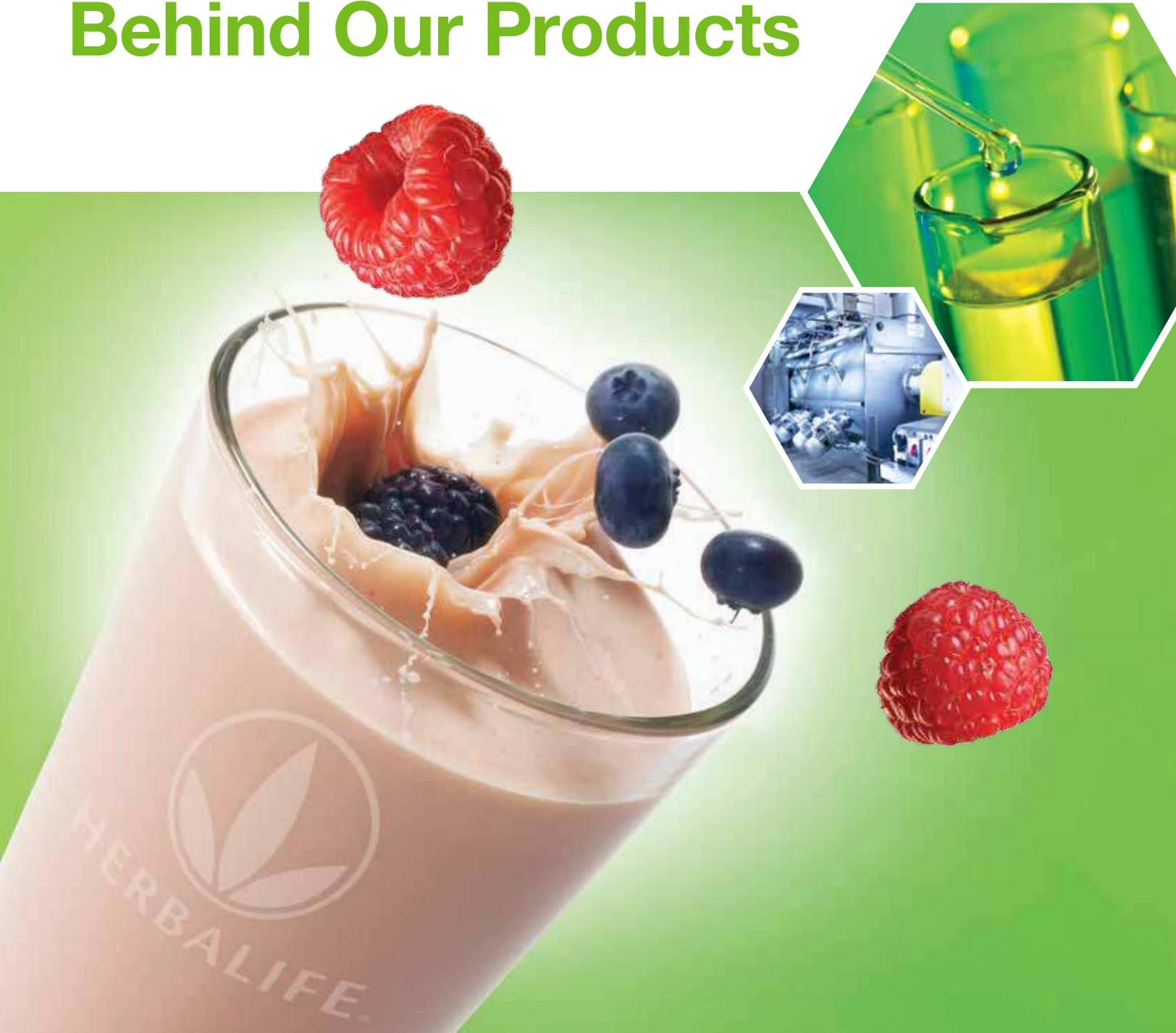




Herbalife International of America, Inc.  
800 W. Olympic Blvd., Suite 406  
Los Angeles, CA. 90015  
(310) 410-9600



