



# *Introduction to Healthy Breakfast & Wellness*

*... it's about waking up every morning having the  
**energy and mental health** to enjoy every day of your life...*

*This presentation can be done one-on-one, or in a small group setting.*

### **Setup: Group**

1. Have a small display of the Healthy Breakfast products (Aloe, Shake & Thermojetics) somewhere in the corner of the room. Include the Protein Powder.
2. Include some Product brochures, Today Inserts and a pitch book on the display.
3. Prepare some Thermo (original mixed in a little fruit juice) and offer as they arrive
4. Keep Healthy Breakfast Survey's handy with pens or pencils – ask them to complete

### **One-on-One**

1. Have Thermo and Healthy Breakfast Survey ready

*Be Excited, Relax and Enjoy!*

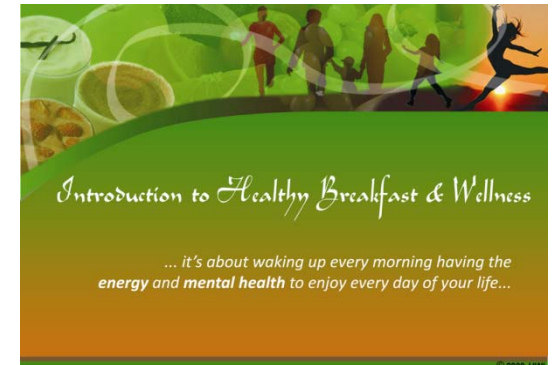
**A very warm welcome to you. I am excited today to share with you some powerful information about your Breakfast that can change your life forever!**

The presentation will take approximately 45 minutes and I will use my notes to ensure I give you all of the information.

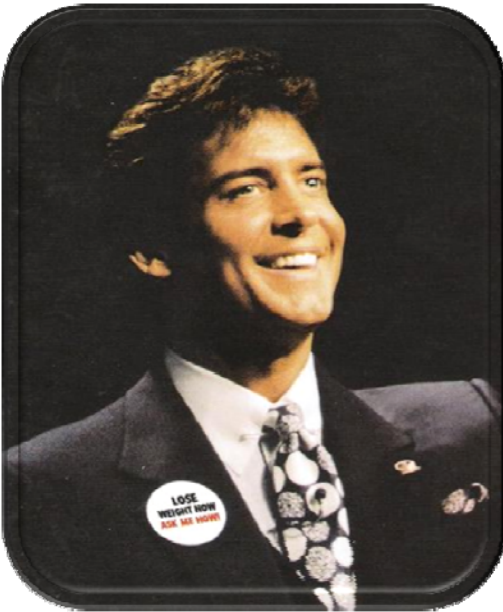
### **I will discuss the following:**

1. Firstly, I will give you some of the most important facts about our company – Herbalife International.
2. Then I will show you how we change people's lives with these amazing products.
3. I will then go over some very important facts about why Breakfast is so important.
4. Finally – why Herbalife products can change your life

**So, are you ready?**



# HERBALIFE



**Mark Hughes**  
Founder of Herbalife



**Michael O. Johnson**  
CEO

## CHANGING PEOPLE'S LIVES...



**HERBALIFE**

**Maximise Your Nutrition \* Maximise Your Potential**

## Herbalife started because of one man's determination and commitment to find a way to help people lose weight safely...

- Mark Hughes's mother died of an accidental overdose of prescribed diet and sleeping tablets at the age of 36
- The 18 year old Mark was devastated and devoted his life to making the best products available to help people **to lose weight safely** and to **help change the nutritional habits of the world.**
- He started Herbalife 1980
- He discovered through his Grandmother's product result that **a good result generates referrals**
- Today Herbalife has **3 decades** of nutritional experience in over **70 different countries** around the world - changing people's lives
- Herbalife has a team of **60 Doctors, Scientists and Nutritional experts** on the Nutrition Advisory Board

At the head of Herbalife is our **CEO, Michael Johnson.**

Michael is a **tri-athlete and is passionate about health and nutrition**, especially sports nutrition.

He has great results with the Herbalife products.

**In fact Herbalife has millions of satisfied customers worldwide and I am proud to be a Herbalife Distributor –** being part of helping to change people's lives with the best nutritional products in the world!





## RESULT STORIES



**Karl Bodin - lost weight**



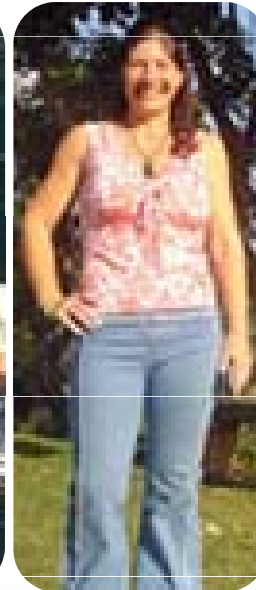
**Chantelle Lyons –  
Gained weight, Pregnancy, Healthy baby**



**Happy lost 40kg**



**Linda Du Buisson lost 58kg**



**Mr Pathela lost 60kg**



**HERBALIFE.**

**Maximise Your Nutrition \* Maximise Your Potential**

## Here are some awesome result stories by people who started with our Healthy Breakfast Program...

- Karl Boden lost weight
- Chantelle gained healthy weight, used the products throughout her pregnancy, had a healthy pregnancy and delivered a healthy 3.7kg baby!
- Happy lost 40 kg's so far
- Linda Du Buisson lost 58kg – went from a dress size 46 to an awesome 34!
- Mr Pathela lost 60 kg!



**Do you agree that results are amazing?!**

**My result: I started using Herbalife..... *(show your before picture – if applicable )***

I am sure you would like to know how these amazing results are created...?

