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Introduction to Social Media

Social networking websites such as Facebook, Twitter, YouTube, MySpace and online communities like WordPress and Blogger, are among the most popular destinations on the Internet. The Herbalife business is built on personal communication, so these sites may offer important tools and functions that you, as an Independent Distributor, may be using.

Herbalife and many Independent Distributors already use social media channels. At the same time, it is CRUCIAL that we make sure our social media efforts are authentic, transparent and accurate.

Social media can bring us closer to our clients and allow us to quickly communicate accurate information to exactly the people who want it. This guide provides recommendations concerning social media usage as a tool to meet your goals, grow your business, and avoid problems.

How Social Media Affect Your Business

People use social media to create buzz and awareness about brands and talk about products, events, ideas, and whatever else might be important or interesting to them. From a corporate perspective, social media gives us an opportunity to join the global conversation where people are talking about us. Being a part of these conversations allows us to build a positive image and respond to negative comments. This is a challenge as well as an opportunity.

The company currently has a presence on several social media sites including Facebook, Twitter, YouTube, Flickr, and Delicious.

People want the best information on the best products. They look at many sites and talk with their friends to find out as much as they can about a product they are interested in. When they find something they like, they tell their friends. When they find something they don’t like, they won’t hesitate to share their negative opinions with everyone they know. However, if managed properly, social media can be a highly effective marketing tool.

Assuming you’re using these tools, if you send the wrong messages, you can hurt your business, upset clients and damage your reputation. You could even create legal problems for yourself and Herbalife.

Please note that this is a handbook to help outline the parameters of our social media policies. Distributors should also take the time to read our Rules of Conduct & Distributor Policy handbook.

A Simple Strategy for Social Media Success

1. When using social media, you are speaking for yourself, not for Herbalife. Do not act as an official spokesperson for the company and represent yourself in that way. Only Herbalife’s corporate communications team is authorized to speak on behalf of the company.

2. Be transparent. Identify yourself as an Herbalife Independent Distributor.

3. Follow good social media etiquette.

Many online sites have been created in recent years that make it easy for people to connect with each other. The most popular ones are free and reach millions of people.

Social media doesn’t have to eat up your entire day to help your business. In fact, it’s better to start small and keep it simple:

1. Create accounts on just one or two sites (suggestions on where to start are listed below).
2. Set aside a few minutes every day to update your site.
3. Link to Herbalife sites and material. They’re a great resource for videos, nutrition information, and more.
Don't just sell, sell, sell. People will block you out if you do. Instead, mix in information about the other things in your life that you care about, provided you adhere to “Herbalife’s Rules of Conduct and Distributor Policies”. Share information people will find valuable and interesting.

4. Let your social media network build slowly and naturally as you make more connections. As you become more comfortable with social media, you may want to try other sites. Provided you adhere to Herbalife’s “Rules of Conduct and Distributor Policies”, you may link your Herbalife sites to your other sites. This slow-and-steady approach takes time, but if done right, it’s a simple and powerful way to help your business. However, before doing so, please be sure to read Herbalife’s “Rules of Conduct and Distributor Policies”, such as (but not limited to) Section 26 “Electronic Marketing and Promotion”.

Also, please refer to and abide by the Rules in Section 22 “Claims and Representations” regarding a variety of claim types and how the law requires the use of specific disclaimers. For your use and reference, Herbalife maintains the most updated disclaimers on MyHerbalife.com.

General Social Media Good Practices

• Though the web is a public space, sending a business pitch to someone who has not requested information from you could be taken as an invasion of their personal space. Social media is powerful because it encourages “inbound marketing.” Interested people can reach out to you to learn more, and these are people ready to become your customers and potential Herbalife Distributors.

• Social media is best used as a way to share information about products and business opportunities. Any price advertising must be in compliance with the Rules of Conduct and Distributor Policy, including but not limited to, Rule 24-C “Price Advertising”.

