NOURISHING
THE POTENTIAL IN EVERYONE
Since 1980, we have been on a mission to nourish the potential in everyone by improving nutritional habits around the world with great-tasting, science-backed nutrition products that help people get the right balance of healthy nutrition. We offer a full line of great-tasting nutrition products that can be customized to meet individual needs and help consumers achieve their unique goals. We cater to a variety of daily nutritional needs, offering choices to consumers in 95 markets.

Our products are available exclusively through Herbalife Nutrition distributors who provide comprehensive and personalized solutions to their customers’ nutrition and wellness goals, based on guidance provided by Herbalife Nutrition experts.

Distributors are independent entrepreneurs who set up their own businesses and decide when and where they work and do so on their own terms.

By improving people’s nutrition habits and providing high-quality products and economic opportunities, we’re making a positive impact in communities around the world.

John Agwunobi
Chairman and Chief Executive Officer

“Improving the nutritional habits of the world has never been more critical. We’re making a lasting difference in the lives of millions of people seeking a healthier lifestyle and a business opportunity.”
We know that nutrition is personal. That’s why Herbalife Nutrition distributors offer choices to their customers to meet their unique wellness goals with a personalized nutrition experience.**

Dr. Kent Bradley
Chief Health and Nutrition Officer

Our Products

We offer a full line of great-tasting nutrition products that can be customized to meet individual needs and wellness goals. These include more than 2,000 high-quality and convenient nutrition products worldwide for use any time of day, such as meal replacements, protein shakes, teas, aloe, high-protein snacks, vitamins and supplements, sports nutrition, and outer nutrition products, all backed by science.

As the #1 brand in meal replacements and protein supplements combined*, we know the importance of protein. In 2021 alone we used approximately 34.2 metric tons of protein in our products, with 79% being soy protein. Many of our products contain this plant-based protein, including most formulations of our flagship product, Formula 1 shakes. This sustainable plant-based protein requires less land and water and emits less carbon than animal-based protein. To provide additional choice to consumers, we also offer alternative plant-based proteins including pea, rice, quinoa, and more.

Our global nutrition philosophy is based on balanced nutrition a healthy, active life, and following a personalized program with the help of a supportive distributor. This philosophy is helping to improve the nutritional habits of the world — one person at a time.

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* Euromonitor International Limited, For Consumer Health 2022ed, Meal replacement and protein supplements definitions; combined % RSP share GBO, 2021 data

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Commitment to Quality

Our ingredients come from farmers who are committed to meeting our high standards for planting and conservation. We test ingredients in our world-class labs before they enter production, ensuring they comply not only with our uniform global standards, but with all government requirements. Our labs have achieved the highest level of accreditation (ISO 17025) reflecting our strict adherence to industry-leading standards.

The comprehensive quality process we follow confirm that what is on the label is in the product. From the cultivation of our source ingredients to the final products that help our customers live healthier lives, a commitment to quality is at the heart of everything we do.

“Transparency and a commitment to quality are at the heart of our manufacturing program: ensuring identity, traceability, and adherence to good manufacturing practices for all of our products. Our focus on quality is for the millions of people around the globe who trust us to provide them with the best products to meet their unique nutrition goals.”

Mark Schissel
Chief Operating Officer
Our Results-Driven Entrepreneurs

We proudly promote an entrepreneurial opportunity grounded in solid business skills and responsible business practices. Most Herbalife Nutrition independent distributors do the business part-time and earn supplemental income. For example, in the U.S., distributors typically earn approximately $200 in a month in their first year."

We are constantly expanding the methods we use to engage and train our independent distributors, from online webinars to in-person conferences and seminars, to help them develop their skills and translate their expertise into opportunities — both for the customers they serve and themselves.

Here’s how it works: Our distributors buy products at a discount and sell them at a profit. Most distributors earn extra income, but some become more experienced, build their own sales teams, and earn a commission on their transactions. Similar to working with a customer, business builders coach their teams using Herbalife Nutrition business tools to build businesses, with some distributors qualifying for monthly and annual bonuses.**

Simply put, our direct sales business model has low-startup costs and provides an opportunity to earn extra income, a flexible schedule, and consumer protection with a money-back guarantee.

