

Welcome to the

# **Herbalife Business Opportunity**



# Make Wellness Your Business with Herbalife

**#1 active and  
lifestyle nutrition  
brand in  
the world\***

\*Source: Euromonitor; CH2024ed, active & lifestyle nutrition as weight management & wellbeing, sports nutrition, and vitamins & dietary supplements definitions; combined % RSP share GBO for 2023.



# Get to Know the Buzz Behind Herbalife



Operates in over  
**+95 countries**

**+40 years**  
as **global leader**  
in wellness and  
business  
opportunity

**Science-backed**  
effective products with nearly  
**300,000** internal tests conducted  
each year to verify ingredient  
purity, nutritional value, and taste



Herbalife Family Foundation  
served over  
**200,000 children**  
and communities

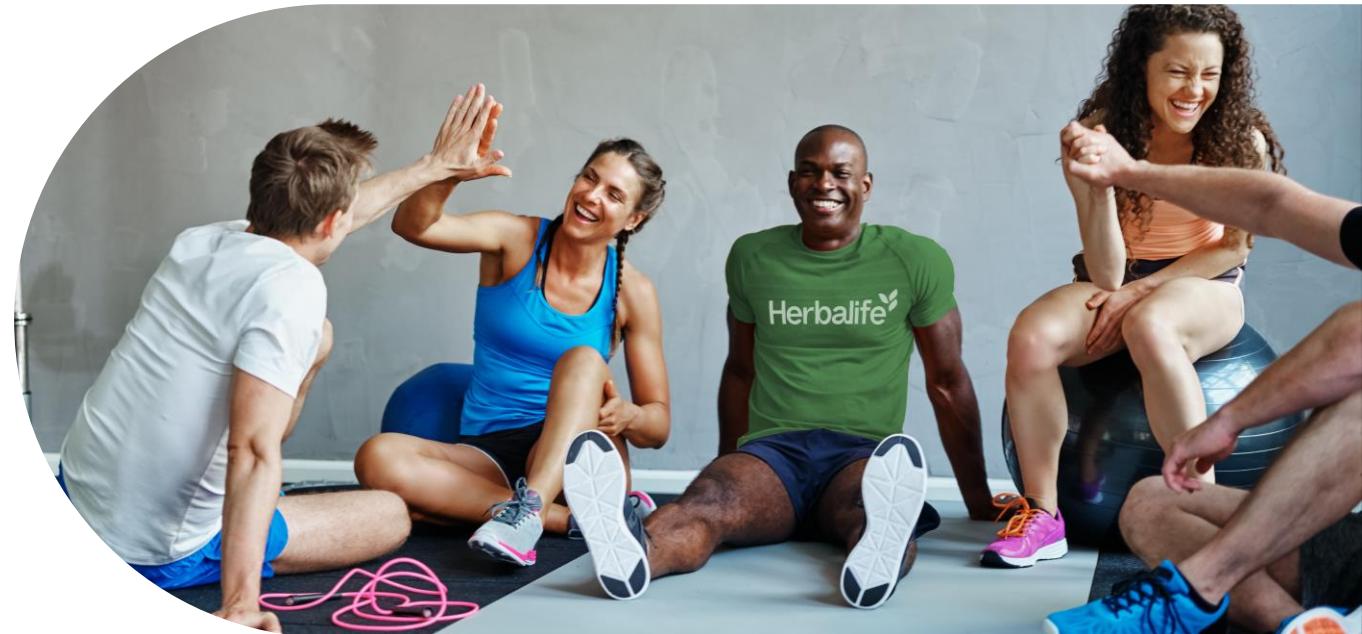
**+300** staff scientists and PhDs  
**19** labs to back up your business

# Join Us Just the Way You Are

**No matter your age, professional background, studies, or experience.**

## **What does matter:**

- Your great attitude and energy
- Your willingness to learn and try
- Your drive and ability to help people



# What Are Your Goals?

- Make extra income on the side?
- Create your own schedule?
- Work from anywhere?
- Build a comprehensive wellness business with low startup cost and maximum support?
- Pursue a meaningful goal and get rewarded?
- Start a business with family and/or friends?



