



**HERBALIFE®**

# **Business Prospectus**



**HERBALIFE®**

# 5 Simple Questions

- 1) What is your No.1 Priority?
- 2) Why that one?
- 3) Is that important to you? Why?
- 4) What are the consequences of not having it?
- 5) Does that worry you? Why

Question are the Answers – Alan Pease  
[www.KnowledgelsKing.co.uk](http://www.KnowledgelsKing.co.uk)

**What are you looking for?**

**Work From Home**

**Extra Income**

**Own Business**

**Financial Freedom**

**More Spare Time**

**Personal Development**

**Helping Others**

**Meeting New People**

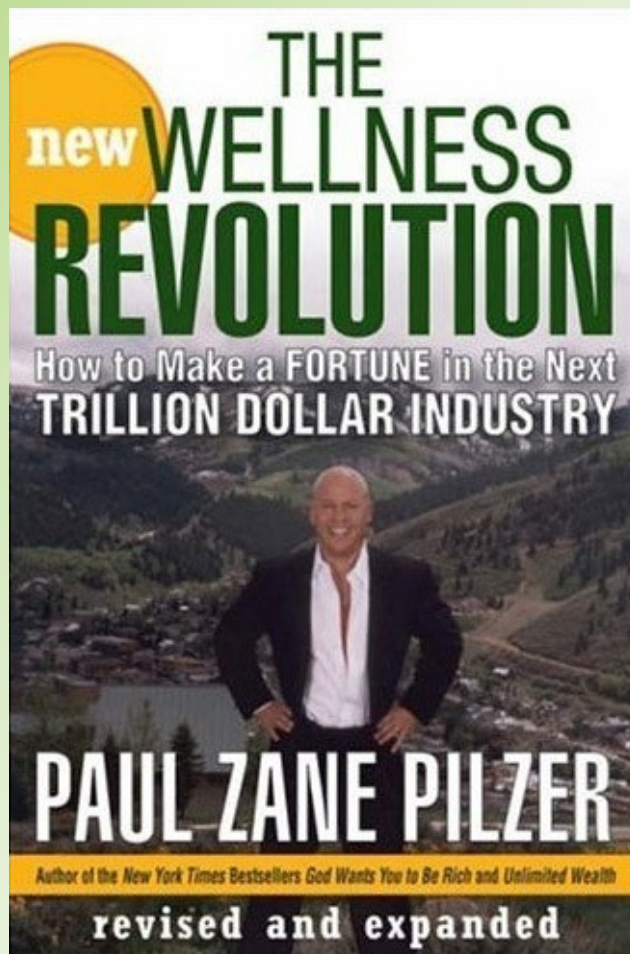
**Retirement / Pension**

**Leave a Legacy**



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# The Wellness Revolution



**HERBALIFE®**

# What is Wellness?

**“The condition of good physical and mental health, especially when maintained by proper diet, exercise and habits”**

American Heritage Dictionary



**“Its about looking better, feeling better and staying healthier for longer”**

Mark Hughes - Founder of Herbalife

**“Wellness is about waking up every morning and having enough time, energy and freedom to live the life you want”**

Unknown Author

# Why the world needs Wellness

- 66% of adults in the UK are overweight
- 30% of adults in the UK are Obese
- 19% of boys and 22% of girls aged 2yrs to 15yrs will be obese by 2010.
- 70% of all diseases are linked to poor nutrition



# Why the world needs Wellness

**Disease and Illness on the increase!**



- **Obesity**
- **Heart Disease**
- **Liver Disease**
- **Diabetes**
- **High Blood Pressure**
- **High Cholesterol**
- **Kidney & Gall Stones**
- **Cancer**
- **Digestive problems**



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# **Leading the Way in Wellness**

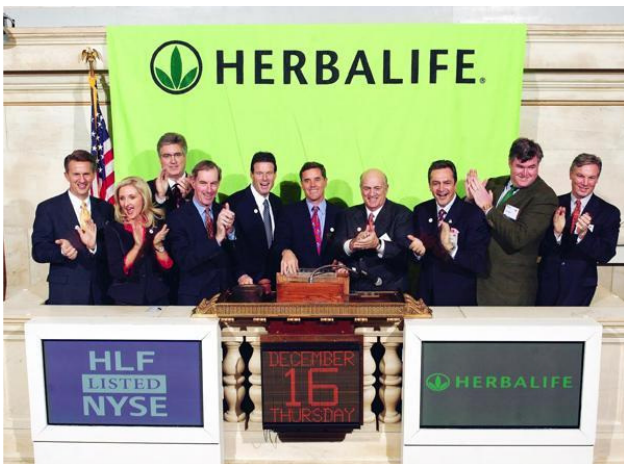


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# Herbalife International



- **Founded in 1980**
- **Represented, tested and approved in 65 countries**
- **Pioneers in nutrition and weight control**
- **Over 40 million customers worldwide**
- **2007 over \$3.5 billion in Sales**
- **Quoted on NYSE**



# Building The Brand



**CEO Michael Johnson**  
**Ex President of Disney International Inc. – built the Disney brand into a household name!**

**Now Michael is doing the same for Herbalife!**



# Herbalife Sponsored Teams



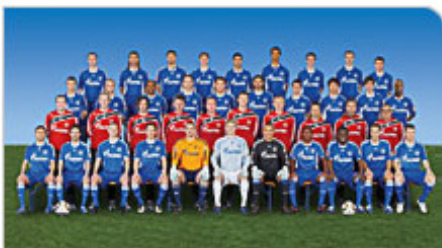
**AYSO**  
American Youth Soccer Org



**Barcelona**  
Soccer



**Chinese Cycling Team**  
Cycling



**FC Schalke**  
Soccer



**HC Plzen**  
Ice Hockey



**Knack Randstad  
Roeselare**  
Volleyball



**K.R. Basket Reykjavik**  
Basketball



**KV Mechelen**  
Soccer



**LA Galaxy**  
Soccer



**Lyngby BK Old Boys**  
Soccer



**Mens Sana Basket**  
Basketball



**Molde Fotbalklubb**  
Soccer



**Pumas**  
Soccer



**RC Strasbourg**  
Soccer



**San Martin de Porres**  
Soccer



# Herbalife Sponsored Athletes



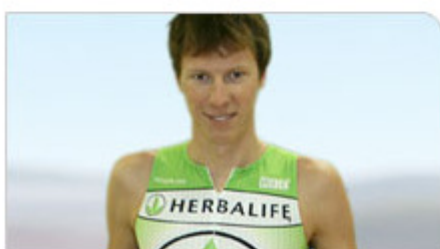
 **Attila Vajda**  
Flatwater Canoeing



 **Chris Klein**  
Soccer




 **Claudia Hille**  
Triathlon




 **Dmitry Polyansky**  
Triathlon



 **Donovan Ricketts**  
Soccer




 **E.J. Viso**  
IndyCar Driver



 **Elsa Lautala**  
Fitness




 **Eva Nystrom**  
Triathlon/Duathlon/Running



 **Filip Grgic**  
Tae Kwon Do



 **Hannah Davis**  
Flat Water Kayak




 **Hanno Möttölä**  
Basketball



 **Heli Jukkola**  
Orienteering



 **Jesse Saarinen**  
Ice Hockey



 **Lee Chi Wo**  
Triathlon



 **Lionel Messi**  
Soccer

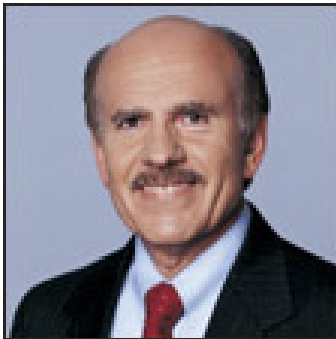
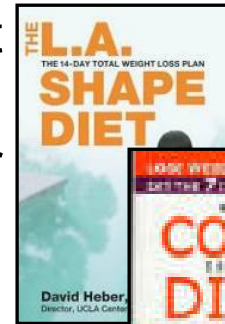


# World Class Dr's



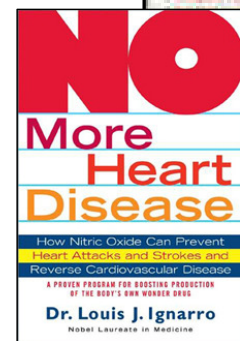
Dr. David Heber

- Research & Development headed up by Dr David Heber: Founding member of the School of Human Nutrition UCLA.



Dr. Louis Ignarro

- Nobel Prize Winner Dr Louis Ignarro. 1998 Nobel Prize for his work on Cardio Vascular Disease

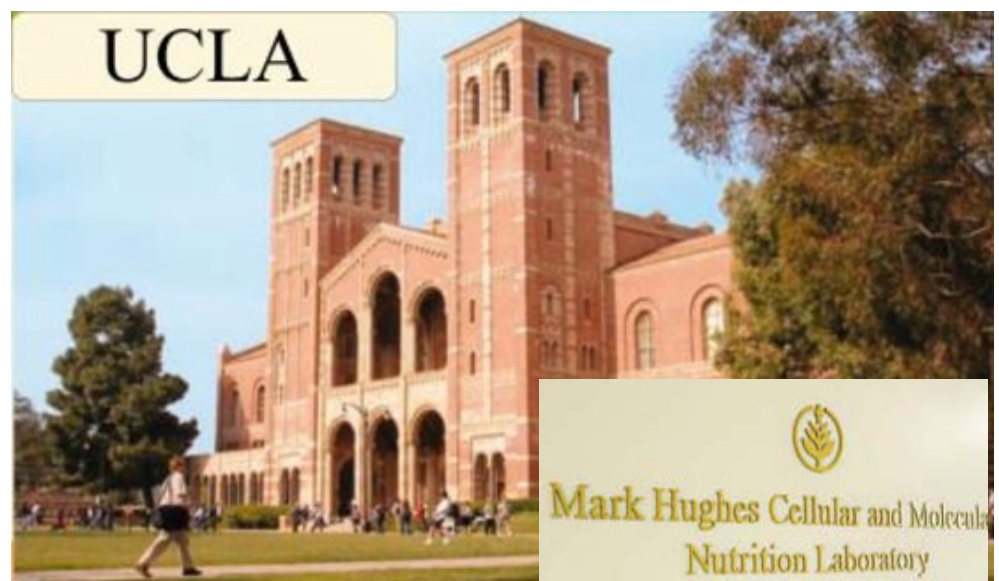


Dr. Luigi Gratton

- A Nutritional Advisory Board comprising: World renowned Scientists, Researchers and Nutritionists.