# The Science and Quality Behind Our Products



# Table of contents

This Is Herbalife	1
The Herbalife Solution	2
Herbalife® Products: Where Change Begins	3
Formula 1 Healthy Meal: The Flagship Product	4
The Scientific Expertise Behind Herbalife® Products	6
<i>Seed to Feed</i> : Ensuring Quality in Our Products	8
Herbalife Manufacturing	10
Herbalife Innovation and Manufacturing Facilities	11
Herbalife Laboratories	12
Product Access Points	13
Sports Partnerships	14
Healthy, Active Life	16
The Value of an Independent Herbalife Member	17

## This Is Herbalife

Herbalife brings better nutrition to the world.

Founded in 1980, Herbalife is a global nutrition company that has been changing people's lives with great products, including high-protein, low-calorie shakes and snacks; vitamins and dietary supplements; sports, energy and fitness drinks; and skin and hair-care products.

Today's consumers want to look and feel better and are looking for products that offer balanced nutrition, weight management and the ability to get the most out of a healthy, active life. Many companies offer products that meet only part of these needs, but what makes Herbalife unique is that it provides consumers with a comprehensive solution, featuring:

- High-quality products, backed by science and research.
- Dedicated Independent Herbalife Members that coach, motivate and help customers reach their goals.
- A community that provides a positive environment.
- A Nutrition Philosophy that not only includes balanced nutrition from the foods consumers eat, as well as Herbalife® products, but also promotes exercise, rest and hydration.

Herbalife® products are sold exclusively to, and through, a network of Independent Herbalife Members in more than 90 countries and operates manufacturing plants and facilities in the United States and abroad.

Herbalife has over 7,400 employees worldwide and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of \$4.8 billion in 2013.



# The Herbalife Solution

The Herbalife Global Nutrition Philosophy is based on balanced nutrition, leading a healthy, active life and following a personalized program with the support of an Independent Herbalife Member. This philosophy is helping to change the nutrition habits of the world, one person at a time.



## High-Quality Products

### Scientifically substantiated ingredients

Herbalife partners with the best suppliers, and all ingredients must meet stringent testing standards.

### Nutrition based on science

Formulated by a team of highly respected Herbalife scientists and Ph.D.s.

### Thorough testing

Extensive testing throughout the process ensures the identity and purity of ingredients and finished products.

### Manufactured with care

Investing in the expertise, facilities and technology to exceed current Good Manufacturing Practices (cGMPs) around the world.

### Nutrition delivered to the customer

Herbalife carefully monitors the environment where products are transported and stored at more than 700 global access points and counting.

“The product is part of this new social network. You buy the product, but you also get personal support and coaching from an Herbalife Member, you get education, you get a society, you get a social network that you become part of, so that you share your stories, you work out together, you walk together. I think it’s wonderful.”

Dr. Richard Carmona  
Former U.S. Surgeon General  
and Herbalife Board Member



## Herbalife® Products: Where Change Begins

Herbalife has a variety of products to help customers meet their goals. Whether the objective involves managing, losing or gaining weight, improved fitness performance, or cardiovascular health, Herbalife® product lines can help customers achieve their goals.

Herbalife has thousands of stories from its Members and customers whose lives have changed for the better because of Herbalife. These stories can be viewed at [IAmHerbalife.com](http://IAmHerbalife.com).

### Weight Management

Weight management doesn't have to be a challenge. Herbalife® programs can be personalized to the protein needs of different people to help them lose, gain or maintain weight.

### Targeted Nutrition

Everyone has different health needs. Herbalife has products for men and women that target heart health, digestion, immunity and stress management.

### Energy & Fitness

Whether a customer is a triathlete or an occasional sports enthusiast, exercise increases his or her body's nutritional needs. Herbalife® Energy & Fitness products hydrate, increase energy and support recovery for everyday life and workouts.