# A Personalized Business Opportunity

You can decide what is best for you and adapt the business opportunity to what you need:



## 1 Side Hustle

Make extra money on the side. Use some of the time you have available to supplement your income.

## 2 Wellness Dedicated Business

Make this your professional endeavor, building your own business and team.

# Your Business, Your Way

This opportunity has no limits, and it is based on flexibility as its key element.

**Earn by working how, when, and where you want.**

**Build a business that fits your life,** schedule, and passions, and not the other way around.



# Advantages of the Herbalife Business Opportunity

## What you get:



Opportunity to earn through our **flexible business methods**.



**High-quality products** that matter to you and your customers.



**Tools, technology, and training** designed to support you in your journey.



**Greater autonomy and the flexibility** to work on your schedule.

# Advantages of the Herbalife Business Opportunity

## What you get:



Global community of **entrepreneurs and coaches to support you.**



**Multiple income streams:** earn **continuous income**, based on your personal sales and the ongoing collective sales of your team, as long as those sales continue over time.



# Unlock Your Full Potential

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## as a Distributor

Access our **Content Hub** to succeed from day 1.

## What we offer:

### SUPPORT

-  **The freedom to grow an international business**
-  **A supportive community of experienced entrepreneurs**
-  **Business trainings and tools**
-  **Opportunities to qualify for events and vacations**



\*Vacation qualifications are earned by our top leaders, are not typical for all Distributors, and take hard work, skill, and dedication. Most Distributors earn some extra money. See [Herbalife.com/STE](https://Herbalife.com/STE) for more.

# Daily Methods of Operation

-  Nutrition Clubs
-  Transformation Challenges
-  On the Go
-  Weight Loss Marathons
-  Fitness Camps
-  Social Media
-  Person to Person





Our Products Are Here  
to Help You  
Achieve  
Your Goals

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# Product categories:



## Fitness

Our protein, energy, and hydration products are relied upon by active individuals and fitness enthusiasts across the globe.



## Performance

Recovery, hydration, muscle building, and more.

Our **Herbalife24** line is **NSF Certified for Sport®**, ensuring our products' quality and suitability for athletes.

# Product categories:



## Healthy weight

Variety of shakes, snacks, beverages, and supplements to support your customers' body transformation journey.



## Daily nutrition

Vitamins, protein, hydration, and energy support—our array of products is designed to complement your customers' diets.

# Product categories:



## Targeted health

Targeted products that can support the immune system, normal digestive function, heart health, and more.

They are designed to complement your customer's diet.



## Skin and body care

Selection of hydrating and nourishing creams, serums, cleansers, and masks.

# 5 Ways to Potentially Earn

This opportunity offers multiple income streams, each providing unique ways to boost your success, with a really low startup cost!

- **Retail Profit**
- **Wholesale Profit**
- **Royalties**
- **Monthly Production Bonuses**
- **Annual Bonus**



# Retail Profit

**Unlock your 25% discount with your membership on day 1**

Sell products to customers for the retail price and you keep the profit.

**Example: Retail Price \$110 / Earn Base \$100**



**You**

**Start as Distributor**

25% Discount  
\$100 Earn base

**Sell at \$110 retail  
Price**



**Customer  
Mary**



**You Earn  
Potential Retail  
Profit \$25**

Retail Example: Suggested Retail Price of \$110, Earn Base of \$100 (which discounts are taken off of). Excludes expenses and shipping/handling costs.

# Retail Profit

**Example: Retail Price \$110 / Earn Base \$100**

As you Grow in the Success Ladder  
accumulating more Volume Points,  
**you can earn more Retail Profit.**



**Distributor**

25% Discount

**\$25**

Potential  
Retail Profit



**Senior  
Consultant**

35% Discount

**\$35**

Potential  
Retail Profit



**Success  
Builder**

42% Discount

**\$42**

Potential  
Retail Profit

# Retail Profit

**In 2 months, you can earn \$700 of Retail Profit  
by selling this Product Bundle to 4 customers each month.**



## Disclaimers:

“Average sale is an order size of 153 VP. All VP in US/PR must be documented. It considers a Personal Consumption of 0 VP.”

