

# Herbalife Formula 1 What is it?

- A nutritious meal replacement shake mix with soy protein, healthy fiber, and up to 19 essential vitamins and minerals, plus herbs
- 5 delicious flavors: French Vanilla, Dutch Chocolate, Wild Berry, Tropical Fruit, Cookies 'n Cream



# Herbalife Formula 1 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\*
- Use twice daily to lose weight, or once daily for weight management and good nutrition<sup>1</sup>



\* 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.

<sup>1</sup> As part of a program that includes healthy meals and exercise

# Herbalife Formula 1 Why is it important?



- In the U.S., 64% of people are overweight,<sup>1</sup> contributing to a wide range of health problems
- Western diets are low in fiber, high in fat and lacking nutritional value
- Formula 1 shakes include soy protein, fiber, and essential nutrients to support healthy weight management and overall good health\*



<sup>1</sup> 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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# Herbalife Formula 1 Herbalife Unique Solution

- Proven - over 25 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 ShapeWorks™ program including Formula 2, Formula 3, and Cell Activator for optimal weight management and Cellular Nutrition



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# Herbalife Formula 1 Key Message

- A core product for Cellular Nutrition and weight management
- A nutritious meal replacement shake for weight management and overall good health



# Formula 1 Instant

## What is it?

- The goodness of the Formula 1 you make at home in a water-mixable powder.
- All of the protein, calcium and antioxidants you traditionally get from the shakes



# Formula 1 Instant

## How does it work?

- A nutritious meal replacement shake for weight management and overall good health
- 10 Seconds to a Healthy Meal!
- Formula 1 Instant can be mixed anywhere
- Just Shake and go!



# Formula 1 Instant

## Why is it important?

- All-in-one nutrition in a convenient, water-mixable formula
- Higher in protein (20g) and lower in carbohydrates when compared to many competitive products
- Includes the antioxidant/ORAC equivalency of one serving of fruit
- Has a great taste with a smoother, creamier texture than other water mixables
- Lactose-free and dairy-free so it addresses the needs of those who are lactose-intolerant



# Formula 1 Instant Herbalife Unique Solution

- Formula 1 Instant mixes with water to provide all in one nutrition
- Provides 20 grams of protein
- Calcium equivalent to 1 glass of milk yet lactose free
- Antioxidant content equal to one serving of fruit
- Cholesterol and wheat free
- Kosher certified



# Formula 1 Instant Key Message

- 10 Seconds to a healthy meal
- Convenient for people who are on the go
- Healthier and more nutritious than many convenience foods



# Herbalife Formula 2 What is it?

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



# Herbalife Formula 2 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\*



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# Herbalife Formula 2 Why is it important?



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



# Herbalife Formula 2 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 ShapeWorks™ program including Formula 1, Formula 3, and Cell Activator for optimal weight management and Cellular Nutrition



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# Herbalife Formula 2 Key Message

- Promotes healthy weight management and overall well-being
- A core product for Cellular Nutrition



# Herbalife Formula 3 Personalized Protein Powder What is it?



- A fat-free protein supplement for hunger control and healthy weight management



# Herbalife Formula 3 Personalized Protein Powder How does it work?



- Soy protein helps control hunger\*
- Whey protein helps build and maintain lean muscle mass\*



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# Herbalife Formula 3 Personalized Protein Powder Why is it important?



- The body needs adequate protein to maintain lean muscle mass, control hunger, and burn fat
- Many dietary protein sources, such as meats and cheese, are high in unwanted fats and calories
- The fat-free combination of soy and whey proteins in Formula 3 provides good nutrition and helps fight hunger\*



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# Herbalife Formula 3 Personalized Protein Powder Herbalife Unique Solution



- Proprietary blend of soy and whey protein with all 9 essential amino acids
- Provides flexibility to customize your protein intake to satisfy hunger and control it throughout the day\*
- May be a part of a personalized ShapeWorks™ program including Formula 1, Formula 2 and Cell Activator for optimal weight management and Cellular Nutrition



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# Herbalife Formula 3 Personalized Protein Powder Key Message



- Proprietary blend of protein for personalized weight management, hunger control, and energy\*



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# Cell Activator™

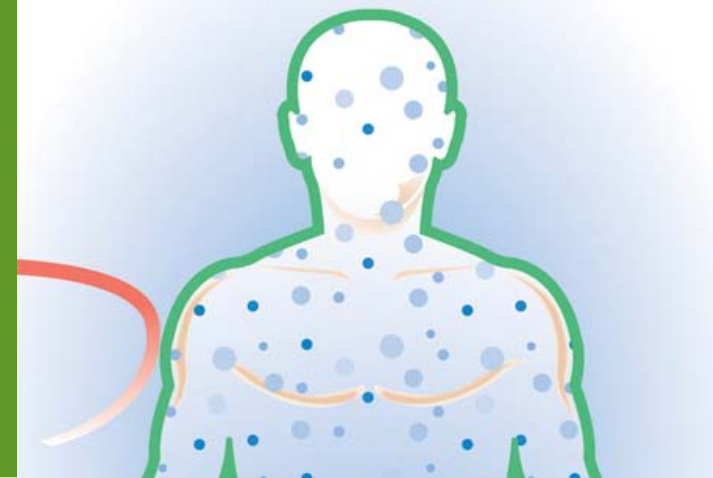
## What is it?

- A select blend of botanicals and essential nutrients to enhance nutrient absorption and support cellular energy production\*
- Capsule form



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# Cell Activator™ How does it work?



- Aids in the absorption and effectiveness of vitamin and mineral intake\*
- Contains Pycnogenol®<sup>1</sup>, a patented and potent antioxidant, to help support normal vascular function and healthy glucose metabolism\*



<sup>1</sup> Pycnogenol®+ is a registered trademark of Horphag Research Ltd.

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# 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™ supplement supports cellular energy production and stamina\*



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# Cell Activator™ Herbalife Unique Solution

- Scientifically formulated to nourish your body for optimal metabolism, growth, repair and reproduction at the cellular level\* – Cellular Nutrition
- Contains a proprietary cellular-metabolic blend for enhanced energy production\*
- May be personalized with a ShapeWorks™ program including Formula 1, 2, and 3 for optimal weight management and Cellular Nutrition



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# Cell Activator™ Key Message

- Enhances nutrient absorption and increases energy to support weight management and overall good health\*



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