We provide education and training to our entrepreneurial distributors, who then provide a supportive community and personalized nutrition and fitness plans to their customers. Why? Because they don’t just sell products, they help people achieve results.”

John DeSimone
President

"*visit the appropriate regional Herbalife.com site for current Statements of Annual Gross Commissions.
**Bonuses are received by those at the higher levels of the Sales & Marketing Plan and are not typical.
Each person’s nutrition needs are different and require a unique, personalized nutrition plan that may not be available at brick-and-mortar and online retail. We believe the one-on-one, high-touch customer experience that our distributors create is critically needed in our industry.

A supportive distributor, who is providing personalized nutrition recommendations based on trainings provided by our experts, is what positively differentiates us. We call this the Distributor Difference.

Our entrepreneurial business model thrives on social connections: both in person and virtual. The Distributor Difference is especially important in weight management, due to the behavior and lifestyle change consumers need to adopt to live a more healthy and active life.

Our distributors connect with their customers through wellness evaluations, weight loss challenges, and one-on-one meetings and social media.

Many distributors own and operate nutrition clubs and fit camps. These are places where customers are invited to enjoy Herbalife Nutrition products, work out, and engage with people who have similar wellness goals.

When I was the 17th Surgeon General of the United States, I was looking for a community-based approach to wellness – Herbalife Nutrition is it.”

Richard Carmona
M.D., M.P.H., FACS
Member of the Herbalife Nutrition Board of Directors

Our Distributor Difference

70% of Americans agree a strong support system is critical to achieving diet goals

72,000+ nutrition clubs around the world, which is more than 2x the number of Starbucks worldwide
Starting your own business is never easy. Wherever you decide to start, it takes hard work, skill, and dedication and even then, as in life, it has its challenges and there are no guarantees.

As a couple, Jay and Meera combined their energy and purpose to build a thriving Herbalife Nutrition business in their hometown of Los Angeles. They introduced friends and family to the products, had regular customers, and were doing well. While they were happy with how their business was going, they had even greater goals and vision for their business. Because Herbalife Nutrition provides the unique flexibility to work where you want, they had the opportunity to pick and move to a new city.

They settled in Chicago and for two years focused on becoming part of the community. They signed up as members of the local chamber of commerce, began going to networking events, reached out to people through social media, and connected with many local business owners.

Jay and Meera now operate a Nutrition Club and their business is thriving.* Happily, they found that what they brought to the table – good nutrition, a more active lifestyle, and community – has been well received in their neighborhood.

*Achievements shown came from hard work, skill, and dedication and are not typical. Visit the appropriate regional Herbalife.com site for current Statements of Annual Gross Compensations
Nourishing people, communities and our planet leads to a better, healthier world — one in which everyone has access to nutritious food, economic opportunity, and clean water and air.

We can help build such a world, given our expertise, scale, network, and global reach. Our Global Responsibility strategy, which is embedded in our business strategy, uses these strengths to improve our world in three meaningful ways:

- Enabling greater access to nutrition
- Increasing economic empowerment by supporting nonprofit organizations focused on providing these opportunities
- Strengthening environmental stewardship

To drive progress, we have set a goal to make 50 million positive impacts across our Global Responsibility pillars and programs by 2030, the 50th anniversary of Herbalife Nutrition. We call it our 50 by 50 campaign.

50 by 50 Global Initiative

Our commitment to achieving 50 million positive impacts is a pledge to foster tangible acts of good in the communities around the world where we live and work. Whether it’s a meal donated, a pound of plastic removed from the waste stream, or a program that reaches beneficiaries, a positive impact is a tangible and measurable action or result which contributes to specific goals identified within our core pillars.
1.9+ BILLION servings of Herbalife Nutrition protein shakes sold worldwide in 2021

$5.8 BILLION in net sales in 2021, A record year for the company

5.4 MILLION Herbalife Nutrition protein shakes consumed daily in 2021

300+ scientists on staff

Herbalife Nutrition Foundation donated more than $4.75 MILLION to help support more than 165+ organizations around the world end global hunger and support nutrition education

72,000+ nutrition clubs worldwide, which is more than 2x the number of Starbucks worldwide

200+ sponsored sporting events, teams and athletes worldwide

5 sponsored National Olympic Committees

Learn more at IAmHerbalifeNutrition.com