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UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA

FEDERAL TRADE COMMISSION,

Plaintiff,

v.

HERBALIFE INTERNATIONAL OF
AMERICA, INC., a corporation,

Case No. 2:16-cv-05217

**COMPLAINT FOR
PERMANENT INJUNCTION
AND OTHER EQUITABLE
RELIEF**

1 HERBALIFE INTERNATIONAL,
 2 INC., a corporation, and
 3 HERBALIFE LTD., a corporation,
 4
 5 Defendants.

6
 7 Plaintiff, the Federal Trade Commission (“FTC” or “the Commission”), for
 8 its Complaint alleges:

9 1. The FTC brings this action under Section 13(b) of the Federal Trade
 10 Commission Act (“FTC Act”), 15 U.S.C. § 53(b), to obtain permanent injunctive
 11 relief, rescission or reformation of contracts, restitution, the refund of monies paid,
 12 disgorgement of ill-gotten monies, and other equitable relief for Defendants’ acts
 13 or practices in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), in
 14 connection with the advertising, marketing, promotion, and sale of a multi-level
 15 marketing business opportunity.

16 **JURISDICTION AND VENUE**

17 2. This Court has subject matter jurisdiction pursuant to 28 U.S.C.
 18 §§ 1331, 1337(a), and 1345, and 15 U.S.C. §§ 45(a) and 53(b).

19 3. Venue is proper in this district under 28 U.S.C. §§ 1391(b)(2) and
 20 (c)(2) and 15 U.S.C. § 53(b).

21 **PLAINTIFF**

22 4. The FTC is an independent agency of the United States Government
 23 created by statute. 15 U.S.C. §§ 41–58.

24 5. The FTC enforces Section 5(a) of the FTC Act, 15 U.S.C. § 45(a),
 25 which prohibits unfair or deceptive acts or practices in or affecting commerce.

26 6. The FTC is authorized to initiate federal district court proceedings, by
 27 its own designated attorneys, to enjoin violations of the FTC Act and to secure
 28 such equitable relief as may be appropriate in each case, including rescission or

1 reformation of contracts, restitution, the refund of monies paid, and the
2 disgorgement of ill-gotten monies. 15 U.S.C. § 53(b).

3 **DEFENDANTS**

4 7. Defendant Herbalife International of America, Inc. is a Nevada
5 corporation with its principal place of business at 800 W. Olympic Boulevard, Los
6 Angeles, California. Defendant Herbalife International of America, Inc. is a
7 wholly-owned subsidiary of Herbalife International, Inc. and an indirectly wholly-
8 owned subsidiary of Herbalife Ltd., and is employed by those entities to conduct
9 their U.S. operations. Herbalife International of America, Inc. transacts or has
10 transacted business in this district and throughout the United States.

11 8. Defendant Herbalife International, Inc. is a Nevada corporation with
12 its principal place of business at 800 W. Olympic Boulevard, Los Angeles,
13 California. Herbalife International, Inc. is an indirect wholly-owned subsidiary of
14 Herbalife Ltd. Herbalife Ltd. employs Herbalife International, Inc. to manage its
15 global marketing company. Herbalife International, Inc. transacts or has transacted
16 business in this district and throughout the United States.

17 9. Defendant Herbalife Ltd. is a corporation organized under the laws of
18 the Cayman Islands with its principal place of business at P.O. Box 309GT,
19 Ugland House, South Church Street, Grand Cayman, Cayman Islands. Herbalife
20 Ltd. transacts or has transacted business in this district and throughout the United
21 States.

22 10. This Complaint refers to Herbalife International of America, Inc.,
23 Herbalife International, Inc., and Herbalife Ltd. collectively as “Herbalife” or
24 “Defendants.”

25 11. At all times material to this Complaint, acting alone or in concert with
26 others, Defendants have advertised, marketed, distributed, or sold the business
27 opportunity at issue in this Complaint to consumers throughout the United States.
28

1 **COMMON ENTERPRISE**

2 12. Defendants have operated as a common enterprise while engaging in
3 the deceptive and unlawful acts and practices alleged herein. Defendants have
4 conducted the business practices described below through interrelated companies
5 that have common ownership, officers, directors, and office locations. Because
6 Defendants have operated as a common enterprise, each entity is jointly and
7 severally liable for the acts and practices alleged below.

8 **COMMERCE**

9 13. At all times material to this Complaint, Defendants have maintained a
10 substantial course of trade in or affecting commerce, as “commerce” is defined in
11 Section 4 of the FTC Act, 15 U.S.C. § 44.