This could be equivalent to the following bundles:

1 Active Fiber, 2 Aloe Concentrates, 1 Formula 1 and 1 Herbal Tea Concentrate or

1 PDM, 1 Formula 1, 1 Aloe Concentrate and 1 Liftoff or

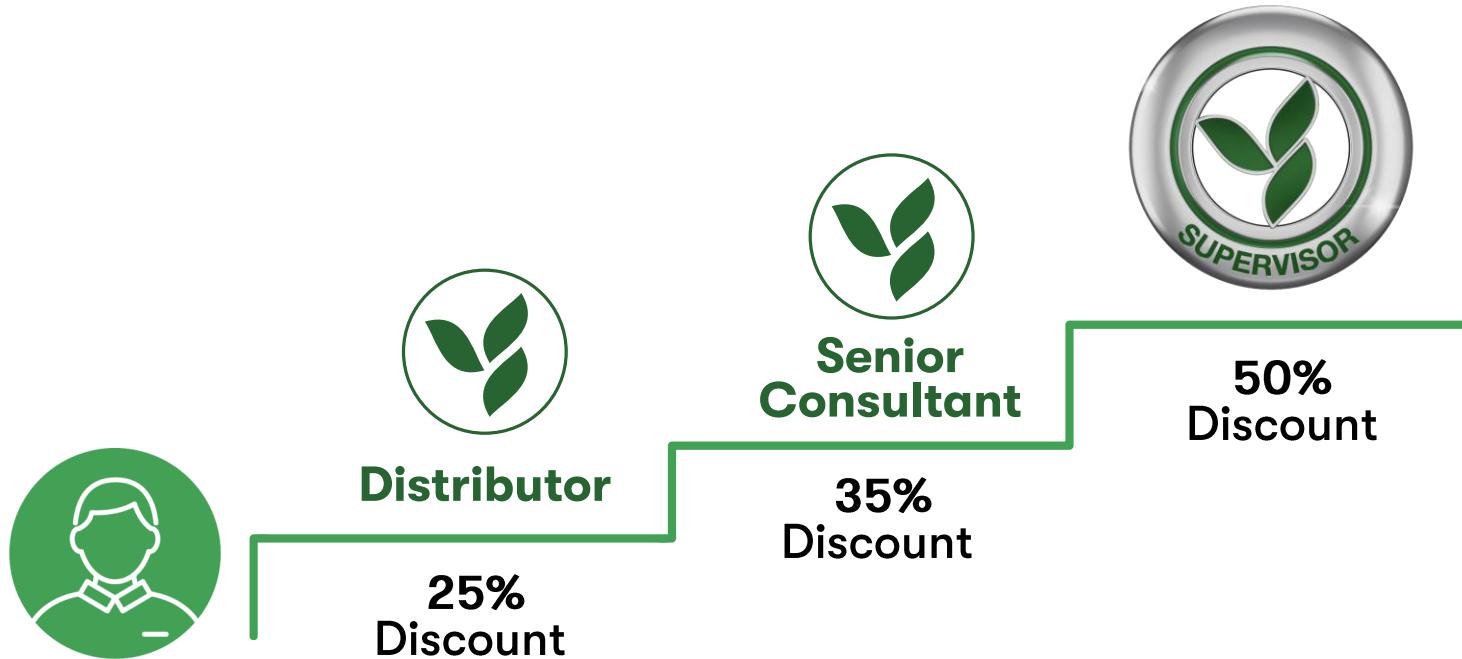
1 Protein Deluxe Bar, 1 Aloe Concentrate, 2 Formula 1 and 1 Herbal Tea Concentrate

# Wholesale Profit

Unlock continuous income with commission earnings by becoming a Sponsor to new Distributors starting their business.