### Personal Care

Outer Nutrition products beautify and protect skin and hair. Combining the best ingredients from science and nature, they make customers look as good as they feel. Skin-care nutrition blends Vitamin B3, antioxidant Vitamins C and E, Aloe Vera and other botanical ingredients. Herbalife SKIN is dermatologist tested and products are formulated without the addition of parabens or sulfates.

# Formula 1 Healthy Meal: The Flagship Product

For over 34 years, Herbalife® Formula 1 Nutritional Shake Mix has been the flagship product because it allows customers to treat their body to a healthy, balanced meal in no time. It's an easy and delicious meal replacement shake that provides an ideal balance of protein and key nutrients for good nutrition and weight management. While the majority of Formula 1 products are soy-based, other protein sources are available, including whey, milk, pea and sesame protein.

## Features

- Nutrient-dense and low-calorie.
- One serving has nine grams of heart-healthy soy protein. When mixed with 8 ounces of nonfat milk, one serving contains 17 grams of protein.
- Packed with up to 21 vitamins and minerals.
- An excellent source of antioxidant Vitamins A (as beta-carotene), C and E.
- Offers a variety of great-tasting flavors that are fast and convenient to prepare.

## Benefits

- Protein supports lean muscle mass for healthy aging.
- Fiber and protein help customers feel fuller longer to satisfy their hunger and provide sustained energy.
- 25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Each serving of Herbalife® Formula 1 shake contains nine grams of protein.
- Great taste helps consumers stick to a weight-management program.



**“Independent Herbalife Members are changing the daily nutritional habits of the world, one person at a time, with products that make the healthy choice an easy choice, such as Formula 1.”**

**David Heber**, M.D., Ph.D., F.A.C.P., F.A.S.N.  
Chairman, Nutrition Advisory Board  
Chairman, Herbalife Nutrition Institute



## There's Something for Everyone

Herbalife believes in providing choices that meet the needs of its Members and customers. The Formula 1 family has something for everyone to love, including:

- A variety of delicious flavors.
- Protein choices, including whey, milk, soy, pea and sesame.
- Non-GM ingredients options.
- Kosher and allergen-free options.
- On-the-go packet options.
- Express Meal Bar options.



Formula 1 Healthy Meal  
Allergen-Free



Formula 1  
Instant Healthy Meal



Formula 1 Healthy Meal  
Wild Berry



Formula 1 + PDM  
On the Go



Formula 1  
Express Meal Bar



Formula 1 Sport  
Healthy Meal

# The Scientific Expertise Behind Herbalife® Products

## Comprehensive Product Development Process

Herbalife identifies the needs of its customers and combines its findings with the latest advancements in science. Herbalife doctors, scientists and nutritionists then work with world-class partners to bring better nutrition to customers.



**This process, perfected over many years by the Herbalife team of experts, also incorporates:**

- Valuable insights from customers, Members, scientists and the medical community. Methods include in-market category and trends analysis, concept (idea) evaluation, product testing and post product launch evaluation
- The latest and best-established science.
- Ingredient selection based on performance and science.
- Strict criteria for substantiation.
- Strong partnerships with world-class suppliers.
- Strict ingredient and finished product documentation and testing.
- Scientific and safety dossiers on key ingredients and products.
- Global regulatory reviews.
- Sensory validation to ensure that products taste, look, smell and feel great.
- Significant investment in Customer Relationship Management (CRM process and infrastructure to have continual feedback loop).
- Product market surveillance – product testing in the field to verify product shelf life and stability.

## Herbalife Suppliers

Herbalife works with world-class suppliers, Dupont's Nutrition and Health Division, global health scientists at DSM, Kyowa Hakko, agricultural leader Archer Daniels Midland and BASF. Herbalife holds them to the highest standards and takes time to review and reassess its processes to find better methods to accomplish its goals. Strong relationships with these vendors allow Herbalife to leverage its suppliers' science, research and production competency, to better its own products.

Herbalife premanufacturing quality control steps help to ensure current Good Manufacturing Practices (cGMPs) and NSF International (NSF) compliance and to prevent adulteration with ID testing and documentation. They include:

- Method development.
- Stability testing.
- Label claim verification.
- Environmental contaminants compliance program.