12 **DEFENDANTS’ BUSINESS PRACTICES**

13 14. Defendants promote Herbalife as a multi-level marketing business
14 opportunity through which participants may earn compensation by selling weight
15 management, nutritional supplement, and personal care products and by recruiting
16 new participants into the organization.

17 15. Individuals who participate in Defendants’ business opportunity are
18 called “Distributors” (also referred to herein as “participants”). In 2013,
19 Defendants began calling participants “Members” rather than “Distributors.” The
20 change in terminology, however, was not accompanied by any substantive change
21 to the nature of the business opportunity available to Herbalife participants.

22 16. Defendants represent, expressly or by implication, that Herbalife
23 Distributors are likely to earn substantial income, including significant full-time or
24 part-time income, from pursuing a retail-based business opportunity.

25 17. In reality, however, Defendants’ program does not offer participants a
26 viable retail-based business opportunity. Defendants’ compensation program
27 incentivizes not retail sales, but the recruiting of additional participants who will
28 fuel the enterprise by making wholesale purchases of product.

1 18. The retail sale of Herbalife product is not profitable or is so
2 insufficiently profitable that any retail sales tend only to mitigate the costs to
3 participate in the Herbalife business opportunity.

4 19. As a consequence, the small minority of Distributors who receive
5 substantial income through Herbalife are primarily compensated for successfully
6 recruiting large numbers of business opportunity participants who purchase
7 Herbalife product.

8 20. The overwhelming majority of Herbalife Distributors who pursue the
9 business opportunity make little or no money, and a substantial percentage lose
10 money.

11 **Defendants’ Promotional and Marketing Activities Are Misleading**

12 21. Defendants promote their business opportunity in both English and
13 Spanish through a variety of channels, including videos, live presentations, and
14 print materials. Through each of these channels, Defendants represent, expressly
15 or by implication, that consumers who become Herbalife Distributors are likely to
16 earn substantial income, including significant full-time or part-time income by
17 purchasing and re-selling Herbalife products.

18 22. In some but not all instances, Defendants accompany their misleading
19 income representations with purported “disclaimers.” These purported
20 disclaimers, which often appear in small print, do not alter the net impression
21 created by Defendants’ misleading representations, namely, that Distributors are
22 likely to earn substantial income. (See, for example, the graphic illustration at
23 Paragraph 37, which contains the following disclaimer: “Incomes applicable to the
24 individuals (or examples) depicted and not average. For average financial
25 performance data, see the Statement of Average Gross Compensation of U.S.
26 Supervisors at Herbalife.com and MyHerbalife.com.”)

27 23. As in the example at Paragraph 37, Defendants’ purported disclaimers
28 typically reference a separate document, the “Statement of Average Gross

1 Compensation,” that supposedly presents “realistic expectations of the possible
2 income you can earn.” The Statement of Average Gross Compensation does not
3 provide clarity or realistic expectations, but instead obfuscates through a dense
4 maze of verbiage and numbers. Neither the reference to nor the Statement of
5 Average Gross Compensation itself alters the net impression created by
6 Defendants’ misleading representations.

7 *Misleading Income Representations*

8 24. Defendants use videos to promote their business, making them
9 available to Distributors through Herbalife’s websites, including myherbalife.com
10 and video.herbalife.com. Defendants have at times also included videos in the
11 starter packs that all new Distributors must purchase. Many of the videos are
12 disseminated in both English and Spanish.

13 25. Defendants’ videos include representations that Distributors are likely
14 to earn substantial income through Defendants’ business opportunity; images of
15 expensive houses, luxury automobiles, and exotic vacations; and income
16 testimonials.

17 26. For example, a promotional video available through February 2016 on
18 myherbalife.com portrays a “Mini-HOM (Herbalife Opportunity Meeting)” at
19 which various Herbalife Distributors take turns giving income testimonials. The
20 video includes the following income representations:

- 21 a. I made \$4,100 my second month. . . . And I retired from
22 corporate America. . . . Last month it was \$7,300.
- 23 b. I average an extra \$1,500 a month part-time, around a 60-hour
24 workweek [working in corporate finance], so you can really
25 build this around whatever you’re doing.
- 26 c. I’ve been a coach on the team for a year and a half. . . . Fast
27 forward maybe a year and five months later, that’s when I hit
28 six figures in the company. . . . Couple of months later, I make

1 over \$13,000 a month now.

2 d. My income ended up getting to \$4,000 a month, part time, at
3 Herbalife. . . . It's been five years, my income got up to
4 \$10,000 a month a couple years ago. It's more than double that
5 now.