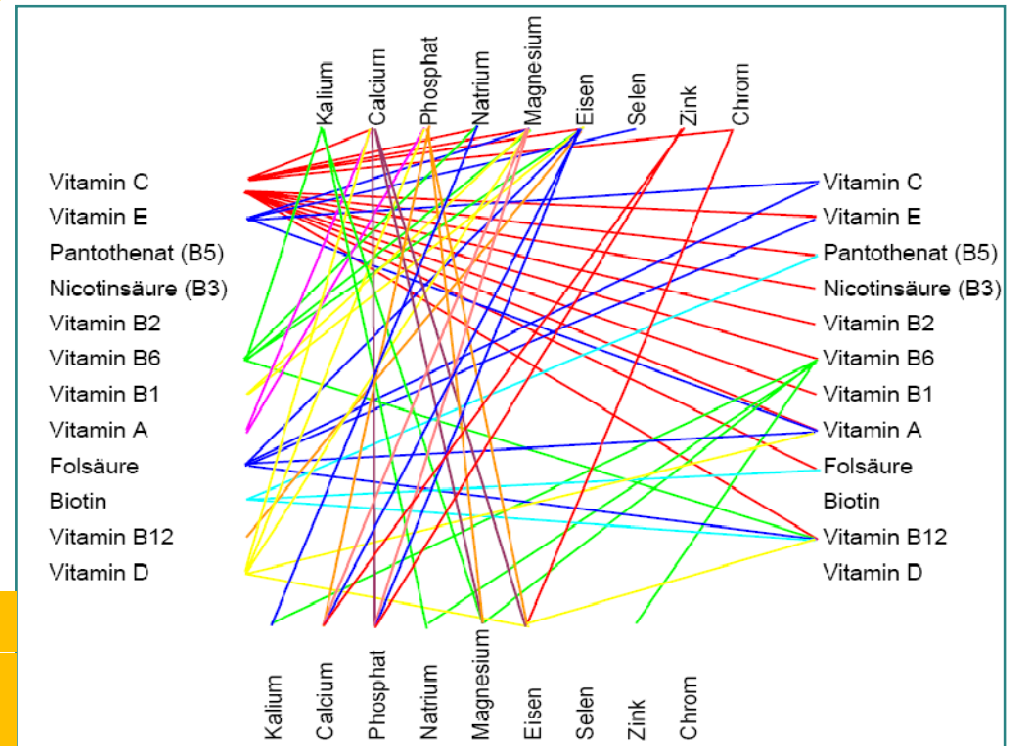
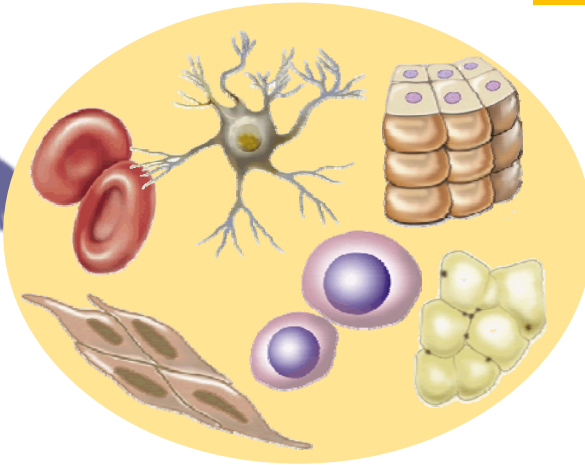
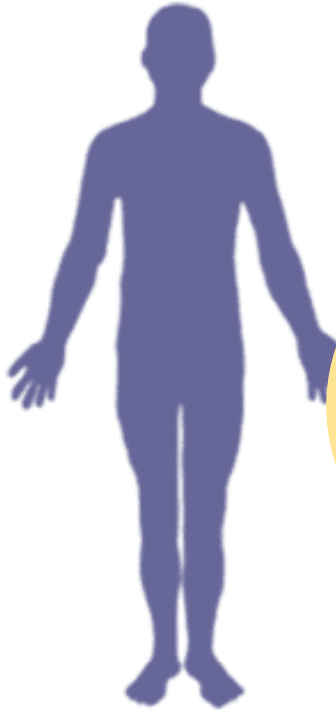
**First, let us look at WHY our Bodies need Balanced Nutrition and why Breakfast is so important...**

# YOUR BODY...

100 Trillions  
different cells

**NEED**

114 Nutrients - in balance



**What you ate yesterday  
have to supply you of:**

- 1. Energy:** proteins, fats, carbohydrates
- 2. Building Materials:** amino acids, vitamins, minerals, etc
- 3. Water**



HERBALIFE

Good Health starts at cellular level

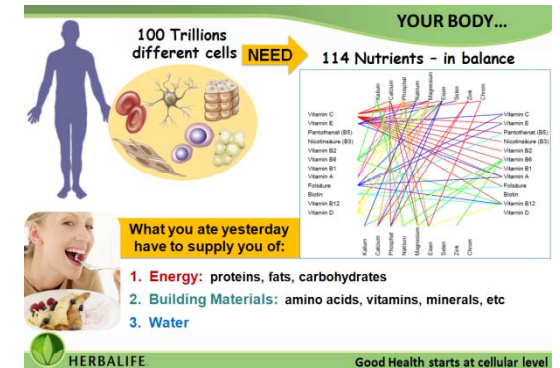
**A strong connection has recently been discovered between bad breakfast and many health-related problems.**

As you might know, our body consists of 100 trillion different cells which need 114 various nutrients and water during the day – in balance.

**So, can you see that good health starts at the cellular level** and when your cells are healthy, then so are your organs.

**Now, what you ate yesterday consists of two major groups of elements:**

- The 1<sup>st</sup> group supplies **energy** (proteins, fats, carbohydrates)
- The 2<sup>nd</sup> group supplies **building materials** (amino acids, vitamins and minerals, etc)
- and then also **Water**





# YOUR BODY...

spent the **Energy + Water** when awake...



**Work**



**Sports**



**Exercise**



**School**

used the  
**Building Materials + Water**  
at night to regenerate itself...



**Sleeping**



HERBALIFE®

Good Health starts at cellular level

Your body **spent the energy** yesterday when you were awake (work, exercise, school, sports etc)

Your body **used the building materials** at night to regenerate itself.

Also - your body spent 1 liter of water during the night through breathing, sweating and morning visit to the bathroom.



# BREAKFAST...

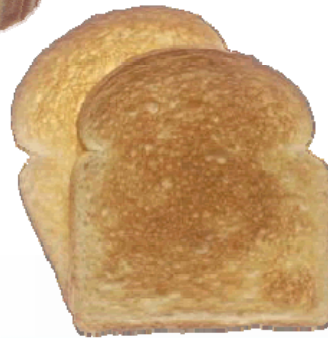
What do you have  
for Breakfast...?



