

Formula 1 Healthy Meal Nutritional Shake Mix What Is It?

- A nutritious meal replacement shake mix with protein, fiber, and up to 21 essential vitamins and minerals.
- Available in a variety of delicious flavors: French Vanilla, Mint Chocolate, Dutch Chocolate, Wild Berry, Cookies 'n Cream, Piña Colada, Cafe Latte and Dulce de Leche; plus two additional options for specific nutritional needs: Allergen-Free* and Kosher.

*Free from soy, dairy and gluten.



Formula 1 Healthy Meal Nutritional Shake Mix How Does It Work?

- Provides a healthy meal with balanced nutrition, including 9 grams of heart-healthy soy protein to help you feel full and stay satisfied.
- Drink a shake twice daily to lose weight, or once daily for weight management and good nutrition, as part of a program that includes healthy meals and regular exercise.*

*An extensive questionnaire generated responses from more than 200 U.S. Herbalife Independent Distributors about their weight-loss programs and results. They reported weight loss ranging from 4 pounds to 167 pounds and a reduced body mass index (BMI) of 1.5 points to 24.1 points, suggesting that consumption of Herbalife® products is associated with weight loss and improvement in BMI in those ranges.



Formula 1 Healthy Meal Nutritional Shake Mix Why Is It Important?

- In the United States, over two-thirds of adults are overweight.*
- Western diets are low in fiber, high in fat and lacking in nutritional value.
- Formula 1 shakes include protein, fiber and essential nutrients to support healthy weight management and overall good health.

*U.S. Department of Health and Human Services, 2010.



Formula 1 Healthy Meal Nutritional Shake Mix Herbalife Unique Solution

- Scientifically formulated to nourish your body and contains nutrients to help support metabolic functions at the cellular level.
- May be a part of a personalized Herbalife program that includes Formula 2 Multivitamin Complex, Personalized Protein Powder and Formula 3 Cell Activator®.



Formula 1 Healthy Meal Nutritional Shake Mix Key Message

- A Core Product for Cellular Nutrition.
- A nutritious meal replacement shake for weight management and overall good health.



Formula 1 Allergen-Free* What Is It?

- The perfect nutritional solution for those with common food allergies – because it's free from soy, dairy and gluten.
- Rice, pea and sesame proteins together deliver 9 grams of protein.
- Excellent source of antioxidant vitamins A (as beta-carotene), C and E.
- Packed with 20 vitamins and minerals as well as fiber.
- Includes acerola cherry, pomegranate and blueberry.



*Free from soy, dairy and gluten.

Formula 1 Allergen-Free* How Does It Work?

- **For soy allergies:** Mix with skim milk, rice milk or almond milk.
- **For dairy allergies:** Mix with rice milk, almond milk or soy milk.
- **For gluten allergies:** Mix with skim milk, rice milk or soy milk.
- **For soy, dairy and gluten allergies:** Mix with rice milk.

*Free from soy, dairy and gluten.



Formula 1 Instant What Is It?

- The goodness of the Formula 1 you make at home – in a water-mixable powder.
- Excellent source of protein, and packed with 24 vitamins and minerals, including antioxidant vitamins C and E.
- Available in two flavors: Creamy Chocolate and Vanilla Dream.



Formula 1 Instant How Does It Work?

- A nutritious meal replacement shake for weight management and overall good health.
- 10 seconds to a healthy meal!
- Formula 1 Instant can be mixed anywhere.
- Just shake and go!



Formula 1 Instant Why Is It Important?

- All-in-one nutrition in a convenient, water-mixable formula.
- Higher in protein (20 grams) and lower in carbohydrates when compared to many competitive products.
- Excellent source of antioxidant vitamins C and E.
- Has a great taste with a smoother, creamier texture than other water mixables.



Formula 1 Instant Herbalife Unique Solution

- Formula 1 Instant mixes with water to provide all-in-one nutrition.
- Provides 20 grams of protein.
- Calcium equivalent to 1 glass of milk.
- Kosher certified.



Formula 1 Instant Key Message

- 10 seconds to a healthy meal.
- Convenient for people who are on the go.
- Healthier and more nutritious than many convenience foods that are only energy (calorie) dense.



