

Great Products!  
Great Opportunity!





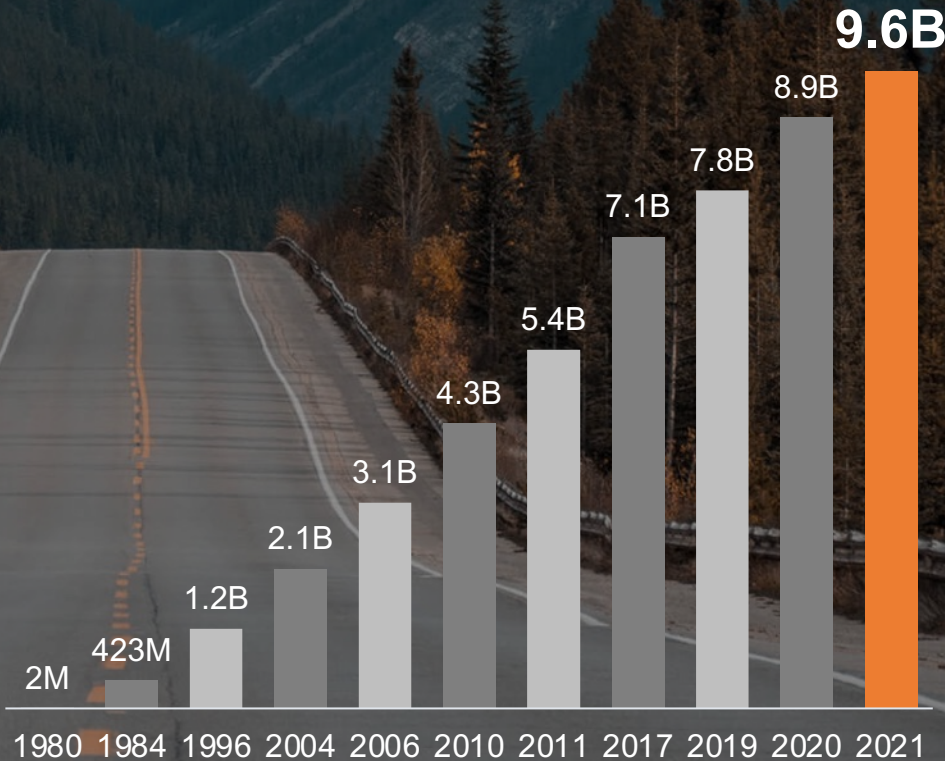
## Your Ultimate Goals May Include:

- ✓ Choosing when you work
- ✓ Positively impacting others
- ✓ Earning extra income
- ✓ Looking better and feeling better
- ✓ Spending more time with family and friends



# Utilize Our Strengths for YOUR BENEFIT

- ✓ Our amazing products
- ✓ In business for over 4 decades
- ✓ Open in over 90 countries
- ✓ A support system for training and personal growth
- ✓ \$9.6 billion in suggested retail sales in 2021



Numbers shown have been rounded up to the nearest tenth and represent suggested retail sales.



# Herbalife Nutrition is worldwide in over 90 countries and continues to expand

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## Who do you know?

Expand your business worldwide

USA  
CANADA  
AUSTRALIA  
UNITED KINGDOM  
NEW ZEALAND  
ISRAEL  
SPAIN  
MEXICO  
FRANCE  
GERMANY  
PORTUGAL  
CZECH REPUBLIC  
HONG KONG

ITALY  
NETHERLANDS  
JAPAN  
VENEZUELA  
DOMINICAN REPUBLIC  
ARGENTINA  
BELGIUM  
POLAND  
DENMARK  
SWEDEN  
PHILIPPINES  
RUSSIA  
TAIWAN

AUSTRIA  
SWITZERLAND  
BRAZIL  
SOUTH AFRICA  
FINLAND  
NORWAY  
GREECE  
KOREA  
CHILE  
THAILAND  
TURKEY  
INDONESIA  
BOTSWANA