**"Give me back all the  
nutrients, energy and water  
I spent in the last 24 hours..."**



Nothing??



**HERBALIFE.**

**What do you and your family have for Breakfast?**



So, your body wakes up “empty” in the morning and on behalf of 100 trillion cells begs you:  
*“Hey, give me back all the nutrients, energy and water I spent in the last 24 hours”*

You may not feel hungry or thirsty in the morning, but it’s just a matter of time....

**What you then choose to have for breakfast will have an impact on your health...**  
as your breakfast can affect your **mood, performance, weight and your overall health!**



***An interesting fact** is that Children’s cereal has been under criticism following a report revealing they are high in calories, sugar and sodium, but were low in fiber and protein...*

### **About Skipping Breakfast:**

Although a common fact, most people unfortunately **skip breakfast** for sake of weight loss and sometimes to **save time** on their way to work. Actually, this is one of the worst things that you can do to your body!

**Now, let’s see what you are giving your body in the morning...** *coffee, rusks, cereal, muffin, toast, English Breakfast... Or nothing??*

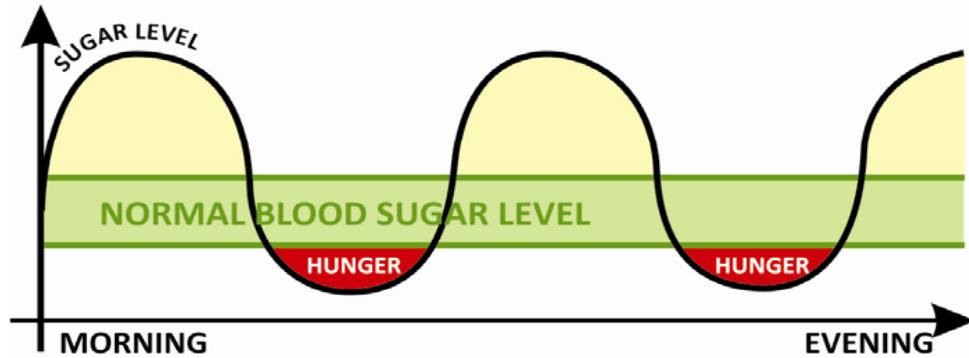
***(Pause – and ask people to participate and answer what they normally eat for breakfast – also their families, especially children...)***

***Great, thank you! Now lets look at what happens if you choose a carbs-based breakfast, or skip breakfast...***

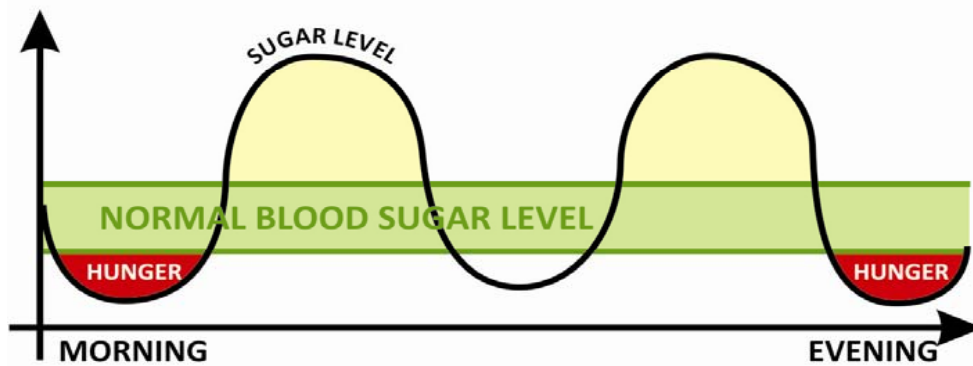


# BREAKFAST...

## Carbs-based / Problem Breakfast



## Skipping Breakfast



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High in fat and calories...low in nutrients and fiber

**Carbs based / Problem Breakfast:** (coffee, rusks, cereal, muffin, toast, English Breakfast )

These are **simple carbohydrates** and when digested immediately **turn into sugar**.

Your body wakes up in the morning and asks for vital nutrients and water, and you give it sugar instead. By **raising the sugar levels, you force your body to overcompensate**.

Your body removes extra sugar and **turns it into fat**.

As a result, your **sugar level drop**, often below the level you woke up with.

Now you are feeling **hungry and weak** as your brain lacks sugar-it's a reason behind **cravings**.

To overcome hunger, you again need simple carbohydrates - (fast foods, chocolate, coffee, sweets, cookies, doughnuts, crisps, fizzy drinks and juices, etc.) which **again raise your sugar level** and free you of hunger and weakness.

Each sugar "injection" is followed by an overcompensating surge.

This cycle repeats itself 2-3 times a day and you **develop dependence on carbs**. The excess of carbs make the body work at constant overload. This vicious cycle constitutes one of the reasons for the development of other **major health challenges and extra weight ...** and it all begins with bad or no breakfast!

**Interesting fact:** Scientists in Chicago found that WOMEN who drink two or more sugary fizzy drinks a day double their risk of kidney disease.

**So, let's see what happens if you skip breakfast:**

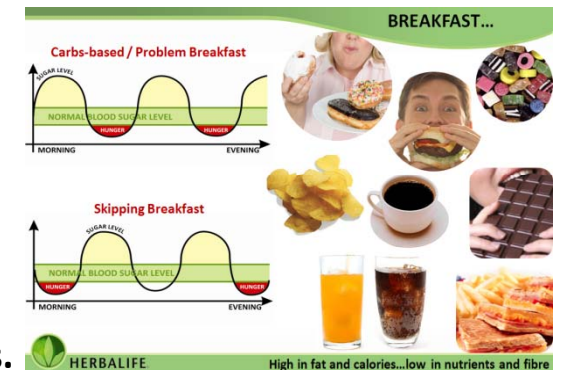
When you skip breakfast, blood sugar drops below the normal level, you experience **cravings for food** and a **drop in energy**.

You are again tempted to revert to simple carbohydrates (fast foods, chocolate, coffee, sweets, fizzy drinks, juices, etc.) to achieve a quick surge of energy.

Simple carbohydrates will cause an immediate surge of blood sugar level followed by the body compensating for the extra sugar load. **Excess sugar turns into fat**.