In 2013, Herbalife spent \$51 million on quality assurance, product safety, compliance, and research and development.



## Scientific Leadership Team

The development of Herbalife® products is guided by Herbalife Scientific Leadership made up of experts in the fields of nutrition and health from around the world who actively participate in the company's product development and testing programs. The company and scientific staff are members of various research and professional societies and dietetic groups worldwide. This includes active participation in and support of organizations such as the American Society for Nutrition, various branches of the International Life Science Institute around the world, the United States Pharmacopeia and AOAC International.

This highly credentialed team of experts in their fields includes:

- **David Heber**, M.D., Ph.D., F.A.C.P., F.A.S.N.
- **Lou Ignarro**, Ph.D., Nobel\* Laureate in Medicine
- **Vasilios "Bill" H. Frankos**, M.S., Ph.D.
- **Luigi Gratton**, M.D., M.P.H.
- **John Heiss**, Ph.D.
- **Steven Dentali**, Ph.D., Pharmaceutical Sciences, with a Natural Products Chemistry specialization
- **Pradip Mukerji**, Ph.D.
- **Andrew Shao**, Ph.D., Nutritional Biochemistry
- **Quin YiZheng**, Ph.D.

## Herbalife Scientists

Herbalife has a number of Ph.D.s on staff in science; Research and Development; Global Product Science, Safety & Compliance; Scientific Affairs; Quality Assurance; Global Sourcing and Operations. More than 250 global technical resources worldwide design, build and ensure nutrition, quality and compliance of the company's products.

## Nutrition Advisory Board

The Herbalife Nutrition Advisory Board (NAB) is comprised of leading experts from around the world in the fields of nutrition and health who offer advice to Independent Herbalife Members about the principles of good nutrition, getting regular physical activity and leading a healthy lifestyle. This training helps Independent Herbalife Members understand the different products and fosters an open dialogue with local governments. The NAB is chaired by Dr. David Heber.

## Herbalife Nutrition Institute

The Herbalife Nutrition Institute includes leading doctors, scientists and nutrition experts. The Institute website, [HerbalifeNutritionInstitute.com](http://HerbalifeNutritionInstitute.com), is an online educational resource on nutrition.

## Clinical Strategy

Herbalife supports clinical research at major universities to provide scientific support for protein-rich meal replacements in weight management in local markets where dietary habits differ from American habits, including China, India, Mexico and other countries throughout the world where Herbalife® products are sold. Herbalife also complies with all local regulations and registration requirements, conducting studies as needed for local approval of its product offerings. Finally, Herbalife has a robust science-based product development, validation and clinical testing process conducted by experienced Herbalife scientists developing future products and benefits to meet the nutritional needs of its Members and customers.

\*The Nobel Foundation has no affiliation with Herbalife and does not review, approve or endorse Herbalife® products.

# Seed to Feed



**PLANT  
CULTIVATION  
HARVEST**



**RAW MATERIALS**



**WEIGHING, BLENDING  
AND COMPRESSION**



**TESTING ROUND 1**



**TESTING ROUND 2**

Once Herbalife scientists have evaluated different formulas, the company's regulatory teams conduct critical reviews of all ingredients to verify that no globally or regionally restricted raw material is being considered.

Herbalife globally sources ingredients from approved suppliers – including tea from China, aloe vera from Mexico and soybeans from the Midwest United States – that meet its strict specifications.

It can take up to a year and a half to screen potential ingredient suppliers. Once identified, regular in-process testing is performed to ensure that the company's high standards are always met.

Of all regulatory jurisdictions in which Herbalife® products are sold, the United States maintains the most stringent standards for manufacturing dietary supplements. Herbalife complies with the U.S. cGMPs at all company-owned and partner manufacturers worldwide.