LESOTHO  
NAMIBIA  
SWAZILAND  
JAMAICA  
ICELAND  
INDIA  
SLOVAK REPUBLIC  
CYPRUS  
PANAMA  
IRELAND  
COLOMBIA  
CHINA  
CROATIA  
LATVIA

UKRAINE  
MACAU  
ESTONIA  
SINGAPORE  
LITHUANIA  
BOLIVIA  
HUNGARY  
MALAYSIA  
COSTA RICA  
PERU  
EL SALVADOR  
ZAMBIA  
ROMANIA  
HONDURAS

NICARAGUA  
GUATEMALA  
ECUADOR  
VIETNAM  
PARAGUAY  
ARUBA  
BULGARIA  
GEORGIA  
BELARUS  
LEBANON  
MONGOLIA  
GHANA  
SLOVENIA  
URUGUAY

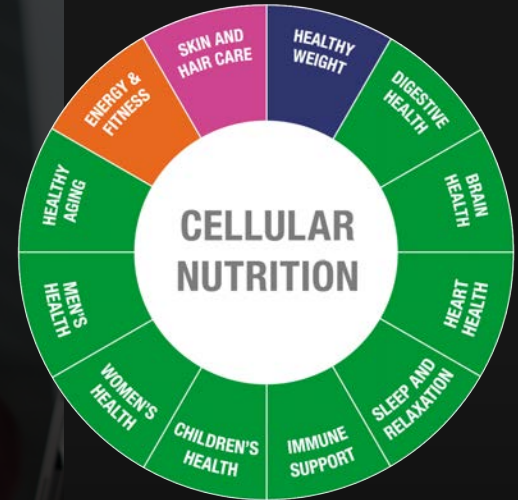
SERBIA  
MACEDONIA  
ARMENIA  
KAZAKHSTAN  
BOSNIA AND  
HERZEGOVINA  
MOLDOVA  
TRINIDAD AND TOBAGO  
CAMBODIA  
KYRGYZSTAN  
AZERBAIJAN  
PUERTO RICO  
FRENCH POLYNESIA  
MALTA





## We Offer Nutrition for a Healthy, Active Life!

Globally, over 1.9 billion servings of Herbalife Nutrition Formula 1 were sold in 2021!\*



\*Formula 1 Healthy Meal Nutritional Shake Mix is available in different sizes. For example, in some markets, it comes in 750-gram (30 servings) canisters. The total number of servings sold in 2021 includes all servings from all package sizes.

Changing people's lives since 1980 using Total Nutrition

# Product Success

People who replace two meals a day with Herbalife Nutrition Formula 1 as part of a healthy lifestyle (such as lowering caloric intake, eating a healthy, balanced diet or engaging in regular physical activity), can generally expect to lose around half a pound to 1 pound per week.



Billy, lost  
**124 lbs.**



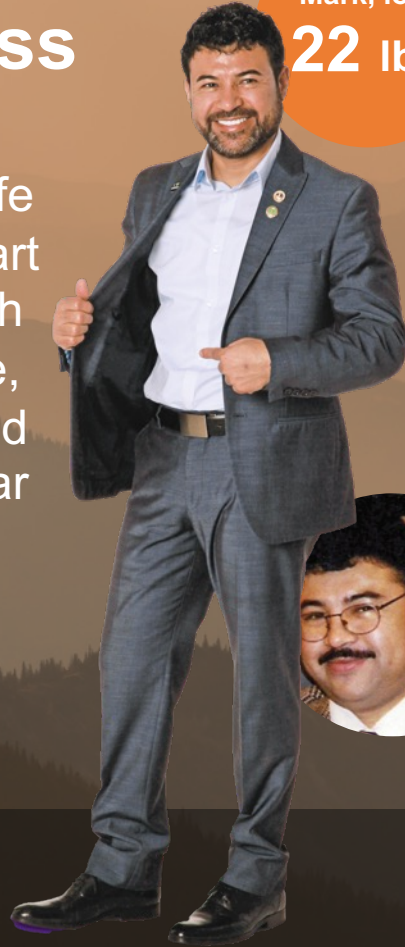
Liliana, lost  
**62 lbs.**





# Product Success

People who replace two meals a day with Herbalife Nutrition Formula 1 as part of a healthy lifestyle (such as lowering caloric intake, eating a healthy, balanced diet or engaging in regular physical activity), can generally expect to lose around half a pound to 1 pound per week.



