The statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.
Introduction to Evaluation

- Begins the Wellness Conversation
- Start building relationship with client
- Validate the information we provide

Live healthier, live better
Every day we search for ways to feel better; this makes our days more enjoyable for ourselves as well as those around us. The recipe for success is a balanced diet combined with sufficient water intake, along with exercise. By combining these three keys to daily wellness, you are giving yourself the opportunity to feel good day after day.

What is Wellness?
"The condition of good physical and mental health, especially when maintained by proper diet, exercise and habits."
~American Heritage Dictionary

"It’s about feeling better and looking better!"
~Mark Hughes, Founder, Herbalife

"Wellness is about waking up every morning and having enough time, energy and freedom to live the life you want!"
~Author Unknown

Good nutrition is vital to wellness and enhances the overall quality of life. Unfortunately, Americans’ busy lifestyles don’t support the healthy choices that can help prevent the development of problems in later years.

Today most people are not getting what science considers necessary for optimal health in terms of diet, exercise or lifestyle habits.

Although you may not be able to change your habits overnight, you can address these factors gradually. You can decide, for example, to discover the pleasure derived from healthy eating, regular physical activity, and drinking enough water throughout the day.

This booklet will help you learn how to do that. I hope you will enjoy learning about steps you can take to put more years in your life, and more life in your years through optimum wellness.

Dr. David Heber, M.D, Ph.D, F.A.C.P, F.A.C.N., Professor of Medicine and Director, UCLA Center for Human Nutrition*

*This is for information purposes only. The University of California and Herbalife provide specific disclaimers in our Terms of Service or User Agreement Policy.
What is Wellness?

- Review the various definitions of Wellness
- Ask your client “What does Wellness Mean to You?” to begin the conversation
- Listen to their response to gain understanding of what they may be looking for
Good nutrition is vital to wellness and enhances the overall quality of life. Unfortunately, Americans’ busy lifestyles don’t support the healthy choices that can help prevent the development of problems in later years. Today most people are not getting what science considers necessary for optimal health in terms of diet, exercise or lifestyle habits.

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*This is for educational purposes only. The University of California does not endorse specific pharmaceutical services or medical companies.
America’s Need of Wellness

- Helps them be present to the current state of health in U.S.
- “This is why I do what I do…”
- Acknowledge that the statistics may sound very familiar to them
Why is America in Need of Wellness Today?

“On the whole, Americans are more unhealthy than ever,” says Dr. David Heber, Chairman of Herbalife Medical & Scientific Advisory Board. “Poor nutrition, stress, pollution and other factors continue to raise the risk of a variety of illnesses and obesity.”

America’s Vital Statistics

The USDA Center for Nutrition Policy & Promotion states that dietary factors are associated with four of the ten leading causes of death in the United States:

- Heart disease
- Cancer
- Stroke
- Diabetes

50% or more of these deaths are diet-related.

70% of all doctor visits are from diet-related conditions with the #1 complaint being fatigue.

65% of the U.S. population is overweight in addition to the 25% of children between the ages of 6 and 19 who are overweight.

The AAOA also reports that being overweight during childhood and particularly adolescence is related to increased morbidity and mortality in later life. Adverse health effects associated with overweight children and adolescents are:

- Asthma
- Diabetes type 2
- Hypertension
- Orthopedic complications
- Psychosocial effects & stigma
- Sleep apnea

Highlight four of the leading causes of death in the U.S.
A Career in Wellness

Why is America in Need of Wellness Today?

"On the whole, Americans are more unhealthy than ever," says Dr. David Heber, Chairman of Herbalife Medical & Scientific Advisory Boards. "Poor nutrition, stress, pollution and other factors continue to increase the risks of a variety of illnesses and obesity."

America's Vital Statistics

The USDA Center for Nutrition Policy & Promotion reports that dietary factors are associated with four of the leading causes of death in the United States:

- Heart disease
- Cancer
- Stroke
- Diabetes

"The Journal of the American Medical Association cites that diabetes deaths have risen 66% from 1979 - 2002 and reasoned that America's obesity problem could be boosting diabetes deaths."

50% or more of these deaths are diet-related.

70% of all doctor visits are from diet-related conditions with the #1 complaint being fatigue.

65% of the US population is overweight in addition to the 25% of children between the ages of 6 and 19 who are overweight.