# Ensuring Quality in Our Products

Commitment to quality is at the heart of everything Herbalife does. Five testing steps in the company's product creation process help ensure the integrity of Herbalife® products:



**PACKAGING**



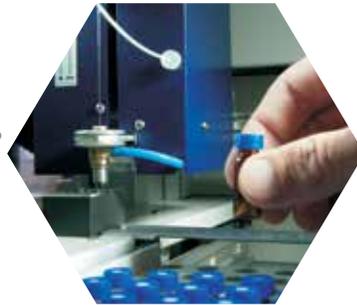
**TRANSPORTATION**



**DISTRIBUTION**



**TESTING ROUND 3**



**TESTING ROUND 4**



**TESTING ROUND 5**

Herbalife has strict quality assurance procedures in place to ensure that its contract manufacturers, such as FineFoods in Italy and Liotecnica Tecnologia em Alimentos in Brazil, meet the company's rigorous standards as well. Herbalife reviews the Certificates of Analysis for raw materials to confirm that appropriate testing has been performed and that all raw materials are within ingredient specification requirements. Herbalife regularly uses internal and third-party auditing firm experts to verify that these procedures are being properly conducted.

Herbalife contract manufacturers are excellent partners. They help make it possible for the company to provide outstanding quality and meet worldwide demand. Over time, Herbalife is moving more of its global manufacturing in-house to further enhance its quality control and its ability to scale-up production of its core products.



## Herbalife Manufacturing

Herbalife global manufacturing is expanding. This initiative to bring industry-leading product manufacturing under its own roof is Herbalife Innovation and Manufacturing (H.I.M.). The first H.I.M. facility opened in Suzhou, China, in 1999, producing powders, teas, tablets and capsules. The next H.I.M. facility, in Lake Forest, California, was acquired and completely renovated in 2009. Herbalife believes this facility certified by the NSF International or NSF performs at the highest quality and output in its industry. It boasts a nuclear magnetic resonance spectrometer and a gene sequencer: advanced, state-of-the-art instruments typically only found in leading research laboratories used to analyze the identity of ingredients in its products.

In 2012, the botanical extraction facility at H.I.M. Changsha, China, became operational. Herbalife contracts with farmers in the Hunan province, Yunnan, Guangxi, Guizhou, and Anhui to extract key botanical ingredients, including herbal extracts such as orange pekoe tea and green tea concentrates.

Herbalife also completed the purchase of a plant in Winston-Salem, N.C., which is the largest H.I.M. facility to date. At more than 800,000 square feet it is roughly the size of 12 football fields. While some companies are exporting manufacturing jobs overseas, Herbalife is investing over \$130 million in H.I.M. Winston-Salem, resulting in more than 500 jobs added to the local economy. When fully operational, it will be the highest output Herbalife manufacturing facility yet, and is where the company will make core products, including Formula 1 Nutritional Shake Mix, Personalized Protein Powder, teas and liquid aloe. The H.I.M. Winston-Salem plant houses the Research and Development Technical Operations Center of Excellence that conducts experimentation and trials on new and reformulated products using a small version of all the key production equipment. The plant also includes a Quality Control/Center of Excellence Lab where physical, chemical and microbiological testing takes place. By 2015, Herbalife will have spent in excess of \$200 million in its own facilities, with the goal to have 65 percent of all global product demand met by those facilities.



# Herbalife Innovation and Manufacturing Facilities

**H.I.M. – Lake Forest, California** began operations in 2011 and manufactures powder and liquid finished products for the United States, Mexico and several other countries.

**H.I.M. – Suzhou, China** began operations in 2000 and expanded in 2012. This facility manufactures powders and tablets for the China market.

**H.I.M. – Changsha, China** began operations in 2012 and is a state-of-the-art botanical extraction facility sourcing directly from known/trusted farms.

**H.I.M. – Winston-Salem, North Carolina** will begin operations in 2014 and will manufacture powders, liquids and teas for domestic use as well as for export to over 50 countries.

**“We’re building a global manufacturing network. Our investments in facilities, technology and resources, combined with our commitment to making more products in-house, strengthen our industry-leading quality and operational capabilities.”**

David Pezzullo  
Executive Vice President, Worldwide Operations



# Herbalife Laboratories

Herbalife has four advanced manufacturing centers with working laboratories where quality assurance, quality control, research and development, microbiological, product stability, and sensory testing occur.