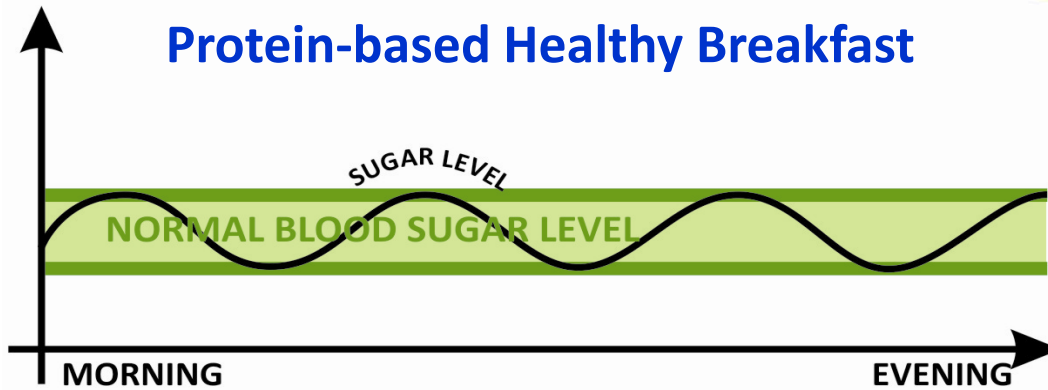
Then this cycle also repeats itself 2-3 more times during the day which constitutes one of the reasons for the development of other major health challenges and extra weight – even **strongly linked to the development of obesity**.

**I am sure you will agree that these fast foods and drinks add up in spending a lot of money on no nutrition, so - would you like to know what a Healthy Breakfast is supposed to be?**



# HEALTHY BREAKFAST

## Protein-based Healthy Breakfast



**Secondly:**  
Enjoy 1.5 Litre  
Thermojetics  
during the day...

## Firstly: 3-Meal breakfast:



**1. REFRESH**  
Herbal Aloe  
Concentrate



**2. INVIGORATE**  
Thermojetics  
Herbal Concentrate



**3. NOURISH**  
Healthy meal replacement



*Healthy alternative  
to tea, coffee and  
fizzy drinks*



HERBALIFE®

Start your day the right way...



## Well, a Healthy Breakfast should meet 4 major criteria:

1. Restore the **energy** spent in the last 24 hours
2. Restore the **building materials** spent during the night
3. Replenish the **water stock**
4. Maintain **energy levels** during the day

## You would surely like to know where you can get such a Healthy Breakfast, right?

*Well, from me!* Herbalife has developed a new program of **Healthy Breakfast**, which helps the body with many of the above problems and will help you feel absolutely great!

Provides the body with **all vital nutrients and water**, provides **more energy from proteins** and not all from carbohydrates and balances the body's **energy levels**. And as a **bonus**, this program helps to: **Cleanse the intestine, Improve absorption** of nutrients and **maintain water balance** during the day.

So, this is our solution to you: *Our **basic Healthy Breakfast** program consists of 2 parts and costs only ± R20 per meal:*

**Firstly**, a 3-Meal breakfast: *Refresh, Invigorate and Nourish*. **Secondly**, drink 1.5 liter of Thermojetics during the day.

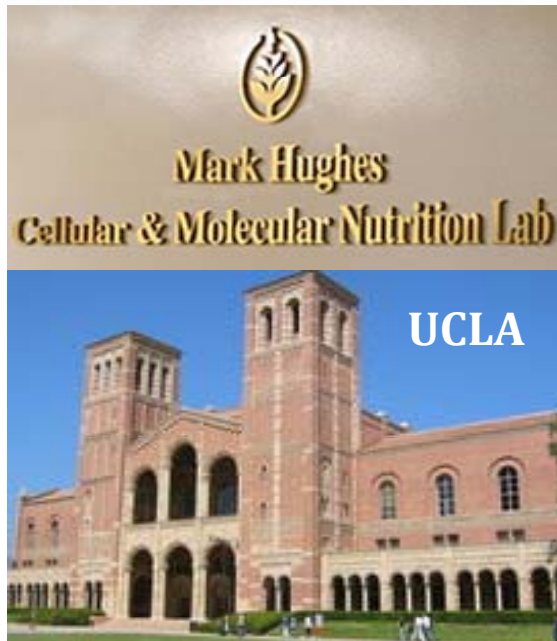
1. **First thing in the morning, drink a glass of Herbal Aloe Concentrate.** It's a great tasting, refreshing beverage that helps you to **achieve the required fluid intake** each day. It also assists the body's **self-cleansing action** and **naturally supports digestive health**. *Mix 1 ½ cap full with small glass of water*
2. **Next, enjoy a hot or cold invigorating drink** while you get ready for the day. **Thermojetics** contains **80% green tea** which helps provide **general feeling of well-being** and is a very **powerful antioxidant**. It will help naturally **boost your metabolism**, give you loads of **energy & burn unwanted calories**. *Available in 4 flavours - a great alternative to tea, coffee or fizzy drinks.*
3. So, you have **cleansed your body with the Aloe** and given it **energy** with the **Thermojetics**. Now you are ready for your delicious, **healthy Breakfast meal replacement** - providing you with **soy protein, carbohydrates, key vitamins, minerals and fibre** optimally balanced to help **nourish your body** and maintain **healthy cholesterol** levels.  
*Available in 5 delicious flavours. Quick & easy to prepare: Mix two spoonfuls of powder with 250ml water + soy or Yoghurt; or mix with diluted fruit juice; or you can make delicious smoothies!*  
**Feel fuller for longer** which may help you **snack less** and **manage your weight** and sustain your **energy levels**.