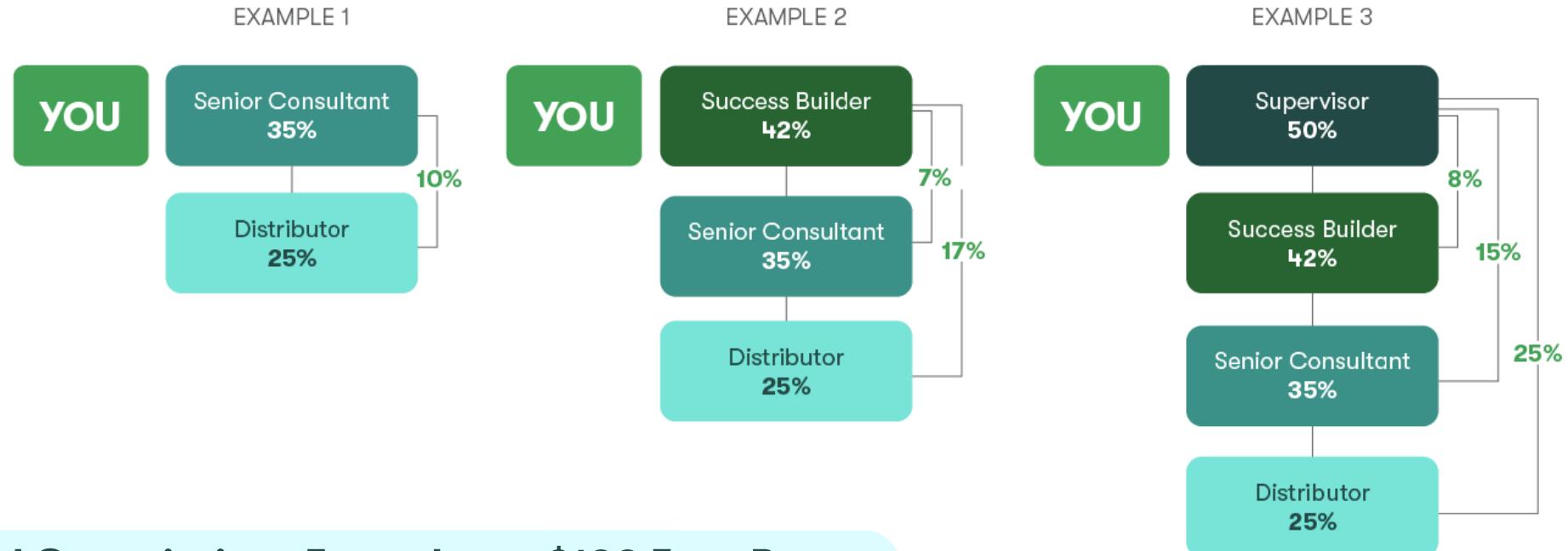
**Commissions = percentage of sales from your team.**

