



# Excellence in Science

---

August 2011



## COMMITTED TO SCIENCE AND NUTRITION

Our products comply with the highest research, development and manufacturing standards in the industry, so you can be sure you're taking quality products.

## HIGHEST QUALITY

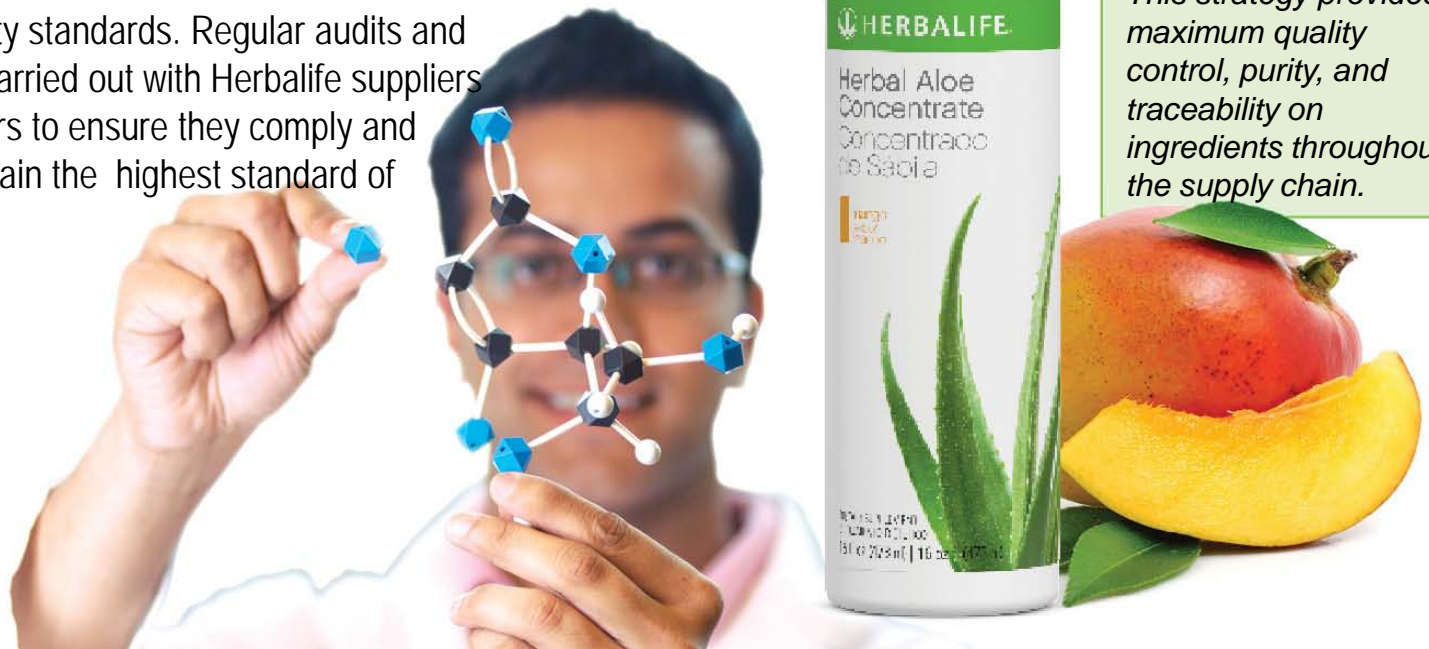
The quality controls behind Herbalife products are always in place; from sourcing raw materials to the delivery of the finished product. Manufacturing processes are conducted in accordance with established quality standards. Regular audits and inspections are carried out with Herbalife suppliers and manufacturers to ensure they comply and continue to maintain the highest standard of production.



*Herbalife ensures its products are **effective, innovative and of the highest quality.***

### MAXIMUM TRACEABILITY

*The Aloe vera plant in Herbal Aloe Mango is grown and produced according to Herbalife's Seed to Feed strategy. This strategy provides maximum quality control, purity, and traceability on ingredients throughout the supply chain.*



# “Seed to Feed” in Action



## Ingredients



Tea, CHINA



Botanicals, WORLDWIDE



Aloe, MEXICO



Soy, UNITED STATES

## Botanical Ingredients Processing



Changsha, Hunan Province

## Manufacturing



H.I.M., Lake Forest, Calif.