Dr. Ralph Rogers



# Unrivalled Growth

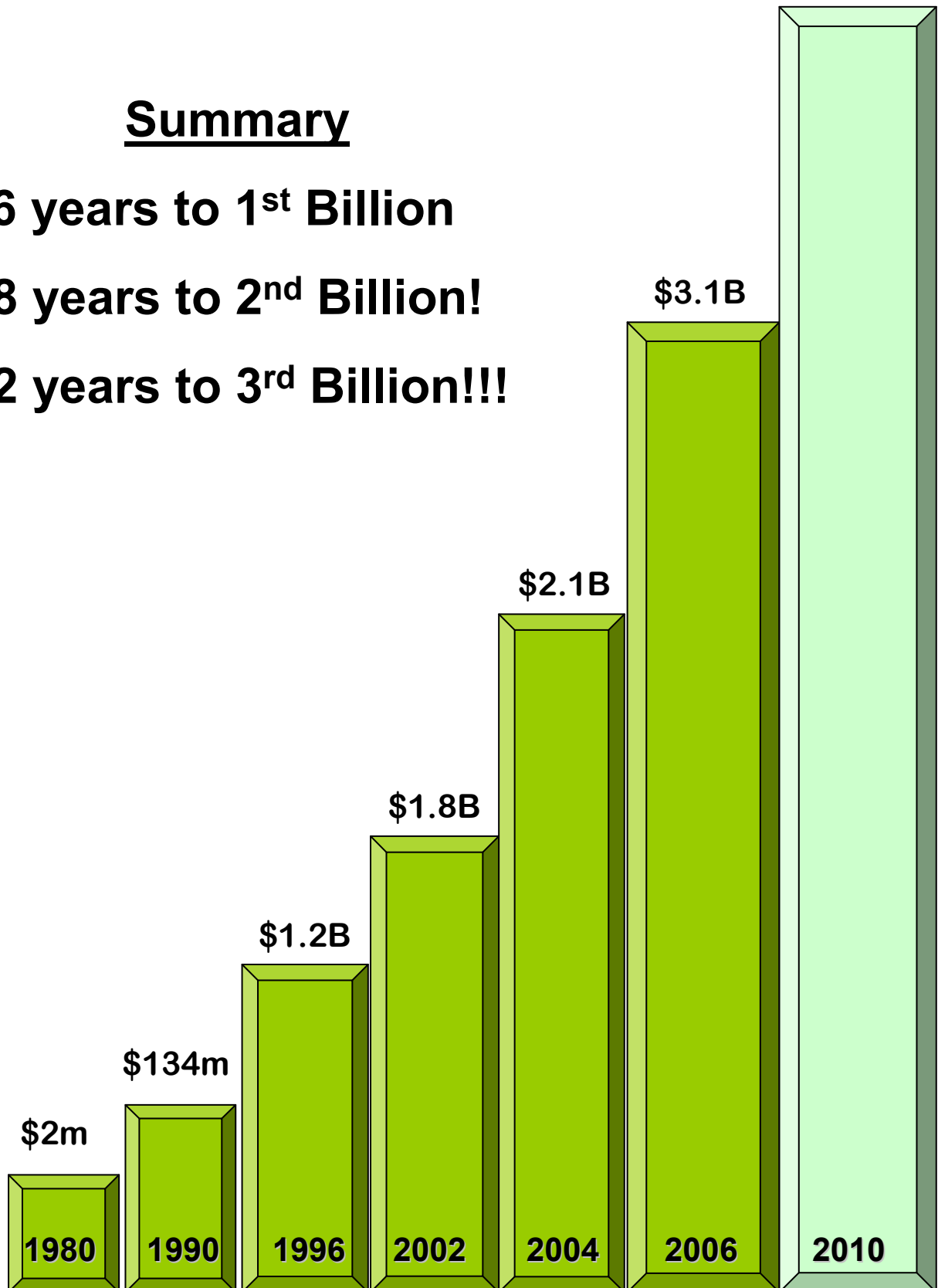
\$5.3B

## Summary

**16 years to 1<sup>st</sup> Billion**

**+8 years to 2<sup>nd</sup> Billion!**

**+2 years to 3<sup>rd</sup> Billion!!!**



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## **Welcome To Your Wellness Evaluation**

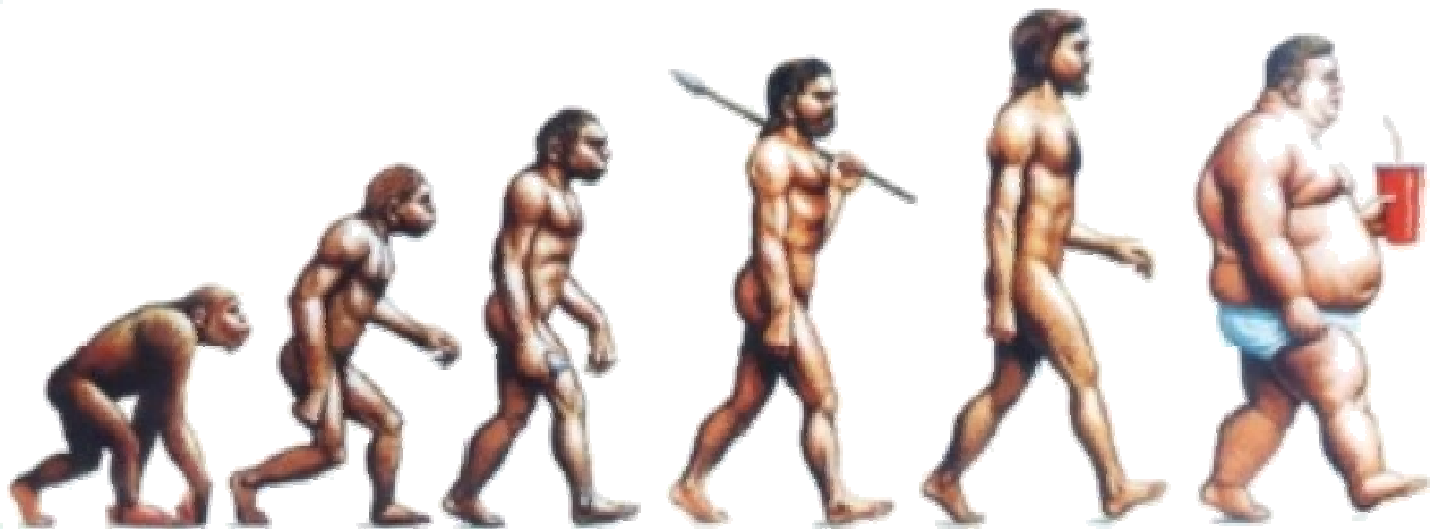
**My role is to help people become  
more aware of their:**

- ***Body Composition***
- ***Nutrition & Diet***
- ***Health & Well-Being***



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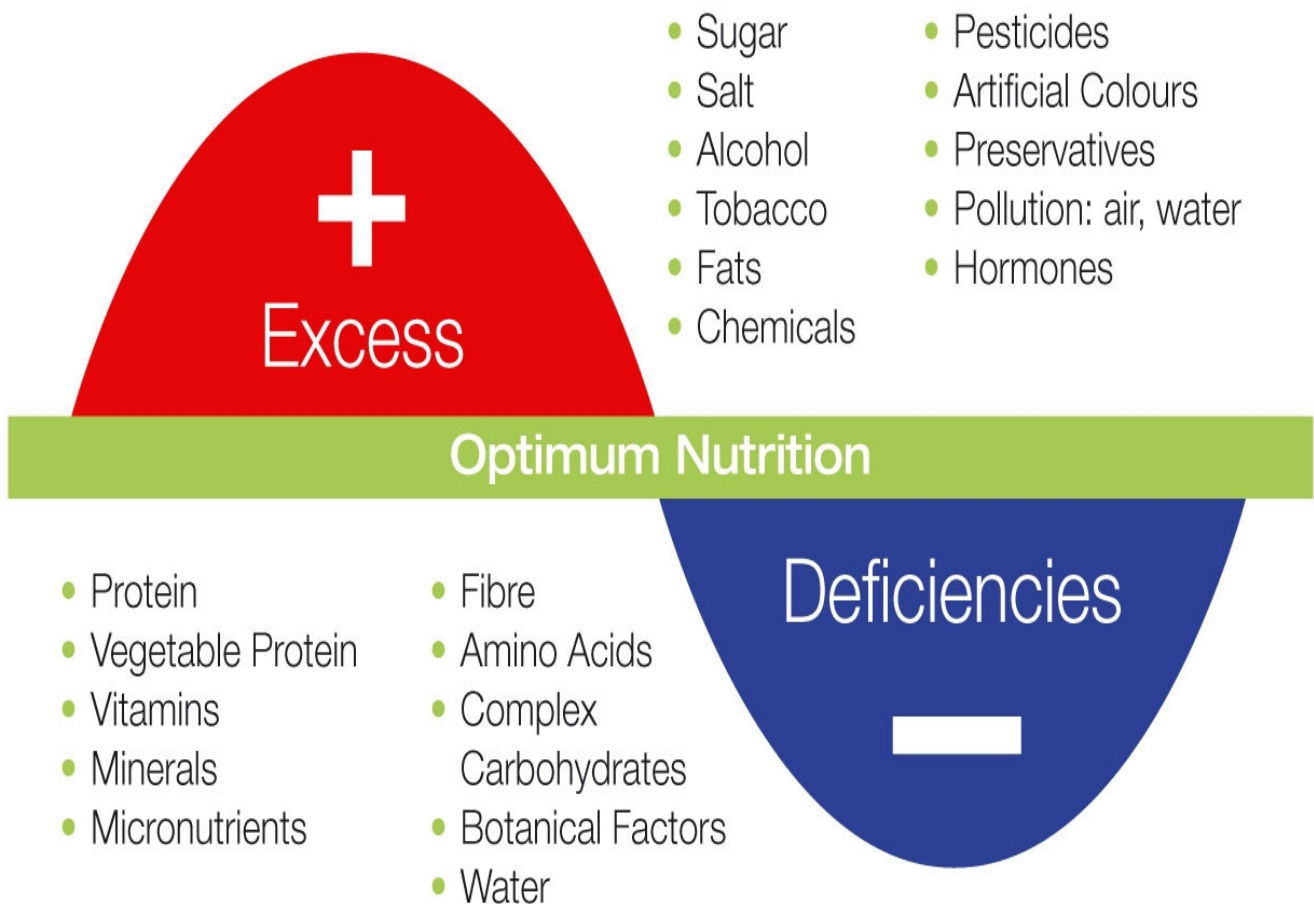
# Changing the World