- 50%+ of those deaths are diet-related!
- Fatigue is #1 complaint
- First generation of children who are predicted to have a shorter life expectancy than their parents

The AOA also reports that being overweight during childhood and particularly adolescence is related to increased morbidity and mortality in later life. Adverse health effects associated with overweight children and adolescents are:

- Asthma
- Diabetes type 2
- Hypertension
- Orthopedic complications
- Psychosocial effects & stigma
- Sleep apnea

Making the world healthier.
How Did This Happen?
The increase of technology and packaged foods, our dependence on motor transportation rather than walking, our sedentary lifestyle, and our busy schedules that leave us little time to prepare healthy meals or exercise have led us down a more path. Gaining weight and getting sick is easier than ever.

Our busy lifestyles don’t support the healthy choices that can help prevent the development of problems in later years. Today, many Americans are not getting what doctors consider essentials for optimal health in terms of diet, exercise or lifestyle habits.

Factors That Impact Health
- Fast food diets that are high in fat and low in nutrients.
- Overly-processed, convenience foods.
- Sedentary lifestyle.
- Pollution.
- Stress.
- Certain medications.
- Lack of dietary fiber from fruits, vegetables and whole grains.
- Not enough healthy sources of protein in our diets to support healthy muscle and bone.
- Lack of proper rest.
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The Good News!

Although these statistics are disturbing, there is good news. Since you control your diet and activity level, you have the power to improve your immediate and future health. All you need is the right information and the desire to change bad habits.

Remember, improving your state of wellness can be a gradual process. The first step can be simply addressing the Keys to Optimum Wellness below and making the adjustments necessary so that you can improve your wellness starting today.

The Keys to Optimum Wellness

1 – Balance Your Diet
You need to get enough of the right foods including colorful fruits and vegetables, protein, good carbohydrates and just enough good fats for the taste you want. You also need vitamins, minerals and fiber from dietary supplements to provide the nutrition missing from your diet that your cells need for good health.

2 – Exercise Regularly
Regular exercise can help you feel and look your best. Exercise conditions your heart and relieves stress and makes it easier to achieve and maintain a healthy body weight.

3 – Drink Lots of Water
Your body is about two-thirds water. In an average day, you lose at least one pint of water even without excessive sweating. To feel your best, you should drink 6 to 8 glasses of water a day.

The Good News!

- Since they control their diet and lifestyle, they have the power to improve their health
- All they need is the right information and the desire to make some changes

Steps for Achieving Optimum Wellness:

- Define Your Wellness Goals.
- Have an evaluation of your personal wellness.
- Identify key areas you need to impact to reach your wellness goals.
- Get recommendations from your Personal Wellness Coach.
- Make a plan of action that you can commit to.
- Get the ongoing support you need to stay on your wellness track for a healthier future.
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Steps for Achieving Optimum Wellness:

- Read through the steps so they understand what you will be going through with them during the evaluation
- Don’t need to explain each step here, will become clear as you continue with evaluation
The Keys to Optimum Wellness

1. **Balance Your Diet**
   You need to get enough of the right foods including colorful fruits and vegetables, protein, good carbohydrates and just enough good fats for the taste you want. You also need vitamins, minerals and fiber from dietary supplements to provide the nutrition missing from your diet that your cells need for good health.

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The Keys to Optimum Wellness

- Summarize what Dr. Heber refers to as the Keys…
- Let them know that more details on these keys are provided within this booklet
- Although you won’t be going through the whole book with them, they can review all the information later
Balance Your Diet

• The first key to Wellness
• Page through section so they can see all the great info
• Do not go into any detail on what is described on those pages
Exercise Regularly

The second key to Wellness

Some great suggestions on opportunities for exercise
Drink Lots of Water

The third key to Wellness

Information on why drinking water is so important

Replace What You Lose
After each 30-minute workout, drink two 8-ounce glasses of water to replenish your fluids. If you find you become thirsty while working out, consider using a sports bottle to help you stay hydrated while you exercise.

Because of their calorie content, soft drinks and fruit juice are not good choices for replacing lost fluids if you are trying to lose or manage your weight. You might try adding just a splash of fruit juice or a slice of lemon or lime to a glass of water if you don’t like the taste of plain water.

How Much Water is Enough?
As a general guideline, try to drink six to eight 8-ounce glasses of water a day. If you exercise, you will probably need to drink more to replenish the water lost through sweating.

You can usually trust your sense of thirst to let you know when you need to drink. Your sense of thirst, combined with simply paying attention to how many glasses of water you’ve had in a day, can help you to keep your body hydrated.

