

Why Herbalife Why Now?

Why Herbalife?

Because we are committed to empowering you to live a healthier, financially prosperous life.

"The global mega trend of obesity, coupled with our weight management, nutrition products, and of course, our dedicated distributor activity, puts us in a great position to extend our financial success well into the future."

~~Michael O Johnson~~

(Third Quarter 2012 Earnings Conference Call for Herbalife Ltd)



Op·por·tu·ni·ty noun (pl. -ties)

1. a good position, chance, or prospect, as for advancement or success
2. a situation or condition favorable for attainment of a goal

THREE QUESTIONS...

- 1 Are you looking for a better way to create the **income and the lifestyle** you want?
- 2 Are you looking for a real, long-term business that can **grow independent** of your own efforts?
- 3 Do you know **opportunity** when you see it?

“Much More Than Just an Opportunity. This is the Vehicle That Puts it Right Within Your Grasp.”



GROUNDBREAKING
opportunity with big upside



REAL LONG-TERM
residual income building



PROVEN, duplicatable system



EVERYTHING you need to succeed

If you have any questions, please do not hesitate to contact me directly.

Your Wellness Coach
386-775-7706

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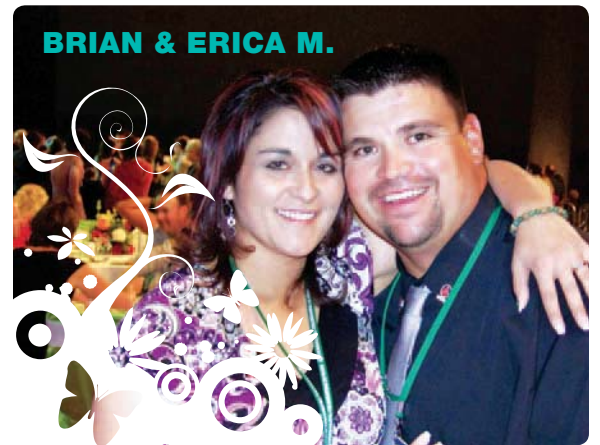
www.NutritionCoach411.com

IDENTIFY WITH YOUR COMMUNITY, IDENTIFY WITH SUCCESS USING SOCIAL EVENTS TO DRIVE BUSINESS

One key to growing a successful organization lies in strengthening the ties to your community through the power of social events. Here are two stories detailing how two Independent Distributors were each able to identify with their own community's unique characteristics and use social events to successfully promote their businesses.



BRIAN & ERICA M.





BRIAN M. CREATED A THRIVING BUSINESS BY UNDERSTANDING THE DYNAMICS OF HIS COMMUNITY AND SUCCESSFULLY USING SOCIAL EVENTS AS A MEANS TO INTRODUCE HERBALIFE® PRODUCTS.

Brian M.'s desire to help people runs in his blood. Once a football coach and high school teacher, Brian has always enjoyed mentoring others. What he didn't enjoy was that he was overweight and always struggling just to make ends meet on his meager teaching salary.

That all changed when Brian and his wife Erica participated in a Weight Loss Challenge. It was there

that their Personal Wellness Coach introduced them to Herbalife® products. They first became

Distributors to have the flexibility to buy the products themselves, but started taking the business more seriously once they saw the opportunity for success. Brian and Erica used Weight Loss Challenges and Nutrition Clubs to advance in the Marketing Plan and to build their organization.

Today, Brian and Erica's lives are completely transformed, physically





issue was what to do with their kids while they worked out. So Brian came up with a solution. *“This is where social interaction works so well,”* explains Brian.

“We bring our three kids to the park during our workouts, and the other parents bring their kids too. Then all the parents can participate in working out together and we share child supervision.” Problem solved. *“This also creates a strong social bond,”* adds Brian.

With team member Lawrence C., who is also an Independent Distributor, Brian started a boot

Brian discovered that many of those with weight-management issues found it intimidating to go to a gym. So how does Brian keep people engaged? With Ricardo A., another Distributor in his organization, Brian does more group events, like karaoke night and Xbox® dance night. *“Ricardo is great at organizing our Nutrition Club members.”*

Brian and Erica sum up their

“WE PUT OUR MEMBERS IN A BUBBLE OF POSITIVITY AND THEY START TO BELIEVE IN THEMSELVES.”

business strategy: *“We put our members in a bubble of positivity and they start to believe in themselves and achieve things they’ve never done before.”*

Two of Brian’s many success stories include Independent Distributors Christy G. and her brother-in-law, Brian G. Combining healthy eating and exercise with Herbalife® products, Christy lost 35 pounds and Brian G. dropped more than 50 pounds.



Giving Back Feels Good

Inspired by Mark Hughes (1956–2000), Herbalife’s Founder and First Distributor, and his belief in the importance of giving back to others, Brian and Ricardo also organize social events to support local charities. Brian encourages people to help those in need: *“I get together with my organization, and we come up with ideas to find more ways to help not just individuals, but the entire community.”*

And, Brian notes, *“I’ve found Facebook is a great way to promote*

and financially. Between them, with exercise and good nutrition, they’ve lost more than 240 pounds and 140 inches. Among Brian’s favorite products are Niteworks®, Herbalife24 Prepare, and Formula 1 Healthy Meal Nutritional Shake Mix with the Vanilla Protein Drink Mix added.

Brian was eventually able to focus on his Herbalife business full time. How did he do it?

Know Your Community, Grow Your Business

The first step was discovering the specific needs of their community. Brian identified several different groups – parents, older residents and those who didn’t have time or



We bring our three kids to the park and the other parents bring their kids. Then all the parents can work out together. This creates a strong social bond.

didn’t want to work out at a gym. As parents, Brian and Erica understood the necessity of making their program accessible to other parents with young children who needed supervision. The biggest

camp training for those that wanted an intense workout. And to meet the needs for those who prefer low-impact events, Brian started a scenic 5-mile walk around a neighborhood dam. Brian notes, *“It’s important to consider the climate in planning outside events. We meet once a week at 10 in the morning, when it’s warmer. Since spring is ideal for getting outside, we’re starting a bike club and a running club.”*

all of these events. It's more than just a marketing tool. We use it to motivate people, stay on top of their progress and engage them."

Brian has a clear plan in place to continue building his organization. Brian emphasizes, "It's about being a family. It's crucial to make Herbalife a positive presence in the community wherever we go. For example, we're having a raffle with Herbalife24 products as prizes. My organization is donating Herbalife24 products, and we're giving the money we raise from the raffle to a leukemia patient. It's a powerful way to be involved with the community and promote the Herbalife brand." Brian believes, "The more you help people, the more it comes back to you."