## Reversing Evolution!



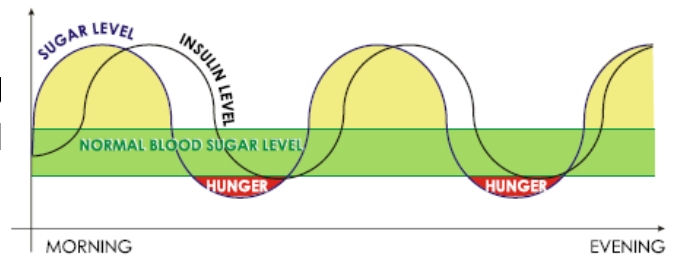
# Our Modern Diet



# Healthy Breakfast

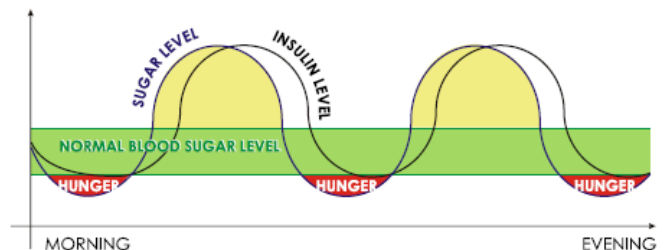
## Carbohydrate-based Breakfast...

In the morning, **simple carbohydrates** (sugary refined cereals, white bread, toast etc) cause an immediate surge in blood sugar, resulting in a substantial **release of insulin**. The insulin removes most of the sugar from our blood, turning any excess into fat. This decreased level of blood sugar results in further cravings for carbohydrates. This vicious cycle constitutes one of the major reasons for **diabetes, high blood pressure and extra weight**.



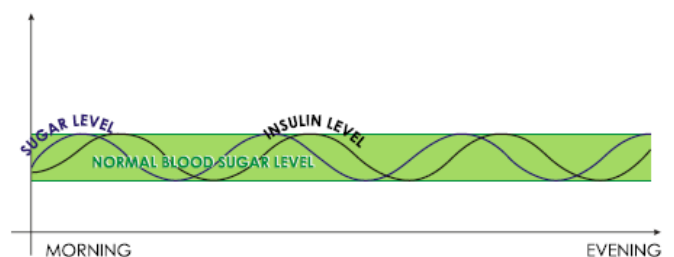
## Skipping Breakfast...

When we skip breakfast, **blood sugar drops** below the normal level, leading to **cravings** and a **drop in energy**. Cravings usually mean we revert to **snacking** on simple carbohydrates, causing the same problem as a Carb based breakfast!



## Balanced Healthy Breakfast...

A balanced breakfast supplies our body with **vital nutrients and energy** without increasing blood sugar and insulin levels, and helps to avoid dependence on carbs during the day. In this way, **appetite stays under control**, cravings for carbs diminish and our body **uses its fat stores for energy**.



# Body Mass Index

Height (Feet & Inches)

	4' 6"	7"	8"	9"	10"	11"	5'0"	1"	2"	3"	4"	5"	6"	7"	8"	9"	10"	11"	6'0"	1"	2"	3"	4"	5"	6"	7"						
110	59	58	56	55	53	52	50	49	48	46	45	44	43	42	41	40	39	38	37	36	35	34	33	32	32	31	30	30	29	29	28	27
109	59	57	56	54	53	51	50	48	47	46	45	44	43	42	41	40	39	38	37	36	35	34	33	32	32	31	30	30	29	28	28	27
108	58	57	55	54	52	51	49	48	47	46	44	43	42	41	40	39	38	37	36	35	34	33	33	32	31	31	30	29	28	28	27	27
107	58	56	55	53	52	50	49	48	46	45	44	43	42	41	40	39	38	37	36	35	34	33	32	32	31	30	30	29	28	28	27	27
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58	31	30	30	29	28	27	26																									