• The official Herbalife sites are important resources for you. Use links so that your contacts may be easily connected to the most accurate, up-to-date Herbalife information.

• Take responsibility for what you say. Avoid slang, curse words, and other potentially offensive language. Remember that you can be held personally accountable for comments that a court may deem to be defamatory, obscene, proprietary or libelous, whether those comments are about Herbalife, another company or another person. How you say things will affect how people view your business and the company.

• Be professional and respectful or others, and refrain from posting statements that are false, misleading, obscene, defamatory, libelous, tortuous, degrading, threatening, harassing, hateful, insulting, inflammatory, offensive, unlawful, fraudulent, discriminatory or invade the privacy of others. And if you can’t say something to someone’s face, you shouldn’t be writing it on a social-media site or blog.

• Also, you may not scan part or all of corporate publications for posting on these sites unless Herbalife has granted you permission for the specific use you wish to make; doing so may expose you to copyright liability.

Social Media Sites

• Facebook is the world’s biggest social network, with about 350 million users. When you create a personal profile on Facebook, you can post photos and articles; share upcoming events, connect to (or “friend up”) others; send public or private messages; and join groups focused on specific topics, organizations or locations. Facebook also has added functions such as Facebook Pages that are more useful for businesses. See Appendix 1 for more tips on using Facebook and similar social networks. Once you have created a profile, search for Herbalife’s Facebook profile at “HerbalifeHQ,” and become a fan. We post videos, pictures and information you can use and share with your organizations.

• Twitter is a “microblogging” network. You post short messages up to 140 characters. People who follow your personal profile can read your posts on the main Twitter.com site or through “client” programs such as Tweetie, HootSuite or Tweetdeck. Twitter is a great way for one person to quickly communicate bits of information to a lot of people interested in very specific topics. When you start a Twitter account, search for Herbalife’s Twitter profile at “HerbalifeHQ” (English) or “HerbalifeHQSp”
(Spanish) and then follow it. See Appendix 2 for tips on using Twitter. We tweet a daily nutrition tip in English and Spanish.

- **Social bookmarking** services – including Delicious (which we use), StumbleUpon, Digg and YahooBuzz – let you quickly save and share websites you like with others. You add keywords, sometimes called “tags,” and descriptions of the site. You can use these services to help others find your favorite Herbalife articles.

- **Flickr** is the most popular photo-sharing site. You can post photos of your events and gatherings, share them with participants and link them to your Facebook site. Many Flickr users also allow others to reuse their photos for other projects. To avoid legal problems, check carefully for any restrictions the photo’s owner may put on a specific photo. Photos or the names of any member of Herbalife’s Nutrition Advisory Board, Scientific Advisory Board or Herbalife employees may not be used.

- **YouTube** is the world’s biggest video-sharing site. Video can be a powerful tool, but it requires more technical expertise than many beginners have. We recommend that you link to Herbalife videos on our YouTube channel, “HerbalifeIntl”. You also can easily “embed” our YouTube videos on your own website or blog, and share them on Facebook. If you’re making and posting your own video with music, be aware that you can’t just use any song you want as you will be infringing on a copyright. Due to the potential vast exposure on the Internet, posting recordings would be considered equivalent to having a television or radio advertisement, and Herbalife’s current broadcasting rules do not generally permit such advertising.

**NOTE:** Social media is constantly evolving and these sites may change in the future.

### Building Your Reputation on the Web

**What is corporate reputation?**
A good reputation is one of the most valuable things a company has. It’s the general opinion the public has about a company, its actions, products and employees. Just as a good reputation is important to you, it’s also important to a company.

**Why is reputation important?**
Customers trust a company with a good reputation. They will want to learn more about the company; they are more likely to buy the company’s products; and they will recommend those products to other people. For Herbalife, maintaining our strong reputation is at the core of our social media efforts.