Herbalife is not a complicated business – it's Use, Wear, Talk. Put the blinders on and just get to work."[†]



A raffle with Herbalife® products as prizes is a powerful way to promote the Herbalife brand.

^{*}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.

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[‡]Xbox® is a registered trademark of Microsoft Corporation in the United States and other countries.

WHEN RODNEY M. REALIZED HIS COMMUNITY LACKED PROPER NUTRITION AND EXERCISE, HE CREATED A SOLUTION THAT IS CHANGING THE WHOLE NEIGHBORHOOD—ONE PARK AT A TIME.

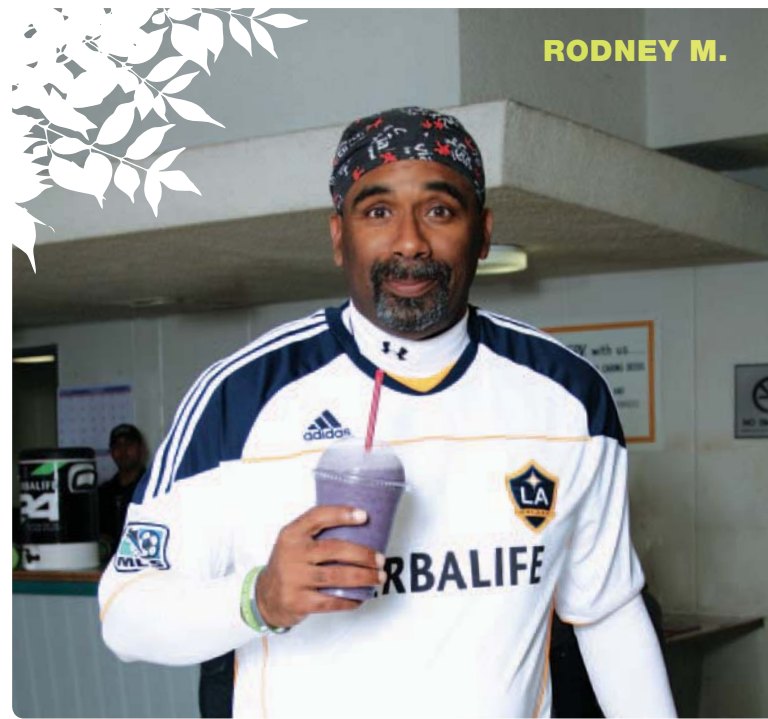
Rodney M. was a successful real estate broker for 14 years, helping people find new homes. Then the market crashed. Rodney needed a new plan. He still wanted to do what he does best – fulfilling people's dreams. Now he's helping people find ways to better health.

First he focused on helping himself. Rodney started out on the road to better health and financial success like so many others before him – as a client. Rodney joined President's Team member Mark A.'s Fit Club in Santa Monica, California, and with exercise and using Herbalife® products he achieved great results with his weight loss. Rodney uses the Ultimate Weight Management program and the Heart Health, Men's Health and many of the Outer Nutrition products.

As Rodney was getting fit and healthy, he noticed that a lack of good nutrition and exercise was a communitywide problem. So Rodney refocused his marketing efforts to bring awareness to the problem through

proactive measures. He saw a need and he involved community decision makers in his plans to help his neighbors.

He started a fit club with just two individuals, using the outside area of a popular sports center in his local community. Within a month, attendance at the fit club exploded to 60 people. The group boasts a diverse age range, from 20 to over



The LA Galaxy logo and graphics are the property of Major League Soccer, LLC. Used by permission.





"They keep coming back. They like the results and the camaraderie."

I'll stop the workout and ask people why they're here. It's really more than just a workout to everyone – we've become a family."

To promote his events, Rodney places flyers on bulletin boards where permitted and hands them out to people on the street.

60, with various athletic abilities. *"They keep coming back. They like the results and the camaraderie,"* explains Rodney. The club does a lot of circuit training, along with cardio and weights.

Necessity Is the Mother of Invention

Because the weather was getting colder, Rodney needed to find a building to continue his events.

The mayor came through and provided the recreation center in a local park to Rodney at no cost to him or his team. Rodney combines nutrition education and fitness. He states, *"At the end of the training, I educate the participants about the importance of proper nutrition and the need to put it back in their bodies, otherwise, they're working out for nothing. Then, I make the shakes available."*

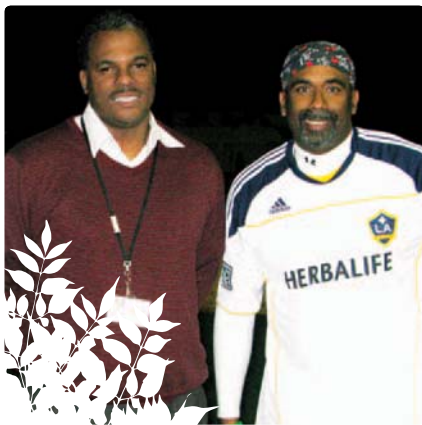
Rodney uses Weight Loss Challenges and wellness evaluations to further introduce the products. From there, it's a natural progression to showing them they can become Independent Distributors.

Now that spring is here, Rodney is planning outside events and doing more cardio activities. To keep track of the positive results, members are measured every week, reinforcing the desire to succeed.

Rodney shares, *"We focus on the workout but always make sure everybody's having fun. At times,*

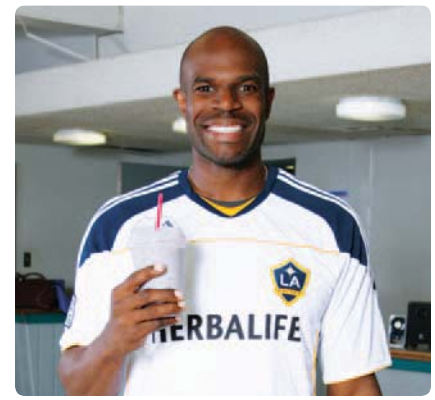


Rodney brought another element to his fit club with the addition of Terry Clark, a fitness trainer and coach for several NFL and NBA players, who became his first downline Distributor. Terry is also the founder of Terry Clark Fitness Club. He realized that Terry's expertise would bring a new facet to the club's



The mayor came through and provided the recreation center in a local park to Rodney at no cost to him or his team.

Identifying the communitywide need, he spoke to the mayor about his plan to educate residents about proper nutrition and provide free workouts. To continue his efforts, he needed an enclosed area.



The LA Galaxy logo and graphics are the property of Major League Soccer, LLC. Used by permission.





