

Attention Movers & Shakers



GROW YOUR BUSINESS WITH FORMULA 1!

Formula 1 is the foundation of Herbalife® weight-management products. With over 30 years of proven success, the Formula 1 line of products is the no. 1 gateway product that attracts people to Herbalife. Over 1,000,000 shakes are consumed every day in over 90 countries around the world!

PRODUCTS

FORMULA 1

Cafe Latte	#2775
Cookies 'n Cream	#3110
Dulce de Leche	#2674
Dutch Chocolate	#3107
French Vanilla	#3106
Mint Chocolate	#3138
Orange Cream	#1164
Piña Colada	#3141
Wild Berry	#3108

SPECIFIC NUTRITIONAL NEEDS

Allergen-Free* Vanilla	#3117
Kosher	#0145
Non-GM Vanilla†	#1213

*Free from soy, dairy and gluten.

†Made with ingredients that have not been genetically modified.

FORMULA 1 INSTANT

	<u>12-Serving Canister</u>
Creamy Chocolate	#2794
Vanilla Dream	#2795

FORMULA 1 + PDM ON THE GO

<u>7 Packets per bag</u>
#3145

FORMULA 1 EXPRESS MEAL BAR

<u>7 Bars per box</u>
#2792



ORDER TODAY!

MEMBER TOOLS



MINI MIXER

#8128



DELUXE SHAKER CUP

#7094



POWER MIXER

#8112



SHAKER CUP

#8477 (Single Cup)

#8478 (Set of 5)



MEASURING SPOON

#8635 (Set of 10)

ONLINE TOOLS

At MyHerbalife.com, access a variety of tools that will help grow your business:

- Product Spotlight Videos
- Product Training Slides
- Flyers
- Postcards





HEALTHY NUTRITION MADE EASY



Why Formula 1

- People's lives have become so busy that getting proper nutrition is more difficult than ever. Herbalife Formula 1 shakes provide an easy and quick nutritious meal.
- Herbalife Formula 1 nutritional shakes and Express Meal Bar combine the benefits of nutrition with convenience so you can enjoy delicious meals and easily make managing your weight part of your lifestyle.

Formula 1 Healthy Meal Nutritional Shake Mix

A DELICIOUS, NUTRITIOUS WAY TO EAT

Formula 1 allows you to personalize your shake with protein to fit your body type and goals, and fruit for additional nutrients and flavor combinations.



A NUTRITIOUS MEAL

For over 30 years, Formula 1 has provided balanced nutrition in a low-fat, soy protein shake!

- Helps manage weight
- Contains 9 g of heart-healthy soy protein
- Includes protein and fiber, and up to 21 vitamins and minerals
- A variety of delicious flavors and options
- Customize with Personalized Protein Powder or Protein Drink Mix for additional protein

Images of fruits or vegetables are illustrative of flavor only. Product does not contain these fruits or vegetables.

A healthy, active lifestyle starts with good nutrition and regular exercise.

Weight Management On The Go

FORMULA 1 INSTANT HEALTHY MEAL NUTRITIONAL SHAKE MIX

JUST ADD WATER. SHAKE. AND ENJOY!

Formula 1 Instant has all the goodness of your complete Formula 1 shake you blend at home – including 20 g of protein – in a water-mixable shake. It's rich, creamy and delicious, and ready in 10 seconds so you can enjoy a healthy meal when you're on the go!



just add
water

Nutritional profile similar to Formula 1 Healthy Meal Nutritional Shake Mix, but mixable with water.

- 20 g of protein
- 24 vitamins and minerals
- Creamy Chocolate and Vanilla Dream flavors



FORMULA 1 + PDM ON THE GO

This high-protein, Formula 1 Cookies 'n Cream and Protein Drink Mix Vanilla combination delivers an irresistible rich flavor and creamy texture.

- Essential nutrients including 24 vitamins and minerals
- High in protein (17 g)
- Excellent source of fiber (5 g)

FORMULA 1 EXPRESS MEAL BAR

The Formula 1 Express Meal Bar is a delicious way to enjoy a nutritious meal anytime, anywhere. Packed with 21 essential vitamins and minerals and other essential nutrients, these delicious Cookies 'n Cream flavored bars make it easier than ever to expand your meal options and enjoy the Formula 1 experience on the go.




- Contains 21 vitamins and minerals.
- Packed with 15 g of protein.
- 5 g of fiber to help support weight management.
- Individually wrapped for on-the-go usage.
- Cookies 'n Cream flavor.



Retailing Tips: Formula 1

					
Who to Target  Why Formula 1 	New Weight-Management Customers <p>People struggling with weight management want to improve nutrition while working toward their weight-management goals.</p>	Moms <p>Moms want to stay healthy and have energy as they take care of their family. Formula 1 is an easy solution when time is limited.</p>	Busy Professionals <p>In today's "fast-food" world, these customers often do not have the time or the option to eat as healthy as they would like.</p>	Prime Timers (Ages 50+) <p>Prime timers want optimal good nutrition to maintain their vitality and active lifestyles.</p>	Gen H (Ages 18–35) <p>They'll be the first to admit they do not eat healthy enough. Formula 1 offers a convenient way to obtain better nutrition.</p>

DOLLARS AND SENSE

Formula 1 Instant 1 serving Water 8 oz.

\$3.58/canister serving
 \$3.97/individual packet serving







Formula 1 1 serving Personalized Protein Powder 1 tbsp. Nonfat Milk 8 oz. Fruit 1 oz.
 \$1.30 \$0.56 \$0.23* \$0.17*

*Average retail food and energy prices, U.S. city average and Midwest region, <http://www.bls.gov/ro3/apmw.htm>, March 2014.



\$1.53 (Formula 1 Healthy Meal Nutritional Shake Mix with nonfat milk)/serving
 \$2.26 (with Personalized Protein Powder, nonfat milk and fruit)/serving

Retailing Tips:

Formula 1 Instant,
 Formula 1 + PDM
 On The Go and
 Formula 1 Express
 Meal Bar

Existing Formula 1 Customers

These customers already value the benefits of Formula 1 and will respond favorably to the ease and convenience of Formula 1 Instant Healthy Meal in addition to the line because it's:

- Perfect as a second shake
- Fast when time is limited or there is no blender handy
- Delicious and results-oriented like the original Formula 1



Protein Comparison Chart

HARD-BOILED EGG	6 g	FORMULA 1 + PDM ON THE GO	17 g
PEANUT BUTTER SANDWICH (2 TBSP.)	7 g	FORMULA 1 WITH 1 CUP LOW-FAT MILK, FRUIT AND 1 SCOOP PERSONALIZED PROTEIN POWDER	25 g
1 CUP CEREAL WITH 1/2 CUP LOW-FAT MILK	6 g		
FORMULA 1 WITH SKIM MILK AND FRUIT	18 g		