## Herbalife Plaza in Torrance, California

- Herbalife Research and Development Lab – Development of new ingredients and formulations.
- Herbalife Sensory Lab – Test product samples and evaluate the differences in taste, smell, texture, color and other visual elements.

## H.I.M. Lake Forest in Orange County, California (NSF-Certified in 2013)

- Mark Hughes Research and Development Lab – Development of new ingredients and formulations to benefit the entire product line. Nuclear magnetic resonance instrument and gene sequencer located here.
- Herbalife Quality Control Lab – Physical, chemical and microbiological testing and analysis of ingredients and finished products produced at this facility.

## H.I.M. Winston-Salem in North Carolina (Projected to be NSF-Certified in Fall 2014)

- Herbalife Research and Development Technical Operations Center of Excellence – Development of new formulas and the reformulation of existing products as regulations and science change.
- Herbalife Quality Control Lab – Physical, chemical and microbiological testing and analysis of ingredients and finished products produced at this facility. It is also the proposed location for Herbalife SKIN ingredient/product testing and Preservative Effectiveness Testing using sophisticated Soleris® testing equipment.

## H.I.M. Changsha in Hunan Province, China

- Herbalife Research, Development and Discovery Lab – Research into new ingredients and compounds to benefit the entire product line. Nuclear magnetic resonance instrument also located here.
- Herbalife Quality Control Lab – Physical, chemical and microbiological testing and analysis of ingredients and finished products.

## H.I.M. Suzhou in Jiangsu Province, China

- Herbalife Quality Control Lab – Physical, chemical and microbiological testing and analysis of ingredients and of finished products produced at this facility.





## Product Access Points

Herbalife has nearly 700 product access points at locations in more than 90 countries. Even after products are delivered to consumers, quality assurance continues. Herbalife has industry-leading processes in place that capture and record product complaints and inconsistencies. In conjunction with our customer service groups worldwide, this data confirms that we have satisfied customers. Also, we can identify areas where we may be able to improve product formulation, packaging, and shipping to enhance customer experience. Herbalife has major distribution centers strategically located in the United States and around the world, featuring high-tech digital lobby kiosks where Independent Herbalife Members can place their orders.





## Sports Partnerships

More than 250 world-class teams, athletes and events from around the globe are Herbalife brand ambassadors. They choose Herbalife® nutrition to fuel their success and trust the Herbalife brand and products.

These sponsorships are about much more than a name or logo on a jersey. Many of our sponsored athletes, including international soccer star Cristiano Ronaldo, consume Herbalife® products before, during and after training and games to fuel their success.

We are proud to partner with these teams and athletes as they achieve the extraordinary. Sponsored athletes and teams include Cristiano Ronaldo, the LA Galaxy and the Herbalife Triathlon Los Angeles.

These high-profile partnerships raise our brand visibility and they help to create new opportunities for Independent Herbalife Members as they speak to prospective and current customers.

**“Being an athlete is a lifestyle and, without Herbalife to fuel my body with the highest quality nutrition, I would not be able to perform at the level that I do. Thank you, Herbalife, for a sponsorship like no other – a true partnership – and helping me win my second Ballon d’Or.”**

**Cristiano Ronaldo**

International soccer player

2008 and 2013 FIFA\* BALLON D’OR WINNER

*\*Herbalife is not affiliated with FIFA.*



**Herbalife understands that athletes must have confidence in what they put in their bodies. In today's sport environment, there is no room for uncertainty.**

### 100% Tested and Certified

Every batch of Herbalife24™ products is analyzed for substances that are banned by organizations, such as the International Olympic Committee (IOC), the United States Anti-Doping Agency (USADA), the National Collegiate Athletic Association (NCAA), the National Football League (NFL), and many other professional and amateur sports associations.