Infants, children and mature adults are more likely to experience dehydration and need to be more attuned to their fluid intake.
Typical Daily Diet & Recommendation Sheet

- Supplemental sheet, not inside Evaluation booklet
- Start by getting a picture of where they are right now with their eating patterns
- Fill in chart
- No commentary on how to fix, or suggestions at this point
- Do not talk about recommendations or the Herbalife solutions here

### WELLNESS EVALUATION

<table>
<thead>
<tr>
<th></th>
<th>Breakfast</th>
<th>AM Snack</th>
<th>Lunch</th>
<th>PM Snack</th>
<th>Dinner</th>
<th>Evening</th>
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<tr>
<td>Usual Time</td>
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<td>What I eat</td>
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<td>What I drink</td>
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</table>

Recommendations:
### A Career in Wellness

#### Personal Wellness Questionnaire

**Name: __________________________ Date: ____________ Birth Date: ____________**

**Address: _______________________ City, State, Zip: ____________ Phone: ____________ Email: ____________

What are your specific health and wellness goals?

---

### Wellness Questionnaire

- **Conducting Body Composition and Nutrition & Lifestyle Survey**

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Do you eat more meals with poultry, lean meat, fish, and plant proteins rather than steaks, meats and other red meats?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Do you eat a variety of colorful fruits and vegetables and do you eat at least seven servings a day of these?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Do you consume primarily whole grains (100% whole wheat bread and pasta, brown rice) rather than regular pasta, white rice and white bread?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Do you eat ocean caught fish at least 3 times a week?</td>
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<tr>
<td>5. Do you avoid the intake of fried foods, dressings, sauces, gravies, butter and margarine?</td>
<td></td>
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<tr>
<td>6. Is your digestive system free of indigestion or irregularity?</td>
<td></td>
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<tr>
<td>7. Do you get a minimum of 30 minutes of exercise 3-5 days a week?</td>
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<tr>
<td>8. Do you maintain a stable and appropriate weight?</td>
<td></td>
<td></td>
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<tr>
<td>9. Do you usually have time to prepare balanced meals, rather than take out or eating on the run?</td>
<td></td>
<td></td>
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<tr>
<td>10. Do you stay away from soda and typical snack foods throughout the day and after dinner?</td>
<td></td>
<td></td>
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<tr>
<td>11. Are you free of water retention and bloating?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Do you have the energy and focus you need to meet your daily challenges?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Do you drink at least 8 glasses of water a day?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14. Are you getting your daily recommended allowance of Calcium?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a. Men = 1,000mg</td>
<td>b. Women under 50 = 1,200mg</td>
<td>c. Women 50 and older = 1,500mg</td>
</tr>
<tr>
<td>15. Are your blood pressure, triglycerides and cholesterol in the normal range?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16a. Men: Are you free from problems associated with your prostate such as slow urination or waking up at night to urinate?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16b. Women: Are you free from problems associated with your menopausal cycle/ menoopause such as mood changes, hot flashes or problems sleeping?</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Total: ____________

---

[Wellness Evaluation Score](#)

- **Low**
- **Medium**
- **High**

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Fill out their personal information

Very important that you understand what their specific health & wellness goals are
## Body Composition

- Can use LPE, Shapescan™ device, etc.
- Need LPE for BMI calculation
- Write their numbers on form
- Wait to give explanation of what numbers mean until have all information
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Personal Wellness Questionnaire

1. Do you eat more meals with poultry, lean meat, fish and plant (soy) proteins rather than steaks, roasts and other red meats?

   □ YES □ NO

- Go through all 16 questions
- Distributor records the answers on the page
- No commentary on answers, or explanations as to “why” important
- Read thru questions, rephrase if necessary
### Personal Wellness Questionnaire

<table>
<thead>
<tr>
<th>Name</th>
<th>Date</th>
<th>Birth Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>City, State, Zip</td>
<td>Phone</td>
</tr>
</tbody>
</table>

**What are your specific health and wellness goals?**

<table>
<thead>
<tr>
<th>Height</th>
<th>Weight</th>
<th>Age</th>
<th>Body Fat %</th>
<th>BMI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lean Body Mass</td>
<td>Targeted Weight</td>
<td>Resting Metabolic Rate</td>
<td>Caloric Intake for Maintenance/Weight Loss</td>
<td>Recommended Protein</td>
</tr>
</tbody>
</table>