Reputation is more important than ever. Consumers who are upset with a company tell their friends and many others through social media about their negative experience with that company. If a problem develops, everyone will hear about it. It’s best not to create problems and avoid having to fix them later. Herbalife’s corporate communications team regularly monitors these sites and replies when appropriate. Do not reply to a post you consider negative; rather, contact our corporate communications department so they can review the site.

**Protecting your good reputation and Herbalife.**
It can take years to build a good reputation but only moments to destroy it. It is crucial that Herbalife Independent Distributors think carefully about how they communicate with each other and others. Always remember your actions will affect your reputation and Herbalife. YOU ARE THE BRAND.

Follow these principles:

- Always communicate with others on the web in a positive and appropriate way. What you write on the web can be found forever.

- Avoid controversies and arguments. Those who seek arguments already have made up their minds. You’re unlikely to change their mind, and you may say something you regret.

- If you come across negative comments or accusations regarding Herbalife, don’t respond. Contact Herbalife’s corporate communications department and let them decide the best way to respond.

- Always be sincere. No one likes a phony, and the Internet users can quickly sniff out people who aren’t genuine about how they represent themselves.
Follow the Law. Protect Your Business and Herbalife

Herbalife and its Independent Distributors must follow laws, regulations and professional-conduct standards from governments, trade groups and other organizations. These standards exist to protect consumer health and safety. They also affect how we talk about our products.

You are the brand and the “face” of Herbalife to the public. This is especially true online. The way consumers view Herbalife often will be shaped by the experience they have with you. Millions of people can easily find the information you provide on the Internet about Herbalife products and business opportunities. Therefore, you must provide only clear, accurate and objective information about Herbalife products, earnings opportunities, and business model. Remember:

- Use only Herbalife-approved materials to talk about our products. Rely on labels and similar official materials to describe how to use the products. Pay attention to any possible warnings or cautions.
- Do not use unapproved text material or images with Herbalife products.
- Do not claim the products have any medical, therapeutic or curative properties. Products are not intended to diagnose, treat, cure or prevent any disease.

Representing Herbalife on the Internet

As an Herbalife Independent Distributor, you must comply with Herbalife's Rules of Conduct and Distributor Policy and any other rules which are included but are not limited to the rules referred to below.

- Do not use the Herbalife name or other Herbalife brand names in your site name and e-mail addresses. According to Rule 26-B, Domain Names, Email Addresses and Websites:
  Distributors may not use the name "Herbalife®," Herbalife®/Shapeworks®, trade names, Herbalife®/Shapeworks® product names, or other intellectual property of Herbalife (or any variations thereon) in domain names (URLs), the titles for any pages within websites (including, but not limited to, home pages), or email address. However, the Herbalife name and product names may be used in search engine Meta tags and title tags. In the case of a domain name violating this rule, Herbalife shall have the right to require the owner to transfer it to Herbalife immediately.

- Always use the “Herbalife Independent Distributor” logo and identify yourself as an independent distributor in your postings. Always identify yourself as an Independent Distributor if using the Herbalife logo or button.

- Keep personal data of consumers and site users confidential. Personal data should not be sold or given to another, and its use should always comply with federal and state laws, as well as Herbalife’s Rules of Conduct and Distributor Policies, such as Rule 26-L “Privacy Statements”: Distributor websites that promote Herbalife’s products or income opportunity, or any other relationship with Herbalife, must maintain the confidentiality of consumers and site users by complying with the privacy laws in each country from which they receive consumer information. Distributors must post, in a prominent location, a “Privacy Statement” that informs consumers whether or not personal information is being collected about them and how such information will be used.

  Also Rule 26-M “Consumer Data” states: Distributors may not sell, trade, or use consumer or site user information, except in connection with Herbalife’s products or Herbalife’s income opportunity. If any person or entity requests that their information not be used, the Distributor must immediately honor such request.