**The amazing fact is that a Herbalife meal is high in nutrition and low in calories where as an Average meal is low in nutrition and high in calories and fat. This is also the reason why you can lose weight with Herbalife products.**





# HERBALIFE SCIENCE



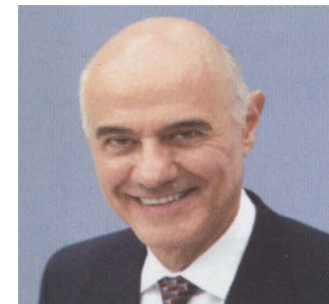
**Herbalife  
Product and Science Center**



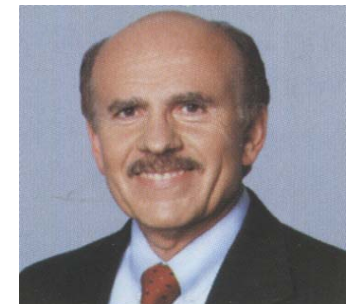
**Prof David Heber**  
(M.D., Ph.D)



**Luigi Gratton**  
(M.P.H)



**Dr. Steve Henig**  
(Ph.D)



**Dr. Lou Ignarro**  
(Ph.D)



**HERBALIFE**

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## Now, some background on where and how Herbalife products are formulated:

Herbalife has created the **best foundation for nutrition and weight-management products** in the world, **advanced Cellular Nutrition science** at the Mark Hughes Cellular and Molecular Nutrition Laboratory at the **Centre for Human Nutrition at UCLA**

Herbalife has a distinguished team of **60 leading Doctors, Scientists and Nutritional experts on the Nutrition Advisory Board**, who educate and train on the principles of:

- **Nutrition,**
- **Physical Activity** and
- **Healthy Lifestyles** with '**BALANCED, CELLULAR NUTRITION**' as a primary focus.

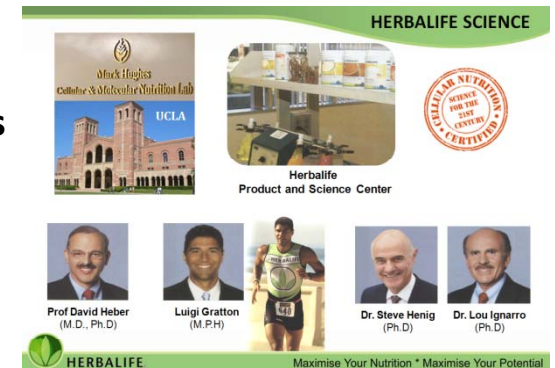
The NAB is **chaired by Professor David Heber – world renowned nutritionist – 38 years experience in overweight and obesity**; and its activities are guided by one of his former students,

**Dr Luigi Gratton, Vice President of Nutrition Education** – also an avid tri-athlete

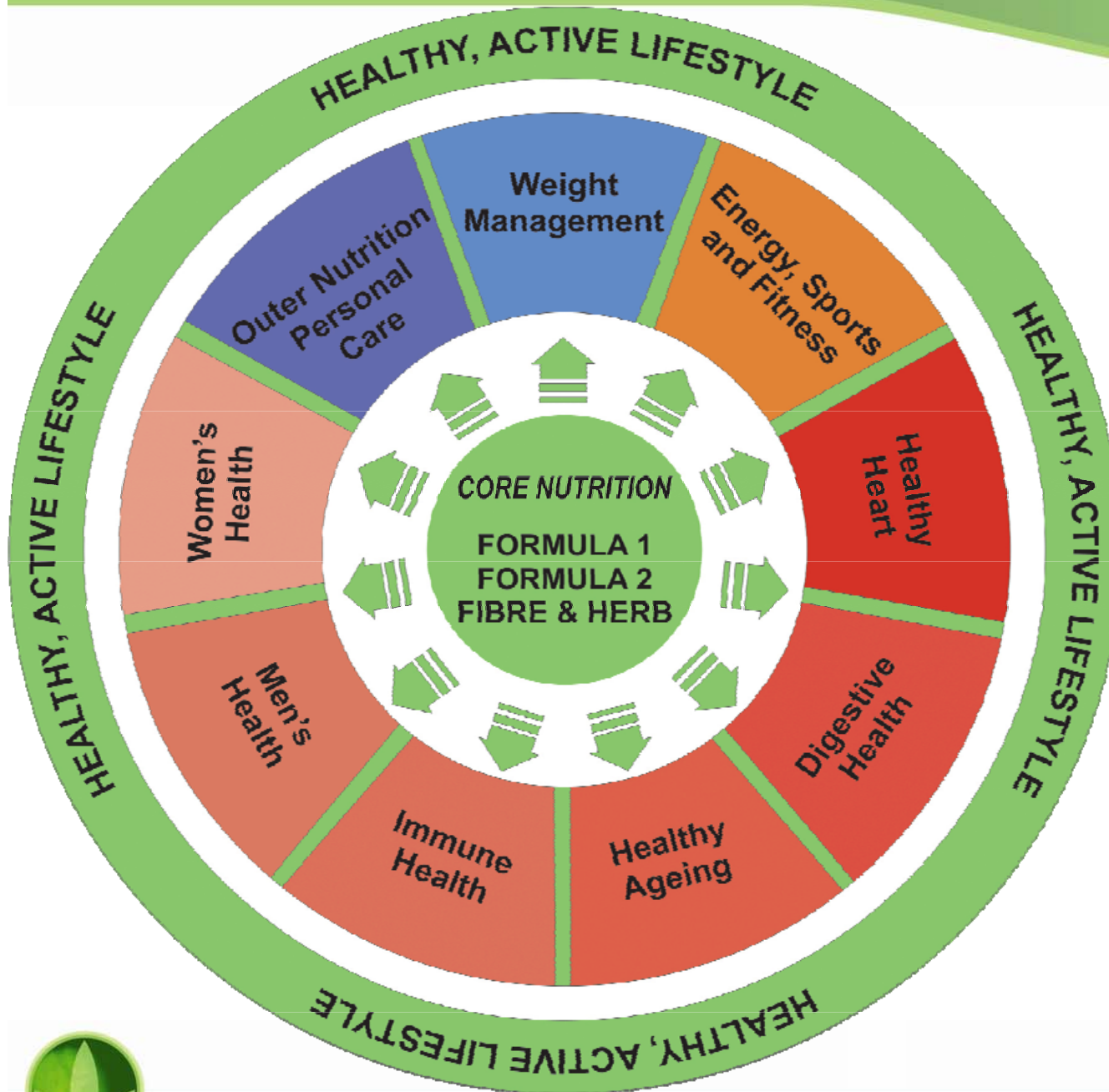
**Steve Henig is Chief Scientific Officer** with responsibility for the company's product research and development functions.

