

Transition to ShapeWorks™



Jamie McManus MD FAAFP
Senior Vice President
Medical Advisory Board

Cellular Nutrition to ShapeWorks™

Current teaching: Cellular Nutrition

- Green vs. Gold
- F1 vs. HPLC
- Results: Incredible when properly implemented
- Reality: some confusion and mixed messages

ShapeWorks™

- Taking the best of our current programs
- **Science now validates the Herbalife vision**
- Same core concept upon which Herbalife was founded:
 - 2 Shakes
 - 1 Meal
 - Nutrition-based supplements
- **ShapeWorks™ ---evolving Herbalife to the next level**

ShapeWorks™ personalizes Weight loss---- 21st Century evolution

- **Know your Body:**
 - Gather the facts—now able to personalize the program
- **Enjoy the Ideal Meal**
 - the science behind protein supports personalized shakes, snacks and meals
- **Optimize Success**
 - comprehensive program—tools and literature, training, DVDs, Shapeworks.com, etc.
 - Targeted Weight Loss Support

ShapeWorks™

- The ShapeWorks™ programs will provide great success for most---hunger management
- energy support
- “hassle free” weight loss
- **Optimizing Success** includes providing solutions for any and all challenges that may occur for you.

HERBALIFE WEIGHT LOSS PRODUCTS

Optimizers



QuickStart

F1 Nutritional Shake Mix
F2 Multivitamin Complex
F3 Personalized Protein Powder



Advanced

F1 Nutritional Shake Mix
F2 Multivitamin Complex
F3 Personalized Protein Powder



Protein Snacks
Herbal Concentrate



Ultimate

F1 Nutritional Shake Mix
F2 Multivitamin Complex
F3 Personalized Protein Powder
Protein Snacks
Herbal Concentrate



Garden 7™
Herbalifeline

Energy Support

- NRG Tea
- NRG Tablets*
- Herbal Concentrate

Digestive Support

- 21- Day AM / PM Cleanse*
- Herbal Aloe Concentrate
- Active Fiber
- Cell Activator*
- Aminogen®*
- Cell-U-Loss*

*Aminogen® is a registered trademark of Triarco Industries, Inc.
*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Appetite Support

- Snack Defense™*
- Total Control™*

Optimizing ShapeWorks™ Success

Personalizing the use of the optimizers

Choosing the right products as solutions to any and all challenges that may occur

- Digestive
- Energy
- Snacking/appetite control
- Expectations: burn fat & boost metabolism
- Fluid shifts

Challenge #1

Why do people need digestive support?

- Day to day stress (kids, job, finances)
- Dietary choices (fast foods, refined foods)
- Lifestyle choices (smoking, alcohol)
- Medications, health challenges

Protein is the first step to nourish the digestive system/ “feed” the villi

Herbalife Solution

Because these challenges are so common in our modern society:

Cell Activator is key

- provides additional nutrients to support optimum assimilation of nutrients*
- Take 1-3 with each shake & meal (as always)

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Follow-up Questions to ask re: Digestion

- Do you tend to experience: bloating, indigestion or gassiness?
 - Solution:
 - **Aminogen®—protein digestion***
 - Take 1 with shakes, 2 with meals
 - **Herbal Aloe Drink—soothing top to bottom**
 - Begin and end your day—4 oz or 3 capfuls
 - Add to shakes, HPLC juice drinks

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Follow-up Questions to ask re: Digestion

Question #2

- Do you tend to experience bloating, constipation or irregularity?

Solution:

- **Active Fiber Powder**
 - Mix 1 ½ tsp. in each shake
- **Herbal Aloe Drink/ Concentrate**
 - Begin and end your day/ in shakes too

Herbalife Solutions

- **The Ultimate Digestive Support**
 - Cell Activator*
 - Herbal Aloe
 - Aminogen® *
 - Active Fiber Powder
 - AM-PM Program *

The A Team

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Challenge #2

Energy Support

Why:

- 1) Poor diets
- 2) Sedentary lifestyle
- 3) Inadequate sleep
- 4) Adjusting to lower calorie intake on the ShapeWorks™ program

ShapeWorks™ programs are the foundation of great energy, provide nutritional support

Herbalife Solutions

- **Question: Do you find yourself having intermittent lows in your energy during the day?**

Herbal Concentrate—green tea-based beverage that can be consumed hot or cold.

or

NRG Tablets or Tea---guarana—mental alertness with less caffeine *

- **Question: Do you find yourself feeling tired throughout the day?**

Total Control™---amino acids, botanicals to boost energy, metabolism and help with fat burning*

Ask about caffeine sensitivity, high blood pressure etc.

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Challenge #3

Hunger/ appetite control

Why:

- 1) Decreasing calories to lose weight
- 2) Inadequate protein
- 3) The wrong carbs
- 4) Inadequate fiber
- 5) Inadequate fluid

Herbalife Solutions

ShapeWorks™—the right amount of protein, the right carbs, the healthy fats—**The Ideal Meal**

Question: Do you tend to have difficulty with evening time snacking?

- Solution: Snack Defense—garcinia, chromium & gymnema to assist with tendencies to snack (non stimulant option)
- Take 2 late afternoon or with dinner

Question: Are you feeling hungry all day long?

- Solution: Total Control
- Take 1-2 mid morning and midafternoon

Challenge #4

Reasonable Expectations/ results

- Rate of weight loss
- 1-2 pounds per week, may be more in the beginning

If not:

Solution:

- **ShapeWorks™**—asking the right questions re:
“How are you making your shake?”
“Tell me about your meals”

Optimizing Success

Solution:

- Total Control™—Boost metabolism & burn fat*
- Exercise—
 - Begin walking
 - Pedometer Challenge—increasing the activity of every day life
 - Benefits of weight training
 - Optimize inch loss & decrease fluid retention with Cell-U-Loss*

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Optimizing your Health

Beyond ShapeWorks™:

Gender specific concerns

- Bone health: Xtra-Cal and soy protein*
- Menopause: soy isoflavones (ShapeWorks™) + Woman's Choice*
- Prostate health: soy + Ultimate Prostate*
- Circulatory & cardiovascular health:
- soy protein (heart claim) + NiteWorks™*

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NiteWorks™

Proprietary

- Arginine – Citrulline blend

Boost NO production

- Antioxidant blend

-Vitamin E (natural)

-Vitamin C

-Alpha-Lipoic acid

Slow NO Breakdown

NiteWorks™

Results

- **Cardio-Vascular Support***
- **Circulatory Support***
- **Energy Support***
- **Improved Sleep**

The Ultimate Delivery System Of Cellular Nutrition