on the time and effort spent on the business.

Supervisor



Benefits

- Permanent 50% product discount*
- Opportunity to earn royalties

Congratulations!

*Annual requalification required



World Team



Benefits

- Permanent 50% product discount
- Opportunity to earn royalties



Congratulations!

Active World Team



Qualifying Reward:
Letter and
Certificate

Congratulations!

*Annual requalification required

And There's More....



THE WORLD OF OPPORTUNITIES CITY BY CITY

Your possibilities for success
never end with Herbalife



**WELCOME
TO**



HERBALIFE®



What Is My Next Step?

Make Powerful Nutrition your Business

First Move

Become A Herbalife Member



Your Herbalife Member Pack
(HMP) contains:

- Information to get you started
- Herbalife ID Number
- Product to use
- 25% starting discount



Second Move

Talk To Your “Sponsor”



Get back to your sponsor and tell them you want to get started!

- Get on the products seriously
- Start planning your activity
- Get the training dates in your diary
- Work closely with your sponsor



Third Move

Commit To The Next Events!



NEXT BBS NAME, LOCATION
DATE

- Who are you bringing with you?
- What will your product result be by then?
- How many clients will you have?
- How many Members will you have?
- What level will you be at?
- How much money will you have earned?
- Get your Early Bird Ticket!

Thanks To The Crew!





**WELCOME
TO**



HERBALIFE®