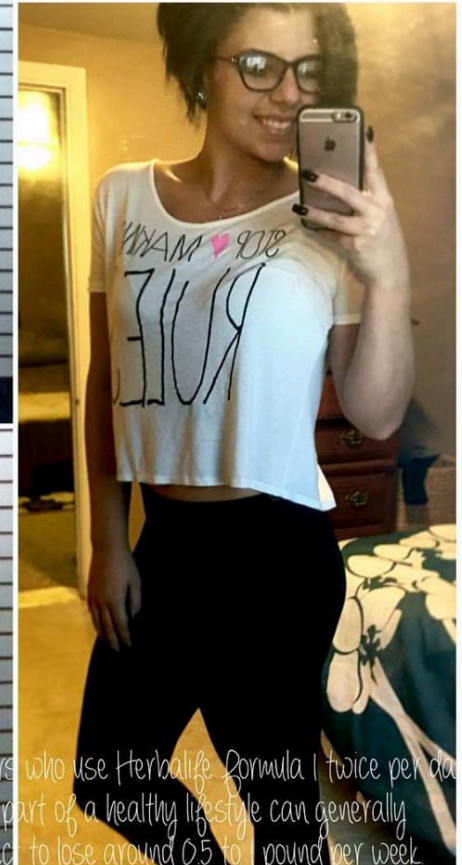


BAILEY SWINGLE GET 2500



Consumers who use Herbalife Formula 1 twice per day as part of a healthy lifestyle can generally expect to lose around 0.5 to 1 pound per week.

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WOW SHAKES,
SAMPLING,

Bailey Swingle GET 2500



WOW SHAKES



- Delicious
- Visually Appealing
- Variety
- Build value with add-on's
 - extra pro
 - liftoff
 - h3o
 - etc.

WOW SHAKES



Healthy Day NUTRITION

1. Mango Aloe 2. Herbal tea •raspberry •peach •lemon 3. Shake

CHOCOLATE: Buckeye Almond Joy Turtle cheesecake brownie batter *SNICKERS* NO BAKE COOKIE CHOCOLATE COVERED •strawberry •cherry banana	WILDBERRY: Strawberry Banana MIXED BERRY banana berry	VANILLA: Elvis blueberry muffin BANANA NUT MUFFIN Lemon Pound cake pb&j Blueberry Cheesecake WHITE CHOCOLATE RASPBERRY CHEESECAKE banana cream pie black cherry cheesecake BUTTER PECAN PB CHEESECAKE	COOKIES 'N CREAM Wedding Cake White Chocolate Peasos Rocky Road cinnamon roll SAMOA smores butterfinger Oreo... TAGALONG... Oatmeal raisin cookie TOASTED STRUDEL Frosted animal cookie
MINT CHOCOLATE: mint chocolate chip thin mint MINT OREO	ORANGE DREAM: orange pineapple banana ORANGE DREAMSICLE Miami mango Fruity pebbles	CAFE LATTE: CARAMEL Vanilla Chocolate MINT	24 Athletes
DULCE DE LECHE: cinnamon toast crunch	REBUILD STRENGTH rebuild endurance	prepare hydrate PFLANG CRT-Drive	↓ ↓ ↓

NEWLIFE NUTRITION

HOW TO ORDER: 1. MAKE A DR. 2. 3. PICK A SHAKE

CHOCOLATE BANANA CARAMEL Mint Chocolate	Vanilla WILD BERRY	COOKIES 'N CREAM DULCE DE LECHE	Pina Colada *CONTAINS MILK*
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HEALTHYWAY NUTRITION