# Body Mass Index Guide

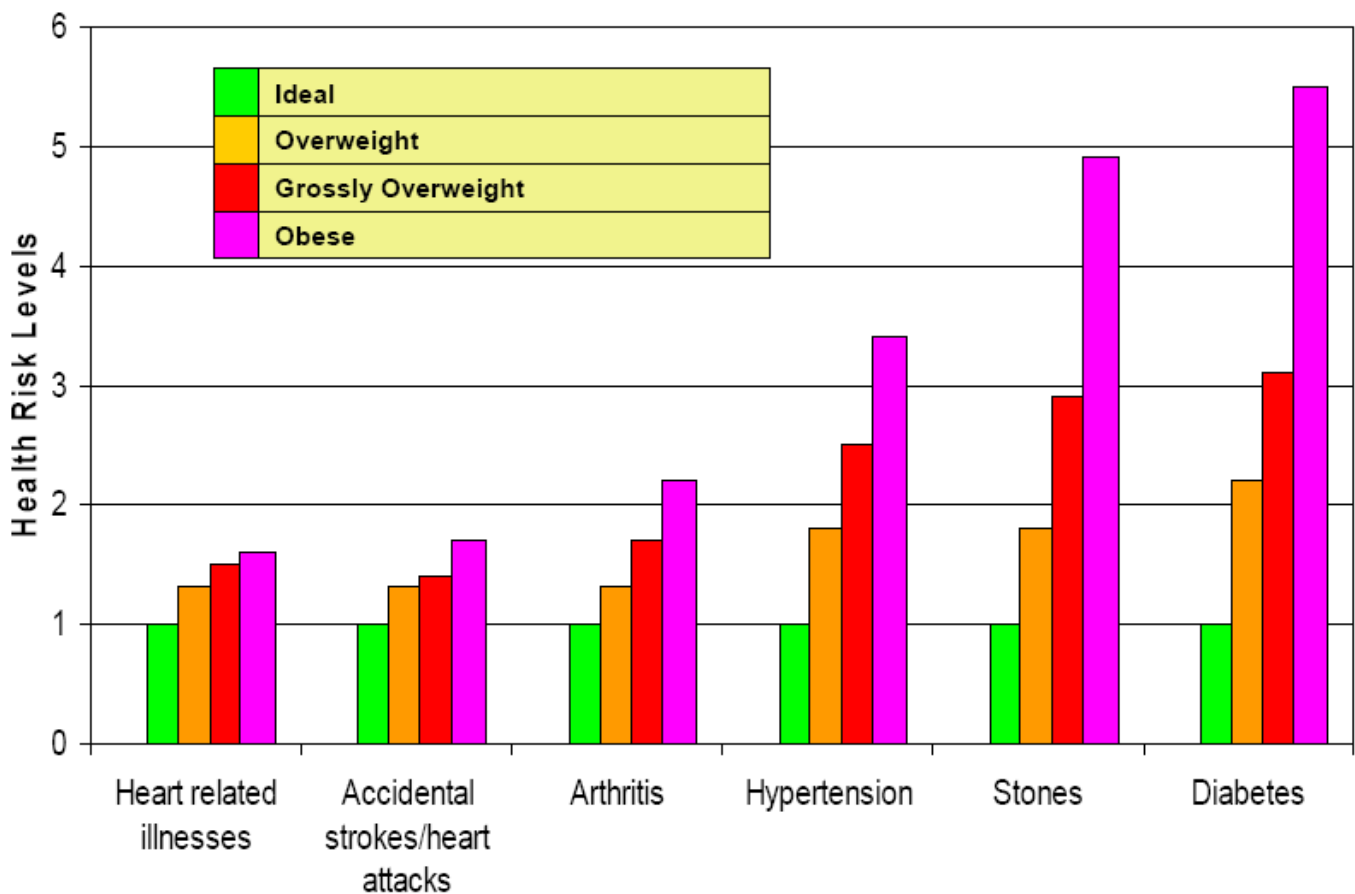
**Below 18.5 = LOW**

**18.5 to 24.9 = HEALTHY**

**25 to 29.9 = OVER WEIGHT**

**Over 30 = OBESE**

**Over 40 = SEVERELY OBESE**



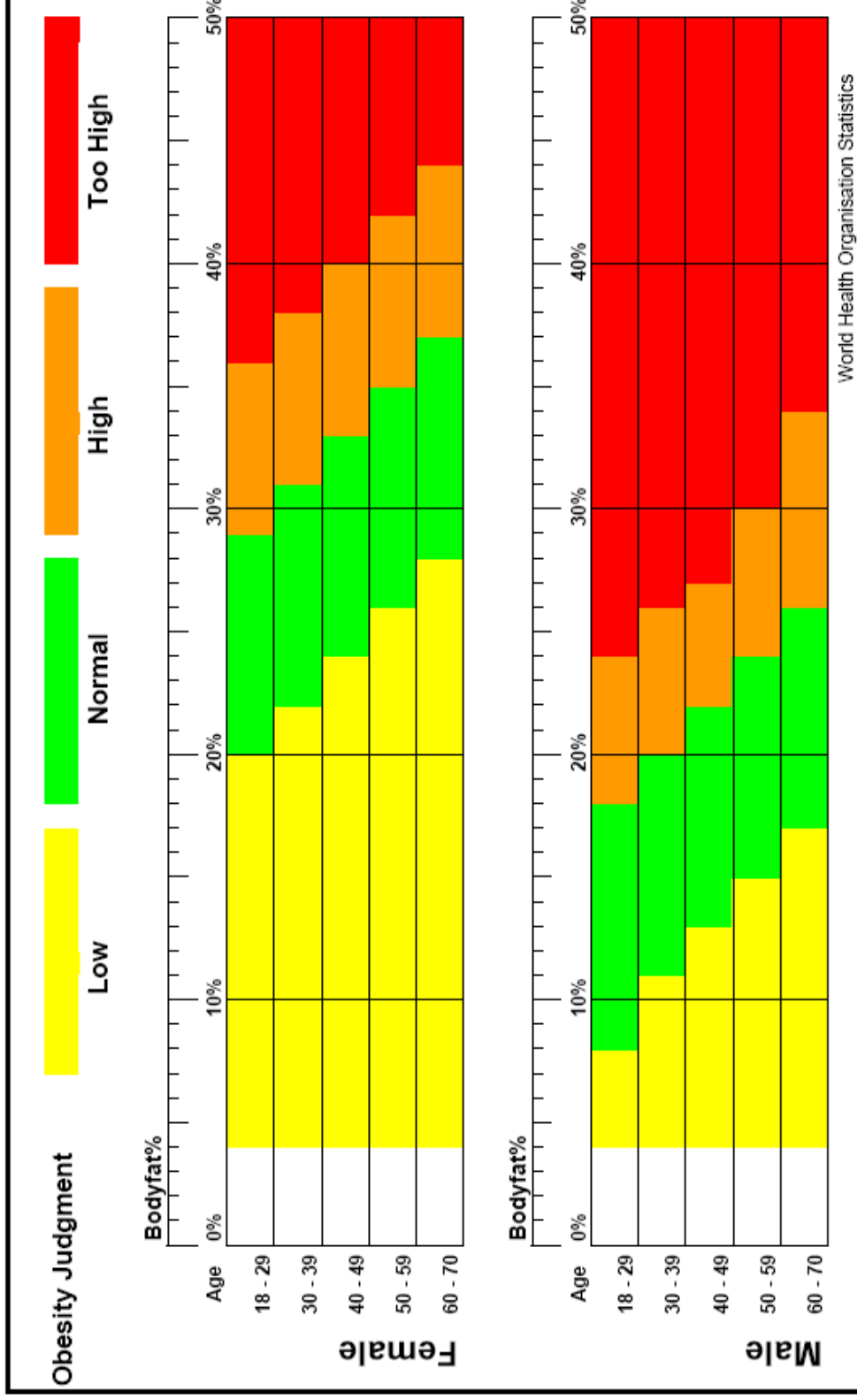
Source: Lewin Group Analysis of CDC data, National Geographics, aug. 2004, p.94



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# Body Fat %

	Underweight	Normal	Overweight	Obese	Very Obese
BMI Result	Below 18.5	18.5 - 24.9	25 - 29.9	30 and above	Above 40

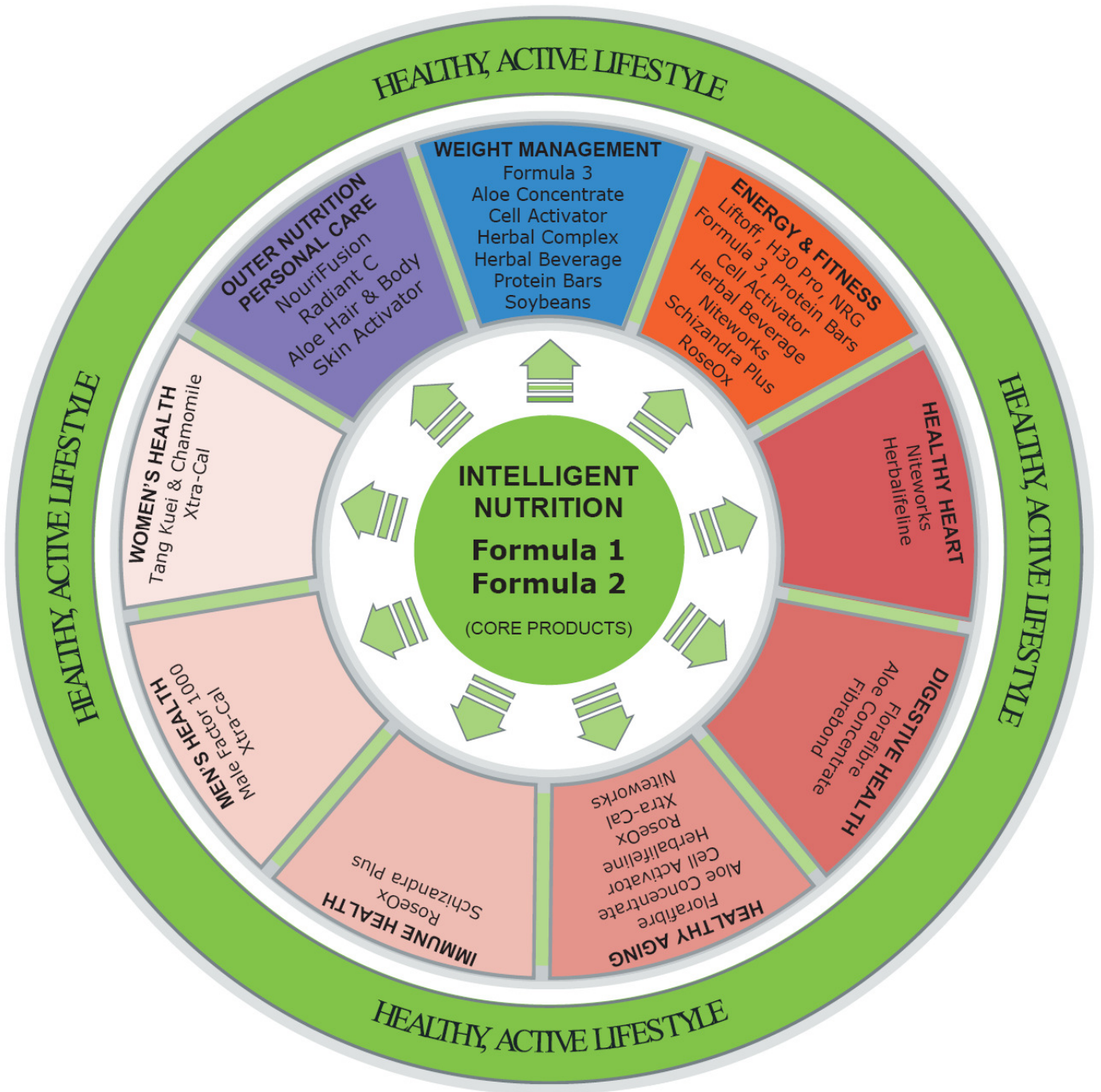


# Wellness Evaluation

- |  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| 1. Do you eat more meals with poultry, lean meat, fish and plant (soy) proteins rather than steaks, roasts and other red meats?                | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Do you eat a variety of colorful fruits and vegetables and do you eat at least five servings a day of these?                                | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Do you consume primarily whole grains (100% whole wheat bread and pasta, brown rice) rather than regular pasta, white rice and white bread? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Do you eat ocean-caught fish at least three times a week?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Do you avoid the intake of fried foods, dressings, sauces, gravies, butter and margarine?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 6. Is your digestive system free of indigestion or irregularity?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 7. Do you get a minimum of 30 minutes of exercise three to five days a week?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 8. Do you maintain a stable and appropriate weight?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 9. Do you usually have time to prepare balanced meals, rather than take-out or eating on the run?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 10. Do you stay away from fizzy drinks and typical snack foods throughout the day and after dinner?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 11. Are you free of water retention and bloating?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 12. Do you have the energy and focus you need to meet your daily challenges?   | <input type="checkbox"/> | <input type="checkbox"/> |
| 13. Do you drink at least eight glasses of water a day?  | <input type="checkbox"/> | <input type="checkbox"/> |
| 14. Are you getting your recommended daily allowance of Calcium? You should have a minimum of 800mg of calcium per day.                        | <input type="checkbox"/> | <input type="checkbox"/> |



# Intelligent Core Nutrition



**HERBALIFE**



# HERBALIFE®

## The Products



HERBALIFE®

# Formula 1 - Shake Essential Core Nutrition

- Formula 1 is an **Ideal Breakfast** to help you get all the essential nutrients needed for a nutritious breakfast.
- Formula 1 is a **Healthy Meal (Lunch or Dinner)** with a broad range of vitamins & minerals, soy protein, carbohydrates and healthy fibre.
- An ideal blend to help you feel fuller for longer and aid you to resist unnecessary snacking.

“Food“



# Formula 1 - MRB Essential Core Nutrition

**NEW!**



Convenient, just tear it open and enjoy it.

Portable – eat it where ever you, what ever you are doing!

- High in fibre
- High in soy protein
- Suitable for vegetarians
- Low glycemic index (GI)

**Only 207 calories per bar!**

# Formula 2

## Essential Core Nutrition

- Contains over 20 essential vits & mins.
- Complements the nutrition content of F1, together providing all of the essential vitamins & minerals.

“Superior  
Multi-Vitamin“

- Contains beneficial **antioxidants** to help fight free radicals
- Contains **folic acid**, which is essential for the growth and repair of cells
- Includes **calcium**, which can help maintain strong bones and healthy teeth
- Includes iron, which is essential for transporting oxygen round the body – crucial for optimum energy



# Fibre & Herb Essential Core Nutrition

Research shows that 80% of people do not reach the recommended daily fibre intake of at least 24 grams.

- Fibre & Herb is high in soluble fibre which helps to optimise your digestive health by supporting the body's natural elimination of waste and toxins
- Ideal to use in conjunction with Herbalife Formula 1 shakes and Formula 2 Multivitamin Complex as part of your weight management programme and to support overall healthy nutrition

“Digestive  
Health”



# Thermojetic Herbal Beverage

The perfect beverage – Instant Herbal Beverage is delicious and refreshing hot or cold.

Combining ancient herbal wisdom with modern day ingenuity, this low-calorie beverage contributes to your well-being and helps support normal vitality.

Available in four delicious flavours: Lemon, Peach, Raspberry and Original.

**Green Tea Extract** - Rich in polyphenol antioxidant nutrients. Contributes to a general feeling of well-being. Contains one third of the amount of caffeine per cup as compared to coffee.

**Malva Sylvestris Extract** - Helps soothe the digestive system.

**Cardamom Extract** - Helps the Digestive function

**Lemon Peel Extract** - Rich in bio-flavinoids.

One serving contains just 5 calories (original) or 6 calories (fruit flavours).