- Most people do not like getting unauthorized emails from people they don't know. If permission has not been obtained, don’t send Herbalife material. Spamming is illegal and is likely to annoy people and negatively affect your (and Herbalife's) reputation rather than create new customers. Please
refer to Herbalife’s Rules of Conduct and Distributor Policies, Rule 26-E “E-Mail” and Rule 26-F “discontinuance of e-mailing”.

- Each site has terms of use about what communications are allowed. Its users will expect you to follow those rules. If you don’t, they will complain and can possibly get your account closed down.

- Do not use pressure tactics in closing sales, which can easily backfire online, causing complaints. People have the right to choose when they want to buy. Do not try to force them to decide before they are ready. Pressure tactics endanger your relationship with clients and can harm your (and Herbalife's) reputation as ethical and honest providers of quality products.

Please take note of the Rules of Conduct and Distributor Policies, Rule 21-A “Undesirable Selling Practices”, which states: A Distributor shall not engage in high-pressure selling but shall always conduct themselves in a courteous and considerate manner. All presentations of Herbalife products must be complete and truthful, including but not limited to, instructions on the usage directions and precautions if any, as specified on the product labels and any accompanying literature.

In addition, be mindful that the only required purchase in order to become, succeed or advance as a Distributor is the Mini IBP or, at the Applicant's election, the full Herbalife IBP, without any markup or profit to the Sponsor or the Sponsor's upline.
Appendix 1: Tips for Success on Facebook

Facebook is the world’s biggest social network. Follow these tips:

- **What are friends for?** Many people add anyone they can. But social media is about having the right connections, not just any connections. That’s particularly important on Facebook, which limits to 5,000 the friends you can have on a personal account. But even several hundred friends can overwhelm you with invitations to join causes, apps, chat sessions, and events.

- **Don’t over share.** As on Twitter, it’s important to remember that quality is more important than quantity. You don’t need to write a status update on every meal, or even every Herbalife product sold. You can talk about a range of interests, providing you adhere to Herbalife’s “Rules of Conduct and Distributor Policies” (See rule below).

- **Avoid the quizzes.** Facebook apps include an endless array of quizzes, games and other diversions. Avoid them. Some are security risks, and others shouldn’t be on the same page you’re using to present a professional face. It’s okay to click the “ignore” button.

- **Use Facebook Groups selectively.** Too often, people create groups on Facebook and invite everyone they know. Send invitations only to the people most likely to be truly interested.

- **Watch the birdie.** Don’t post photos that show people in inappropriate or unprofessional settings. And check your photo albums to see what others have posted with you in them. Facebook lets photos of you posted on other profiles to show up in your profile if you’ve been “tagged” as part of the picture. If you don’t like the photo, click the “untag” button (this is a permanent decision), or ask your friend to remove the photo.

- For example (but not limited to) Rule 8-B “May Not Associate Other Organizations With Herbalife” which states: The Herbalife business is an equal opportunity, regardless of gender, race, religious beliefs or political affiliations. It is our philosophy that everyone has a personal right to their individual beliefs and the freedom to choose.
  - Therefore, when training their organization or other Distributors, or selling products or offering the business opportunity, Distributors are not permitted to promote, discuss or offer, any company, organization or individual other than Herbalife, its staff and its Distributors. Likewise, Distributors may not include literature or other material that promotes any other organizations or individuals, whether religious, political, business or social or that implies any association between Herbalife and any other organization.
  - Herbalife meetings may not be used as a forum to express personal beliefs or promote any other organization, company, event or individual.
Appendix 2: Growing Your Twitter Influence

The tips below will improve your Twitter site, grow your business, and help you to avoid problems. Twitter is far less complex than Facebook and other sites. What’s surprising is how much you can do in 140 characters. Remember:

- **Talk about more than Herbalife.** This is the single most important point for success in all social media. You can talk about a range of interests, providing you adhere to Herbalife’s “Rules of Conduct and Distributor Policies” (See rule below).

  You’ll attract followers interested in those other subjects. Then you can introduce them to Herbalife.

- **Avoid running coverage of live events.** A single blog post is better than 80 tweets in two hours if you’re writing about an ongoing event.