Mark, lost  
**22 lbs.**



Kayra, lost  
**38 lbs.**



Donna, lost  
**35 lbs.**

# Product Success

People who replace two meals a day with Herbalife Nutrition® Formula 1 as part of a healthy lifestyle (such as lowering caloric intake, eating a healthy, balanced diet or engaging in regular physical activity), can generally expect to lose around half a pound to 1 pound per week.

Francy,  
gained  
**13 lbs.**

Anil, gained  
**7 lbs.**

Karen,  
**73** years  
old



Before



After

For weight gain, you need to consume more calories than you burn. Herbalife Nutrition Formula 1 products can be added between meals to augment your calorie intake.



# Grow Your Business



Customers



Preferred Members (PM)



Herbalife Nutrition  
Independent Distributors  
& Supervisors

- ✓ Increase customers/PMs to increase profit and potential new Distributors
- ✓ Increase Distributors to increase profit and potential new Supervisors





# Daily Activities to Find New Customers

- ✓ Social Media
- ✓ Invitations, Flyers, Ads
- ✓ Shake, Spa Events
- ✓ Business In-Service
- ✓ People You Know and Care About
- ✓ Grand Openings
- ✓ Fitness Camps





The background of the slide is a high-quality photograph of a white marble surface. Scattered around the central text are various items: in the top left, several tubes of Herbalife SKI skin care products; in the top right, a banana and a large bottle of Herbalife Meal Replacement Shake with a glass of the shake; on the right side, a bottle of Herbalife Aloe Concentrate; in the bottom left, a wooden bowl of strawberries and a glass of strawberry smoothie; and in the bottom center, a jar of Herbalife protein powder with a leaf logo on its lid.

# Areas of Potential Income

Make Potential Retail and Wholesale Profit.  
Make a Difference.

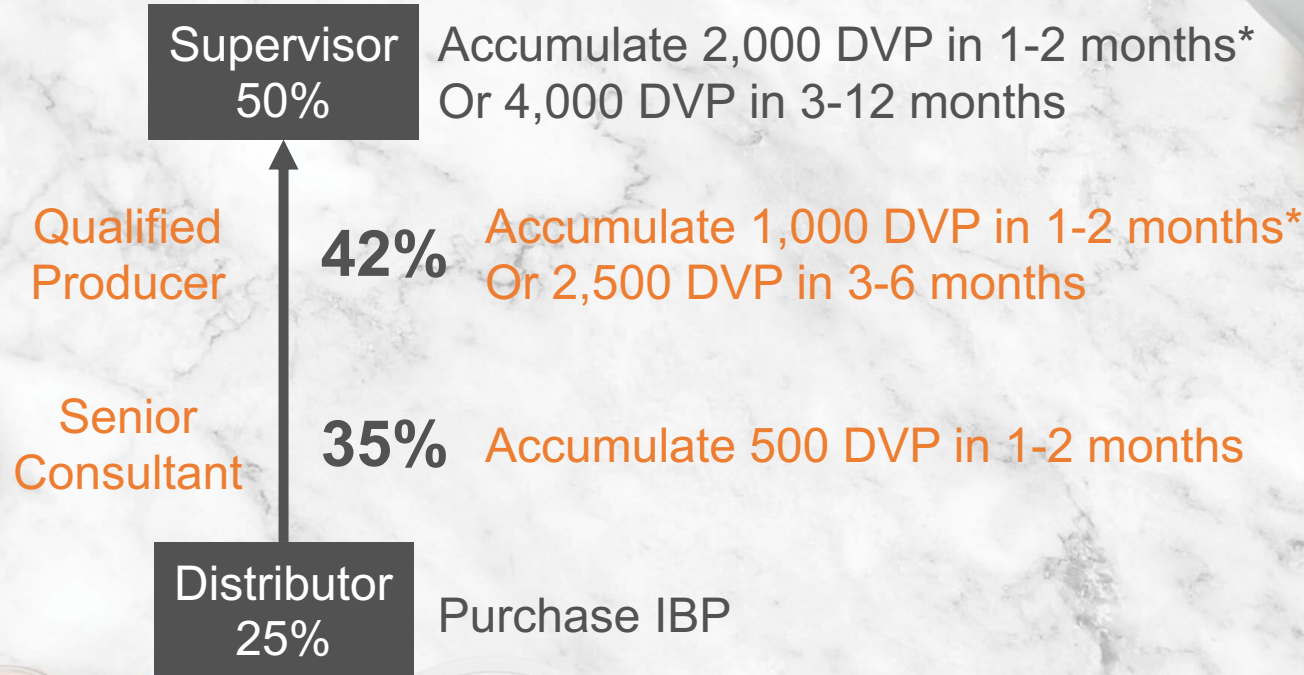
# Your Position Determines Your Potential Profit Areas

