

## Brand Refresh

We have evolved from a weight-loss brand to a lifestyle brand. We are now a nutrition company that guides people to reach their goals.

This brand refresh expresses this evolution. It keeps our brand relevant to consumers, sets us apart from competitors, and supports the growth of our business and the business of our Distributors.

These guidelines are here to help deliver consistent and engaging creative that will strengthen our brand around the world.

Together we are . . .

**One Voice.**

**One Look.**

**One Herbalife Nutrition.**



## Our Distributor Difference

### Healthy Active Lifestyle

Staying active is important for wellness. Distributors provide safe, healthy and fun exercise routines and tips developed by our fitness experts.

### Coaching

A Distributor evaluates a person's goals, develops a personalized plan based on Herbalife Nutrition materials, helps them stay on track, and is there to celebrate the results.

### Products

Distributors provide a personalized and balanced plan based on nutrition science. Herbalife Nutrition recommends a combination of nutritious, great-tasting foods and supplements to live a healthier life.

### Supportive Community

Being part of a community makes reaching your goals more attainable. Through nutrition clubs, fit camps, weight loss challenges and other get-togethers, Distributors find ways to connect.

### Education

Our Distributors engage in education and training. They share information about nutrition, fitness and business skills to help their customers and team learn and develop.

**Our Distributors are our strongest competitive advantage.  
If you have a wellness or business goal, this is how they guide you to it.**



## Our Voice

### **A unified consistent voice helps audiences understand who we are.**

Our brand is strongest when we speak as one voice.

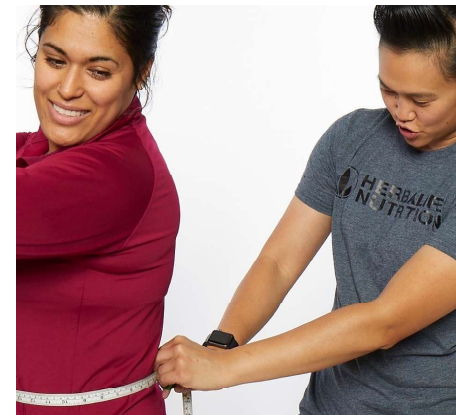
While we have a unified voice, there will be degrees of difference in our tone depending on audience.

There will be times when our tone will dial up towards conversational or dial down to instructional. The audience and channel determine the tone to be used.



### **We Care. We Listen.**

We listen so we can connect. By understanding our audience, we can better guide and accommodate our customers' and Distributors' needs.



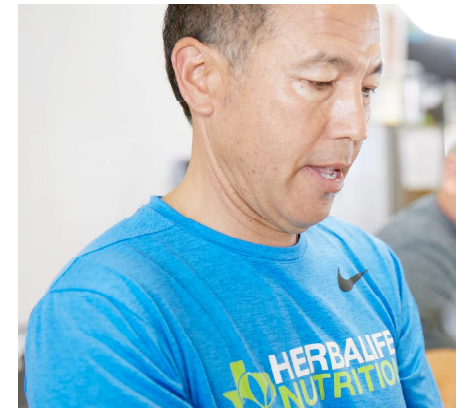
### **We're Credible.**

Our nutrition and fitness plans are backed by experts and science. We proudly promote an entrepreneurial opportunity grounded in solid business skills and responsible business practices.



### **We Inspire.**

We are passionate about empowering people to improve their lives.



### **We Simplify.**

We simplify nutrition and business concepts into conversational messages that can be remembered and repeated.



## Writing Style

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This section provides writing tips you can use when developing copy for your audiences.



## Tone – The Herbalife Nutrition Writing Style

While writing styles can vary from audience to audience, here are our suggestions for writing for our customers and Distributors.

The foundation of our writing style is the **Associated Press (AP) Stylebook**. We follow these rules in almost all our copy, especially in long-form pieces.

In marketing materials, however, there is some flexibility depending on the audience and channel. We can also adjust according to the tone we want to present.

You may also use regional equivalents of the AP Stylebook such as La Real Academia Española (RAE), Fundéu BBVA and others.

- **Keep it simple.** Make the unfamiliar easy to understand. Don't use jargon or overly scientific terminology. If you have to use unfamiliar vocabulary, try to define it.
- **Be concise.** Cut unnecessary words; don't over explain. We want our materials to be easy to remember and repeat.
- **Identify what's important.** Before you start, determine the level of importance of each piece of information.
- **Let imagery help convey your messaging goals.** Show rather than tell.
- **Write as if you were talking to a new friend – conversational, but not too familiar.** Contractions help make it conversational.
- **Use an inclusive first and second person tone.** ("We're here to help you.")
- **It's not about us.** Keep the emphasis on the reader and how we solve their problems.
- **Don't use the company name in the third person.** Use personal pronouns. We are a company, but we are people first – just like our customers. We want to be relatable. The emphasis should be on the customer and their needs, not on Herbalife Nutrition.
- **Don't use bravado to describe our products.** We are proud of the results of that our products and support have helped our customers achieve, but we don't need to boast.
- **Use active voice.** In active voice, the subject of the sentence performs an action; in passive voice, the subject has the action done to it. "I made a shake" vs. "The shake was made by me."
- **Avoid hyperbole. Words like "amazing," "incredible" or "awesome" are vague.** Tell them why and let the reader see the awesomeness. Avoid being whimsical.
- **No need to reinvent the wheel.** As long as they are on brand, feel free to lean on previous or current materials.