- **Don’t just hit “reply.”** Don’t type a three-word reply to someone’s tweet. Everyone will see it; no one will understand it. A “direct message” to the recipient is better.

- **Avoid abbreviations.** Abbreviations can be bewildering. Use full words everyone can understand.

- **Remember where you are.** Posting a tweet at a funeral or at the altar of your own wedding, as people have done, won’t be popular with others.

- **To follow or not.** You don’t have to follow everyone who follows you. If you build a big following, you can’t possibly track what thousands of others are tweeting. They are following you because you have something interesting to say. Say it.

- **Credit where credit is due.** It’s smart to repeat, or retweet, useful posts by others. Give them credit by putting RT@theirusername at the start. If that makes the retweet too long, either shorten the post and put an ellipse (…) at the end, or gently edit the original. You can start by re-tweeting information the company puts out at [www.twitter.com/herbalifehq](http://www.twitter.com/herbalifehq).

- **Twitter is public.** Whatever you write, others can find it online for months or years to come. Therefore, it is important to be mindful of your communications, as well as any restrictions outlined in Herbalife’s “Rules of Conduct and Distributor Policies” (See rule below).

- **Provide value.** Make each tweet a tiny, thoughtful email to your followers. Remember, quality is more important than quantity.

- **Connect offline.** Use Twitter to create informal gatherings with your followers. Tools such as Twitvite make it easy to manage.

- **Listen.** Read your followers’ tweets when you can. Use the hashtag function (putting the # sign in front of a search term) to see what people are saying about topics you care about.

- For example (but not limited to) Rule 8-B “May Not Associate Other Organizations With Herbalife” which states: The Herbalife business is an equal opportunity, regardless of gender, race, religious beliefs or political affiliations. It is our philosophy that everyone has a personal right to their individual beliefs and the freedom to choose.

  - Therefore, when training their organization or other Distributors, or selling products or offering the business opportunity, Distributors are not permitted to promote, discuss or offer, any company, organization or individual other than Herbalife, its staff and its Distributors. Likewise, Distributors may not include literature or other material that promotes any other organizations or individuals, whether religious, political, business or social or that implies any association between Herbalife and any other organization.

  - Herbalife meetings may not be used as a forum to express personal beliefs or promote any other organization, company, event or individual.
Appendix 3: Other Online Tools

- **Chat** Google, Yahoo, Microsoft and Apple are among the companies that offer free chat programs that you can use to communicate with groups of colleagues, and customers. Some even allow simple videoconferencing.

- **Skype** offers numerous telephone-like capabilities, including conference calls, audio-only calls, SMS messages and public and private text chat rooms. Connecting to other Skype users is free. For very modest fees, you can call people on traditional phone lines using Skype, even internationally.

- **All-in-one programs** have popped up that make it easier to post the same material to several sites, or to manage multiple accounts on Twitter or other sites. As you join more sites, these programs can help you manage your accounts. Some of the most popular are:
  - **Ping.fm** makes it easy to post Twitter-length material to as many as 40 different sites at once;
  - **TweetDeck** can post to Twitter, LinkedIn, Facebook and Myspace accounts;
  - **HootSuite** provides access to Twitter, LinkedIn, Facebook (and Facebook Pages) and even Ping.fm. Multiple people can be authorized to add material to your accounts. It also makes it easy to analyze who is reading which posts. HootSuite also offers an iPhone app.
  - **FriendFeed** makes it easy to see a wide range of information from various social media sites, blogs, Twitter and elsewhere, and in turn share that material on your phone, website, blog, Facebook site and Twitter feed.
  - **Gist** ties together your social media contacts with your email contacts in a personal version of what’s called customer-relations management.
  - **Ning** This site’s tools let you create your own social network. Though Ning makes it relatively simple to create these networks, only experienced hands should try this.

**NOTE:** Social media is constantly evolving and these sites may change in the future.