Herbalife utilizes world-renowned NSF International (NSF, nsfsport.com), an independent, accredited organization that tests and certifies products. The NSF Certified for Sport® mark assures that certified Herbalife® products have been formulated for safety, were produced in a cGMP-compliant environment, meet label claims, and are tested for banned substances. NSF laboratories maintain continual investment in the latest technologies and use analytical instrumentation to test and certify the entire Herbalife24™ product line. NSF International's Certified for Sport® laboratory testing services help to confirm the content and compliance of products used by athletes.

### 100% Quality

Our dedicated global quality control team works to ensure all products meet and exceed the stringent guidelines set forth by the dietary supplement Good Manufacturing Practices (cGMPs). Herbalife individually assesses all ingredients and suppliers, and visits all the facilities to make sure they satisfy our rigorous performance standards.

### 100% Confidence

Herbalife® products are regularly tested and monitored to meet numerous detailed specifications to guarantee product stability and that all ingredients match label claims.

Our promise is to assure that athletes, trainers and coaches can trust our products and to instill confidence among Independent Herbalife Members.

**“Herbalife fits into my daily routine – and really, my life – because there’s a product for just about everyone. Whenever I’m feeling sluggish or sore, I know I can turn to my Herbalife® products to help me get energized and most importantly, get ready for our next training session or big game. It’s not hard to “fit” Herbalife into my daily routine because the product line is so versatile. Whether I need a morning boost, a midday snack or could use some help before bed, Herbalife has a product that works.”**

Omar Gonzalez  
LA Galaxy, 2011 and 2012 MLS Cup Champions



*The LA Galaxy logo and graphics are the property of Major League Soccer, LLC. Used by permission.  
\*The University of California does not endorse specific products or services as a matter of policy.*



## Healthy, Active Life

A healthy, active life starts with balanced nutrition, regular exercise, the proper amount of rest and adequate hydration. Taking care of the body can have many positive long-term benefits, including:

- Better stress management.
- Improved weight management.
- Stronger bones and muscles.
- Improved sleep.
- Enhanced body shape and composition.
- Better attitude and increased energy.

“The cornerstone of a healthy, active life includes aerobic exercise, preferably a minimum of 30 minutes a day, five times a week . . . it’s all about healthy choices and getting active, every day.”

Samantha Clayton  
Director, Worldwide  
Fitness Education

# The Value of an Independent Herbalife Member

While the basics of balanced nutrition apply to everyone, individual nutrition needs depend on a complex set of factors, including age, gender, weight, height, health and activity level. That's why Herbalife® products, with the help of an Independent Herbalife Member, are developed to be personalized to deliver the best balanced nutrition to customers.

## Customer-Member Relationships

In order for an Herbalife customer to successfully attain their nutrition goals, it's essential that they have someone to guide them through the process. One of the key values of Herbalife is the one-on-one coaching and support that Herbalife Members provide to customers. Herbalife customers get much more than a product – they get great support and a plan to meet or exceed their personal nutrition, weight management and fitness goals.

Independent Herbalife Members are the driving force behind the company's success. Through amazing customer service and support, Members:

- Bring better nutrition and an income opportunity to more and more people.
- Lead by example with their personal results.
- Support customers with education and motivation as they guide them on their journey to a healthy, active life.
- Create a community of fellow customers and Members who provide a positive environment, helping them to overcome their daily challenges.
- Give back to their local communities by leading efforts that elevate the Herbalife brand and give a bigger purpose to what the company does. In the process, they create deeper, more lasting bonds with customers and communities.



Herbalife offers tools and training materials on Herbalife® products and the principles of balanced nutrition that Members can access online. Members who join for the business opportunity and retail the products are held to high standards. They must:

- Review and agree to follow the company guidelines.
- Conduct themselves with honesty and integrity at all times.
- Complete mandatory training on a regular basis to maintain their Supervisor status.

**“At Herbalife, we believe that balanced and personalized nutrition supports a healthy, active lifestyle. Eating the right foods, combined with scientifically-proven supplements, and exercising regularly are key.”**

**David Heber, M.D., Ph.D., F.A.C.P., F.A.S.N.**  
Chairman, Nutrition Advisory Board  
Chairman, Herbalife Nutrition Institute