1. Do you eat more meals with poultry, lean meat, fish and plant proteins rather than steaks, meats and other red meats?  
   - [ ] YES  [ ] NO
2. Do you eat a variety of colorful fruits and vegetables and do you eat at least seven servings a day of these?  
   - [ ] YES  [ ] NO
3. Do you consume primarily whole grains (100% whole wheat bread and pasta, brown rice) rather than regular pasta, white rice and white bread?  
   - [ ] YES  [ ] NO
4. Do you eat ocean caught fish at least 3 times a week?  
   - [ ] YES  [ ] NO
5. Do you avoid the intake of fried foods, dressings, sauces, gravies, butter and margarine?  
   - [ ] YES  [ ] NO
6. Is your digestive system free of indigestion or irregularity?  
   - [ ] YES  [ ] NO
7. Do you get a minimum of 30 minutes of exercise 3-5 days a week?  
   - [ ] YES  [ ] NO
8. Do you maintain a stable and appropriate weight?  
   - [ ] YES  [ ] NO
9. Do you usually have time to prepare balanced meals, rather than take out or eating on the run?  
   - [ ] YES  [ ] NO
10. Do you stay away from sodas and sweetened foods throughout the day and after dinner?  
    - [ ] YES  [ ] NO
11. Are you free of water retention and bloating?  
    - [ ] YES  [ ] NO
12. Do you have the energy and focus you need to meet your daily challenges?  
    - [ ] YES  [ ] NO
13. Do you drink at least 8 glasses of water a day?  
    - [ ] YES  [ ] NO
14. Are you getting your daily recommended allowance of Calcium?  
    
    - Men = 1,000 mg  
    - Women under 50 = 1,200 mg  
    - Women 50 and older = 1,500 mg  
    - [ ] YES  [ ] NO
15. Are your blood pressure, triglycerides and cholesterol in the normal range?  
    - [ ] YES  [ ] NO
16a. Men: Are you free from problem associated with your prostate such as slow urination or waking up at night to urinate?  
    - [ ] YES  [ ] NO
16b. Women: Are you free from problems associated with your menopausal cycle/menopause such as mood changes, hot flashes or problems sleeping?  
    - [ ] YES  [ ] NO

**Add up Wellness Evaluation Score**

- Yes's get 1 point
- No’s get 0 points

**Write total on line at bottom**

---

**Wellness Evaluation Score**

![Wellness Evaluation Score Chart](chart.png)

- **Low**
- **Medium**
- **High**

**Total:**

---

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- Mark their score on the Wellness Evaluation Scale.
- Good news...
- Areas to work on to get closer to Wellness Goals
Answers to Personal Wellness Questionnaire

- Gives summary behind each question
- This is for your client to review later

Body Mass Index

The Body Mass Index is a way to determine whether your weight is healthy or not. It is considered a more useful measurement than weight. In the U.S., a body mass over 25 is considered overweight and a body mass over 30 is considered obese.

Weight (lbs.) \( \times 703 = \) (A)

\( \frac{(A)}{(B)} = \) BMI

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Answers to Personal Wellness Questionnaire

1. Do you eat more meals with poultry, lean meat, fish and plant (soy) proteins rather than steaks, roasts and other red meats?
   White meat of chicken or turkey and ocean-caught fish provide less fat and saturated fat than most cuts of red meat or pork. It is important to eat more of these “better-for-you” meats rather than high-fat meats such as hot dogs, steaks and roasts and to balance your proteins by eating some plant proteins such as soy every day.

- Check off the box for any question where your client answered “No.”
- They can go back later and read about areas where they may want to make some adjustments in their habits/lifestyle.

Body Mass Index

The Body Mass Index is a way to determine whether your weight is healthy or not. It is considered a more useful measurement than weight. In the U.S., a body mass over 25 is considered overweight and a body mass over 30 is considered obese.

\[
\text{BMI} = \frac{\text{Weight (lbs.)} \times 703}{\text{Height (ins.)}^2} = \frac{(A)}{(B)} = \text{BMI}
\]

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- Questions 9-16
- BMI scale

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- Put their BMI onto chart
- Highlight disease risk over obesity
- Discuss desire to move to green area on chart
Answers to Personal Wellness Questionnaire

1. Do you eat more meals with poultry, lean meat, fish and plant (soy) proteins rather than
steaks, roasts and other red meats?

White meat of chickens or turkey and ocean-caught fish provide less fat and saturated fat than most
cuts of red meat or pork. It is important to eat more of these “better-for-you” meats rather than high-fat
meats such as hot dogs, steaks and roasts and to balance your proteins by eating more plant
proteins such as soy every day.