“Drink & Shrink“



# My Product Testimonial



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# Changing People's Lives



Steve 35lbs



Christine 28lbs



Paul 77lbs



Paul 56lbs



Dawn 30lbs



Sharon 84lbs

# Basic Wellness Programme

- Ideal programme for the health-conscious on the move. Formulated to provide the balanced nutrition you would expect to find in a complete meal
- Delivers high quality soy protein, healthy carbohydrates, dietary fibre, and a broad range of vitamins, minerals & herbs for round-the-clock nutrition

**Only  
£2.23 / Meal**



- Contains:
  - Formula 1
  - Formula 2 Multivitamin Complex
  - Fibre & Herb Tablets
  - Thermojetic Herbal Beverage

# Weight Management Start-Up Programme

- Provides an effective starting solution with long-lasting results for those with weight-management goals
- Customise your shake programme to suit your individual needs: 2 shakes a day can lead to effective weight-loss, 1 shake a day helps manage weight and in conjunction with a healthy lifestyle may provide long-lasting results

Only  
£1.54 / Meal

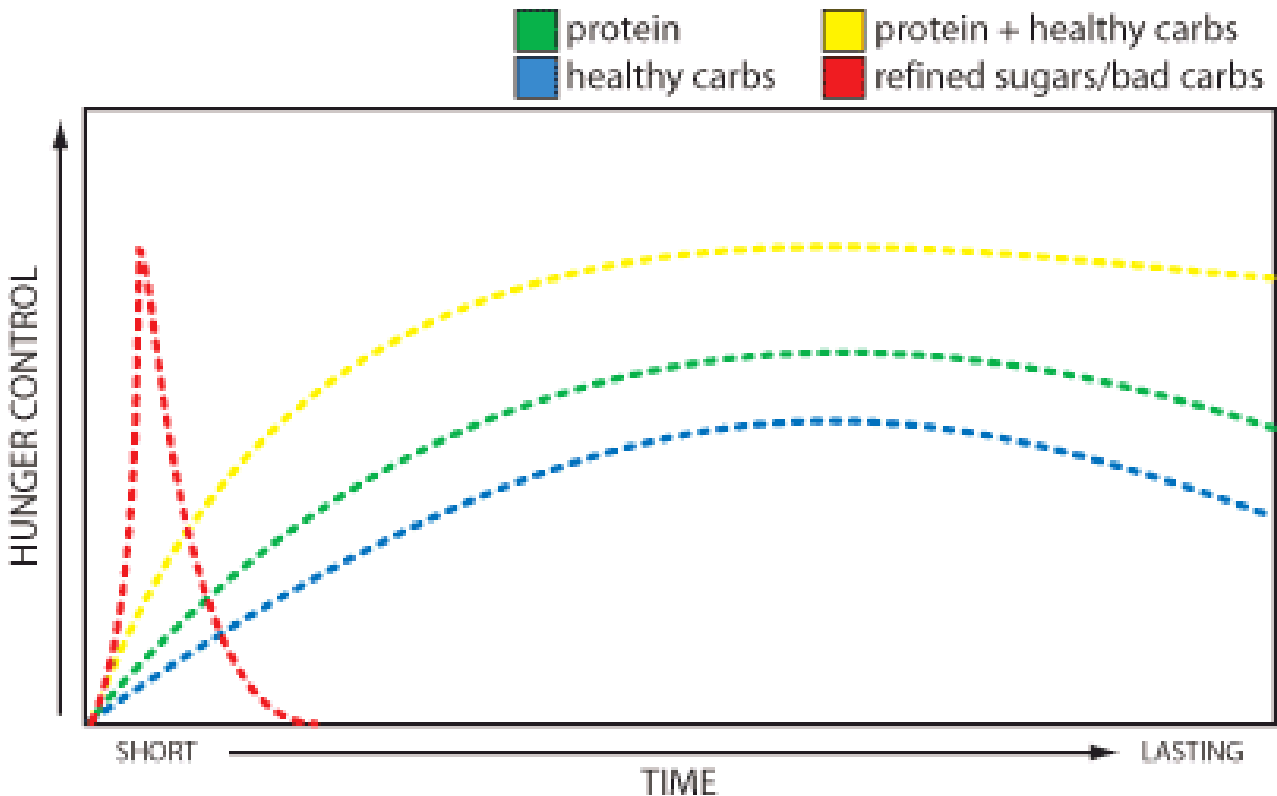


- **Contains:**
  - 2 x Formula 1
  - Formula 2 Multivitamin Complex
  - Fibre & Herb Tablets
  - Thermojetic Herbal Beverage

# Power of Protein

Eating plenty of protein, along with "good" carbohydrates, is central to healthy weight loss. Getting enough protein for your gender and body type can help you lose weight and keep it off.

As you can see from the graph below, protein helps control hunger, making weight loss easier. It also helps build and maintain muscle. The more muscle you have, the higher your metabolic rate and the faster you will burn off your unwanted pounds.

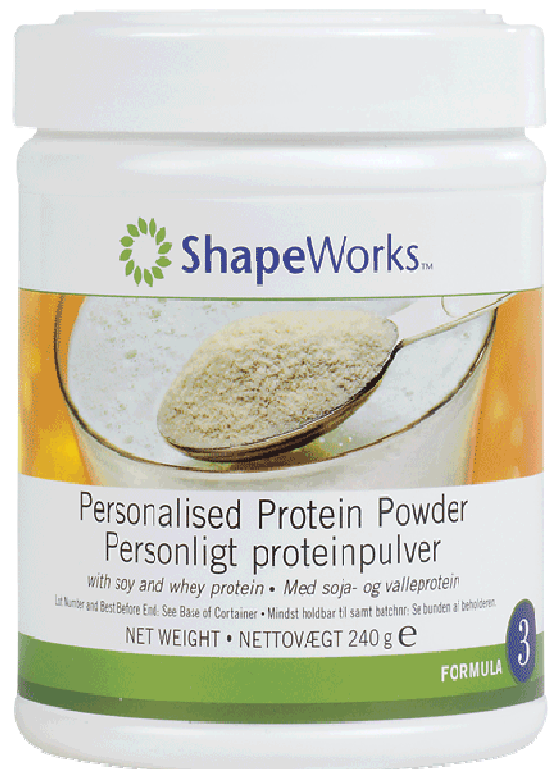


# Formula 3

- A protein supplement for healthy weight-management with 5g of soy and whey protein per level tablespoon.
- In conjunction with regular physical activity, will aid to build and maintain lean muscle, increasing your metabolism so you can burn more fat.

## “Hunger & Muscles“

- Helps keep you feeling full for longer
- Personalise your intake to suit your needs



# Healthy Snacking

## Soy Nuts



### Crisps

### Herbalife Soy Beans

<b>Calories</b>	183	109
<b>Carbs</b>	16.9g	4g
<b>Protein</b>	2,2g	11g
<b>Fat</b>	11.7g	5g
<b>Fibre</b>	1.4g	5g

## Protein Bar

### Chocolate Bar

### Herbalife Protein Bar

<b>Calories</b>	294	140
<b>Carbs</b>	45g	16g
<b>Protein</b>	3g	10g
<b>Fat</b>	12g	4g

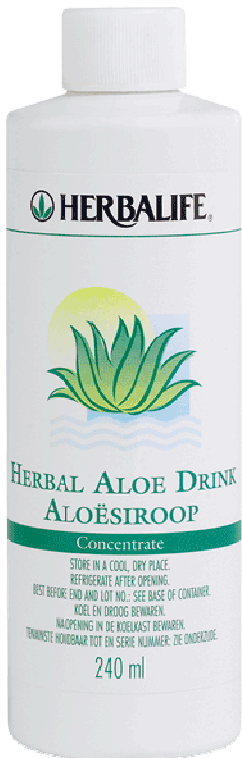


Chocolate Peanut

Vanilla Almond

Citrus Lemon

# Enhancers



**Herbal Aloe Concentrate**  
"Soothing"



**Thermo Complete**  
"Appetite Control"



**Cell Activator**  
"Absorption"



**Thermo Instant Beverage**  
"Drink & Shrink"



**Fibrebond**  
"Fat Blocker"



**Herbal Complex Vitamin C & Iron**  
"Inch Loss"

# Targeted Nutrition



**Herbalifeline**  
“Blood”



**Rose Ox**  
“Superior Antioxidant”



**Xtra-Cal**  
“Bones”



**Niteworks**  
“Healthy Heart”

# Targeted Nutrition



**Schizandra Plus**  
“Breathing”



**Male Factor 1000**  
“Stamina”



**Tang Kuei**  
“Superior Herb”

# Energy & Fitness



**Lift Off**  
“Energy Drink”



**Thermojetics NRG Tablets**  
“Energy”

## H3O Pro - Isotonic Sports Drink

- **H**ydration
- **E**nergy & Stamina
- **A**ntioxidant & Absorption
- **T**aste



# Price List

## CORE PRODUCTS



**Formula 1**  
 Vanilla  
 Strawberry  
 Tropical Fruit  
 Chocolate  
 Cappuccino  
 Cookies & Cream  
**£27.60**



**Formula 1**  
 (New)  
 Meal  
 Replacement  
 Bars  
 (Box of 7)  
 Chocolate Chip  
**£15.30**



**Formula 1**  
**Sachets**  
 (Pack of 7)  
 Vanilla  
 Cookies & Cream  
**£10.55**



**Formula 2**  
 Multi Vitamin  
 Complex  
 (90 Tablets)  
**£14.85**



**Fibre & Herb**  
 (New)  
 (180 Tablets)  
**£16.50**



**Formula 3**  
 Personalised  
 Protein Powder  
**£21.25**



**Protein Bars**  
 (Box of 14)  
 Vanilla Almond  
 Chocolate Peanut  
 Citrus Lemon

## ENHANCERS



**Herbal Aloe**  
 Concentrate  
 240ml  
**£22.20**



**Cell Activator**  
 (90 Tablets)  
**£25.40**



**Herbal Complex**  
 Vitamin C & Iron  
 (90 Tablets)  
**£18.25**



**Instant Herbal Beverage**  
 50g in 4 flavours  
 Original, Lemon, Peach  
 & Raspberry  
**£19.80**  
 100g Original  
**£34.80**