When Rodney expands, he will leave the fit club in good hands, with LaShawn C. (below), one of his first members, and now an Independent Distributor.

training and nutrition events. A key part of Rodney's business strategy that he points out to Terry and other trainers: Why send clients to other nutrition products, when you can introduce them to Herbalife and reap

"I'VE STARTED MY VISION, NOW IT'S TIME TO PLANT MORE SEEDS."

both the nutritional and economic benefits? Terry coordinates the fitness training program and provides a complete and balanced exercise regimen that includes calisthenics (strength and flexibility exercises that use only one's body weight),

aerobics, yoga and plyometric exercises (training that involves fast, powerful movements).

An Eye Toward the Future

Having planted the seed, now the city wants Rodney to bring his program to all the city's parks. When Rodney expands, he will leave the fit club in good hands, with LaShawn C., one of his first members, and now an Independent Distributor. With exercise and using the products, LaShawn lost 40 pounds and is an inspiration to the other members.

"My vision is about Mark's dream of changing people's lives. I've started my vision, now it's time to plant more seeds," states Rodney.†*

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FIT CLUB SAFETY TIPS

PREPARE: Know your members' abilities when planning activities.

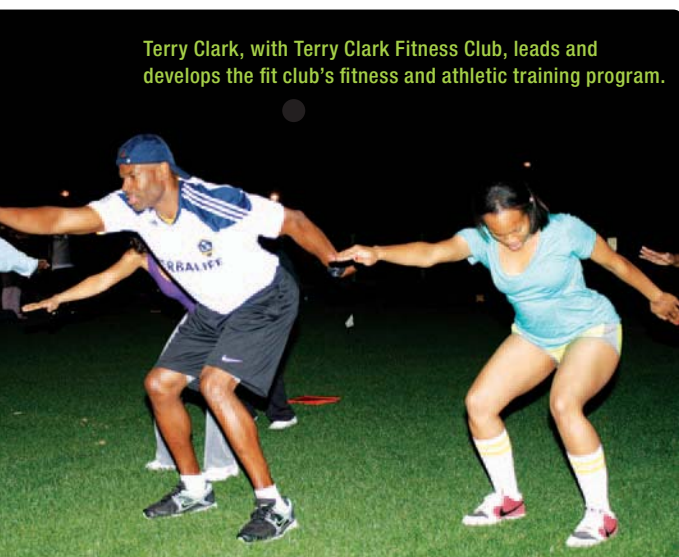
ENCOURAGE, DON'T PUSH: Remind members to take it slowly, go at their own paces, listen to their bodies and rest when necessary.

ALERT: Remind members you are not a certified trainer or physical therapist.

SEEK APPROVAL: Advise members to consult their physician before starting a diet, exercise or weight-loss program.

HYDRATE: Drink plenty of water whenever working out.

Terry Clark, with Terry Clark Fitness Club, leads and develops the fit club's fitness and athletic training program.



Inspired to CHANGE HERSELF

Deisy T. cleaned houses and sold jewelry to earn extra money. After a long day at work, she had to go home and cook, clean and take care of her family. It was an enormous sacrifice, and she never achieved her goal, her “American dream.”

During that time, she had slowly become 50 pounds overweight, until one of her clients convinced her to try Herbalife® products. “I used the Weight Management products with excellent results, and those results got me inspired. With the support and guidance of my Herbalife Sponsor, I substituted my traditional breakfast for an Herbalife healthy breakfast. I consciously started eating healthy and exercising until I shed the 50 pounds I wanted. I also used the Heart Health products.”

She says she became an Herbalife Independent Distributor to share the products with her family and friends. “People started asking about my results. By selling the products, I started my own business. Eventually I attended an Herbalife event, which created vision. From that moment on, I made training events part of my business plan. I’ve never missed an event, and I motivate others to attend. This has been key to growing my organization.

“I have also grown as a person. This is a business where your result is your best pitch. You only have to put in the hard work along with dedication, patience and discipline, attributes you can learn at the events. Herbalife is a real opportunity for everyone who is willing to focus and work for his or her goals. Plant a seed every day and you will harvest lifetime success.

“It brings tears of joy to my eyes. We are really changing people’s lives. Just use the products, wear the brand, and talk to people. Treat people with genuine respect and love from your heart and the impact you will make in them will last forever.”*†



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Inspired to help LOVED ONES

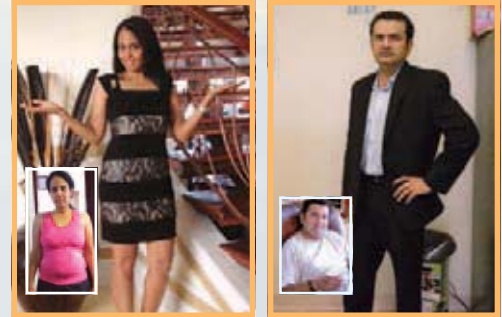
Kajal K. learned about Herbalife from a neighbor, and became interested for the sake of her husband Sanjay, as well as herself.

“He’s now lost 42 pounds, and I’ve lost 10 pounds and two dress sizes,” she says. “My main goal is to keep my family healthy. And in the process, I’ve been able to help a lot of other people.”

She decided to try selling Herbalife® products as a hobby. So she started her own Weight Loss Challenge, and 20 people showed up. “Then they asked me to do it again, so I decided to look into the Nutrition Club. And that’s how the business began.”

As a former physician’s assistant, Kajal has always been interested in helping others. “Now [as a coach] I’m able to provide support for those who have the willpower and desire to make changes. And it’s a great thing for my daughter to see. I received an email from a nurse telling me I helped get her self-esteem back. It’s just made me want to be a part of everyone’s journey.

“My dad is an engineer,” she adds, “always doing something with a purpose. I kind of lost that. Now my customers inspire me. And it’s great to get up every morning and love what you do.”**†



Your success will give others INSPIRATION



Juan C. worked 31 years mowing lawns and fertilizing gardens as a field-worker. He came to the United States to “pursue his dream,” but never seemed to achieve the better lifestyle he’d imagined. Making matters worse, he had poor nutritional habits.

“I was 235 pounds,” he recalls.

Then his wife discovered Herbalife. “Shortly after starting with Herbalife® products, eating healthy and being

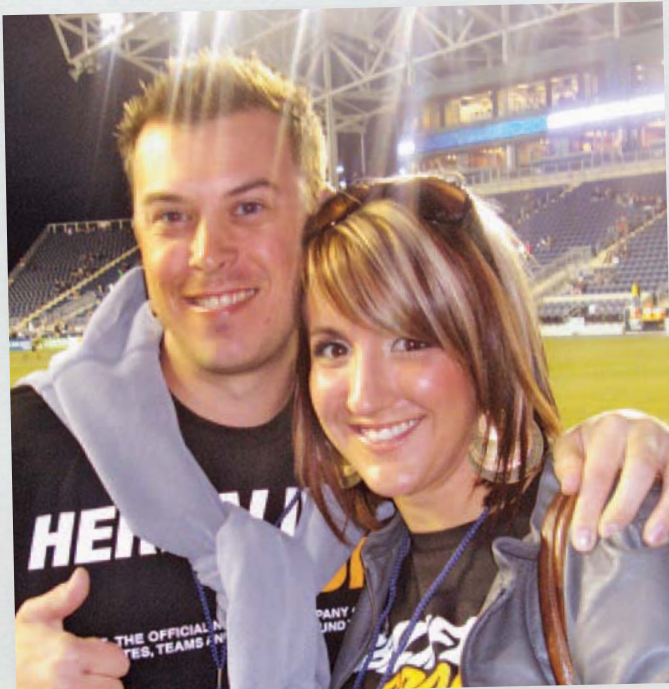
physically active, I was feeling better than ever. I eventually lost 85 pounds.”