**Nobel Laureate in Medicine – Dr Lou Ignarro** is a member of Herbalife's Scientific Advisory board, which advises the company on advancements in the field of nutrition science. **He developed our Healthy Heart product - Niteworks**

**These Facts ensure that Herbalife International is one of the leading companies in the "WELLNESS INDUSTRY"**



# WELLNESS INDUSTRY



Hansie Louw



Richard Boliter



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**Herbalife also have targeted solutions to zoom in on your specific health support needs:**

*Weight Management, Energy Sports & Fitness, Heart Health, Digestive Health, Healthy Ageing, Immune Health, Men's & Woman's Health and our fantastic range of Outer Nutrition products!*

**I just want to highlight Herbalife's ENERGY, SPORTS & FITNESS products** – that help deliver key nutrients to support recovery and optimize athletic performance.

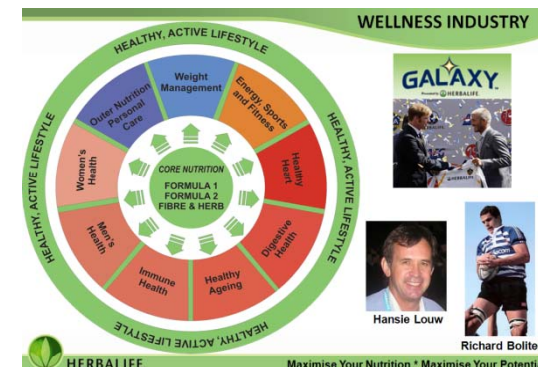
We are the official Nutritional sponsors of **LA Galaxy & Inter Milan** soccer teams.

Various **Olympic participants** also use Herbalife products to enhance their performance. We had a 2008 Olympic Gold Canoe medalist!

***And in South-Africa, we have some great sports testimonials....***

**Hansie Louw** is a marathon runner. He used to drink **Coke and Energade Megaload** which made him feel tired and he could hardly finish any race. Since using Herbalife products (**especially H3OPro**), he **feels great** throughout the race, his **mind is clear** and his **legs are good two days after the race**. He is very happy with the products!

**Richard Boliter** was looking for a **safe and effective range of nutrition** while still playing rugby for Western Province and the Stormers. He started using Herbalife nutritional products during 2002 with phenomenal results. He experienced immediate energy increase and after 3 weeks on the products, moved up 16 places to number 2 in the Squad's test group! He uses the products for **fueling, refueling, hydration and recovery** and he can definitely feel a big difference in **sustained energy** levels during a game as well as the **speed of in recovery after**. He says the new **H<sup>3</sup>O PRO is absolutely brilliant** as it helps him not to "run flat".

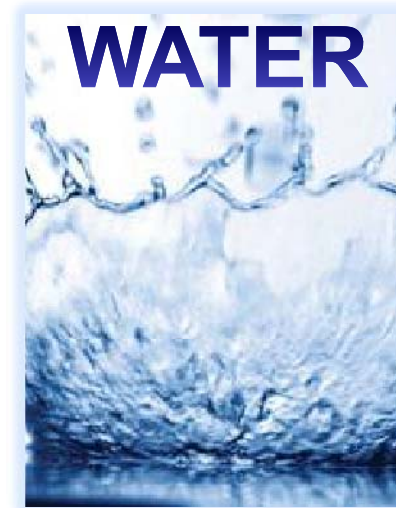




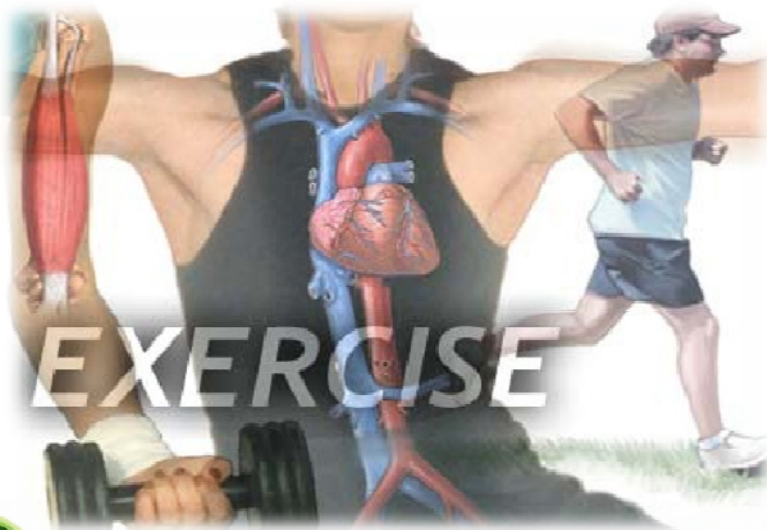
# Healthy, Active Lifestyle

**Balanced Nutrition:  
Inner / Outer**

**+ Healthy food  
choices**



**Cut back  
or avoid**



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**Maximise Your Nutrition \* Maximise Your Potential**

**To end off this presentation, herewith 6 TIPS FOR A HEALTHY, ACTIVE LIFESTYLE:**

1. Use the **Herbalife Healthy Breakfast Program** every single day and **Feel the Difference!**  
*You may also want to add some other products to meet your needs.*
2. Make sure you opt for **Healthy Food choices**
3. Stay hydrated with at least 2L **Water** each day. Add a splash of **Herbal Aloe Drink**, slice of lemon or mint leaves
4. **Keep physically active** with a least 30 minutes of activity each day:
  - It promotes strong bones and muscles
  - Will reduces stress – releases endorphins in the body which create feelings of relaxation and wellbeing
  - Burning more calories are key to losing and maintaining your weight
5. A Healthy, active body requires appropriate **rest and relaxation**
6. **Cut back or avoid** - Smoking, alcohol (empty calories) and Fast Foods.



**CLOSE THE SALE....** So great! I just want to make sure I have your Healthy Breakfast Survey... Now, let's look at what will suite you best... Do you realize that many of us spend money on food and drinks that have **no nutritional value**? Do you agree that the **Herbalife Healthy Breakfast Program is value for money** and a **powerful** meal that will give your body everything it needs?

