

Formula 1 Healthy Meal Nutritional Shake Mix

What Is It?

- A nutritious meal replacement shake mix with soy protein, healthy fiber, and up to 19 essential vitamins and minerals, plus herbs
- 7 delicious flavors: French Vanilla, Dutch Chocolate, Wild Berry, Tropical Fruit*, Cookies 'n Cream, Piña Colada and Cafe Latte
- Available in single-serve packets for on-the-go use

*Milk-based formula containing 1 gram of soy protein per serving.



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

- Provides a healthy meal with balanced nutrition, including 9 grams of heart-healthy soy protein to help you feel full and stay satisfied longer
- Drink a shake twice daily to lose weight, or once daily for weight management and good nutrition*



*As part of a program that includes healthy meals and exercise.



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

- In the United States, 64% of people are overweight*; being overweight contributes to a wide range of health problems
- Western diets are low in fiber, high in fat and lacking in nutritional value
- Formula 1 shakes include soy protein, fiber and essential nutrients to support healthy weight management and overall good health



*Centers for Disease Control and Prevention, National Center for Health Statistics, National Health and Nutrition Examination Survey, *Health, United States, 2002*.



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Formula 1 Healthy Meal Nutritional Shake Mix Herbalife Unique Solution



- Proven – 30 years of success helping people lose weight and keep it off
- Scientifically formulated to nourish your body for optimal metabolism, growth, repair and reproduction at the cellular level (Cellular Nutrition)
- May be a part of a personalized Herbalife program that includes Formula 2, Personalized Protein Powder and Cell Activator® for good nutrition during a weight-management program



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Formula 1 Healthy Meal Nutritional Shake Mix Key Message

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



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Formula 2 Multivitamin

What Is It?

- A daily multivitamin with over 20 essential nutrients and antioxidants, including folic acid, calcium and iron
- Tablet form



Formula 2 Multivitamin How Does It Work?



- Supplies vitamins and minerals plus select herbs to support healthy weight management, overall good health and vitality*
- Promotes bone and immune-system health*



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



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Formula 2 Multivitamin Why Is It Important?



- Stress, poor diet and exposure to pollutants can cause poor health and slow weight loss



Formula 2 Multivitamin Herbalife Unique Solution

- Scientifically formulated to nourish your body for optimal metabolism, growth, repair and reproduction at the cellular level (Cellular Nutrition)*
- May be a part of a personalized Herbalife program that includes Formula 1, Personalized Protein Powder and Cell Activator®



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Formula 2 Multivitamin Key Message

- A Core Product for Cellular Nutrition



Formula 3 Cell Activator® What Is It?



- May help support the body's absorption of micronutrients.*
- Supports cellular energy production.*
- Contains select botanicals, nutrients and powerful antioxidants to support healthy aging.*
- Capsule form.

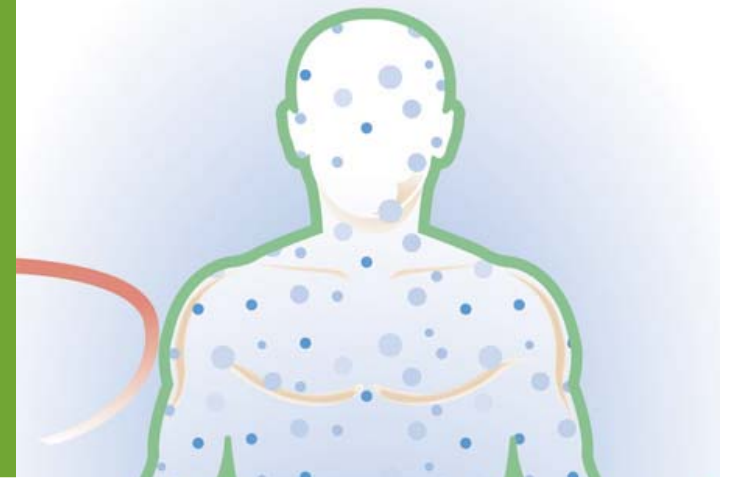


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Formula 3 Cell Activator® How Does It Work?

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

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Formula 3 Cell Activator® Why Is It Important?



- Poor diet, poor digestion and high levels of stress can damage cells contributing to fatigue and weakening the immune system.
- Cell Activator® supports cellular energy production.*



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Formula 3 Cell Activator[®] Herbalife Unique Solution

- Provides Cellular Nutrition – scientifically formulated to nourish your cells for optimal energy and antioxidant support at the cellular level.*
- Contains a proprietary blend for enhanced energy production.*
- May be personalized with an Herbalife program that includes Formulas 1 and 2, and Personalized Protein Powder for optimal weight management and Cellular Nutrition.



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Formula 3 Cell Activator® Key Message



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



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