“My friends and acquaintances started asking me what I was doing and, by recommending the products, my business began.” He and his family opened a Nutrition Club and spread the word in their community. “Our focus is helping other people. We want to take good care of our customers and help them achieve their nutrition goals. And we genuinely want our downline to earn more because when they grow, we grow. Our organization gets excited when they see us in the VIP row. With hard work, they know it can – and will – happen to them.”

“Now we are setting the example for our six kids. I can spend time with my family and feel good about what I do for a living. I was a field-worker, and now I have my own business. That tells you how powerful this opportunity can be.”**†

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QUALIFIED MAY 2012

*Danielle & Graeme
Edwards*



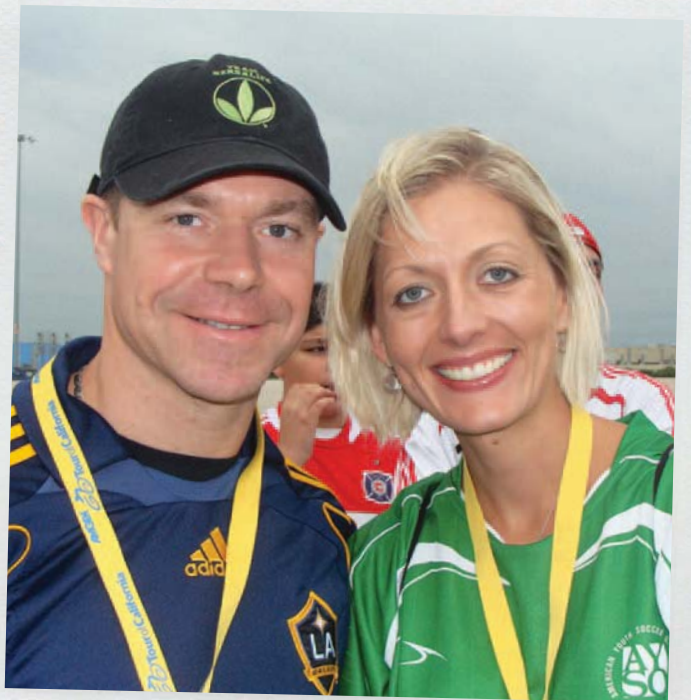
EXECUTIVE PRESIDENT'S TEAM 30K

Danielle and Graeme Edwards were introduced to Herbalife® products through a Nutrition Club. Inspired by their weight-loss results, they attended one Herbalife Extravaganza, and afterward decided to open their own Nutrition Club. Through hard work, they moved up the Marketing Plan and now enjoy the lifestyle that they always dreamed of. "We're so grateful for Mark Hughes' vision, Jim Rohn's words of wisdom, the strength of our mentors and our incredible team!" they say.*†



SENIOR EXECUTIVE PRESIDENT'S TEAM 30K

Amber and Jason Wick used to work 70 hours a week as engineers, and rarely saw each other. They wanted more quality time – and the freedom to travel. Then a friend introduced them to Herbalife. They got such great results with the products that they decided to become Independent Distributors. To move up the Marketing Plan, they attended every event and qualified for every promotion. Now they've replaced two engineering salaries with Herbalife income.*

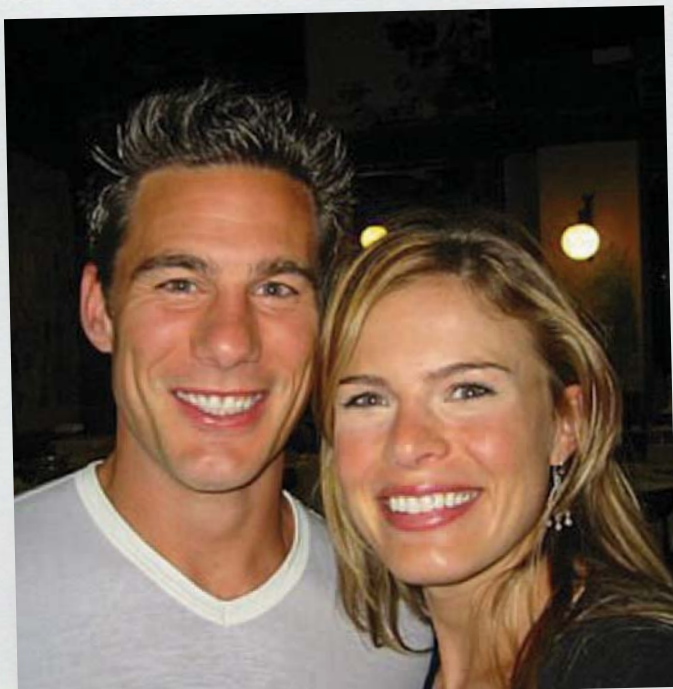


QUALIFIED MAY 2012

Amber & Jason Wick

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QUALIFIED APRIL 2011

Mark & Jill Addy

20

EXECUTIVE PRESIDENT'S TEAM 20K

Mark and Jill Addy were working long hours in well-paid sales and consulting jobs. However, they wanted more control over their time while still having a good income. A friend, an Herbalife Independent Distributor, told them about Herbalife, and they soon became Distributors themselves. Now with their successful business, they have completely transformed their lives. "We have time to do the things we love and be great parents to our daughter Ava," they say.*

20

PRESIDENT'S TEAM 20K

While *Enrique Carrillo* was studying at New Mexico State University, he was introduced to Herbalife® products. Along with a healthy diet and exercise, he eventually lost weight, and decided to become an Herbalife Independent Distributor. He grew his business by consistently working hard and having a positive attitude. Enrique is now making more money than he could have imagined. He shares, "My Herbalife Independent Distributorship has transformed my life with health, wealth and happiness."**†



