

A smiling man and woman are looking at a laptop screen. The man is on the left, wearing a light blue shirt, and the woman is on the right, wearing a white top. They are both smiling and looking at the screen. An orange rectangular overlay is positioned in the center of the image, containing text.

# Healthy BUSINESS Happy LIFE

The Herbalife Nutrition  
Business Opportunity



**HERBALIFE  
NUTRITION**

Making the World Healthier and Happier

# THIS COULD BE THE DAY IT ALL CHANGES FOR YOU

Have you ever felt trapped in a repetitive 9 to 5 routine, wishing you had more flexible work hours, allowing you to attend to the things that really matter in life?

Perhaps you've been looking for an opportunity to work hard to earn extra income while being your own boss, setting your own schedule, and working from virtually anywhere. And, just for good measure, what if this opportunity involved helping people make a positive difference in their lives? Sounds too good to be true, doesn't it?

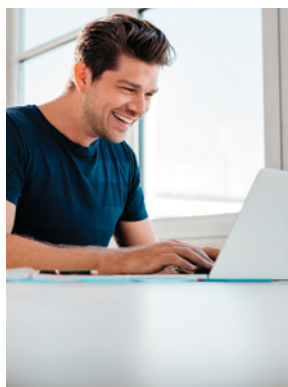
Since 1980, Herbalife Nutrition has been making a difference in the lives of millions of people around the world. Our purpose is to make the world healthier and happier through purpose-driven Distributors who are our difference.

We're so excited that you're interested in learning more about the Herbalife Nutrition business opportunity.

WE'D LOVE TO HAVE YOU JOIN HERBALIFE NUTRITION!



"We are ordinary  
people doing  
extraordinary  
things." ✨ ✨



# Nourish your Life

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WE WANT YOU TO SUCCEED AT  
LIVING YOUR HEALTHIEST LIFE



How often have you thought to yourself, “I wish I had more energy,” or “I want to eat better and live healthier?” We’ve all been there before, wanting our bodies to look different, feel energized, and perform at higher levels.

That’s why we provide high-quality, science-based products that deliver the nutrients your body needs to thrive on a daily basis. Great nutrition has the power to help people do great things.

Of course, our products don’t stand alone. They go hand in hand with healthy eating and regular exercise. They also come with the support of Herbalife Nutrition Independent Distributors. Our Distributors will help you get started with better nutritional choices and will guide you along the way to continued success.

We love improving people’s lives and have helped millions of people around the world incorporate convenient and customized nutrition into their routine. As you read the pages ahead, reflect on what living a healthy life means to you. Forget about where you’ve been or what obstacles have stood in your way before.

**The journey of starting your business and finding your best self starts now!**





✧ "We're able to work our  
business around our family,

AND THAT HAS BROUGHT US CLOSER TOGETHER.

WE WERE BLESSED WITH THE HERBALIFE NUTRITION  
OPPORTUNITY BECAUSE IT PROVIDED US WITH A  
PLAN TO MEET OUR GOALS."



# HERE'S THE SECRET... IT'S SURPRISINGLY SIMPLE

## **Our workplace is wherever we happen to be.**

With the business tools that Herbalife Nutrition provides, we can run our businesses from anywhere our mobile devices can take us. Reach out on social media, start your own GoHerbalife.com website, or simply talk to people you meet throughout your day.

## **We set our own hours. We answer to no one but ourselves.**

As an Herbalife Nutrition Independent Distributor, you are your own boss, you can work as little or as much as you want. That's a benefit of being an entrepreneur. You can work this business part time or full time around your already-busy schedule.

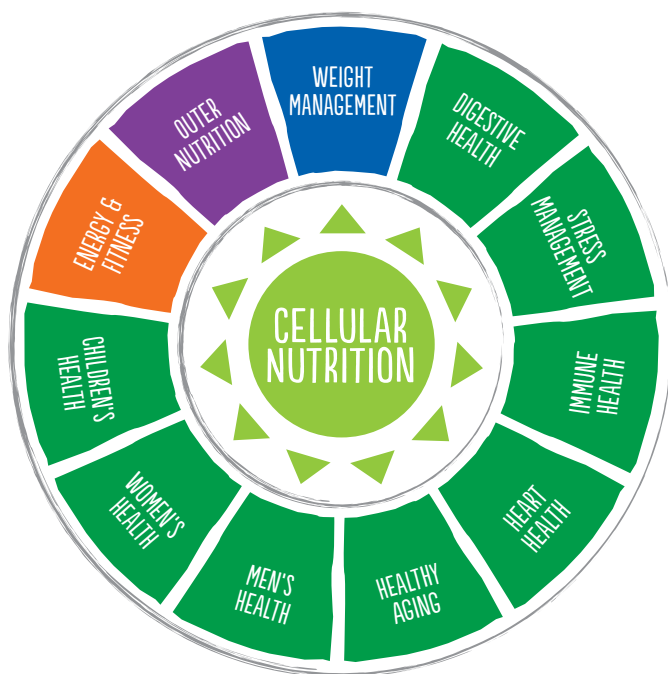
## **We make the world a better place.**

We're able to make a difference in the world through the Herbalife Nutrition Foundation, a global, nonprofit organization that funds grants to existing charitable organizations to ensure children receive healthy nutrition, nutrition education, and the support of community volunteers.