WELLNESS EVALUATION

Name: ___________________________ Date: ___________________________

Your Typical Daily Diet

<table>
<thead>
<tr>
<th>Time</th>
<th>Breakfast</th>
<th>AM Snack</th>
<th>Lunch</th>
<th>PM Snack</th>
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Recommendations:

- Summarize information to identify key areas they need to impact
- Example: Need more protein, drink more water, eat 5 more servings of fruits & veggies
- Do not give specific food or product recommendations here
A Career in Wellness

Evaluation of Service
I would appreciate you taking a moment to rate your evaluation.
(1=don’t agree, 5=strongly agree)

<table>
<thead>
<tr>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
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<tbody>
<tr>
<td>The information provided was useful</td>
<td></td>
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<tr>
<td>I feel more empowered to make healthier choices</td>
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Please list the names and phone numbers of anyone you think would benefit from receiving a Free Personal Wellness Evaluation.

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<thead>
<tr>
<th>Name</th>
<th>Relationship</th>
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A Career in Wellness

Evaluation of Service
I would appreciate you taking a moment to rate your evaluation.
(1=don’t agree, 5=strongly agree)

| The information provided was useful. | 1 2 3 4 5 |
| I feel more empowered to make healthier choices. | 1 2 3 4 5 |

- Ask them to evaluate the service you provided
- Verify that they thought it was valuable
If you asked for the referrals when booking the appointment, typically will receive 4-5 names

If did not ask, typically receive 0-2 names
A Career in Wellness

Achieving Your Wellness Goals!
Now that you have completed your Personal Wellness Evaluation, you are closer to achieving your desired wellness goals. The key is putting what you learned into action and making steady progress.

Steps for Achieving Optimum Wellness:
- Define Your Wellness Goals.
- Have an evaluation of your personal wellness.
- Identify key areas you need to impact to reach your wellness goals.
- Get recommendations from your Personal Wellness Coach.
- Make a plan of action that you can commit to.
- Get the ongoing support you need to stay on your wellness track for a healthier future.

• Summarize the information that they received
Steps for Achieving Optimum Wellness:

- Define Your Wellness Goals.
- Have an evaluation of your personal wellness.
- Identify key areas you need to impact to reach your wellness goals.
- Get recommendations from your Personal Wellness Coach.
- Make a plan of action that you can commit to.
- Get the ongoing support you need to stay on your wellness track for a healthier future.

- Check off the areas completed
- Next step: Get recommendations from your Personal Wellness Coach
- Go into the Wellness Presentation Booklet to begin Recommendations
Herbalife
Your Key to Wellness

“The first wealth is health”
Ralph Waldo Emerson

Making the world healthier.
Herbalife
Changing people’s lives

For more than 26 years, Herbalife has been at the forefront of nutritional and weight-management science.

- Herbalife consistently delivers premier, cutting-edge products that help millions worldwide achieve their wellness goals.
- Herbalife’s products and nutritional programs deliver customized wellness solutions for every life stage and lifestyle.

Herbalife International is a publicly traded company on the NYSE (NYSE:HLF), which has operations in over 60 countries worldwide.

Our Commitment

to Science and Innovation
The Mark Hughes Cellular and Molecular Nutrition Laboratory

Herbalife is dedicated to fostering the exploration of nutritional frontiers as a way to help humanity achieve its potential for optimal wellness. In 2003, Herbalife helped establish the Mark Hughes Cellular and Molecular Nutrition Laboratory at the Center for Human Nutrition at UCLA as a part of its mission to advance nutritional science through the most progressive research and development technologies available.

Making the world healthier.

A Career in Wellness

- The purpose is to introduce them to Herbalife and their commitment to Changing People’s Lives
- Through Herbalife’s commitment to science & innovation they deliver cutting-edge products to the marketplace.
- Not meant to convince or “sell” them on Herbalife
The Scientific and Medical Advisory Boards

In support of our commitment to developing innovative products at the forefront of nutrition science, Herbalife has assembled an impressive team of prominent scientists, physicians and nutrition experts to guide our research and development process.

Scientific Advisory Board

Chaired by David Heber, M.D., Ph.D., the Scientific Advisory Board (SAB) is committed to advancing the field of nutritional science. Comprised of globally respected scientists, including Nobel Laureate Lou Ignarro, Ph.D., the SAB is ushering in a new era at Herbalife and earning respect in the worldwide scientific community.

Medical Advisory Board

Also chaired by Dr. Heber, the Medical Advisory Board (MAB), comprised of award-winning physicians who are the stewards of our product research and development. The MAB serves as a comprehensive source of expertise about the health benefits of Herbalife’s products and programs. Luigi Gratton, M.D., is vice president of our Medical Affairs and Education department.