1. Mango ALOE
 2. herbal tea •raspberry •lemon •orange •peach •chai •cinnamon
 3. Pick A Shake

CHOCOLATE Buckeye almond joy turtle cheesecake brownie batter Snickers NO BAKE COOKIE chocolate covered •strawberry •cherry	WILDBERRY: Strawberry Banana MIXED BERRY BANANA BERRY	VANILLA Elvis blueberry Muffin banana nut muffin LEMON POUND CAKE pb&j blueberry Cheesecake WHITE CHOCOLATE RASPBERRY CHEESECAKE banana cream pie Black Cherry Cheesecake	COOKIES 'N CREAM Wedding Cake White Chocolate Peasos Rocky Road cinnamon roll SAMOA smores butterfinger TAGALONG Oatmeal raisin cookie toaster strudel frosted animal cookie
MINT CHOCOLATE mint chocolate chip thin mint MINT OREO	ORANGE DREAM orange pineapple banana ORANGE DREAMSICLE Miami Mango Fruity pebbles	CAFE LATTE CARAMEL VANILLA Strawberry MINT	DULCE DE LECHE Caramel Apple bananas toaster CINNAMON TOAST CRUNCH

*note your allergens for customers

MAKE SHAKES AT HOME

3 DAY TRIAL PACK
 INCLUDES:
 a full 3 day supply of
 Formula 1 + PDM on-the-go
 packets + our Total
 Control enhancer
 → BOOSTS METABOLISM

FULL PROGRAM
 INCLUDES:
 Customizable 30 day
 supply of products
 +
 one-on-one
 health coaching

UPCOMING EVENTS

APRIL 15th-17th LEADERSHIP DEVELOPMENT WEEKEND
 MAY 21st SUCCESS TRAINING SEMINAR

ohiosts.com

Vanilla

Elvis

7 oz water
 2 scoops FV F1
 1 scoop VPDM
 1 Tbsp PB2
 1 Tbsp Banana Pudding
 1/2 Banana
 1/2 Tbsp Banana Syrup
 1/2 Tbsp Peanut Butter Syrup

Chocolate PB Brittle

8 oz water
 2 scoops FV F1
 1 scoop CPDM
 1 Tbsp Vanilla Pudding
 1 Tbsp PB2
 1 Tbsp Pecans
 1 Tbsp Caramel Syrup

White Choc Raspberry Cheesecake

8 oz water
 2 scoops FV F1
 1 scoop VPDM
 1/2 Tbsp Cheesecake Pudding
 1/2 Tbsp White Choc. Pudding
 1/4 Cup Raspberries
 1 Tbsp Raspberry Syrup

Peanut Butter 'N Jelly

8oz water
 2 scoops FV F1
 1 scoop VPDM
 1 Tbsp Vanilla Pudding
 1 Tbsp PB2
 1/4 Cup Strawberries
 1/2 Tbsp Strawberry syrup
 1/2 Tbsp PB syrup

Blueberry Muffin

8 oz water
 2 scoops FV F1
 1 scoop VPDM
 1/2 Tbsp Pistachio Pudding
 1/2 Tbsp Vanilla Pudding
 1 Cap Butter Extract
 1/4 Cup Blueberries
 1 Tbsp Blueberry Syrup

Lemon Pound Cake

8 oz water
 2 scoops FV F1
 1 scoop VPDM
 1 Tbsp Lemon Pudding
 1 Tbsp Graham Cracker
 1 Tbsp Lemon Syrup

Blueberry Cheesecake

8 oz water
 2 scoops FV F1
 1 scoop VPDM
 1 Tbsp Cheesecake Pudding
 1/4 cup Blueberries
 1 Tbsp Blueberry Syrup

Black Cherry Cheesecake

8 oz water
 2 scoops FV F1
 1 scoop VPDM
 1 Tbsp Cheesecake Pudding
 1/4 Cup Cherries
 1 Tbsp Black Cherry Syrup

Banana Nut Muffin

6 oz water
 2 scoops FV F1
 1 scoop VPDM
 1 Tbsp Banana Pudding
 1/2 tsp Cinnamon
 1 Tbsp Oats
 1 Tbsp Pecans
 1/2 Banana
 1 Tbsp Banana Syrup

French Toast

8 oz water
 2 scoops FV F1
 1 scoop VPDM
 1/2 tsp Cinnamon
 1 Tbsp Vanilla Pudding
 1/2 Tbsp Maple Syrup
 1/2 Tbsp Vanilla Syrup