## **We share the opportunity with others and help them find success.**

You'd be surprised how often our customers are so impressed with their results that they decide to become Distributors themselves. By welcoming others to join Herbalife Nutrition as a Distributor, you are working toward growing a team and building your business.

# WHAT MAKES HERBALIFE NUTRITION PRODUCTS SO SPECIAL?



## FORMULA 1

Healthy Meal  
Nutritional Shake Mix



OUR BODIES  
ARE MADE UP OF  
100 TRILLION CELLS

FORMULA 1 IS A HEALTHY  
MEAL WITH 21 VITAMINS  
AND MINERALS

## FORMULA 2

Multivitamin Complex



FORMULA 2 HAS ANTIOXIDANT  
VITAMINS A (AS BETA-CAROTENE),  
C AND E TO SUPPORT YOUR  
IMMUNE SYSTEM\*

## FORMULA 3

Cell Activator®



FORMULA 3 IS FORMULATED  
WITH ALPHA-LIPOIC ACID, WHICH  
SUPPORTS NORMAL MITOCHONDRIAL  
ENERGY PRODUCTION\*

A HEALTHIER  
LIFESTYLE!

\*These statements have not been evaluated by the Food and Drug Administration.  
This product is not intended to diagnose, treat, cure or prevent any disease.

Together  
we can  
accomplish  
almost  
anything

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WE ARE  
HERBALIFE NUTRITION'S  
#1 PRODUCT!



# WHAT SHOULD I KNOW ABOUT BEING AN HERBALIFE

## How can I participate?

As an Herbalife Nutrition 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 have the option to join as a Preferred Member. Most people join Herbalife Nutrition as Preferred Members at a cost of \$34.95 and do not participate in the business. A Preferred Member may convert to Distributor and build a business at any time by buying a Conversion Pack for \$59.95 and completing the required Distributor training.

## What should I know about the 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

## 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 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 \$97.80 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



Suggested Retail price      \$41.20

Distributor price      – \$31.42  
(with initial discount and before shipping and tax)

Potential profit      **\$ 9.78**

# NUTRITION INDEPENDENT DISTRIBUTOR?

How much can I earn in a typical month?	In a typical month between July 2017 to June 2018, about 51,500 U.S. Distributors ordered products for resale from Herbalife Nutrition and about 46,500 of them earned money from their sales and the sales of those they sponsored. Here is what they earned in a typical month, before expenses.	
	<b>First-year Distributors (14,000)</b>	<b>All other Distributors (32,500)</b>
	<b>50% (7,000) earned more than \$140</b>	<b>50% (16,000) earned more than \$315</b>
	<b>Top 10% (1,400) earned more than \$840</b>	<b>Top 10% (3,250) earned more than \$3,400</b>
	<b>Top 1% (140) earned more than \$2,800</b>	<b>Top 1% (325) earned more than \$14,100</b> <i>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.</i>
What if it doesn't work for me?	<ul style="list-style-type: none"><li>• 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.</li><li>• If you cancel your Distributorship, you can return unopened products you purchased within the last year for a full refund. We even pay for shipping.</li><li>• Please contact <b>866-866-4744</b> for more information</li></ul>	

U.S. STATEMENT OF AVERAGE GROSS COMPENSATION JULY 2017 TO JUNE 2018

As Herbalife Nutrition Independent Distributors, we work with an all-star team of doctors and scientific researchers.



"Working at Herbalife Nutrition allows me to wake up every day and do what I'm passionate about, which is educating people on the importance of good nutrition, living a healthy, active lifestyle and becoming the best version of themselves."

DANA RYAN, PH.D., MBA, M.A.

Director, Sports Performance and Education



"Herbalife Nutrition Formula 1 will help you control your hunger and build muscle with exercise to reach your personal best shape and weight."

DAVID HEBER, M.D., PH.D., F.A.C.P., F.A.S.N.

Chairman, Herbalife Nutrition Institute



"Being on the go, I personally rely on my own favorite blend of Formula 1 protein powder and fiber to start off the day!"