QUALIFIED MAY 2012

Enrique Carrillo

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QUALIFIED APRIL 2012

Tim Files



EXECUTIVE PRESIDENT'S TEAM 20K

Tim Files was a master personal trainer whose business was hurt by the economic downturn. His dream to work for himself seemed impossible. After experiencing positive results with Herbalife® products, Tim decided to become an Independent Distributor. He used the Nutrition Club model to move up the Marketing Plan. Now, Tim has the business he's always dreamed of. "The most satisfying part of being an Herbalife Independent Distributor is watching people change their lives through health and wealth," he says.*



EXECUTIVE PRESIDENT'S TEAM 20K

Tamara Geitzenaver used to juggle her roles as wife, mother of four daughters, physical education teacher and varsity coach. Then a friend, an Independent Distributor, introduced her to Herbalife. "I started the program and felt more energized," she recalls. She soon signed up as an Independent Distributor. And today she gathers up to 20 participants in Weight Loss Challenges. "I get this awesome feeling when someone says, 'Thank you for giving me my life back!'" explains Tamara.*



QUALIFIED MAY 2012

Tamara Geitzenaver



QUALIFIED MAY 2012

Brook Kirwin



EXECUTIVE PRESIDENT'S TEAM 20K

Brook Kirwin enjoyed training athletes to get into peak condition. But she had no time to work out and became overweight. When she discovered Herbalife® products and a healthier lifestyle, she lost weight, and became a part-time Independent Distributor. Eventually, she quit her job as a trainer and moved up the Marketing Plan. "I also learned how to better lead my organization. Now two athletes I trained are in my downline," she adds.*†



EXECUTIVE PRESIDENT'S TEAM 20K

Mike and Cindy Patterson were facing financial difficulties. Cindy's parents, Executive President's Team members Gerald and Jerrie Reding, introduced them to Herbalife® products. Mike and Cindy both experienced great results using them, so Cindy decided to become an Herbalife Independent Distributor. They agreed that if she didn't earn a certain amount per month within a year, she would find a different job. "Cindy earned that amount and more!" exclaims Mike. "Most important to us are the friendships we've developed," the couple explains.*



QUALIFIED APRIL 2012

Mike & Cindy Patterson

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QUALIFIED APRIL 2012

*Kris & Andrea
Bickerstaff*



EXECUTIVE PRESIDENT'S TEAM 15K

Kris Bickerstaff was a personal trainer and his wife, Andrea, worked in the medical field. When the economy worsened, so did Kris' personal training business. A nutrition coach encouraged Kris to try the Herbalife® products, and Kris decided to become an Herbalife Independent Distributor. The couple's primary method of growing their business was leading Weight Loss Challenges. Kris advises, "Be consistent with your retailing and recruiting and most of all, never quit believing!"*



EXECUTIVE PRESIDENT'S TEAM 15K

Keegan Cervin was a college student who worked part time as a waiter. He discovered Herbalife® products through family members who were already Herbalife Independent Distributors, and realized that the business opportunity was the best way to gain his independence. Keegan cites operating Nutrition Clubs and organizing Weight Loss Challenges as crucial to expanding his business. Today, Keegan lives happily, having achieved financial stability and independence. He says, "What gives me the most satisfaction is that through the Herbalife business opportunity, I'm making a positive impact on people's lives."*



QUALIFIED MAY 2012

Keegan Cervin



QUALIFIED APRIL 2012

David Hayes



EXECUTIVE PRESIDENT'S TEAM 15K

David Hayes worked as a landscaper by day and aspiring musician by night. A friend recommended Herbalife® products and after David experienced positive results, he shared them with his family and friends. He opened a Nutrition Club as people were making New Year's resolutions to improve their wellness. His customers' positive results fueled David's business. Now, he has achieved his dream of improving his music career, his wellness and his income. He shares: "By fighting for other people's dreams, we put ourselves within reach of our own dreams!"*



PRESIDENT'S TEAM 15K

Kelly Heffernan worked grueling 16-hour shifts in the oil industry, surviving paycheck to paycheck. After learning about the Herbalife business opportunity, Kelly was inspired to become an Independent Distributor. Using the Herbalife® products, along with healthy eating habits and exercise, his wife, Lenna, lost 30 pounds of weight, while Kelly gained 30 pounds of lean muscle. To grow their business, they used flyers and print media, as well as Internet-based methods. Now, they have the freedom to work from home and focus on raising their toddler.*†



QUALIFIED MAY 2012

Kelly & Lenna Heffernan

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QUALIFIED MAY 2012

Larry & Heather Hulsey



PRESIDENT'S TEAM 15K

Life as a waiter was tough, but 18-year-old *Larry Hulsey* wasn't sure what his options were. Then he came across the Herbalife business opportunity. During the first few years in business, he learned how to be consistent by using 90-Day Plans. Slowly but surely, he and Heather's business grew. "We love helping people with these incredible products and reaching out to them with the business opportunity," he says. "And this is only the beginning!"*

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QUALIFIED MAY 2012

Jake Dwyer

After graduating college, *Jake Dwyer* was determined to work in the film industry. He soon landed a job as a production assistant, and found himself working grueling 16-hour days. After a year and a half, Jake had simply had enough. "I was highly dissatisfied with the quality of my life," he says. He had also gained 40 pounds.

Then, he met someone at a personal development seminar who told him about Herbalife. So Jake tried the products and started an exercise regimen, and he lost 30 pounds. Motivated by his experience with Herbalife, Jake then became an Independent Distributor. "I was totally blown away by the products," explains Jake. "Since the day I started as a Distributor, I have never missed a training session. I now work full time as a Distributor."

Jake's advice is to make the program your own. "For me, the most important thing is to work the program in a way that fits your personality. I love to work out and exercise, so I've built my Distributorship to cater to people who love to go to the gym and value a healthy, active lifestyle." Jake has been moving up the Marketing Plan and finds enormous satisfaction working with other fitness-minded people. "I love Herbalife!"**

"For me the most important thing is to work the program in a way that fits your personality."