Profit & Earnings	Distributor 1 Area	Senior Consultant 2 Areas	Qualified Producer 2 Areas	Supervisor Up to 5 Areas
Retail	25%	35%	42%	50%
Wholesale	0	10%	7% to 17%	8% to 25%
Royalty	0	0	0	5%* (On first 3 levels)
Production Bonus	0	0	0	2% 4% 6%* (Potential)
Vacations	No	No	No	Yes!* (Qualification Required)

\*Royalties, Production Bonuses, and Vacations are received by those at the higher levels of the Sales & Marketing Plan and are not typical. Refer to the SAGC for typical earnings at HerbalifeBiz.com.



# Work to Move Up the Sales & Marketing Plan



25% to 50% earnings are based on Earn Base.

\*Exclusively in the U.S. and U.S. territories.



# Your Position Determines Your Potential Retail Profit

## EXAMPLE: Retail Sale (\$100 Earn Base)

Profit & Earnings	Distributor	Senior Consultant	Qualified Producer	Supervisor
Discount	25%	35%	42%	50%
Potential Earnings	\$25	\$35	\$42	\$50

Excludes expenses and shipping/handling costs.



# Your Position Determines Your Potential Wholesale Profit

**EXAMPLE: \$200 Earn Base Sale\***

Your Discount Level	Distributor 25%	Senior Consultant 35%	Qualified Producer 42%	Supervisor 50%
Potential Wholesale Earnings %	0%	10%	7%–17%	8%–25%
Potential Wholesale Earnings	\$0	\$20	Up to \$34	Up to \$50

\*Average order of Preferred Members in 2018 was 145 Earn Base Points.  
For full details on earning Wholesale Profits see [MyHerbalife.com](http://MyHerbalife.com) or ask your Distributor.

# Build a Team of Supervisors

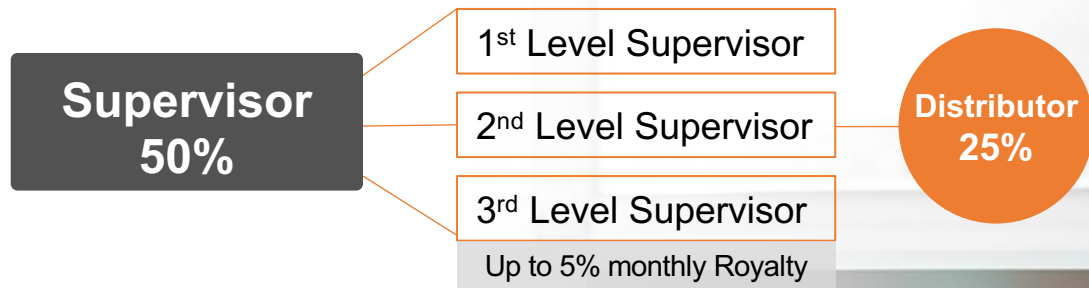
- ✓ In order to earn Royalties, you need to build a team of Supervisors under you
- ✓ To find your key people who do the work, you may need to sponsor 10, 20, 30... and you must replace the people who left the business with new people
- ✓ Takes time, consistent work, skill and dedication

Royalties are received by those at the higher levels of the Sales & Marketing Plan and are not typical. Atypical achievements come from hard work, skill and dedication. Most people work part-time and typically earn about \$200 in a month in their 1st year, before expenses. For more, see [Herbalife.com/SAGC](https://Herbalife.com/SAGC).





