



Healthy living.

It's more than good health; it's a state of mind, a feeling that infuses every aspect of your life. It's having energy at the end of the workday to spend quality time

with your family. It's about achieving balance, whether you're at work or at play. It's being mentally and physically fit so that every day can be a personal best. It's about taking charge of your life effortlessly and with confidence.

Where does Herbalife fit into this picture?

The worldwide obesity rate is climbing, stress and pollutants pervade the world, and with life more hectic than ever, healthy eating is increasingly becoming a challenge. That's where Herbalife comes in. In today's competitive marketplace, Herbalife has unique, proven-effective solutions that work. We offer a simple approach to healthy living that has worked for millions of satisfied customers. A powerful wellness brand delivers good health naturally. It becomes more than a state of mind, and more a part of who you are. Healthy living. It's the cornerstone of well-being.

It's what Herbalife is all about



The Herbalife Legacy

From the beginning, Herbalife was on a mission to improve health and well-being by finding a nutritious way for people to live balanced, healthy lives. Founder Mark Hughes had a clear and straightforward vision: simplified nutrition with life-changing results. He revolutionized the weight-loss industry with cutting-edge products that combined the best of science and nature. His vision flourished and

Herbalife grew one customer at a time. Today, Herbalife is available in 56 countries, and thanks to Mark, millions of people are living healthier, more fulfilling lives. Twenty-three years later, that commitment to simplified nutrition is alive and well, and Herbalife is bringing good health to more people than ever. It's what drives us forward as we set a course to become the weight-management and nutrition company in the world.

The Herbalife Brand

Healthy Living is more than an idea that we share with our customers. It encompasses everything the Herbalife brand offers from our Inner and Outer Nutrition® products to the business opportunity to the lifestyle both customers and Distributors achieve with Herbalife. Good nutrition is the cornerstone to looking and feeling your best and living life to its fullest. And at Herbalife, we are committed to providing the knowledge you need to



simplify nutrition. Our effective products and personalized approach help you optimize your results so you can enjoy a lifetime of well-being. Anyone who has used Herbalife's products or embarked on the business opportunity understands that Herbalife offers a total nutrition solution that can transform your life. The essence of healthy living is what defines Herbalife. It's what brings our brand to life. As we work to establish Herbalife as the most recognized weight-management and nutrition company in the world, we are spreading this message of a lifetime of well-being, making it strong, recognizable and so powerful that Herbalife and nutrition ultimately become synonymous.



*"Herbalife is **committed** to ensuring that each and every Distributor achieves success. Distributors are the heartbeat of this company. They are **transforming** lives and leading Herbalife toward becoming the premier **weight-management** and nutrition company in the world. Distributors are the most important part of who we are and what we do. And Herbalife supports their success in every way we can."*

—Carol Hannah & Brian Kane, Co Presidents

committed

Herbalife is committed to providing Distributors with the highest-quality products, the best marketing plan and the best training in the industry to ensure that success is within reach for everyone who becomes an Herbalife Distributor.

transforming

Herbalife transforms lives. From the person who has lost 100 pounds to the homemaker who turned a monthly income of \$500 into enough money to support her family. Herbalife provides an opportunity to redesign your life and make it what you've always dreamed of.

weight management

Our dedication to improving lives. Our commitment to advanced nutrition based on cutting-edge science. Our groundbreaking products. Together, these elements make Herbalife one of the most valued and recognized weight-management and nutrition companies in the world.

The Herbalife Difference

With so many weight-management and nutrition products in the marketplace, it can be confusing—even elusive to know which one is best. Thankfully, Herbalife stands out as the clear choice for good health. What makes Herbalife so different? The Herbalife difference is you—the Distributor! The personal touch you provide inspires success from the moment customers begin taking the products. And your



commitment to follow up empowers each customer to get the weight off—and keep it off for a lifetime. It provides the motivation a customer needs to fit into her dream dress on her wedding day. It gives that customer who needs to improve his health the push make healthy living a part of every day. And it provides the inspiration for people everywhere to realize their dreams are all within reach. Millions of satisfied customers have achieved success thanks to the one-on-one service Herbalife Distributors have provided over the last 23 years. It's what sets us apart from the competition. And it's what keeps people coming back.



*“Our jewelry business had failed, we were \$500,000 in debt and bankrupt when we found **hope** for a better life in the Herbalife business opportunity. All that was required of us to get started was a desire to change, a commitment to hard work and being open to learning new skills. In less than three years, our financial woes turned into financial prosperity and we've received incredible **recognition**. Now we earn more money than ever, and are living proof that **dreams can come true** with Herbalife.”*

—Craig & Caroline Tsutakawa, President's Team Members

hope

To wish for a happier, healthier life is human nature. To actually live that life is the result of great opportunity and determination. With Herbalife, hope for a better life is more than a wish for the future. It's a reality you can achieve.

recognition

Reward and recognition are the backbone of Herbalife. We know you work hard, and it makes it all seem worthwhile when you're recognized in front of your peers for a job well done.

dreams can come true

Owning your own home, driving a brand-new car and taking extended vacations with your family. Through the Herbalife business opportunity, the lifestyle you've hoped for is always within reach.