KENT BRADLEY, M.D., MBA, M.P.H.

VP, Medical Affairs and Nutrition Education



100+ DOCTORS

250+ STAFF  
SCIENTISTS



25+  
EXPERTS

FROM AROUND THE WORLD, IN THE FIELDS OF  
NUTRITION, SCIENCE AND HEALTH,  
COMPRISE THE HERBALIFE  
NUTRITION ADVISORY BOARD

# WHAT CAN THE HERBALIFE NUTRITION BUSINESS OPPORTUNITY DO FOR YOU?

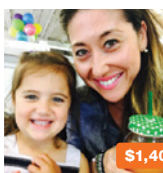
## Business Success Results

BASED ON CONSISTENT WORK, SKILL AND DEDICATION.



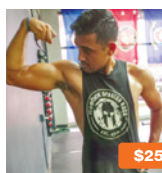
**ERIC & ADRIANA**  
P.E. Teacher

**\$3,155.00**



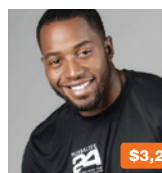
**NANCY**  
Medical Office Staff

**\$1,405.32**



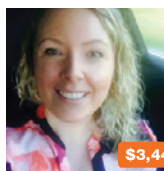
**JULIO**  
CrossFit Coach

**\$253.47**



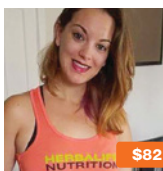
**TIMMIE**  
Retail Supervisor

**\$3,287.00**



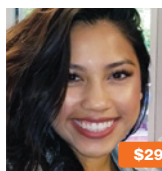
**JENNIFER**  
Cosmetologist

**\$3,443.29**



**DANIELLE**  
Stay-at-Home Mom

**\$821.82**



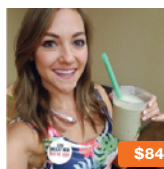
**CATARINA**  
High School Student

**\$298.00**



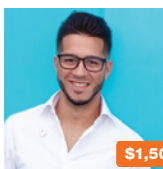
**COURTNEY**  
Restaurant Manager  
& Bartender

**\$960.00**



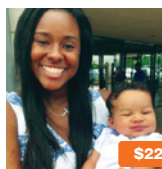
**KELLY**  
Nanny

**\$847.95**



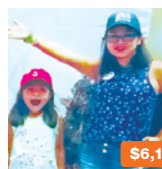
**ANGEL**  
Barber & Sound  
Engineer

**\$1,500.00**



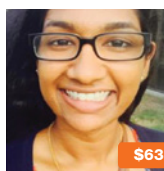
**ASPEN**  
Stay-at-Home Mom

**\$220.40**



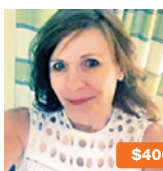
**MARTHA**  
Stay-at-Home Mom

**\$6,105.79**



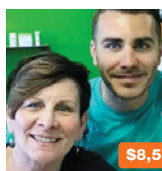
**KAVYA**  
College Student

**\$631.55**



**JACKIE**  
Kindergarten Teacher

**\$400.20**



**MICHAEL**  
College Graduate

**\$8,535.00**



**LIZ**  
Ministry Staff

**\$2,734.00**

Income depicted is unique to the individual and is not typical. Achievements require skill & consistent work. For typical earnings, see Statement of Average Gross Compensation at [StarHerbalife.com](http://StarHerbalife.com). You can also view the SAGC on page 10 of this brochure.



"WHAT SATISFIES ME  
THE MOST IS THAT  
*I can help others  
have a better  
quality of life,*  
AND HELP OTHERS  
BE SUCCESSFUL."



# IT'S YOUR OPPORTUNITY TO SHINE



## **Earn Supplemental Income**

Distributors earn an average of \$\_\_\_\_ per month.



## **Enjoy Amazing Products**

Distributors receive discounts on Herbalife Nutrition products.



## **Spread the Word About Nutrition**

Share the miracle of great nutrition and help make the world healthier and happier.



## **Join a Community**

Join other Distributors at Herbalife Nutrition events near you.



## **Be a Leader**

Mentor new Distributors in your organization and develop lasting relationships.



"WHAT SATISFIES ME  
THE MOST IS THAT  
*my teammates*  
*have become*  
*my family.*"

"WE USED TO COUNT PENNIES  
TO GET GROCERIES AND I REMEMBER  
BEING SCARED OF RUNNING OUT OF GAS.