**Thermo**  
**Complete**  
 (60 Tablets)  
**£33.70**



**Fibrebond**  
 Fibre & Sodium  
 Choleate  
 (90 Tablets)  
**£24.45**

# Price List

## BASIC PROGRAMMES



£2.62 per day

### Basic Wellness Programme

1 x Formula 1  
1 x Fibre & Herbs  
1 x Formula 2  
1 x Herbal Beverage  
(50g Original)

£78.75



£3.55 per day

### Weight Management Start Up Programme

2 x Formula 1  
1 x Fibre & Herbs  
1 x Formula 2  
1 x Herbal Beverage (50g Original)

£106.35

## ENERGY & FITNESS



**H3O Pro**  
Isotonic Drink  
(10 Sachets)  
Lemon Lime  
£23.45



**LiftOff**  
(Box of 10)  
Orange,  
Lemon & Lime  
£21.15



**NRG**  
(60 Tablets)  
£16.80

## TARGETED NUTRITION

### Healthy Heart



**Niteworks**  
150g  
£49.95



**Herbalifeline**  
(90 Tablets)  
£29.90



**RoseOx**  
(30 Tablets)  
£25.55



**Schizandra Plus**  
(60 Tablets)  
£18.25

### Healthy Men & Healthy Women



**Tang Kuei**  
& Chamomile  
(60 Tablets)  
£13.50



**Xtra-Cal**  
(60 Tablets)  
£13.50



**Florafibre**  
(90 Tablets)  
£15.30

### Digestive Health

# Price List

## TARGETED PROGRAMMES

£6.09 per day



### Ultimate Weight Management Programme

- 2 x Formula 1
- 1 x Fibre & Herbs
- 1 x Fibrebond (3 x 2 tablets a day)
- 1 x Thermo Complete
- 1 x Herbal complex vitamin C & Iron
- 1 x Formula 2
- 1 x Herbal Beverage (50g Original)

£182.75

£4.36 per day



### Weight Management Belly Buster Programme

- 2 x Formula 1
- 1 x Fibre & Herbs
- 1 x Fibrebond (3 x 2 tablets a day)
- 1 x Formula 2
- 1 x Herbal Beverage (50g Original)

£130.80

£5.01 per day



### Weight Management Protein Plus Programme

- 2 x Formula 1
- 1 x Fibre & Herbs
- 1 x F3 Powder
- 1 x Formula 2
- 1 x Herbal Beverage (50g Original)
- 2 x Protein bars

£152.20

# Outer Nutrition



## Advanced Skin Care

- Contains Antioxidant Vitamins A,C & E.
- State-of-the-art skin care technologies, like Eycliss™ for under-eye puffiness.
- SPF 15 UVA/UVB broad spectrum sun protection.
- Formulas made from skin-enhancing herbs and botanicals

## Skin Revitalisers

- Made with high-quality vitamin C.
- Helps minimize the appearance of fine lines and wrinkles.
- Helps rejuvenate dull, tired-looking skin.
- Appropriate for all skin types.
- Key Ingredients: Vitamin C, Vitamin E, Apricot, Apple, Carrot Extracts



# Outer Nutrition



## Herbal Aloe



## Soothing & Moisturising Hair & Skin

Your body looks and feels healthier with moisture and gentle care. Treat your skin to the soothing properties of body care products and feel good all over.

Enhance your hair's natural beauty and shine with the gentle, moisturizing benefits of aloe vera and special botanicals.

- Produces outstanding noticeable results in a matter of weeks!
- Targets skin areas prone to ageing: face, eyes, mouth, neck, cleavage or chest
- Targets first signs of ageing [25 +]
- Targets existing wrinkles [40 +]
- Takes the gentle approach with no harsh skin irritants like peptides

## Skin Activator

## Revolution In Anti-Aging



**HERBALIFE**

# Price List

## BASIC SKIN CARE - NouriFusion



Normal to Dry or Normal to Oily  
Cleanser £15.65  
Toner £15.65

Moisturiser SPF 15 £20.20

Kit including  
Cleanser, Toner & Moisturiser SPF 15  
£51.50



Night Cream  
£38.10



Eye Cream  
£24.70



Eye Gel  
£24.70



Clarifying  
Mask  
£22.45



Moisture  
Mask  
£22.45



Exfoliating  
Scrub  
£22.45

## SKIN ACTIVATOR



Day Lotion  
SPF 15  
£50.45



Eye  
Cream  
£29.05



Neck &  
Decolletage Cream  
£50.45



Night Time  
Replenishing Cream  
£44.80



Lip Refiner  
SPF 15  
£21.40

## SKIN REFRESHERS - Radiant C



Daily Skin  
Booster  
£24.20



Face  
Quencher  
£7.00



Facial Scrub  
Cleanser  
£17.65



Hand & Body  
Lotion SPF 15  
£24.35



HERBALIFE

# Price List

## BODY CARE



Body Buffing  
Scrub

£16.80



Body Contouring  
Cream

£27.75

## HERBAL ALOE BODY CARE



Hand  
Cream

£8.50



Moisturising  
Soap

£5.50



Hand & Body  
Lotion

£8.30



Body  
Wash

£12.35

## SOOTHING ALOE



Soothing  
Gel

£8.30



Soothing  
Spray

£11.05

## HERBAL ALOE HAIR CARE



Everyday  
Shampoo

£9.70



Everyday  
Conditioner

£9.70



Moisturising  
Shampoo

£8.50



Moisturising  
Conditioner

£8.50



Soft Hold  
Hairspray

£8.50

## FRAGRANCES



Woman

£26.25



Heart

£29.90



Man

£26.25



Soul

£31.95



HERBALIFE



**HERBALIFE®**

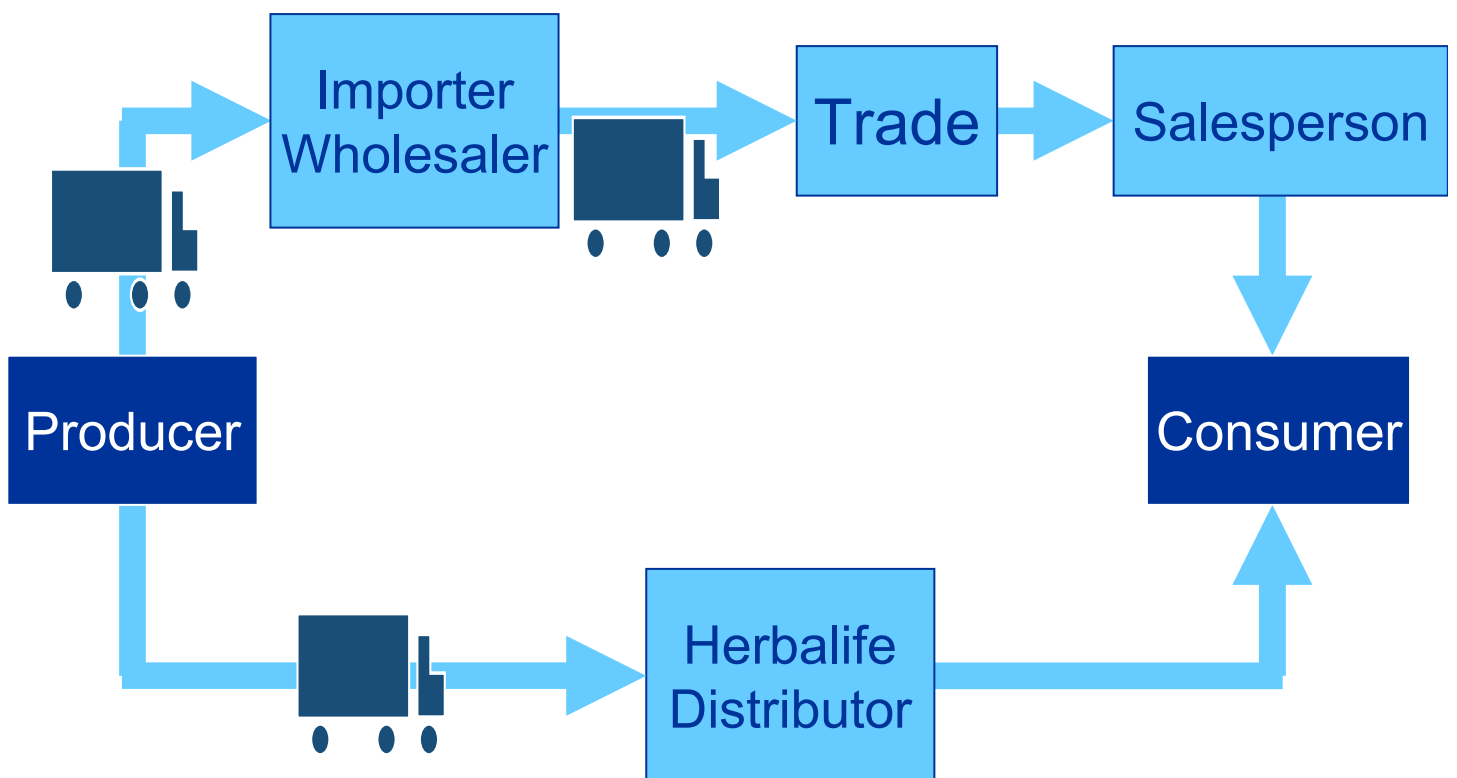
# **Generating An Income**



**HERBALIFE®**

# Chain of Distribution

## Traditional Business Vs Herbalife



# Marketing Plan

- The Herbalife Marketing Plan is **No1** in the industry.
- It pays out **73%** of company revenue to **Distributors!**
- So Herbalife will have paid out approx. **\$2.25billion** in 2006 to its **Distributors!**