What Defines Us

When you think about Herbalife, what characteristics come to mind? There are several qualities that make Herbalife unique, but there are three in particular that define successful Distributors, who are, after all, the heartbeat of the company. Inspiring. Caring. Straightforward. **INSPIRING.** It's the Distributor who has lost weight, improved her health and is sharing her transformation with others, and motivating them to do the same. **CARING.** It's the Distributor who goes that extra mile to ensure that the customer who's failed every other attempt to lose weight, not only succeeds



with Herbalife, but learns to dream even bigger. **STRAIGHTFORWARD.** It's the Distributor who proudly wears her Herbalife button everywhere she goes, and talks to everyone she meets about the extraordinary business opportunity and products. Inspiring, caring, straightforward. When Distributors combine these three truly unique company characteristics, it's clear that the Herbalife brand personality is much bigger than the products or the business opportunity. It's an experience that transforms people's lives.



*“It's my responsibility to **understand** the needs of every Distributor. The daily contact and constant **communication** I have with Distributors helps strengthen the company—from the inside out. Keeping an open dialogue helps us better serve and support Distributors so that they achieve **success** at every level of the business.”*

—Olinka Rubadiri, Distributor Relations Representative

understand

When a Distributor understands his customer, when an upline can comprehend what it's going to take for her downline to reach the next level, and when the company can understand the needs of its Distributors, the sky's the limit on what can be achieved.

communication

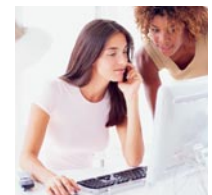
Having an open dialogue between Distributors and Home Office allows us to work together as a family. Strong communication lets us grow as a team, while helping Herbalife achieve the highest levels of success.

success

Employees share in the success of the company by supporting the efforts of Distributors. They ensure that Distributors have the best training tools and support systems so that they can take Mark Hughes' message of good nutrition to even more people around the world.

Using the Brand to Build Your Business

A brand is only as powerful as the total experience it delivers time and time again. By establishing a brand promise that puts a lifetime of well-being within reach, we are taking the first step in ensuring that Herbalife stands out in the marketplace. People want good health more than ever today and that's why the wellness industry is experiencing a revolution like never before. As a result, Herbalife is increasingly more important in the marketplace, and of more value to consumers. Now more than ever we must build our brand. The more familiar people become with our brand, the more credible we become. And the more credibility we have, the easier it is for you to build



your business. You embody the Herbalife brand in all that you are and all that you do. With each poster, email, phone call and newspaper ad you place, you are investing in the Herbalife brand and yourself, sharing the Herbalife message.

The Products

With Herbalife, you never have to worry about what vitamins and nutrients your body needs on the inside—or the outside—for optimal nutrition. We take care of that for you. Our combination of Inner and Outer Nutrition® products offer a one-stop solution for all your wellness needs so that you never have to go to another company to achieve simple, healthy living. Our products combine the highest-quality ingredients and adhere to the highest research and standards and scientific integrity, and are always designed with the ever-changing needs of the consumer in mind. And each product is backed by Herbalife's Medical & Scientific Advisory Boards—a research team of medical, scientific and nutritional experts who ensure the quality and effectiveness of each and every product developed. Herbalife strives to ensure that each product developed combines the best of science and nature, making it easier for the body to sustain a vital, healthy energetic lifestyle. In the end, Herbalife delivers healthy living naturally.



*"Despite the fact that I was a doctor, I was overworked and overweight. When I started the Thermojetics® Weight-Management Program it made all the **difference** in the world. I lost 42 pounds and it was **easy**. And I've kept my weight off for over four years. I know from experience that Herbalife is a **weight-loss solution** that works."*

—Dr. Juan Carmona, Millionaire Team and Member of Herbalife's Doctor-Distributor Network

difference

Herbalife has been providing customers with simplified nutrition and one-on-one support for 23 years. Each Distributor serves as a personal coach so that each customer receives the motivation and inspiration they need to achieve good health for a lifetime.

easy

We offer simplified nutrition with life-changing results. Our innovative products have been researched and developed by scientists, doctors and nutritionists to provide advanced nutrition based on cutting-edge science, so that all the hard work has been done for you.

weight-loss solution

At Herbalife we take the guesswork out of weight loss by providing a simple and easy weight-management

program that can fit into even the busiest lifestyle. Weight loss. It's the first step on the road to wellness, and with Herbalife you're sure to get there.

The Business Opportunity

Success knows no boundaries at Herbalife. Our Distributors come from all walks of life, from all cultures and from all over the world. They seek out the Herbalife business opportunity because they want to spend more time with their families. They want to be paid what they're worth. And they want to achieve a sense of balance and well-being that a typical nine-to-five job can't offer. With the Herbalife opportunity, they find all this and more. It blossoms the moment you take the products. It grows stronger once you experience the life-changing benefits of the products. And it comes into full bloom once you've helped someone transform his or her life and achieve healthy living. The Herbalife business opportunity offers the best Marketing Plan in the business, the most cutting-edge products on the market and a chance to promote a product and a lifestyle you can be proud of. Simply put, the Herbalife business opportunity offers you a chance to design a life and earn a living. As a result, it helps people everywhere live the lifestyle of their dreams.



The Herbalife Difference

Premier Weight-Management & Nutrition Company

23 years in the business • 56 countries • Millions of satisfied customers

Inner & Outer Nutrition®

Highest-quality ingredients • Expert research team • Total wellness

Total Distributor Experience


Most committed Distributors • Best customer service • Personalized touch

Outstanding Business Opportunity

Best marketing plan • Recognition and prestige • Rewarding lifestyle

Lifetime of Well-being

Feeling better • Looking better • Living better

 **HERBALIFE** ©2003 Herbalife International of America, Inc. All rights reserved.