Peanut Butter Cookie

8 oz water
 2 scoops FV F1
 1 scoop VPDM
 1 Tbsp Vanilla Pudding
 1 Tbsp Oats
 1 Tbsp PB2
 1 Tbsp PB Syrup

Banana Cream Pie

7 oz water
 2 scoops FV F1
 1 scoop VPDM
 1 Tbsp Banana Cream Pudding
 1 Tbsp Graham Cracker
 1/2 Banana
 1 Tbsp Banana Syrup

Cookies 'N Cream F1 Shakes

Wedding Cake

8 oz water
 2 scoops CNC F1
 1 scoop VPDM
 1/2 Tbsp Cheesecake Pudding
 1/2 Tbsp White Choc. Pudding
 1 Tbsp Almond Syrup

White Chocolate Reeses

8 oz water
 2 scoops CNC F1
 1 scoop VPDM
 1 Tbsp White Choc. Pudding

1 Tbsp PB2

1/2 Tbsp White Choc. Syrup
 1/2 Tbsp PB syrup

Mexican Wedding Cake

8oz water
 2 scoops CNC F1
 1 scoop VPDM
 1/2 Tbsp Cheesecake Pudding
 1/2 Tbsp White Choc. Pudding
 1 Tbsp Almonds
 1/4 Cup Pineapple
 1 Tbsp Almond Syrup

Oatmeal Raisin Cookie

7 oz water
 2 scoops CNC F1
 1 scoop VPDM
 1 Tbsp Vanilla Pudding
 1 Tbsp Oats
 Dash of Cinnamon
 1 Tbsp Raisins
 1 Tbsp Vanilla Syrup

Cinnamon Roll

8 oz water
 2 scoops CNC F1
 1 scoop VPDM
 1 Tbsp Cheesecake Pudding
 1 Tbsp Pecans
 1 tsp Cinnamon
 1 Tbsp Caramel Syrup

Butterfinger

8 oz water
 2 scoops CNC F1
 1 scoop CPDM
 1 Tbsp PB2

1/2 Tbsp Butterscotch Pudding

1/2 Tbsp Chocolate Pudding
 1 Cap Butter Extract
 1/2 Tbsp Chocolate Syrup
 1/2 Tbsp Peanut Butter Syrup

Samoa

8oz water
 2 scoops CNC F1
 1 scoop VPDM
 1 Tbsp Chocolate Pudding
 1 Tbsp Graham Cracker
 1 Tbsp Coconut
 1/2 Tbsp Coconut Syrup
 1/2 Tbsp Carmel Syrup

Nutter Butter

8 oz water
 2 scoops CNC F1
 1 scoop VPDM
 1 Tbsp Vanilla Pudding
 1 Tbsp PB2
 1 Capful Butter Extract
 1 Tbsp Peanut Butter Syrup

Rocky Road

8 oz water
 1 scoop CNC F1
 1 scoop FV F1
 1 scoop CPDM
 1 Tbsp Chocolate Pudding
 1 Tbsp Almonds
 1 Tbsp Marshmallow Syrup
Smores
 8 oz water
 2 scoops CNC F1
 1 scoop CPDM
 1 Tbsp Graham Cracker

1 Tbsp Chocolate Pudding

1/2 Tbsp Chocolate Syrup
 1/2 Tbsp Marshmallow Syrup

Tagalong

8 oz water
 2 scoops CNC F1
 1 scoop VPDM
 1 Tbsp Chocolate Pudding
 1 Tbsp Graham Cracker
 1 Tbsp PB2

Iced Animal Cookie

8 oz water
 2 scoops CNC F1
 1 scoop VPDM
 1 scoop white choc pudding
 1 tbs Graham crackers
 1 tbs almonds
 1/2 tsp Cinnamon
 1 shot almond syrup

add 1 cup ice to all

add 1 cup ice to all

WOW SHAKES

- All shakes start with 2 scoops Formula 1, 1 scoop PDM
-Extra PDM \$1
- Allergen Free/Sport options available
- Basic membership:
 - Shot of Aloe, 10oz Tea, Shake \$6
- Plus membership
 - Shot of Aloe, 16oz Tea, Shake \$7

