

QUALITY PRODUCTS BACKED BY SCIENCE

Identification

Feasibility

Development

Commercialization
and Production

Comprehensive Product Development Process

Herbalife identifies the needs of its customers and incorporates advancements in science. Our 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, independent Herbalife members and the scientific community. Methods include in-market category and trends analysis, concept (idea) evaluation, product testing and post product launch evaluation.
- Ingredient selection based on performance and science.
- Strict criteria for substantiation.
- Strong partnerships with world-class suppliers.
- Stringent ingredient traceability and finished product documentation and testing.
- Scientific dossiers on key ingredients and products.
- Investment in Customer Relationship Management (CRM) process and infrastructure to have continual feedback loop.
- Postmarket examination – product testing in the field to verify product shelf life and stability.

HERBALIFE SUPPLIERS

Herbalife works with world-class suppliers and Dupont's Nutrition and Health Division, global health scientists at DSM, Kyowa Hakko, as well as 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, technical and production competency, to better its own products.

Herbalife premanufacturing quality-control steps help to ensure compliance with regulations, current Good Manufacturing Practices (cGMPs) and prevent adulteration with ID testing and documentation.

They include:

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

Herbalife has invested \$250 million in its own facilities. More than 60% of Herbalife® products are manufactured in-house*.

*based on volume points



SCIENTIFIC LEADERSHIP TEAM



Clinical Strategy

Herbalife has supported 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 North American habits, including China, India, Mexico, Russia and other regions around the world where Herbalife® products are sold. 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 Herbalife members and customers.

- **John Agwunobi**, M.D., M.B.A., M.P.H.
Chief Health and Nutrition Officer
- **David Heber**, M.D., Ph.D., F.A.C.P., F.A.S.N.
Chairman, Herbalife Nutrition Institute Editorial Board and Nutrition Advisory Board
- **Louis Ignarro**, Ph.D.
Nobel* Laureate in Medicine; Member, Nutrition Advisory Board and Herbalife Nutrition Institute Editorial Board
- **Luigi Gratton**, M.D., M.P.H.
Vice President, Worldwide Nutrition Education and Development and Member, Herbalife Nutrition Advisory Board
- **Rocio Medina**, M.D.
Vice President, Worldwide Nutrition Training and Vice Chairwoman, Herbalife Nutrition Advisory Board
- **Gary Small**, M.D.
Member, Nutrition Advisory Board and Herbalife Nutrition Institute Editorial Board
- **Vasilios "Bill" Frankos**, Ph.D.
Senior Vice President, Global Regulatory Compliance and Product Safety
- **John Heiss**, Ph.D.
Senior Director, Sports and Fitness, Worldwide Product Marketing
- **Dana Ryan**, Ph.D.
Sports Performance and Education
- **Susan Bowerman**, M.S., R.D., C.S.S.D., F.A.N.D.
Director, Nutrition Training

The development of Herbalife® products is guided by Herbalife Scientific Leadership made up of professionals in the fields of nutrition and health from around the world, who 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.

Nutrition Advisory Board

The Herbalife Nutrition Advisory Board (NAB) is comprised of experts from around the world in the fields of nutrition and health, who teach independent Herbalife members about the principles of good nutrition, getting regular physical activity and leading a healthy lifestyle. This training helps members understand Herbalife® products; the NAB also assists Herbalife in regulatory matters and fosters an open dialogue with local governments. NAB is chaired by Dr. David Heber.

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

300 staff scientists including 36 Ph.D.'s

30+ experts comprise the Herbalife Nutrition Advisory Board.

15 world renowned nutrition scientists on the Herbalife Nutrition Institute editorial board.