# Supervisors Are Eligible for Royalties on Top of Potential Retail and Wholesale Profits



Achieve 2,500 Documented Volume (DV) or more from your and your downline's Distributors' sales to customers and PMs

## Example:

1 <sup>st</sup> Level –	5,000 DV	R.O. \$250
2 <sup>nd</sup> Level –	10,000 DV	R.O. \$500
3 <sup>rd</sup> Level –	5,000 DV	R.O. \$250
<b>Total Royalty Override</b>		<b>\$1,000</b>

Hypothetical example. Royalties are received by those at the higher levels of the Sales & Marketing Plan and are not typical. Atypical achievements shown came from hard work, skill and dedication. Most people work part-time and typically earn about \$200 in a month in their 1st year, before expenses.

For more, see [HerbalifeNutrition.com/SAGC](https://HerbalifeNutrition.com/SAGC).

\*Not every Supervisor will average 2,500 DVP, so you probably will need more Supervisors to achieve these results. Earning Royalties requires building a large team of business builders consistently selling products to customers.



# Congratulations

## Supervisors

Achieved 2,000 DVP in 1-2 months\* or  
4,000 DVP in 3-12 months

## Active Supervisors

Achieved 2,500 Documented Volume  
consistently for 3 or more consecutive months

- ✓ Takes time, consistent work, skill and dedication
- ✓ In order to earn royalties, you need to build a team of Supervisors under you
- ✓ Not all Distributors become Supervisors; many do not



\*Not every Supervisor will average 2,500 DVP, so you probably will need more Supervisors to achieve these results. Option exclusively in the U.S. and U.S. territories. Reaching higher levels in the Sales & Marketing Plan is not typical and requires consistent work, skill, and dedication. Most people work part-time and typically earn \$200 in a month in their 1st year, before expenses. For more, see [Herbalife.com/SAGC](https://Herbalife.com/SAGC).



# Business Success Results & SAGC

In 2021, about 178,000 U.S. Distributors ordered products for resale from Herbalife Nutrition and about 166,000 of them earned money from their sales and the sales of those they sponsored. In a typical month, about 85,000 earned money, including those making supplemental income. Here is what they earned in a typical month, before expenses.

## First year Distributors (about 24,000)

(about half earned in 6 or more months in 2021)

**50%** (about 12,000)  
earned more than **\$190 in a month**

**Top 10%** (about 2,400)  
earned more than **\$1,636 in a month**

**Top 1%** (about 240)  
earned more than **\$8,912 in a month**

## All other Distributors (61,000)

(about half earned in 8 months or more in 2021)

**50%** (about 30,500)  
earned more than **\$241 in a month**

**Top 10%** (about 6,100)  
earned more than **\$3,925 in a month**

**Top 1%** (about 610)  
earned more than **\$18,176 in a month**  
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**. Requires skill, consistent work and dedication.

Refer to SAGC for typical earnings at [HerbalifeNutrition.com/SAGC](https://HerbalifeNutrition.com/SAGC).

## SAGC Numbers

In 2021, about 178,000 U.S. Distributors ordered products for resale from Herbalife Nutrition and about 166,000 of them earned money from their sales and the sales of those they sponsored. In a typical month, about 85,000 earned money, including those making supplemental income. Here is what they earned in a typical month, before expenses.

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Refer to SAGC for typical earnings at [HerbalifeNutrition.com/SAGC](https://HerbalifeNutrition.com/SAGC).





