



Share Your Story With Confidence

A Quick Guide to Making Appropriate Claims

Here's an interesting fact...

As an Herbalife Nutrition Independent Distributor, anytime you present your personal story about the Herbalife Nutrition products or business opportunity, you're actually making an advertising claim.

A claim is defined as any statement, story, image or video about the Herbalife Nutrition products or business opportunity.

All claims **must** be lawful, truthful, substantiated and not misleading.

It's perfectly fine for Distributors to make claims, provided that they comply with the Herbalife Nutrition Rules and local laws. For further guidance on how to use required disclaimers, refer to this quick reference guide.

Let's discuss some of the different claims and what they entail.

Q: What are earnings and lifestyle claims?

A: An earnings claim is any claim regarding a Distributor's actual or potential income.

A lifestyle claim is a claim suggesting that a Distributor can attain a certain lifestyle, or purchase certain items, through the business opportunity. Photos involving cars, pools, vacations or houses are also earnings or lifestyle claims.

Q: What are examples of prohibited lavish lifestyle claims?

A: Examples of prohibited lavish lifestyle claims include mention of opulent mansions; private helicopters, jets or yachts; and exotic automobiles or any substantially similar representations. For the current list of exotic automobiles, contact Herbalife Nutrition or visit MyHerbalife.com.

Q: What are examples of prohibited extreme earnings claims?

A: Examples of prohibited extreme earnings claims include the following or similar statements that participants can:

- "Quit your job"
- "Be set for life"
- "Earn millions of dollars"
- "Realize unlimited income"
- "Make more money than they ever imagined or thought possible"
- "Get rich"

Q: Can I make an earnings claim?

A: Yes. Your claim must be truthful, substantiated and not misleading. If your claim conveys a result that is better than what the typical Distributor can expect to achieve, you must also include the appropriate income disclaimer.

Remember: You must never make an earnings claim that conveys a lavish lifestyle

DISCLAIMERS

Q: Which disclaimer should I use for earnings and lifestyle claims?

A: If you are making a permissible earnings or lifestyle claim that shows results that are better than what a typical Distributor could expect to achieve, you must use one of the following disclaimers:

Millionaire Team and Below*

Income Disclaimer for Written Materials and Social Media

Income depicted is unique to individual and is not typical. Achievements require skill & consistent work. For typical earnings, see Statement of Average Gross Compensation at HerbalifeNutrition.com/SAGC

President's Team and Above (Top 1%)*

Income Disclaimer for Written Materials and Social Media

Top 1% of Distributors. If achieved, our top 1% earners (typically President's Team members) take between 5 and 11 years to reach that level through skill and consistent work. For typical earnings, see Statement of Average Gross Compensation at HerbalifeNutrition.com/SAGC

*For additional options, use the disclaimer filters and stickers available on MyHerbalife.com.



Talking About the Relationship Between Herbalife Nutrition and Herbalife Nutrition Distributors

Q: What can't I say?

A: Distributors may not claim or imply that they are employed by, speak for, or provide any type of consulting services for Herbalife Nutrition. They may not suggest that their Herbalife Nutrition business is a job. For example, do not use the terms "job," "salary," "employment" or any similar term when promoting the business opportunity.

Q: What can I say?

A: You can say that what is being offered is an independent income opportunity.

Product Claims

Q: What can't I say about Herbalife Nutrition products?

A: You must not state that Herbalife Nutrition products prevent, treat, or cure diseases or medical conditions or discuss any experiences with medications. You must not make any statement about Herbalife Nutrition products solving a health problem (like digestive disorders) or curing a condition (like eczema). Unauthorized claims like these can be dangerous to consumers who could abandon proper medical treatment for their conditions. It can also be dangerous to your business and expose you to fines and other legal action, including criminal charges.

Q: Can I mention the Food and Drug Administration (FDA)?

A: You must not use the name of the Food and Drug Administration (FDA) or other regulatory agencies when representing Herbalife Nutrition products, unless using the Dietary Supplements Health Education Act (DSHEA) statement that is listed on product labels, websites or catalogs.

Q: What kind of claims can I make about Herbalife Nutrition products?

A: When speaking about Herbalife Nutrition products, only claims that appear in Herbalife Nutrition product labels, websites or catalogs may be used.

DSHEA Statement:

"This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease."

Weight Loss

Q: Which weight-loss disclaimer should I use?

A: When making weight-loss claims, either in a casual conversation or in written materials, always include the following:

- Reference to lowering caloric intake, eating a balanced diet consisting of healthy foods and engaging in regular physical activity.

• Disclaimer:

"People who replace two meals a day with Herbalife Nutrition Formula 1 as part of a healthy lifestyle (such as lowering caloric intake, eating a healthy, balanced diet or engaging in regular physical activity), can generally expect to lose around half a pound to 1 pound per week."

Size and Placement of Disclaimers

Audio Presentations (live or recorded)

Disclaimers must be made orally in conjunction with the claim.

Visual Presentations

The disclaimer must be legible and be presented in close proximity to the claim. It must appear long enough and in a large enough font for an average reader to be able to read it.

Written Presentations

1. The disclaimer must be displayed in a contrasting color to the background (e.g., black on white).
2. The disclaimer must be in close proximity to the claim (on the same page or screen as the claim).
3. The disclaimer must be in a font at least 75% as large as the size of the font used in the claim, and not smaller than a 10-point type font.

How to Share Your Story

If you have any questions about what claims or statements you can or cannot make, please go to the **Quick Links** section at the bottom of the page on **MyHerbalife.com** and choose **How to Share Your Story**.

You can also call Member Services at **866-866-4744** (select option 1 for Distributor).



For more information visit **MyHerbalife.com**
<http://hrbl.me/HTSYS-USEN>

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