*Give cost per meal, total cost and emphasize the benefits.*

**The Healthy Breakfast Program** includes the Shake, Thermo, Aloe = ± R20 per meal (total R683)

You may want to include our Personalized Protein Powder, which will help you **curb hunger, increase metabolism and build lean body mass**. Including the Protein Powder, cost per meal ± R26 (total R917)

**OPTION** – *to increase sales, offer a 10% discount on all products bought today. Explain after sale services (delivery of products, follow-up procedure and customer care. Consult your manual)*

**Note:** *Your choice! If customer is showing 'buying' signals, close, arrange payment and delivery and do not continue with flip chart. If no signs of sale, continue and point out there is a GREAT business opportunity.*

**Thank you for your time - it's been great meeting you. I am sure you found this informative and exciting. I am looking forward in assisting you to start your Healthy Breakfast!**



# UNIQUE OPPORTUNITY

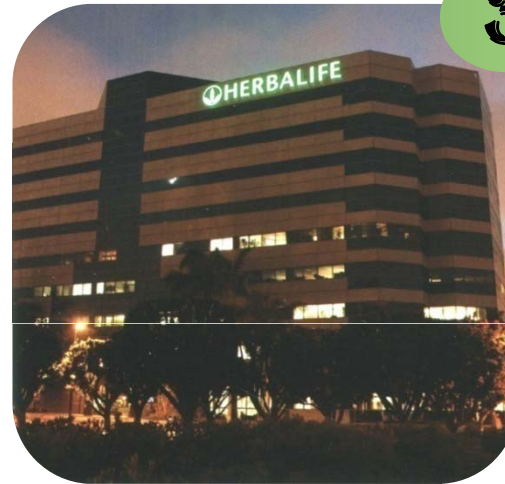
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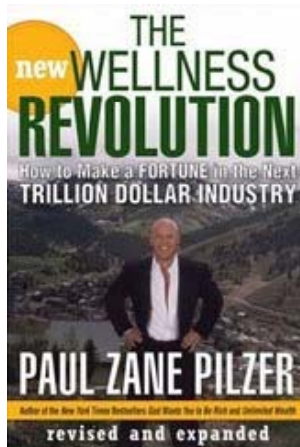
2



3



4



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## Referral – Biz Opportunity

By the way, I am expanding my business in this area, so I am looking for people to work with

It could not be a better time to rejoin Herbalife.

No doubt you have heard of the tough economic situation in most businesses, as well as the growing challenge of obesity.

It may sound strange but with all this happening, there really is not better time to be a Herbalife Distributor. As a distributor, we are all faced with an amazing opportunity right now. More and more people are concerned about their financial future and are looking for additional income.

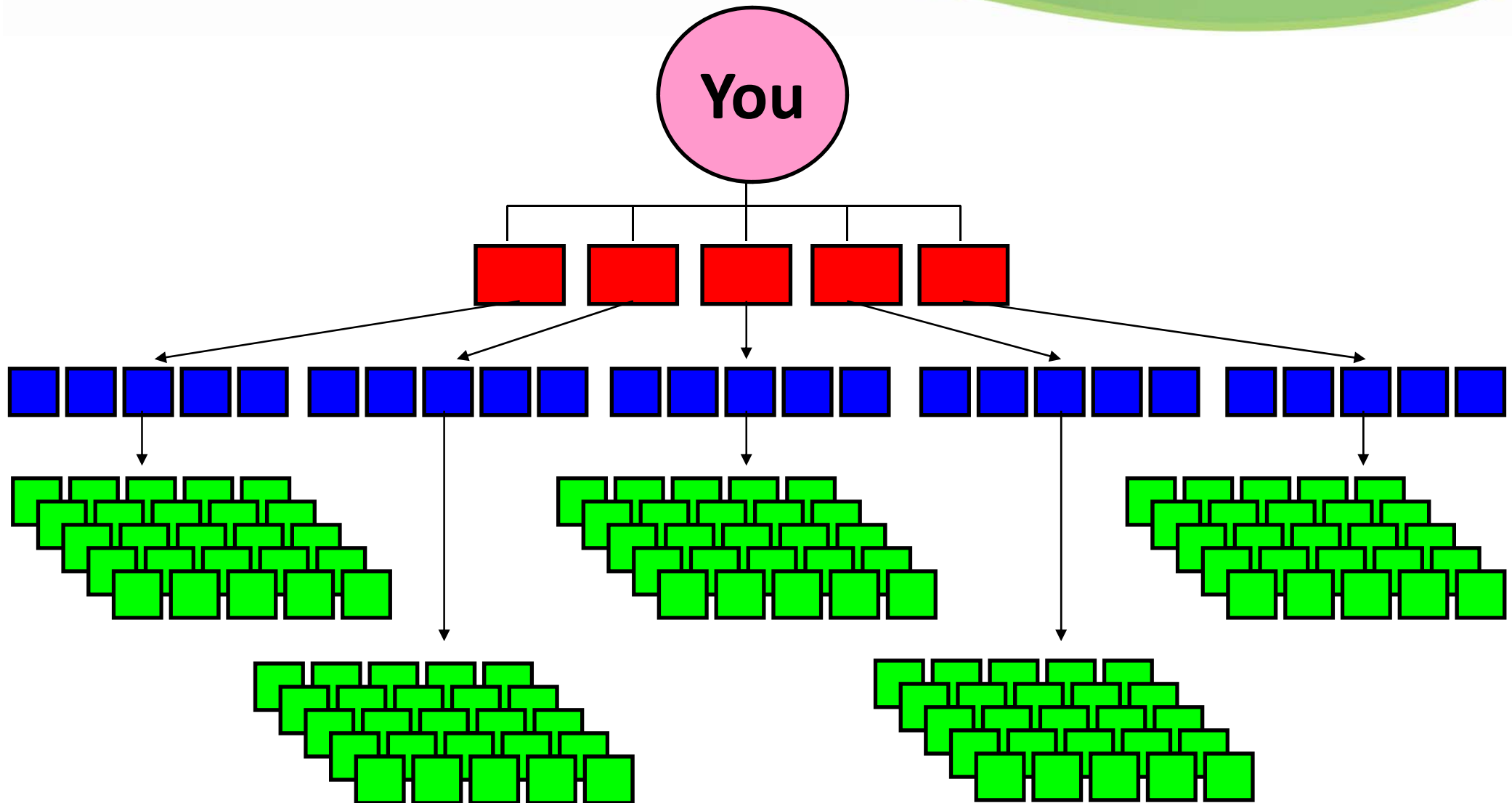
You are perfectly positioned to help them achieve their financial goals as well as your own. In an uncertain world, taking back control is what people need to do and is exactly what becoming a Herbalife Distributor is all about.