H.I.M., Suzhou, China



Herbalife Contract  
Manufacturers

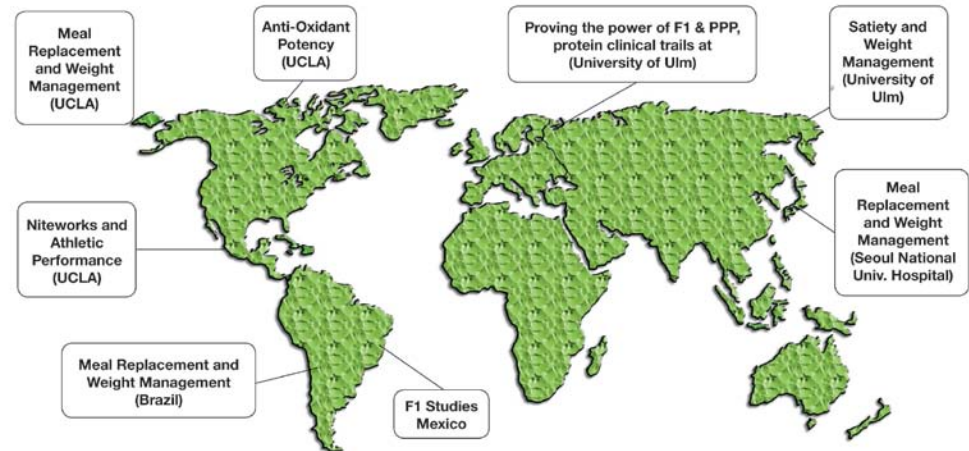
# Confidence in Herbalife



- **Our products are good for you**  
Herbalife® products are backed by the best scientific research.
- **What's on the label is in the product**  
Consumers can trust that the ingredients listed on the label are always in the product.
- **We know where our ingredients come from**  
Our ingredients are sourced from approved suppliers that meet our strict specifications and we verify the purity of all ingredients in our state-of-the-art laboratories.

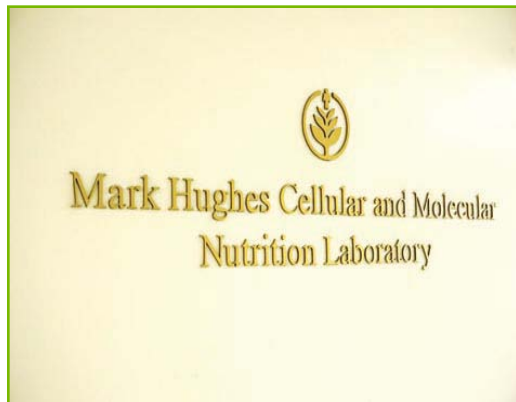
# Clinical studies

- UCLA, California
  - Study shows meal replacement shakes are an effective way to lose weight.
- University of Ulm, Germany
  - Study shows that when counting calories, drinking two Formula 1 shakes as meal replacements is more effective way to manage weight than a conventional food diet.
- Seoul National University Hospital, Korea
  - The people in the high protein group lost more body fat (and less lean body mass) than the people consuming the standard amount of protein.



# Affiliated with top Universities

- Herbalife is committed to further development – partnering with Universities as part of its mission to advance nutritional science and stay at the forefront of producing the best nutrition and weight management products.



- Mark Hughes Cellular and Molecular Laboratory, Center of Human Nutrition, UCLA
- The Natural Center of Natural Products, University of Mississippi

## Nutrition Advisory Board and Herbalife Nutrition Institute

Leading experts in the field of nutrition and health make up the *Nutrition Advisory Board* and *Herbalife Nutrition Institute*. Their expertise are used to help develop products and testing programmes to ensure you get the best possible products, using the best ingredients.



Luigi Gratton, M.D.,  
M.P.H.  
Vice President  
Nutrition Education  
Herbalife

David Heber, M.D.,  
Ph.D., F.A.C.P., F.A.C.N.  
Chairman of the Herbalife  
Nutrition Institute and the  
Nutrition Advisory Board  
Director, Center for  
Human Nutrition, UCLA\*

Steve Henig,  
Ph.D.  
Chief Scientific  
Officer Herbalife

Louis Ignarro, Ph.D.  
Nobel† Laureate in  
Medicine Member of the  
Herbalife Nutrition  
Institute and the  
Nutrition Advisory Board

John Heiss, Ph.D.  
Director, Sports and  
Fitness  
Worldwide Product  
Marketing  
Herbalife

To develop new products, our product development team starts with the basics of good nutrition and ingredients that provide the right balance of nutrients. The benefit of each ingredient used in Herbalife products is substantiated by scientific evidence. **That's how we know what's in the bottle is good for you.**

\* Titles are for identification only. The University of California, Los Angeles does not endorse specific products or services as a matter of policy.