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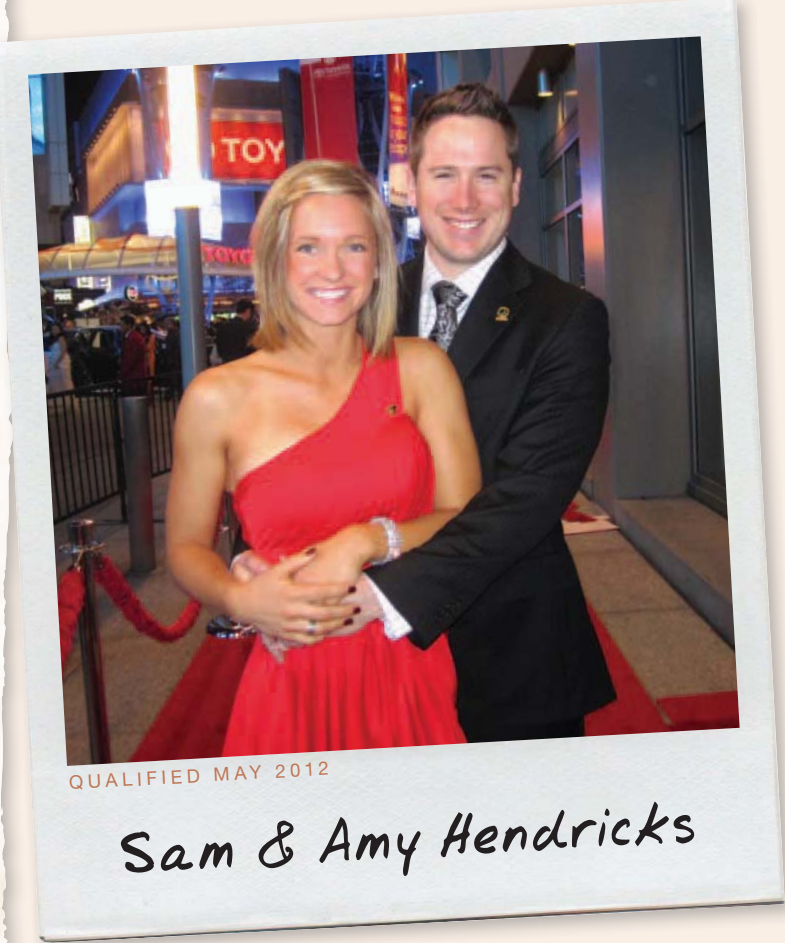


Sam and Amy Hendricks were newly engaged college students looking for a brighter future. Amy thought that in five years she'd be working, and Sam would still be in school getting a master's degree with higher earning potential. "We didn't like the plan we were signed up for," Sam recalls. "We were looking for financial freedom and time to spend with our family. But the jobs in our fields were not going to provide those things."

Then they attended an Herbalife business presentation. They knew right away that becoming Herbalife Independent Distributors was the answer they had been seeking. "We got started, and the rest is history," they say. "With the fantastic resources available to us, anyone can do this business, even college students."

The Hendricks worked hard, and their Herbalife business took off. "And the most rewarding thing about it is that we are working hard to become a financially free household. Nothing is more important to us than the ability to spend time with our family, and never have to worry about money. Herbalife is helping us do exactly that!" they conclude.*

"Now we have the ability to spend time with our family and never have to worry about money."



QUALIFIED MAY 2012

Sam & Amy Hendricks

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Kim Hines was an overweight, unhealthy, exhausted mother of three. Then she decided her goal was to focus on good nutrition and losing weight. So she pulled out a phone book, looked up an Herbalife Independent Distributor, and started the journey to her new life. She initially became an Independent Distributor because she wanted a discount on products. Then, when people were noticing her weight loss and newfound energy, she found herself talking about the products a lot and realized she would make a good Supervisor. "At first I did shake parties and talked the talk whenever I could." Kim says she tries all the products. "The more products you know firsthand, the better position you are in to sell them. Because knowledge is power."

Kim's nutrition regimen and energy improved, and she continues talking the talk. "I still love helping others achieve their goals. My satisfaction comes from everyone's success." Kim's advice to other Distributors is "have a can-do attitude and never ever quit."

"With Herbalife, I have been blessed to be able to help my family achieve their dreams, with college, weddings, sports and vacations." Now a happy and proud grandmother, Kim adds, "My cup runneth over with gratitude, especially for all of my mentors and downline Distributors."*†



QUALIFIED APRIL 2012

Kim Hines

"As an Herbalife Independent Distributor, I have been blessed to be able to help my family achieve their dreams, with college, weddings, sports and vacations."



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president's team

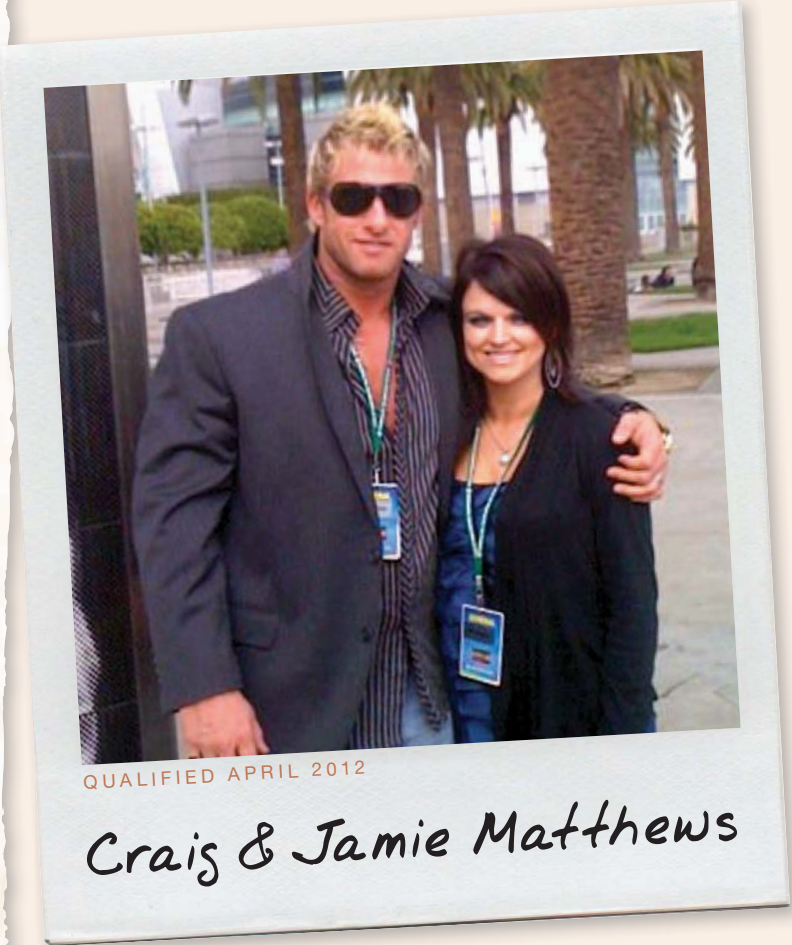


Craig Matthews was working as a crew chief for a foundation repair company. The job required long, grueling hours in the rain, snow and extreme heat. It also kept him on the road, leaving his wife, Jamie, to handle maintaining their home while working two jobs. The couple wanted to be active and healthy, but their careers were holding them back.

Several friends told Craig and Jamie about a local Nutrition Club. It was there that the couple fell in love with Herbalife® products. Their positive health and weight-loss results motivated them to become Herbalife Independent Distributors. They opened a Nutrition Club, and Craig's contacts in the nutrition and fitness industries helped them to grow their business.