**Earn Commissions on your downline, depending on your position in the Success Ladder.**



# Wholesale Profit

**Earn Commissions on your downline, depending on your position in the Success Ladder.**



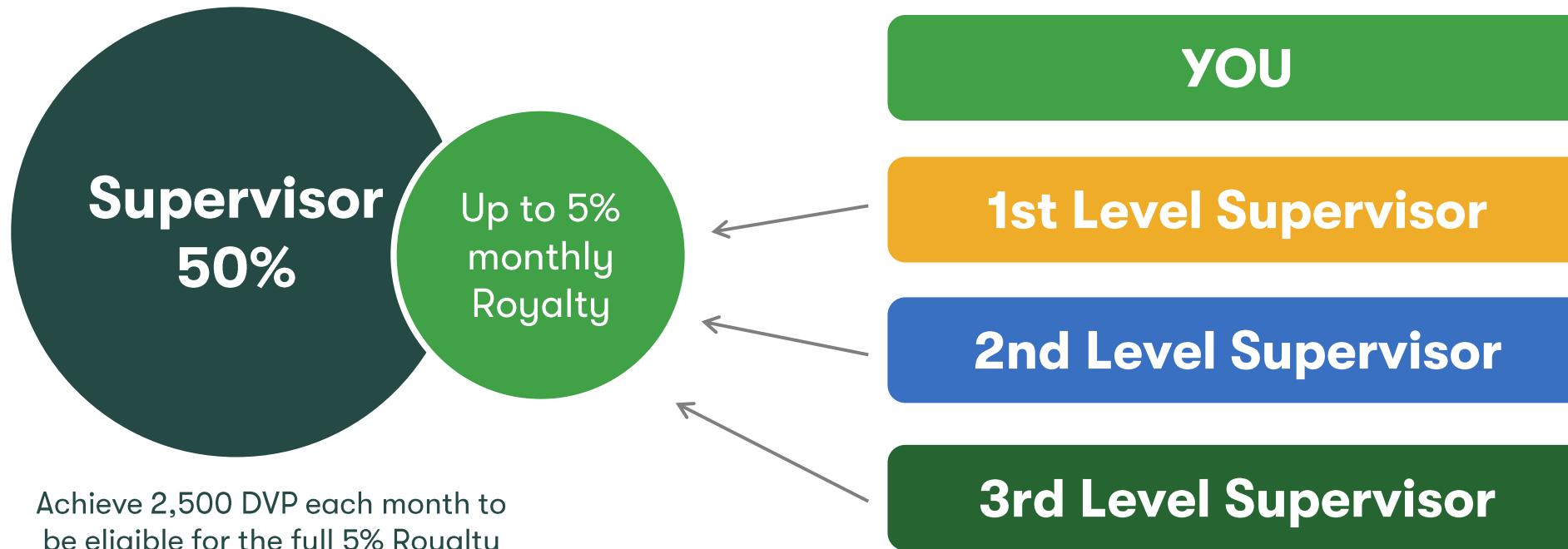
**Potential Commissions Earned on a \$100 Earn Base**

Example 1:	Example 2:	Example 3:
Commissions on Distributors \$10	Commissions on Distributors \$ 17.00 Commissions on Senior Consultant \$ 7.00	Commissions on Distributors \$ 25.00 Commissions on Senior Consultant \$ 15.00 Commissions on Success Builder \$ 8.00

# Royalties

**Build and maintain a solid team of Supervisors to keep adding to your continuous income.**

Earn 1–5% on sales from the first 3 active levels of the Supervisors beneath you.



Supervisors are eligible for Royalties on top of potential Retail and Wholesale Profits based upon the sales of their downline Supervisors.

As you grow and you reach leadership levels, you unlock monthly and annual bonuses.

## Monthly Bonuses

**Opportunity to earn monthly**  
Production Bonus of 1–7% on Team Sales as you grow in the Sales & Marketing Plan.

\*Production Bonuses are earned by our top leaders and requires building a large team of business builders consistently selling products to customers. This is not typical for all Distributors and takes hard work, skill, and dedication. Most Distributors earn some extra money. See [Herbalife.com/STE](http://Herbalife.com/STE) for more.



# Annual Bonuses

**Top 1% of hard-working and successful entrepreneurs are eligible for the Annual Bonus.**

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# What do you get with your starter kit?

**3 x 3-Day Trial Package with  
Herbalife Formula 1, Protein Drink  
Mix, and Herbal Tea Concentrate**

## Literature and Promotions

- 1 x Herbalife Sports Water Bottle
- 1 x Herbalife Messenger Bag
- 1 x US Product Catalog
- 1 x First 90-Day Checklist
- 5 x Business Opportunity Booklets
- 5 x Shake Party Leaflets Invitations

- 1 x Tools for Your Business
- 1 x Distributor Guide
- 1 x Button (Lose Weight Now. Ask Me How.)
- 1 x Button (I Love Herbalife)
- 1 x Ready for a Change
- 1 x IBP Member App/Card Blank



**Our commitment to your success extends beyond just the basics; you'll gain access to a wide variety of information and training designed to equip you with the skills and knowledge necessary for thriving in your new business.**



**Start generating some extra income and building a rewarding venture from the get-go.**

A photograph of three people outdoors. On the left, a woman with dark hair is smiling and waving her right hand. In the center, a man with brown hair is smiling and waving his right hand. On the right, another man with short dark hair is smiling and looking towards the woman. They are standing in front of a building with large windows and some greenery in the background.

Take the First Step  
Sign Up Now