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

# Nutrition Advisory Board

# Product development process – 5 stages

## 1. Ideation

- Distributor Interest
- Product Vision
- Market Exploration
- Competitive Analysis



## 2. Feasibility

- Strategic Fit
- Scientific Viability
- Economic Analysis
- Regulation Assessment



## 3. Development

- Distributor Endorsement
- Formulation
- Prototyping & Sensory Testing
- Technical Implementation



# Product development process – 5 stages

## 4. Manufacturing

- Quality Control
- Botanical Extraction
- Weighing, Blending and Compression
- Filling and Packaging
- Quality Assurance



## 5. Launch

- Distributor Pitch and Excitement
- Product Training
- Promotion and Awareness
- Distribution

# Excellent Quality Control Systems



## Method Development

Herbalife staff makes sure our products meet industry regulatory requirements.



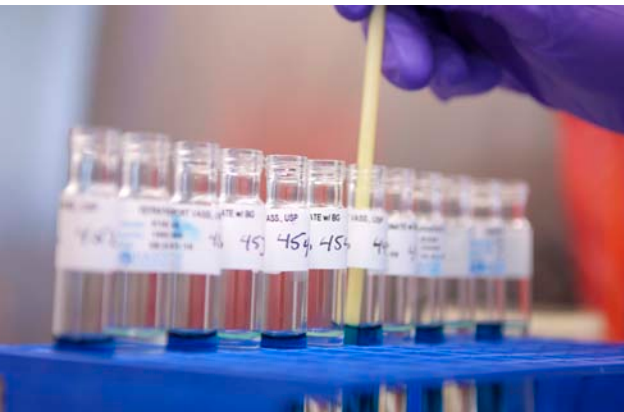
## Stability Testing

Product stability means that a product will remain suitable for consumption for its entire shelf life.



## Label Claim Verification

We ensure our products meet our label claims and provide the benefits stated on the label.



## Impurity and Metal Testing

We rigorously test raw materials for yeast, mold, bacterial impurities, heavy metals and other environmental contaminants.



## Temperature Monitoring

A state-of-the-art temperature-monitoring program is used to guarantee that product quality is not compromised during storage and shipping.



## Sample Retention

Product samples are retained to enable ongoing testing throughout the product life cycle.

## Herbalife Innovation & Manufacturing

We use only the finest ingredients in our products and we validate the purity of these raw materials in our own state-of-the-art quality laboratories.

World-class scientists and experts in the fields of nutrition and health guide the development of Herbalife® products, and we advance the science of nutrition through research and clinical studies conducted around the world.

Our company-owned facilities allow us to control quality during each step of the manufacturing process – from the receipt of raw ingredients to the shipment of finished products. We will continue to invest in new technology and research to provide innovative, science-based nutrition products to our Distributors and their customers.

At Herbalife, our commitment to the integrity, safety and efficacy of our products is at the heart of everything we do.



# Top award for logistics

In June 2009, the Supply Chain Distinction Awards took place in Germany. Herbalife won two awards in this prestigious European competition for its logistics services:

**WINNERS: Supply Chain of the Year**

**WINNERS: Victor of Victors**

This is a magnificent honour for the whole team in Venray and Herbalife globally.



# Committed to Quality – From Company to Distributor

Our Distributors help preserve the purity, efficacy and stability of products by:



**Keeping products dry:**  
Exposure to moisture can lead to product contamination and damaged packaging.



**Storing products at room temperature or less:**  
Ideally, between 68 to 77° Fahrenheit or 20 to 25° Celsius.



**Avoiding product exposure to direct sunlight:**  
It can damage the appearance as well as the consistency of a product.



**Avoiding prolonged storage in a car:**  
Over time the boot or interior of your car can overheat.

... So customers receive products in optimal condition.





*Have You Had Your*  
**SHAKE**  
*TODAY?*

 **HERBALIFE.**  
*Nutrition for a better life.*

Get more information on Herbalife science at **[Herbalifescience.com](http://Herbalifescience.com)**  
Visit **[Herbalifenutritioninstitute.com](http://Herbalifenutritioninstitute.com)** for more useful nutrition science information