WOW SHAKES

- Tea made by the gallon in the fridge
-5tsp makes 1 Gallon
- Aloe made by the gallon in the fridge
-Poured into empty clean syrup bottle with pour top
-Consistency and fun
- Consistency is KEY
- Water to Ice ratio

WOW SHAKES



- Ask customer if they love their shake before they leave
- Sample your own work
- If gross, REMAKE IT
- Don't overload and waste -sample out remainders

SAMPLING

- **Items to sample:**

extra shakes	mint mask
liftoff	h3o
hand cream	hydrate
CR7	total control
tea	protein bars
meal bars	anything 😊
- If you love it, sample it!

SAMPLING



- Sample with the intentions of selling
- Don't just give away product
- Follow up on samples

RETAIL



- Use the club to make retail sales
- Invite > customer > preferred member > distributor > business builder
- Full retail the first time, every time
- Follow up, follow up, follow up
- Claims training

RETAIL

- Be ethical
 - Don't sell to other peoples customers
- We are in the business of building relationships, not sales
- Value yourself
 - Don't be afraid to make suggestions with confidence
- **LOW PRESSURE**

RETAIL



Wade down
102 lbs

Dena down
65 lbs



- Take care of your customers
- Love them for where they're at
- They become your biggest business builders

Packaging Your Story

- Using Appropriate Disclaimers
 - Rules For Making Claims

CREATING A POWERFUL TESTIMONIAL

KEY ELEMENTS OF A TESTIMONIAL

ENGAGING

+

AUTHENTIC

+

VERIFIABLE

=

GOOD TESTIMONIAL

And remember the GOLDEN RULE whenever you share your testimonial

**SAY WHAT'S TYPICAL,
SHOW WHAT'S POSSIBLE**

1. How did you feel before Herbalife?
What was your weight or clothing size, and how did you feel?
What made you feel insecure about your body?
2. How did you get started with Herbalife?
What products did you use?
What changes did you make to your lifestyle?
3. What results have you had?
For example, how do you feel now, how much weight did you lose, and what have you changed about yourself or your attitude that would inspire others?
Do you feel more confident?

Packaging Your Product Story

Script Your Story:
“Before Herbalife, I...
 (list info “1” above)
Then I...
 (list info “2” above)
and now I...
 (list info “3” above)
and I feel great!”

1. What was your occupation before Herbalife and what didn't you like about it? How was your life and what did you want to change?
2. How did you get started with Herbalife? What were some of your early successes? How much did you earn your first month from retailing the products?
3. How has your lifestyle changed? How does that make you feel?

Packaging Your Income Success Story

Script Your Story:
“Before Herbalife, I...
 (list info “1” above)
Then I...
 (list info “2” above)
and now I...
 (list info “3” above)
and I feel great!”

Using Appropriate Disclaimers

WHY AND WHEN DISCLAIMERS ARE NEEDED

Disclaimers are required by law to help consumers have a clear understanding of any written and verbal testimonials. This includes testimonials in:

- Presentations and personal websites
- Nutrition Club posters and advertisements
 - Casual conversations with customers
 - Invitations, business cards and flyers

Using Appropriate Disclaimers

Weight Loss

- Verbal
“People who use Herbalife® Formula 1 twice a day as part of a healthy lifestyle can generally expect to lose around half a pound to 1 pound per week. And this is my weight-loss testimonial...”
- Written
People who use Herbalife® Formula 1 twice a day as part of a healthy lifestyle can generally expect to lose around half a pound to 1 pound per week.

Income/Lifestyle

- Verbal
“On average, a Supervisor with a team earns over \$400 per month before expenses, and that doesn’t even include his/her retail profits. But I’ve been working hard building my business, and this is my testimonial...”
- Written
Claims depicted are unique to individuals and are not typical. Achievements require skill and years of hard work. For typical earnings, see Statement of Average Gross Compensation at Herbalife.com.

SECTION BREAK