Now, Craig works on their Herbalife Independent Distributorship full time, selling products he is in love with and changing people's lives. The couple owns and operates a Nutrition Club where they watch customers transform before their eyes. "We advise other Independent Distributors not to be shy about sharing their stories with others when they are out and about," they say. "Everyone needs better nutrition, and you could be what that person is looking for. Your business is more likely to grow when you share your Herbalife product results."**†

"Your business is more likely to grow when you share your Herbalife product results."



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Carol Meisseier worked long hours in a factory while her husband Jim worked their 250-acre family farm. She used to drop their children off at day care by 6:00 a.m. to be at work on time. "As a mother I felt guilty that our four children were being raised by day care so I really wanted to be a stay-at-home mom. This was not an option with the stress of the farm payments. We were living paycheck to paycheck," Carol recalls.

Carol and Jim wanted to raise their income while having more time to spend with their children. That's when they discovered the Herbalife business opportunity. "We got started from a 'Work From Home' sign," Carol says. That was 15 years ago. Currently the couple's primary methods of growing their Independent Distributorship are the Nutrition Club and Weight Loss Challenges.

Carol and Jim are now able to help their children with college expenses and enjoying a better quality of life. Carol's advice to other Distributors? "Believe in yourself and you will succeed. Have a burning desire to effect a change in your life. Don't prejudge anyone. Attend trainings and qualify for everything."*



QUALIFIED MAY 2012

Jim & Carol Meisseier

"Believe in yourself and you will succeed. Have a burning desire to effect a change in your life."



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president's team



“Herbalife has provided such a unique quality of life with wonderful income potentials.”

Mona Schultz was a full-time sales representative and her husband Bill works in the hospitality field. Both lived hectic lives, barely having time for their three children. “All I wanted was to be a full-time mom, to see them off to school and be at home to hug them when they got off the bus,” Mona recalls.

They were introduced to the Herbalife® products by Mona’s sister. And what an impact they had on their lives. Mona and Bill each lost weight and gained energy upon switching to a healthy, active lifestyle. After that positive experience they became Independent Distributors. “Each day we use the products, wear the brand and share the products and the business opportunity with everyone.”

Now their lives have been enriched on many levels. They share, “Through our Herbalife business, we have found a unique quality of life with wonderful income potentials.” Mona advises other Independent Distributors, “Keep it simple: Use, Wear, Talk. Attend all the trainings, never miss an event. Try to qualify for all the promotions! Never give up, don’t quit!”**



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Heather Schwartz was working for a sports apparel company full time in event marketing. But she wasn't happy with where her career was going and wanted to do work that had a greater impact on people's lives and had always been excited about the wellness industry. She just didn't know how to get involved in the industry.

It was at an event she had organized for her company that she met someone who told her about Herbalife. She signed up, enthusiastic about the business opportunity. At first a part-time Distributor, she concentrated on doing wellness evaluations with clients and helping them with their health goals. But the Weight Loss Challenges became Heather's most lucrative effort and business started to accelerate. "I absolutely love the relationships I get to build through them," she says. She quit her old job and became a full-time Distributor.

Now, Heather has a more satisfying career. "Because of Herbalife," she excitedly shares, "I can use my passion, energy, enthusiasm and ingenuity to help others be the best they ever thought they could be."*



**“Because of Herbalife,
I can help others be the
best they ever thought
they could be.”**



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millionaire team



QUALIFIED MAY 2012

CLAUDIA & TONY ANEMA

Claudia Anema was a personal trainer. A single mom with two daughters, she was looking for a flexible business opportunity. Then a Personal Wellness Coach introduced her to the Herbalife business opportunity. She became an Independent Distributor and worked hard to climb up the Marketing Plan. Now Claudia views life with a fresh perspective: "Herbalife gave me the opportunity to live the life I want, helping others and earning income."*



QUALIFIED APRIL 2012

KEN & LUANNE BARNAS

Luanne Barnas was a working mom and part-time personal trainer. Her husband Ken was a project manager and home improvement contractor. A family member introduced them to the Herbalife business opportunity, and they tried the products before deciding later to become Independent Distributors. Then the couple attended trainings and built their business out of their home. "Stay consistent, try to attend every event, support your spouse's dream and enjoy the journey!" Luanne concludes.*



QUALIFIED APRIL 2012

LORI A. BAKER

Lori A. Baker, a former college athlete, worked long hours as a systems analyst. She built her dream house, raised three children, coached volleyball, and used Herbalife® products for energy and to build lean muscle mass. After a divorce, she became an Independent Distributor to earn extra cash. "My children have experienced the quality of life that my Herbalife business has provided. We've traveled to places I never would have been able to," says Lori. "Thank you, Mark Hughes!"*



QUALIFIED APRIL 2012

BRAD & KELLI DAVIS

Brad and Kelli Davis used to work three jobs and had little time with their two children. Then a friend introduced them to Herbalife. The couple became Independent Distributors and realized this could be a life-changing opportunity. "We made Herbalife integral to our lives," Brad says. Eventually, their Herbalife business earned enough for Brad to quit his sales job. Now the family travels extensively. "Have faith in yourself, your plan, your leadership, and Herbalife," Brad concludes.*



QUALIFIED APRIL 2012

LISA ESTERBROOKS

Lisa Esterbrooks, an aesthetician and mother of three, dreamed of financial freedom and spending more time with her family. Then she met a friend at a local Nutrition Club and discovered the Herbalife business opportunity. “I first became an Independent Distributor for the products,” Lisa recalls. “Then my husband and I found a great location for our own Nutrition Club. Nothing I want to achieve is out of reach!”*



QUALIFIED MAY 2012

SHAYNA & DR. NICK FABRIZIO

Shayna Fabrizio was a physical therapist and her husband Nick a chiropractor. They were looking for a nutritional program to use when they heard about Herbalife through a radio ad. They became Independent Distributors and started running Weight Loss Challenges. Now with a more fulfilling life, Shayna says that “the ability to help people with their overall nutrition and financial goals has been the most rewarding part of being Independent Distributors.”*



QUALIFIED MAY 2012

JAMES & SANDRA FORTNER

Jim Fortner and his wife Sandra owned a construction company. Although their income was satisfactory, they had no time to enjoy their lives. They discovered the Herbalife® products and business opportunity from their Sponsor and felt such a positive impact that soon they were sharing their experience with everyone they knew. Now they have achieved their goal of having more quality time together to enjoy with family and friends.*



QUALIFIED MAY 2012

DIANA GARCIA-FERNANDEZ

Diana Garcia-Fernandez was a hairstylist. She was working the most hours she could handle but every month she struggled to make ends meet. She learned about the Herbalife business opportunity and never looked back. “I made my way to Supervisor with Use, Wear, Talk,” Diana recalls. Diana kept working her way up the Marketing Plan. Now, she says, “I *feel* and *am* successful, and that’s an amazing feeling.”*