Let me quickly explain how Herbalife is committed to empower people to live a healthier, financially better life...

1. Industry-leading compensation plan - **73%** goes back to the distributors
2. Herbalife has healthy, science-based **consumable products**:
  - Only available through **Independent Herbalife Distributors**
  - With **3 decades** of experience in **Nutrition**, Herbalife is fast becoming the **leader in the Wellness Industry**
  - World renowned economist, Paul Zane Pilzer, refers to the **Wellness Revolution** as a **Trillion dollar Industry**
3. Herbalife is a **world-class company with visionary leadership**.
  - We are **1.9 million distributors** doing business in over **70 different countries** where Herbalife is registered in, means we also have the opportunity to build our business **International and earn foreign income**.
  - The **Success From Home Magazine** has dedicated a complete issue to Herbalife
4. Herbalife has **step-by-step training** programmes and **business tools** to support our business.

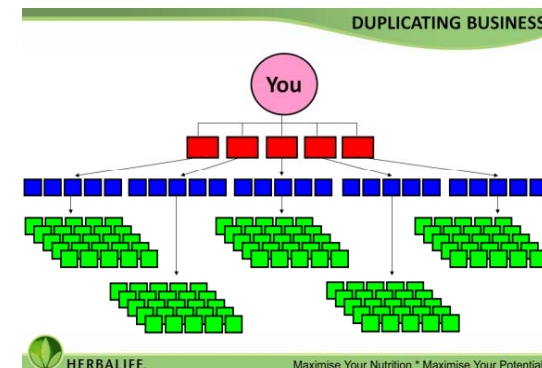
# DUPLICATING BUSINESS



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- What other job allows you to work exactly the hours that you want to.
- Where else do you get to choose how you build your business?  
There are so many *new and fun* ways to choose from.
- How many people do you know whose job involves looking and feeling healthy and helping others to do the same?
- More than ever, people want to feel good about themselves and Herbalife's inner and outer nutrition products help them do achieve their goals as part of a healthy active lifestyle.
- Whether they are managing their weight, pushing themselves harder in the sorting arena or simply looking for a convenient healthy meal instead of a less nutritious fast food option, Herbalife's products provide a solution.



### Why Herbalife Why NOW!

- Earn extra income - or make it your main revenue
- Start straight away - part time, full time –flexible to fit with your life
- Minimal start up costs
- No previous experience required
- Be your own boss – take charge of your life
- Compensation plan –one of the best in the business
- Support -quality training and effective business support tools
- Immediate product discount
- Making a difference – provide real help to people
- Anyone can do it!

***Let me share a few result stories... (also share your own)***



# RESULT STORIES



**Margaret Hlela**



**Rasheeda**



**Amanda Jensen**



**Manuella Botha**



**Paddy & Louise  
Mc Bride**



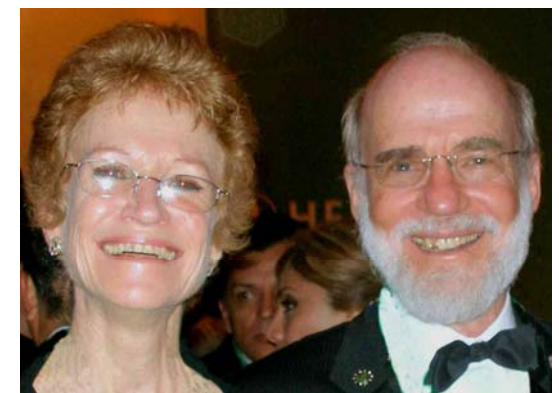
**Ina Marais**



**Sipho & Alice Mohaule**



**Elizabeth  
Lekganyane**



**Mark & Jenny  
von Senger**



**HERBALIFE**

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**Margaret Hlela** - From domestic worker to being her own boss, earning enough money to put her daughter through Technikon. She is very excited, building her international business without any effort just by sharing her story and bringing others in the business.

**Amanda Jensen** - is a single mom. In her first month she earned R9000 part-time and is now building a full-time career in Herbalife around her children's schedule.

**Paddy & Louise Mc Bride** - Before own business but no holiday in ages! Now they work the Herbalife business around their 2 boys and have a great lifestyle.

**Manuella Botha** - was with another network marketing company for 12 yrs.

She decided to make a change to Herbalife, (a lot more benefits including the amazing products!) Doing the business 5-6 hrs a day, allows her to be with her two boys in the afternoon. She earns R15,700 pm - her goal to become financially independent and take her family on holidays and overseas trips.

**Rasheeda** – As an employee she was in a dead end job and saw no future while being highly stressed and overworked. Herbalife became her passion, doing the business full-time now, earning R10,500 pm.

**Ina Marais** - Being in the IT meant long hours away from her family. She started Herbalife very part-time and after seeing the 'big picture of Herbalife', went full-time. Today she works around her family, travels the world and earns comfortably over R35,000 pm!

**Sipho & Alice Mohaule** – Sipho was a second hand car salesman and Alice a clerk. They started Herbalife part-time and earned R3000-R6000 extra per month. He realized the full potential and went full-time in the business. Their income doubled and doubled again. Today they travel the world and enjoy life to the full – earning R65,000 per month!

**Elizabeth Lekganyane** – From a housewife and mother to International business woman. She says: "It is so wonderful seeing many people's lives changing for the better. Last month I earned R100,000!"

**Mark & Jenny von Senger** – In their fifties, they lost everything in a business who's books were crooked. In their first two weeks in Herbalife, they made R1500 profit. They doubled their income every month. Today they have property in South Africa and Switzerland where they are able to pursue their passion – skiing!

**So, listening to all these facts, do you have someone in mind that would love to do the business with me?**

*(Take your pen and paper and be ready to write down names and contact numbers. If they are hesitant, prompt them to send you some names later and move on...)*

*If they are interested set an appointment to show them the business opportunity, or if appropriate– invite to the next HOM .*

**Thank you for your time - it's been great meeting you!**