## Tone – Do's and Don'ts

### What we are and what we are not:

#### We Are:

Conversational  
Optimistic  
Helpful  
Relatable  
Enthusiastic  
Authentic  
Encouraging  
Inclusive

#### We Aren't:

Pushy  
Stiff  
Over-Excited  
Complex  
Manipulative  
Cutesy  
Whimsical

**The “Do” is simple, concise, conversational, focuses on the consumer. Put the emphasis on the customer's problem, not on the Distributor's sales.**

**Do:** Personalized Protein Powder adds a protein boost to your customer's personal plan.

**Don't:** Personalized Protein Powder is a great upsell for your customer.

**Use specifics, not hyperbole.**

**Do:** Eat Right. Get Fit. Be Healthier. Your results start now.

**Don't:** Herbalife Nutrition delivers inspiring results.

**Do:** Around the world, customers have achieved wellness and fitness goals with a personalized plan, support and nutrition products developed by our scientists.

**Don't:** We sell AMAZING PRODUCTS!

**Use active voice and place the focus on the consumer in a conversational tone.**

**Do:** Here's your opportunity to be an entrepreneur.

**Don't:** Herbalife Nutrition is the business opportunity of a LIFETIME.

**Simplify, especially when introducing a new concept.**

**Do:** Distributors can purchase products at a discount and sell them for a profit.

**Don't:** Distributors can earn retail and wholesale profits plus income through Royalty Overrides and bonuses.

**Identify what's important. Most people can only remember a few things at a time. Your message will be more effective if it's direct.**

**Do:** Hydration and digestion can also help your body.

**Don't:** Good nutrition is aided by hydration, which is drinking enough water, and digestion, which helps your body function and exercise.

**Avoid using the company name in the third person. Avoid bravado and make it more relatable. Use an inclusive tone in first or second person.**

**Do:** We make weight loss simpler for you.

**Don't:** Herbalife Nutrition has a long history of making AWESOME weight-loss products.

**Be concise.**

**Do:** Our science-backed weight-loss products provide balanced nutrition. Combine them with regular exercise to help you reach your weight-loss goal.

**Don't:** Our great products work because they were manufactured to be low in calories and full of carbohydrates, protein and fats that have the right balance, but make sure to exercise regularly, because that's what works.

**Limit the number of descriptors in a sentence**

**Do:** Megan never thought she would lose the weight. Here's how she did it.

**Don't:** Wait till you hear the inspiring, exciting, passionate story of this customer.

# Tone - Writing Tips

## Voice

**We care. We listen.**  
**We inspire**  
**We're credible**  
**We simplify**

## Tone

Conversational  
 Optimistic  
 Helpful  
 Relatable  
 Enthusiastic  
 Authentic

Chapter 2: Protein, Carbs and Fats


### 1 Protein, protein, protein.

We love it for two main reasons: it helps to build muscle and curb your appetite. Think of protein as the "building blocks" that help you repair and build muscle. On average, we recommend that women consume about 75 grams of protein per day, and men consume a minimum of 100 grams of protein per day.

You can get protein from a lot of different foods like fish, chicken, cottage cheese and even plant sources. High-protein meals are especially useful because they help you feel fuller, longer.


Protein helps your body in a ton of other ways, too. Read more about them on [DiscoverGoodNutrition.com](http://DiscoverGoodNutrition.com)

**Tip:** Keep your protein intake up. If you have a shortage, your body will have no choice but to break down the proteins you have in your body, which means you may lose muscle.



What are plant-based proteins?  
Great question.

**They're what you expect:** proteins derived from plants instead of animals. They're also more sustainable, have a positive impact on the environment and use water and land more efficiently. The major sources are beans (including soy, peas and lentils) and whole grains (brown or wild rice, oats, quinoa, millet, etc.).



HERBALIFE NUTRITION

• We simplify.  
 Conversational.

• We're  
 Credible.

• Relatable.

• Helpful, enthusiastic,  
 authentic. We listen.  
 We care.

Chapter 3: Adding Formula 1 to Your Day

### Adding Formula 1 to Your Day

## Formula 1 Nutritional Shake Mix

Keeping your nutrition balanced is, and will always be, a core part of losing weight. That's why **Formula 1** shakes are so helpful. It's an easy-to-use shake mix that's made with high-quality protein and essential vitamins and minerals. **Formula 1** also comes in a variety of tasty flavors like Cookies 'n Cream, Dutch Chocolate and Wild Berry.

### Shakes simplify your meal plan

Each shake has about 24 grams of high-quality protein, 21 vitamins and minerals and 200 calories.\* You get the nutrition your body needs, and you don't have to overthink it.

\*When prepared with 8.8 oz. of water and one serving of Protein Drink Mix.



HERBALIFE NUTRITION

• Relatable,  
 authentic.

• We simplify.  
 Conversational.

• We listen, we care.  
 Helpful, credible.