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QUALIFIED APRIL 2012

BRIAN & RACHELL HILL

Brian Hill was an aircraft mechanic and Rachell an optometric assistant. Working and raising two boys left them little time to think about nutrition. Then a friend introduced them to Herbalife® products, and they became Independent Distributors for the discount. But after getting great results with the products, they got serious about the business opportunity – and eventually attended Herbalife Extravaganza 2010 in Los Angeles. “We used the Nutrition Club model and qualified for everything,” Rachell recalls. “We love Herbalife!”*



QUALIFIED MAY 2012

LAURA & JASON MILLER

Laura Miller had a long career as a registered massage therapist. After learning about Herbalife® products and business opportunity from successful friends, Laura was inspired to become a Distributor: “I wanted to build an Herbalife team, so that myself and others could enjoy financial freedom and good nutrition,” she says. Today, Laura is more passionate than ever: “I love my Herbalife business. I enjoy being fit eating healthy and having loads of energy.”*



QUALIFIED APRIL 2012

DIANE & TIM MASEL

Diane Masel was a school administrator and Tim worked as a pharmacy technician. The couple was seeking a business they could do together. “We found Herbalife on the Internet, and discovered it was a great fit,” Diane recalls. The couple worked their way up the Marketing Plan. Eventually, they made enough for Tim to quit his job and Diane to retire. “The business has given us the opportunity to be more involved with our family. It’s a win-win plan!”**



QUALIFIED APRIL 2012

SERGIO & KIM MUNIZ

Sergio Muniz, a pulmonologist, and his wife Kim, a registered nurse, own several businesses and have a large family. While looking for new opportunities, they became Herbalife Independent Distributors after President’s Team member Larry Hulsey introduced them to the business opportunity. “Now we work events, attend trainings, use the products, talk to everyone, wear the button and brand every day!” Kim says. “We’re thrilled with our weight loss. Plus, it’s very satisfying to see others reach their personal nutrition goals.”**†

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QUALIFIED APRIL 2012

JOSÉ & GRACIELA PARRA

José Parra was working two jobs and Graciela was a homemaker, when an email offering a free Herbalife shake sample changed their lives. “We started drinking the shakes and felt great, so we became Distributors.” Motivated, they worked their business by using various methods of advertising. José and Graciela are proud of their Millionaire Team status, but their passion is helping others, “We love knowing that we can help change a person’s life with better health and nutrition.”*



QUALIFIED MAY 2012

MARIA HELENA RAMOS

Maria Helena Ramos worked long hours. She wasn’t happy with her income and wanted a change in her life. She found the Herbalife business opportunity on the Internet. “I was dreaming about having my own business and this sounded like that plan. I immediately signed up as a Distributor,” Maria recalls. “My life changed and my vision about the future is positive.”*



QUALIFIED MAY 2012

KEEGAN & DANIEL RASBAND

Daniel Rasband was a successful account executive and his wife Keegan a nursing student. “I was working 50 to 60 hours a week, not real sure what I wanted to do with my life,” he recalls. That soul search led them to a meeting where they discovered Herbalife® products and the business opportunity. “We instantly fell in love with the products!” Passionate about what Herbalife brought to their lives, they say, “You will be amazed by the accomplishments you can achieve!”*



QUALIFIED APRIL 2012

LINDA & LOU SACCHETTI

Linda Sacchetti used to be a busy, overweight mom and special education teacher. Then a colleague invited her to a shake party, where she bought a Quickstart program. Linda dropped 30 pounds, also incorporating exercise and healthy eating habits. Impressed, she became an Independent Distributor. Her customer base grew, and she eventually retired from teaching. Now Linda and her husband Lou travel and spend time with their grandchildren. “Herbalife will always be my way of life!” Linda exclaims.*†

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millionaire team



QUALIFIED MAY 2012

PETER & CAROL SCHMITZ

Peter Schmitz's career as a software consultant was hectic and fast paced. He learned about the Herbalife business opportunity in a radio ad and, with his new partner Carol on board, Peter started their first Weight Loss Challenge with six people. With hard work and discipline, one short year later, they were coaching 500 Weight Loss Challenge participants. Now, their lives have changed for the better. "Life is still busy but much more rewarding."*



QUALIFIED APRIL 2012

PAM TETZ

After working in international shipping for 18 years, Pam Tetz was looking for a business opportunity that would give her more time with her family. She discovered the Herbalife business opportunity online, and signed up as an Independent Distributor. Eventually, she qualified to Millionaire Team. "I recommend to other Distributors to always push yourself to become a healthier person through proper nutrition and personal development, which in turn will help you help others," Pam concludes.*



QUALIFIED APRIL 2012

LARRY & CARRIE TRIMMIER

Carrie Trimmier, a retail chain supervisor, and her husband Larry, who owned a concrete lifting company, used to struggle to support a family of five. "We dreamed of financial freedom, but never believed it could happen," Carrie recalls. After being introduced to Herbalife, Carrie used the products, held shake parties and Herbalife Opportunity Meetings. Carrie and Larry became Supervisors and later qualified to the Millionaire Team. "Now we have more time and freedom with our family," Carrie concludes.*

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QUALIFIED APRIL 2012

BILL & ISABELLA MEISNER



Bill Meisner used to be a New York mortgage broker who worked long days and nights. "I made plenty of money but had no lifestyle," he recalls. His wife Isabella, a spa aesthetician, heard about Herbalife from a friend. She and Bill tried the products. Impressed by their results, they became Independent Distributors. After a training event, they decided to devote themselves to their Distributorship. "Now we're living the life we deserve," Bill says.*



QUALIFIED MAY 2012

CHARLENE VIOLA



Charlene Viola was a secretary and not making enough money to make ends meet. She discovered the Herbalife business opportunity in a "Work From Home" ad and decided to become an Independent Distributor. Steadily she grew her business and recently fulfilled her dream of having her own Nutrition Club. She says, "Herbalife is about giving. I receive such heartfelt gratification by helping others become healthier, showing them a way to have a better financial life too."*

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Pat & Paul Osimo



"Herbalife adds an additional dimension of satisfaction to our lives because of the difference we can make for others. We have gone from being happy customers to happy Distributors."

Margaret Raven



"Thanks to Herbalife, we have been able to afford three homes, great cars and an incredible lifestyle. We have made some wonderful friends and are having so much fun."

Karen & Bill Umstatt



"I am proud to be a part of and represent a company like Herbalife. We have the products, the leadership, the marketing plan and a proven track record."

Keith & Tami Porter



"Every volume point earned was driven by our dream of changing lives. Our family has truly been blessed by Herbalife."