

shake up your day,
every day

with

formula 1

a healthy meal



HERBALIFE®

Why Formula 1

- People's lives have become so busy that getting proper nutrition is more difficult than ever. Formula 1 provides an easy solution for families.
- Herbalife's Formula 1 nutritional shakes combine the benefits of personalized nutrition with convenience so you can enjoy healthy, delicious meals and easily make managing your weight part of your lifestyle.

Formula 1

A DELICIOUS, NUTRITIOUS WAY TO STAY HEALTHY

Formula 1 allows you to personalize your shake with protein to fit your body type and goals, and fruit for additional nutrients and flavor combinations.



A HEALTHY MEAL

For over 30 years, Formula 1 has provided balanced nutrition in a low-fat, soy protein shake!

- Helps manage weight for better health
- Contains 9 g of protein and healthy fiber
- Nourishes your body with Cellular Nutrition
- Includes up to 21 vitamins, minerals and essential nutrients
- Available in a variety of delicious flavors
- Customize with Personalized Protein Powder or Protein Drink Mix for additional protein benefits

A healthy, active lifestyle starts with being at your ideal weight.

Formula 1 Instant

JUST ADD WATER. SHAKE. AND ENJOY!

Formula 1 Instant is all the goodness of your complete Formula 1 shake you blend at home – including 20 g of protein, calcium and the antioxidants of a serving of fruit – in a water-mixable shake. It's rich, creamy and delicious, and ready in 10 seconds so you can enjoy a healthy meal when you're on the go!



IT WATERS DOWN THE COMPETITION

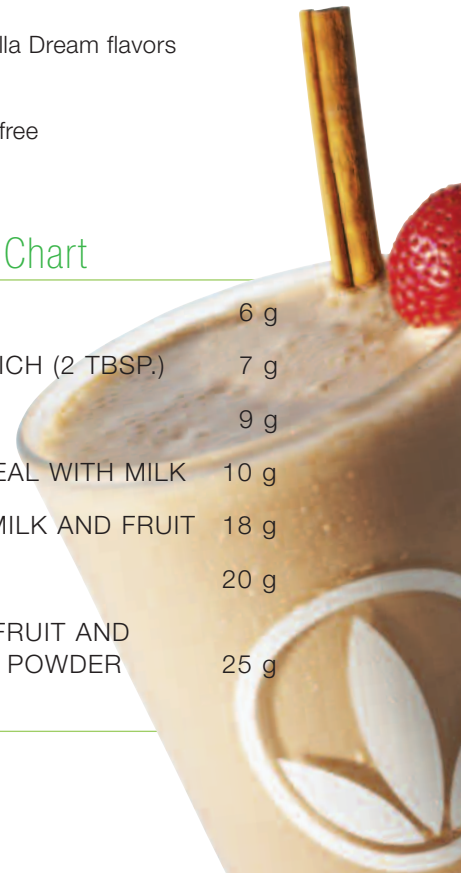
No other nutritional beverage has ALL of the benefits of Formula 1 Instant.

- 20 g of protein
- Calcium equivalent of one glass of milk, but lactose-free and dairy-free
- Antioxidants equal to a serving of fruit
- 24 vitamins and minerals
- Creamy Chocolate and Vanilla Dream flavors
- 0 trans fats
- Cholesterol-free and wheat-free
- Kosher



Protein Comparison Chart



HARD-BOILED EGG	6 g
PEANUT BUTTER SANDWICH (2 TBSP.)	7 g
FORMULA 1 WITH WATER	9 g
AVERAGE BOWL OF CEREAL WITH MILK	10 g
FORMULA 1 WITH SKIM MILK AND FRUIT	18 g
FORMULA 1 INSTANT	20 g
FORMULA 1 WITH MILK, FRUIT AND PERSONALIZED PROTEIN POWDER	25 g



Retailing Tips: FORMULA 1





					
Who to Target 	New Weight-Management Customers	Moms	Busy Professionals and Hourly Workers	Prime Timers (Ages 50+)	Gen H (Ages 18–29)
Why Formula 1 	People struggling with weight management want to improve nutrition while working toward their weight-management goals.	Moms want to stay healthy and have energy as they take care of their family. Formula 1 is an easy solution when time is limited.	In today's "fast-food" world, these customers often do not have the time or the option to eat as healthy as they would like.	Prime timers want optimal good nutrition to maintain their vitality and active lifestyles.	They'll be the first to admit they do not eat healthy enough. Formula 1 offers a convenient way to obtain better nutrition.

DOLLARS AND SENSE


 $+$

 $=$

\$3.30/canister serving
\$3.67/individual packet serving

Formula 1 Instant 1 serving Water 8 oz.


 $+$

 $+$

 $+$

 $=$

\$1.55 (Formula 1 Healthy Meal Nutritional Shake Mix with nonfat milk)/serving
\$2.38 (with Personalized Protein Powder, nonfat milk and fruit)/serving

Formula 1 1 serving Personalized Protein Powder 1 tbsp. Nonfat Milk 8 oz. Fruit 1 oz. \$0.31[†]

\$1.21 \$0.52 \$0.34* \$0.31[†]

*Pricing established from research on vons.com.

[†]Price stated is the mean of published prices, less taxes, in grocery stores in Los Angeles, CA, and New York, NY.

Retailing Tips: FORMULA 1 INSTANT

Existing Formula 1 Customers

These customers already value the benefits of Formula 1 and will respond favorably to the ease and convenience of this portable addition to the line because it's:

- Perfect as a second shake
- Fast when time is limited or there is no blender handy
- Delicious and results-oriented like the original Formula 1





Attention, Movers & Shakers

GROW YOUR BUSINESS WITH FORMULA 1!

Formula 1 is Herbalife's foundation of weight management and healthy nutrition. With over 30 years of proven success, the line is the No.1 gateway that attracts people into the business. Over 1,000,000 shakes are consumed every day in over 80 countries around the world!

PRODUCTS

FORMULA 1	\$36.15
Cafe Latte	#2775
Cookies 'n Cream	#3110
Dutch Chocolate	#3107
French Vanilla	#3106
Kosher	#0145
Piña Colada	#3141
Wild Berry	#3108
Specific Nutritional Needs	\$38.60
Allergen-Free,* Vanilla	#3117

*Free from soy, dairy and gluten.

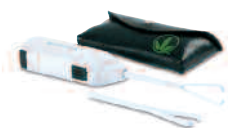
FORMULA 1 INSTANT	12-Serving Canister	12 Packets
	\$36.95	\$44.05
Creamy Chocolate	#2794	#2796
Vanilla Dream	#2795	#2797



ORDER TODAY!



DISTRIBUTOR TOOLS



MINI MIXER
#8128 \$4.35



POWER MIXER
#8112 \$16.50



DELUXE SHAKER CUP
#7094 \$8.35



SHAKER CUP
#8477 (Single Cup) \$2.50
#8478 (Set of 5) \$12.10



MEASURING SPOON
#8635 (Set of 10) \$8.75

ONLINE TOOLS

At MyHerbalife.com, access a variety of tools that will help grow your business:

- Product Spotlight Videos
- Product Training Slides
- Flyers
- Postcards

Click Tools & Training → Product → Product Information → Weight Management → Core Products.