# 4 Income Streams

## Active / Retail - Customers

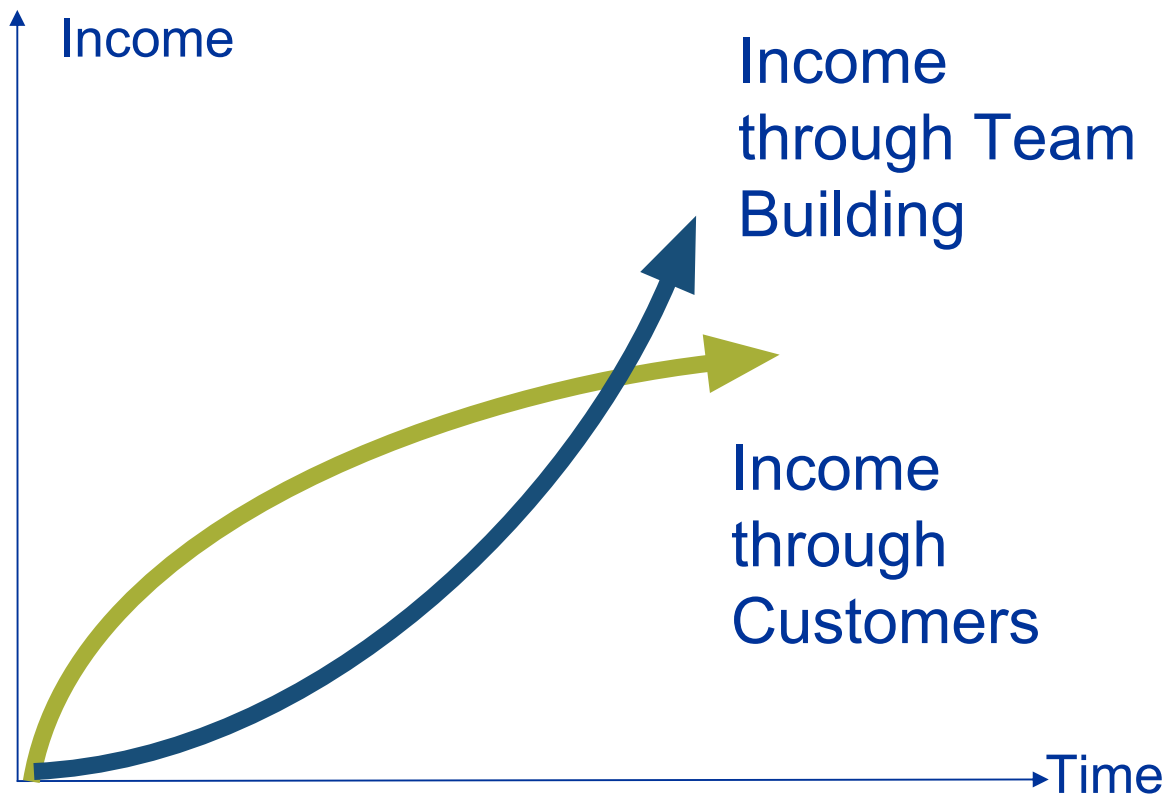
Retail Profit = 25%-50%

Wholesale Profit = 8%-25%

## Passive / Residual – Team Building

Royalties = 5% on 3 Levels

Bonuses = 2%-7% to Infinity



# Example Income

## Active / Retail – Customers

You find 28 Customers (1 a day for a month)

Average Sale = £90 = £40 Profit

28 Customers x £40 Profit =

**£1,120 Immediate Profit  
From 2,500 Volume Turn Over**

---

## Passive / Residual - Team Buidling

You teach 10 others to find 28 Customers

Your team turn over = 10 x 2,500 = 25,000 Volume

Your Royalty Income = 5% x 25,000 = £1,250

+ Your Retail income of £1,100

**£2,370 Per Month  
(Excluding any bonuses)**

# Example Income

## Duplication

The 10 people you found and taught each find 10 people each and teach them how to earn retail income. . .

Your team turn over =  $110 \times 2,500 = 275,000$  Volume

Your Royalty Income =  $5\% \times 275,000 = \text{£}13,750$

+ Bonus income = **£11,000 Approx**

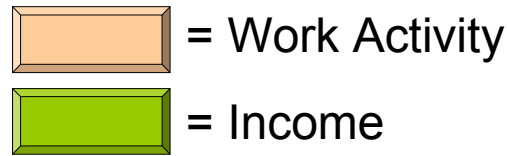
+ Retail Income = **£1,120**

**£25,870 Per Month**

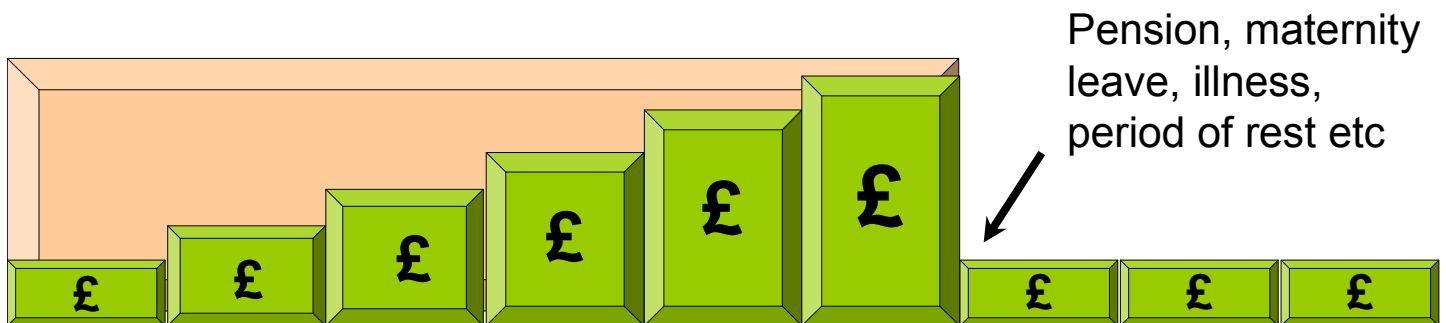
## FACT:

**Herbalife has created more Millionaires than any company in the world!**

# Marketing Plan

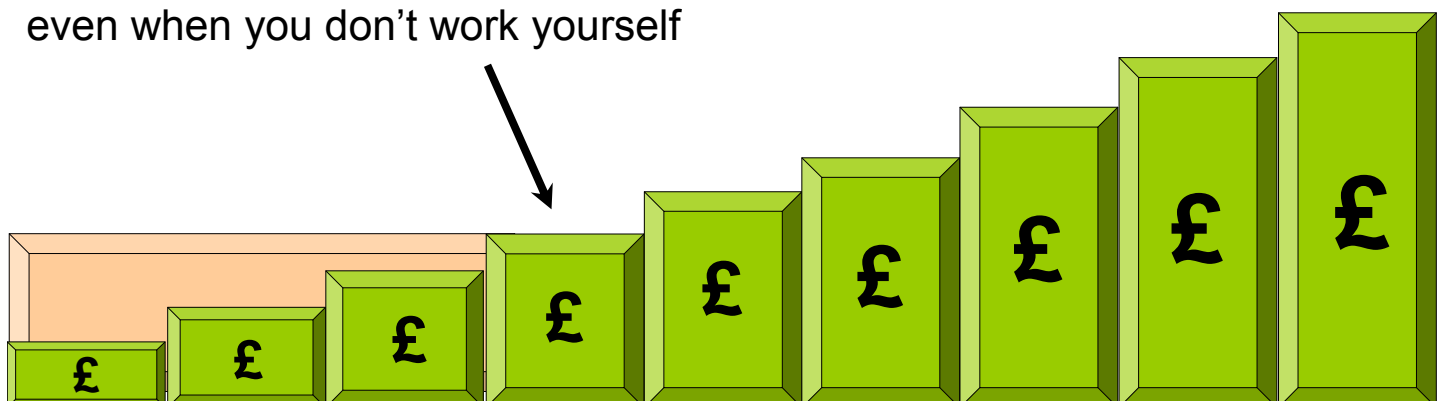


## Development of a conventional income



## Income with Herbalife

After build up phase, you continue to receive income, even when you don't work yourself



# Potential Monthly Incomes

**Retail Profit**  
**Wholesale Profit**  
**Royalties**  
**Bonus**



**PRESIDENTS  
TEAM**

**£20,000+**



**MILLIONAIRE  
TEAM**

**£8,000-£20,000**



**GLOBAL EXPANSION  
TEAM**

**£3,000-£8,000**



**WORLD  
TEAM**

**£1,000-£2,000**

**Retail Profit**  
**Wholesale Profit**  
**Royalties**



**SUPERVISOR**

**£750-£1,500**



**DISTRIBUTOR**  
**£250-£500**

**Retail Income Only**

# Additional Benefits

- Unlimited Income Potential
- Great Tax Advantages
- Travel Opportunities
- Choose who you work with
- Minimal Start-up Costs
- Be successful through helping others
- Great Incentives, Promotions and Free Luxury Holidays



# My Income Testimonial



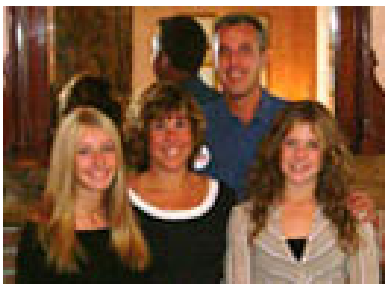
**HERBALIFE**

# B.I.G. Success Stories



Carol Sinfield  
Sheffield

**Within six months, Carol's earnings reached £2,000+ / month.** Just a few years later, Carol has bought a new Porsche and whilst on vacation in the Bahamas a £5,000 ring! What a change in lifestyle!



Gary & Karen Price  
Kent

**We started part time and quickly developed an income that amazed us!** We got fantastic product results & realised that as long as we were prepared to go to work and learn, with the incredible support, training and business systems we couldn't fail.



Neil & Kerry Ogden  
Peterborough

Neil was working 18 hours a day managing his Painting & Decorating business, whilst Kerry looked after their children. Tired and anxious, they knew it was time to make a change. **After following the simple plan provided at the training day they earned £300 in their first week!** Since then their income has doubled month on month and today earn over £10,000 a month.