## Build a Team of Supervisors

- ✓ In order to earn Royalties, you need to build a team of Supervisors under you
- ✓ Not all Distributors become Supervisors
- ✓ Takes time, consistent work, skill and dedication

Royalties are received by those at the higher levels of the Sales & Marketing Plan and are not typical. Atypical achievements come from hard work, skill and dedication. Most people work part-time and typically earn about \$200 in a month in their 1st year, before expenses. For more, see [Herbalife.com/SAGC](https://Herbalife.com/SAGC).

# Qualifying for World Team

Achieve 2,500 DVP each month for 4 consecutive months as a Fully Qualified Supervisor

OR

Achieve 10,000 DVP in 1 month after becoming a Fully Qualified Supervisor

OR

Achieve 500 Royalty Points in 1 month

- ✓ Takes time, consistent work, skill and dedication
- ✓ In order to earn royalties, you need to build a team of Supervisors under you
- ✓ Not all Distributors become Supervisors; many do not



\*Not every Supervisor will average 2,500 DVP, so you probably will need more Supervisors to achieve these results. Option exclusively in the U.S. and U.S. territories  
Reaching higher levels in the Sales & Marketing Plan is not typical and requires consistent work, skill, and dedication. Most people work part-time and typically earn \$200 in a month in their 1st year, before expenses. For more, see [Herbalife.com/SAGC](http://Herbalife.com/SAGC).



# Qualifying for Active World Team\*

Achieve all 3 qualifications below in any  
6 consecutive months

2,500 DVP in each of 4 consecutive months

**AND**

5,000 DVP in 1 month

**AND**

500 Royalty Points in 1 month

**Receive a one time \$500 bonus**

- ✓ Takes time, consistent work, skill and dedication
- ✓ In order to earn royalties, you need to build a team of Supervisors under you
- ✓ Not all Distributors become Supervisors; many do not



\*Active World Team is a recognition level, not an earnings level in the Sales & Marketing Plan. See your Sponsor for more information. Reaching higher levels in the Sales & Marketing Plan is not typical and requires consistent work, skill, and dedication. Most people work part-time and typically earn \$200 in a month in their 1st year, before expenses. For more, see [Herbalife.com/SAGC](https://Herbalife.com/SAGC).

# Build a Team of Producing Supervisors to Achieve GET, MILL and PRESIDENT'S TEAM

Reaching higher levels of the Sales & Marketing Plan requires building a large team of business builders who consistently sell products to customers. It takes time, consistent work, skill and dedication. Not all Distributors become Supervisors; many do not.



**1<sup>st</sup> Level  
Supervisors**



**2<sup>nd</sup> Level  
Supervisors**



**3<sup>rd</sup> Level  
Supervisors**

Reaching higher levels in the Sales & Marketing Plan is not typical and requires consistent work, skill, and dedication. Most people work part-time and typically earn \$200 in a month in their 1st year, before expenses. For more, see [Herbalife.com/SAGC](https://Herbalife.com/SAGC).



# Added Area of Potential Income: Production Bonus

As you reach higher levels in the Sales & Marketing Plan you become eligible to earn a Monthly Bonus from 2% up to 7% on your Entire Organization

Royalties and Production Bonuses are received by those at the higher levels of the Sales & Marketing Plan and are not typical. Refer to SAGC for typical earnings at [HerbalifeNutrition.com/SAGC](http://HerbalifeNutrition.com/SAGC).

# Qualifying for GET

Achieve 1,000 Royalty Points in  
3 Consecutive Months

Eligible for up to 2% Production Bonus  
on Top of Royalties and Potential Retail  
and Wholesale Profits



- ✓ Takes time, consistent work, skill and dedication
- ✓ Averages 3.5 years to achieve
- ✓ In order to earn royalties, you need to build a team of Supervisors under you
- ✓ Not all Distributors become Supervisors; many do not

Reaching higher levels in the Sales & Marketing Plan is not typical and requires consistent work, skill, and dedication. Most people work part-time and typically earn \$200 in a month in their 1st year, before expenses. For more, see [Herbalife.com/SAGC](https://Herbalife.com/SAGC).