Formula 1 Express Meal Bar What Is It?

- Packed with 21 vitamins and minerals.
- A meal replacement with 15 g of protein and 5 g of fiber.
- Good source of iron
- Excellent source of antioxidant Vitamins C & E.
- 7 bars per box, 200 calories each; Individually wrapped bars provide a nutritious meal that's convenient for on-the-go use.
- Cookies 'n Cream flavor.



Formula 1 Express Meal Bar How Does It Work?

- Provides a high protein and fiber meal replacement for good nutrition and weight management.
- 15 g of protein; excellent source of protein that helps maintain lean muscle mass.
- 5 g of fiber; excellent source of fiber.
- Sweetened with fructose, molasses, dextrose, stevia leaf extract and sugar.
- Substitute one or two meals per day with a delicious Formula 1 Express Meal Bar.



Formula 1 Express Meal Bar Why Is It Important?

- Consuming fewer calories, making informed food choices, and being physically active to attain and maintain a healthy weight.*
- Western diets are low in fiber and lacking in nutritional value.
- Formula 1 Express Meal Bars include protein, fiber and essential nutrients to support healthy weight management and overall good health along with diet and exercise.

*The 2010 Dietary Guidelines for Americans: <http://www.cnpp.usda.gov/Dietaryguidelines.htm>,



Formula 1 Express Meal Bar Herbalife Unique Solution

- Scientifically formulated to be a nutritious meal with balanced nutrition, providing 200 calories per serving.
- Use with Formula 2 Multivitamin Complex and Formula 3 Cell Activator to complete the Herbalife Core Cellular Nutrition Program.



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Formula 1 Express Meal Bar Key Message

- A tasty, nutritious, and convenient way to expand your Formula 1 meal options.
- A high protein and fiber meal replacement for good nutrition and weight management.
- Individually wrapped bars are delicious, nutritious, and ready to go when you are.



Formula 2 Multivitamin What Is It?

- A daily multivitamin with 22 essential vitamins and minerals, including folic acid, calcium and iron.
- Tablet form.



Formula 2 Multivitamin How Does It Work?

- Supplies vitamins and minerals to support overall good health and vitality.*
- Provides nutrients for bone health and normal immune function.*



*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.

Formula 2 Multivitamin Why Is It Important?

- Stress, poor diet and exposure to pollutants can influence nutritional needs.



Formula 2 Multivitamin Herbalife Unique Solution

- Scientifically formulated to nourish your body and support metabolic function at the cellular level (Cellular Nutrition).*
- May be a part of a personalized Herbalife program that includes Formula 1 Healthy Meal Nutritional Shake Mix, Personalized Protein Powder and Formula 3 Cell Activator®.



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Formula 2 Multivitamin Key Message

- A Core Product for Cellular Nutrition.



Formula 3 Cell Activator[®] What Is It?

- Aloe vera may help support the body's absorption of micronutrients.*
- Pycnogenol[®] supports cellular energy production.*
- Contains select ingredients with antioxidant activity.*
- Capsule form.



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Formula 3 Cell Activator[®] How Does It Work?

- Contains aloe, which may help support the absorption of micronutrients.*
- Contains alpha-lipoic acid, an antioxidant known to combat the effects of oxidative damage by free radicals and support the integrity of the mitochondrial membrane.*
- Mitochondria are known as the “powerhouse” of the cell and produce energy to drive numerous biological processes. Over time, free radicals can damage membranes surrounding the mitochondria, reducing the efficiency of cellular energy production.



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Formula 3 Cell Activator[®] Why Is It Important?



- Poor diet, poor digestion and high levels of stress can damage cells.
- Pycnogenol[®] supports cellular energy production.*



*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.

Formula 3 Cell Activator[®] Herbalife Unique Solution

- Provides Cellular Nutrition – scientifically formulated to nourish your cells and antioxidant support.*
- May be personalized with an Herbalife program that includes Formula 1 Healthy Meal Nutritional Shake Mix, Formula 2 Multivitamin Complex and Personalized Protein Powder.



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Formula 3 Cell Activator[®] Key Message



- May help support micronutrient absorption and cellular energy production.*



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