*The extra income  
we earned from our  
Herbalife Nutrition business  
helped us so much  
DURING THAT TIME."*



# HYPOTHETICAL EXAMPLE

## 1. RETAIL\*

DISTRIBUTOR

25%



50%

SUPERVISOR

$$\begin{array}{l} \$200 \\ \text{EARN BASE} \end{array} \times \begin{array}{c} \text{10 CLIENTS} \\ \text{10 CLIENTS} \end{array} = \$2,000 / 25\% = \$500$$

$$\begin{array}{l} \$200 \\ \text{EARN BASE} \end{array} \times \begin{array}{c} \text{10 CLIENTS} \\ \text{10 CLIENTS} \end{array} = \$2,000 / 50\% = \$1,000$$

## 2. WHOLESALE

YOU  
50%

The difference between you at 50% and your downline at various discounts below 50% allows you to earn the difference between your discounts as shown below.

25% = 25% PROFIT

OR

35% = 15% PROFIT

OR

42% = 8% PROFIT

OR

50% = UP TO 5% ROYALTIES

\*For detailed Sales & Marketing Plan information visit: [www.hrbl.me/marketingplan](http://www.hrbl.me/marketingplan)

# MARKETING PLAN



LEVEL	ELIGIBILITY†	QUALIFICATION
SENIOR CONSULTANT	All orders will be placed at <b>35%</b> discount off the Earn Base until you become eligible for a higher discount	Achieve 500 Volume Points (VP) of Documented Volume in 1 to 2 months (up to 500 VP may be from your downline's Documented Volume)
SUCCESS BUILDER	Receive a <b>42%</b> discount off the Earn Base on orders the remainder of the month you qualify	Accumulate minimum 1,000 Documented Volume Points in one month while having a minimum 1,000 Volume Points in purchases during the same month (including your own Retail Inventory and Customer Direct Orders as well as orders from your first-level Preferred Members purchasing at a 25% to 42% discount)
QUALIFIED PRODUCER	Receive a <b>42%</b> discount off the Earn Base on orders	Achieve 2,500 VP of Documented Volume in 1 to 6 months (all of the volume can come from your downline's Documented Volume)
SUPERVISOR	As a Supervisor, you are entitled to a <b>50%</b> discount off the Earn Base on every order (must requalify annually)	Achieve 4,000 VP of Documented Volume in 1 month OR achieve 4,000 VP of Documented Volume within 2 consecutive months OR achieve 4,000 VP of Documented Volume within 3 to 12 months (all of the volume can come from your downline's Documented Volume)

†As a Distributor you are eligible to earn Retail and Wholesale Profits based on customer sales. All orders must be purchased directly through Herballife Nutrition.

# We are HERBALIFE NUTRITION

Herbalife Nutrition gives you the tools and support system to empower you to succeed.



Online and in-person  
training seminars



Trained Customer  
Service Staff



Technology that  
allows you to run  
your business from  
virtually anywhere

Since 1980, we have been committed to making the world healthier and happier through purpose-driven Distributors who are our difference.

Our company was born from the singular vision of Herbalife Nutrition Founder and First Distributor, Mark Hughes (1956–2000).

Today, Herbalife Nutrition has millions of customers and hundreds of thousands of Distributors in over 90 countries worldwide.



"HERBALIFE HAS TO BE THE MOST  
UNBELIEVABLE OPPORTUNITY IN  
BUSINESS HISTORY."

**MARK HUGHES**

(1956–2000)

Herbalife Nutrition Founder and First Distributor



" THE SECRET TO  
FINDING FULFILLMENT  
IN YOUR LIFE IS TO  
*serve others and  
help them achieve  
their goals."*



## There's No Better Time to Start

Hundreds of thousands of people around the world have already taken advantage of the Herbalife Nutrition business opportunity. Will today be the day you take your first step down this path?

## Be a Part of Something Big

Herbalife Nutrition has been in the business of changing lives since 1980. We reported \$4.9 billion dollars in net sales in 2018. We are in over 90 countries and our Herbalife Nutrition is the #1 brand in the world in meal replacement and protein supplements combined.\* In fact, 73 million Herbalife Nutrition products are sold each month.† This is your opportunity to have an impact on the people in your community and all over the world!

## What Are You Waiting For?

Being your own boss, earning extra income, and helping to make the world healthier and happier – what could be better than that? Come join our incredible community and get started helping others. We are Herbalife Nutrition!

\*Source: Euromonitor International Limited; per Consumer Health 2018, meal replacement and protein supplements definitions; combined % RSP share GBO, 2017 data.

†Average total over recent two-year period (2014–2015).



## READY TO BE YOUR OWN BOSS?

Remember, every Herbalife Nutrition Independent Distributor was once in your exact position.

You're at the start of a path that can change your life and the lives of people you haven't even met yet.

Take that first step with confidence and let's start on this journey together!

*Contact me!*