# Qualifying for GET 2500\*

Achieve 2,500 Royalty Points in  
3 consecutive months

Receive Recognition pin and certificate  
for your business growth

- ✓ Takes time, consistent work, skill and dedication
- ✓ In order to earn royalties, you need to build a team of Supervisors under you
- ✓ Not all Distributors become Supervisors; many do not



\*GET 2500 is a recognition level, not an earnings level in the Sales & Marketing Plan. See your Sponsor for more information. Reaching higher levels in the Sales & Marketing Plan is not typical and requires consistent work, skill, and dedication. Most people work part-time and typically earn \$200 in a month in their 1st year, before expenses. For more, see [Herbalife.com/SAGC](https://www.herbaldirect.com/SAGC).

# Qualifying for Millionaire Team

Achieve 4,000 Royalty Points in  
3 Consecutive Months

Eligible for up to 4% Production Bonus  
on Top of Royalties and Potential Retail  
and Wholesale Profits

- ✓ Takes time, consistent work, skill and dedication
- ✓ Averages 5.5 years to achieve
- ✓ In order to earn royalties, you need to build a team of Supervisors under you
- ✓ Not all Distributors become Supervisors; many do not



Reaching higher levels in the Sales & Marketing Plan is not typical and requires consistent work, skill, and dedication. Most people work part-time and typically earn \$200 in a month in their 1st year, before expenses. For more, see [Herbalife.com/SAGC](https://Herbalife.com/SAGC).



# Qualifying for Millionaire Team 7500\*

Achieve 7,500 Royalty Points in 3  
consecutive months

Receive Recognition pin and certificate  
for your business growth

- ✓ Takes time, consistent work, skill and dedication
- ✓ In order to earn royalties, you need to build a team of Supervisors under you
- ✓ Not all Distributors become Supervisors; many do not



\*MILL 7500 is a recognition level, not an earnings level in the Sales & Marketing Plan. See your Sponsor for more information. Reaching higher levels in the Sales & Marketing Plan is not typical and requires consistent work, skill, and dedication. Most people work part-time and typically earn \$200 in a month in their 1st year, before expenses. For more, see [Herbalife.com/SAGC](https://www.Herbalife.com/SAGC).

# Qualifying for President's Team

Achieve 10,000 Royalty Points 3  
Consecutive Months

Eligible for up to 6% Production Bonus  
on Top of Royalties and Potential Retail  
and Wholesale Profits

- ✓ Takes time, consistent work, skill and dedication
- ✓ Averages 13 years to achieve
- ✓ In order to earn royalties, you need to build a team of Supervisors under you
- ✓ Not all Distributors become Supervisors; many do not



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# Chairman's Club & Founder's Circle



# On Our Team You Have Access to:

- ✓ Potentially Create Daily & Monthly Cash Flow
- ✓ Personal Product Results
- ✓ Acquire New Skills & Grow Personally
- ✓ Free Customer Website
- ✓ Information & Inspiration
- ✓ Our Training & Support System
- ✓ New Friends
- ✓ Fun!






# Your Next Step





**Ask your Wellness Coach how to get started on the products as a customer to help you look better and feel better**



A photograph of two men standing outdoors in front of a building. The man on the left is wearing a red and blue plaid shirt and is smiling while looking at the other man. The man on the right is wearing a grey blazer over a dark blue shirt and is gesturing with his hands as if speaking. 

**Get started as a Distributor  
to earn extra income**

**Sign up as a Distributor \$94.10**

**DISTRIBUTOR REFUND POLICY:** If Distributorship is canceled for any reason, you may return all unopened products that were purchased in the previous 12 months for a full refund. To obtain a refund, Distributors may call Herbalife Nutrition at 855-757-4747 or submit the refund form available at [MyHerbalife.com](https://www.myherbalife.com).





Great Products!  
Great Opportunity!



## SAGC Numbers

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# Sales & Marketing Plan Levels



\*Active Supervisor, Active World Team, GET 2500 and Millionaire Team 7500 are recognition levels, not earnings levels in the Sales & Marketing Plan. See your Sponsor for more information.

†For complete qualification details, refer to MyHerbalife.com for Rules of Conduct.