Herbalife Independent Distributors

As Personal Wellness Coaches, our Distributors are committed to bringing health and wellness around the world, one person at a time by providing:

- Valueable and Personalized Wellness evaluations
- Awareness of the impact of our lifestyle and nutrition choices
- Solutions to meet individual needs

A Career in Wellness

• To support their commitment to developing innovative products, Herbalife has a team of prominent doctors & scientists

• Don’t need to go into detail on the individual doctors.
Herbalife’s commitment to Changing People’s Lives can best be demonstrated by the Herbalife Independent Distributors

As a Personal Wellness Coach, my mission is bringing health & wellness around the world...
A Career in Wellness

Balanced Nutrition
The Key to Wellness

The Reality of our Daily Diet
A balanced diet is essential for providing our bodies with the nutrients required to make it function properly. Unfortunately, most Americans find making healthy choices to be a challenge.

Herbalife’s Cellular Nutrition
The Foundation of Wellness

- Herbalife’s Cellular Nutrition provides the elements every body needs daily to maintain good health.
- Herbalife’s products are scientifically formulated to target cells in specific tissues, organs and/or body systems such as the heart, liver, eyes, skin and brain.
- Complete nutrition helps to protect cells against the harmful effects of stress, pollution and toxins to reduce the risk of disease.
- Vitamin supplements have been shown to improve immune function and studies suggest that generous intake of vitamins and minerals may improve your general health.

- Transition into Balanced Nutrition by referring back their evaluation and challenges
- Highlight excesses & deficiencies and the difficulty eating on the “Optimum Nutrition” line
- Herbalife’s Solution: Cellular Nutrition
- Highlight the key points
Cellular Nutrition & Targeted Products
Personalized Nutrition Made Easy

Your personal Herbalife program will always begin with Cellular Nutrition. To this foundation, you add the targeted nutritional supplements that best suit your needs.

- **Cellular Nutrition is the foundation of Balanced Nutrition**
- **Everyone needs Cellular Nutrition**
- **Targeted Nutrition enhances an individual’s wellness program by addressing specific needs and challenges**
- **Combine with a Healthy, Active Lifestyle to achieve Optimum Wellness**

*Targeted nutritional supplements are designed to make it easy to provide the cells of your body with the nutrients you need for optimum functioning, a daily sense of vitality and your best opportunity for a lifetime of good health.*

David Heber, M.D., Ph.D.
Chairman, Scientific & Medical Advisory Board, Herbalife
Director, UCLA Center for Human Nutrition

*Making the world healthier.*
A Career in Wellness

Getting started with Herbalife is as easy as 123

• Explain that Cellular Nutrition is Formula 1 Shake, Formula 2 Multivitamin and Cell Activator
• Give highlights of each product
• Write down Cellular Nutrition on Recommendation Sheet
• Include daily & monthly $ (shift spending)
• Lack of adequate protein is a common issue
• How basic nutrition works (energy level & hunger control)
• Eating on the green line is ideal (Cellular Nutrition)
• Refer to their Typical Daily Diet/Recommendation Sheet
• Examples how they can get their suggested protein level (shakes, snacks, PPP)
A Career in Wellness

- Use Product Catalog for Targeted Nutrition
- Explain the need that the product will address
- Write down Targeted Nutrition suggestions on Typical Daily Diet / Recommendation Sheet (daily & monthly cost)
- Include areas that address their main wellness goals

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.
Steps for Achieving Optimum Wellness:

- Define Your Wellness Goals.
- Have an evaluation of your personal wellness.
- Identify key areas you need to impact to reach your wellness goals.
- Get recommendations from your Personal Wellness Coach.
- Make a plan of action that you can commit to.
- Get the ongoing support you need to stay on your wellness track for a healthier future.

- Explain importance of “Plan of Action” they can commit to for the long-term that fits in with their lifestyle & budget.
- Based upon your recommendations, ask where they would like to begin.
- Talk about the follow-up and ongoing support.
• Explain the benefits of becoming an Herbalife Wellness Club Member
• Have them fill out the membership card
Building a Long-term/Lifelong Customer Group through Wellness Evaluations

- Educating on Wellness as a Way of Life
- Cellular Nutrition as the Foundation of Optimum Nutrition
- Customizing a program that they can commit to
- Provide ongoing support as their Wellness Coach through results, recognition, socialization and community