# B.I.G. Success Stories



Simon Donnelly  
Sheffield

I was a Barman & Restaurant Manager working long hours and very dissatisfied with my lifestyle. **In the first month of working from home I made an extra £480. By the fifth month I was earning over £3000 per month. Today I earn over £11,000 per month.**



Tony & Gerry Mears  
South Wales

Within a few months our dreams began to unfold. **We now makes £18,000 per month working in our new farmhouse home and they are both able to spend time with our children.**



David Bevan &  
Jane Clark  
Kent

**Today we earn over £50,000 each month from this simple work at home business opportunity. This opportunity has changed our lives, the lives of our friends and the lives of our families forever. The systems are in place, the products are revolutionary and we are here to teach and support you every step of the way – There has never been a better time to start."**



**HERBALIFE®**

# The Support Structure



**HERBALIFE®**

# The B.I.G. Advantage

## Herbalife UK's No.1 Organisation!!!

1. Unique & Revolutionary Marketing Tools
2. Comprehensive Internet Marketing, Training and Resource Systems
3. Monthly UK & European wide meeting and training structure
4. Affiliation with Network Marketing's Premier Accountant
5. Leadership, Training & Support from UK & Europe's Top Distributors
6. B.I.G. Administration – A company set-up solely to help and support new distributors get started

# Who are B.I.G.?

## Herbalife UK's No.1 Organisation!!!



- The **B**evan International **G**roup was founded by David Bevan and Jane Clark 10 years ago
  - Within 14 months they were earning £4,000 a month
  - Today the B.I.G. Business System can be used by all B.I.G. Distributors to duplicate David & Jane's success
- 
- Business in 26 countries
  - Turnover in excess of £15,000,000 a year
  - Unrivalled growth through unique Training, Support, Business Tools & Internet Systems

# B.I.G. Business System Retailing Web-Site

## Herbalife – The Wellness Store

The screenshot shows the Herbalife Wellness Store website. At the top, it displays 'Independent Herbalife Distributor – Your Name - Your Tel' and 'Customer Login' with a search bar and a 'GO' button. The main header features the Herbalife logo and 'The Wellness Store' text. Below this are navigation tabs for 'Wellness', 'Weight Management', 'Energy & Fitness', 'Targeted Nutrition', 'Skin & Hair Care', and 'Make Money Helping'. A sidebar on the left lists categories like 'Why Herbalife?', 'Weight Management', 'Energy & Fitness', 'Targeted Nutrition', and 'Skin & Hair Care'. The main content area includes a large image of a smiling couple, a 'Welcome to the Herbalife Wellness Store' message, and a 'TESTIMONIALS' section featuring a 'BEFORE' and 'AFTER' photo of Helen, who has lost over 100 lbs.

- Fully personalised with your name and contact details
- Full, detailed product information
- Allows your customers to purchase online

# B.I.G. Business System Sponsoring Web-Site

## Herbalife - Home Business Tour

Site Presented By Matthew Barraclough - 01304 371771 [Contact Us](#)

**HERBALIFE**  
Home Business Tour

Work From  
**Home**

HOME BUSINESS TOUR | HOME | COMPANY | PRODUCTS | WELLNESS | BRANDING | INDUSTRY | UK SUCCESS | GET STARTED

**Welcome ...**  
This site has been built specifically to find people who are serious about earning extra income from a genuine work from home business.

**Take the Home Business Tour to learn more about this opportunity**

**With our opportunity you can...**

- Earn extra income around your current job and other commitments
- Be your own boss
- Set your own hours
- Develop significant residual income
- Help others improve their lives
- Enjoy rewards and recognition, including amazing vacations.

**Start The Tour**  
What you will find on this site is the information you need to understand our exploding industry, growing company and how you can take advantage. Armed with this information you can then make an informed decision about us for yourself.

Simply click through the next few pages to learn all about the opportunity...

**SUCCESS STORY**

**Carol Sinfield**  
Cheshire



Carol was only 22, working long, stressful hours in a very busy hospital. She jumped at the chance to have a work from home business. After reviewing this site Carol decided to attend an information day. Inspired and excited by what she saw decided to join us.

**Within six months, her earnings reached £2,000+ / month.** Just a few years later, Carol has bought a new Porsche and whilst on vacation in the Bahamas a £5,000 ring! What a change in lifestyle!

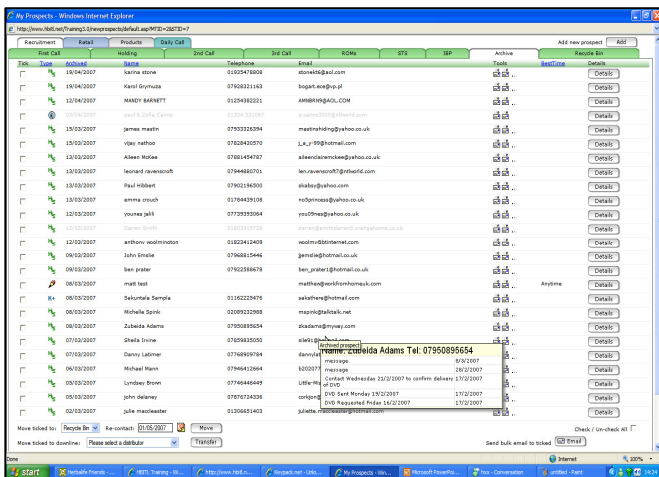
**Click here start tour**

- Fully personalised with your name and contact details
- Contains 6 video presentations
- Data capture

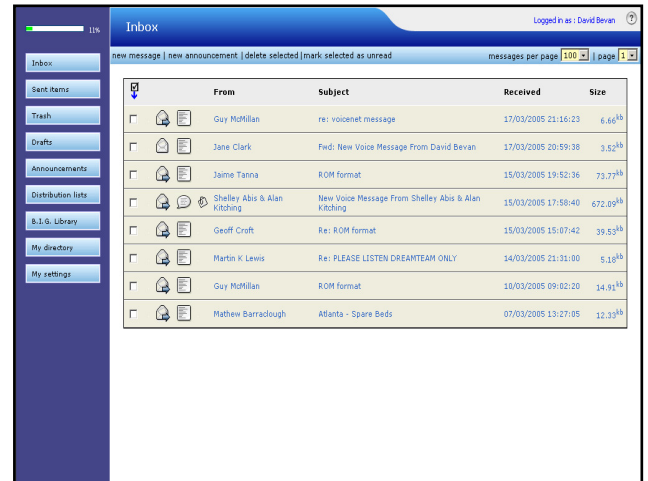
# B.I.G. Business System Training & Business Management Site



## The B.I.G. Training & Resource Site



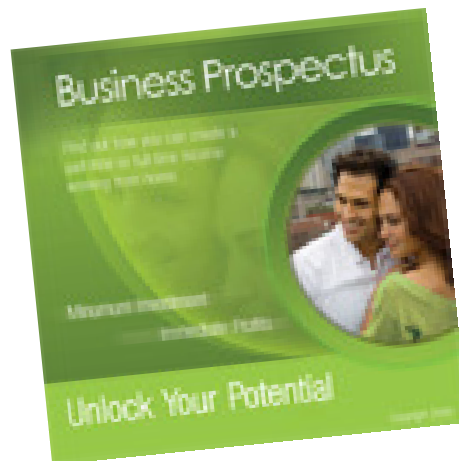
## B.I.G. Prospect Portal Lead Management



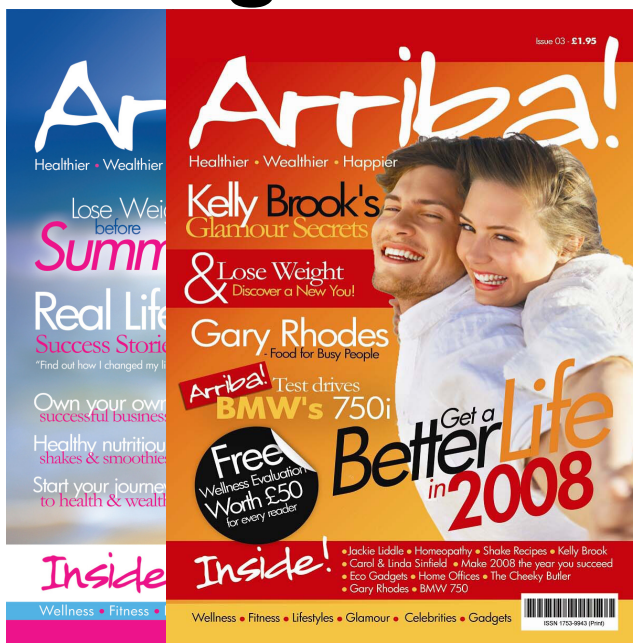
## B.I.G. VoiceNet Communication System

# B.I.G. Tools

## Sponsoring DVD



## Arriba! Magazine



## Retailing DVD



# UK B.I.G. Training Events



## **1) Regional Opportunity Meetings (ROM)**

- Distributor 1<sup>st</sup> Step, Introduction & Basic Training

## **2) Build Your Business Day Events (BYB)**

- Distributor 2<sup>nd</sup> Step, Advanced & Leadership Training

## **Business Building Seminars (BBS)**

# European Herbalife Training Events



Stockholm  
July 2010

Prague  
July 2009

**Barcelona, Spain – Sept 2011**

# Promotions & Vacations

- 
- Bali
  - Hawaii
  - Spain
  - Mexico
  - Caribbean
  - Mediterranean Cruise

# Herbalife IBP

- Branded Tote Bag
- Products
  - Formula 1 & 2
  - Thermojetic Beverage
- Distributor Training Manual
- Badge
- Product Brochure
- Retailing DVD
- Promotional & Training Literature

£90



# [www.JoinBIG.co.uk](http://www.JoinBIG.co.uk)

## B.I.G. Business Launch Programme +

### 1) International Business Pack (IBP)

### 2) Essential Distributor Training

- Free ROM ticket (2 if a couple)

### 3) B.I.G. Business System (30 Day Trial)

- Complete & Personalised B.I.G. Business System
- Retail Site – The Wellness Store
- Recruitment Site – The Home Business Tour
- Prospect / Customer Management & Communication System
- Comprehensive Training & Resource Site

### 4) Business Building Tools

- Arriba! Magazine
- Recruitment & Retail DVD's

## **Complete Business Launch Programme**

**£199**

**Join Us: [www.JoinBIG.co.uk](http://www.JoinBIG.co.uk)**



**HERBALIFE**

# Regional Opportunity Meeting

- Full Days Information & Basic Training
- Meet other distributors
- All your questions answered
- Try the products

**£29 Single**  
**£55 Couple**

- Midlands
- Crewe
- Edinburgh
- Northern Ireland
- Exeter
- Maidstone
- Farnborough
- Cheltenham