6 27. Another video, "Design Your Life," was included in every new
7 Distributor's starter pack until January 2013 and was available on
8 video.herbalife.com until October 2014. Because Defendants intended the "Design
9 Your Life" video to be given to potential recruits, ten copies of the DVD were
10 included in the starter pack. In addition to images of expensive cars and opulent
11 mansions the video includes the following testimonials:

12 a. About a year and a half into the business, still part-time, I was
13 making \$2,500 a month.

14 b. First month in the business, without having a clue . . . first
15 month it was unbelievable, actually, our income was \$1,500.

16 c. A year exactly after I started the business, my checks that
17 month were \$5,468.28. Two months later my check went up to
18 \$7,080—and that was the month I went on vacation, and came
19 back, and got that \$7,000 check! So, it's been amazing.

20 d. You know, the royalties grew five times in five months, and last
21 month, we hit about \$16,000.

22 e. When I got to ten thousand, I thought, well that wasn't so hard
23 after all, maybe I can get to fifteen, and I went from fifteen, to
24 twenty, and then to thirty, and then even up to forty thousand
25 dollars a month.

26 f. The first nine months of really getting going, I had made a
27 quarter of a million dollars.

28 28. The "Design Your Life" video also includes the following:

1 There are basically three types of people Herbalife is looking for.
2 What you need to do next is get back to the person who gave you this
3 video and let them know what you are. Just tell them A, B, or C . . .

4 Category A is someone who might be saying . . . I don't need any
5 extra income but the products sound great . . . I want to get started on
6 the products right away.

7 Category B is someone who might be saying, you know, the products
8 sound great, and I'd like to start a small business to earn an extra \$500
9 to \$1,500 a month part-time

10 Category C, you might be saying, wow, everything sounds great. I
11 like the products and would like to start a big business that could
12 generate a career level income or more. \$2,500 to \$10,000 a
13 month. . . .

14 You make the choice. Are you A, B or C?

15 29. In addition, from at least January 2009 through August 2013, a DVD
16 called "Getting Started" was included in the starter packs that all Distributors must
17 purchase. The most recent version of "Getting Started" included the testimonials
18 of Distributors "Glenn" and "Jennifer":

19 a. Glenn explains that he was a bartender, "broke" and "struggling
20 to pay [his] bills," before becoming an Herbalife Distributor.
21 Although he "didn't have any formal education" or "any
22 business background," he quickly succeeded with Herbalife and
23 was able to make enough money to quit his job and work full-
24 time as an Herbalife Distributor. Now "I'm able to live in a
25 beautiful home, drive whatever I want, and there's nothing else
26 I'd rather do than work from home, be able to set my own
27 schedule, and be my own boss."

28 b. Before Herbalife, Jennifer wanted to be a stay-at-home mom for

1 her son. However, she had to put her son in daycare and work
2 long hours while her husband worked eighty-hour weeks. After
3 just four months as an Herbalife Distributor, she “went full-
4 time, took [her] son out of daycare, and [] became that stay-at-
5 home mom.” Today, she and her husband are both stay-at-
6 home parents, “we travel the world, we have a six-figure
7 income, and this company and the products have totally
8 changed my life.”

9 30. Defendants also sponsor numerous events for Distributors in both
10 English and Spanish. Many of these events include live presentations at which
11 speakers boast about the high incomes they earn as Herbalife Distributors. These
12 events have names such as “Extravaganzas,” “Leadership Development
13 Weekends,” and “Success Training Seminars.”

14 31. Defendants strongly encourage Distributors to attend these events,
15 which often require Distributors to pay an attendance fee and/or purchase a
16 minimum amount of product from Herbalife. Defendants craft the agendas and
17 select the speakers who present at these events. Speakers are usually chosen from
18 among the very small percentage of Herbalife participants who have reached the
19 highest status levels of the Herbalife organization. The presentations made by the
20 selected top Distributors repeatedly emphasize that Distributors are likely to earn
21 substantial income through Herbalife, and that Distributors’ income potential is
22 limited only by their own efforts.

23 32. For example, speakers giving live presentations at Defendants’ events
24 have made the following statements:

- 25 a. [H]ow many of you would like to make at least a million
26 dollars a year in income? I gotta tell ya, every extra million
27 dollars, I find, comes in handy. OK? You know? Then you
28 get 2 million, 5 million, you know, and with the increases of

1 20%, 25%—

2 Even now, you can put into your mind—like, if you made a
3 hundred thousand dollars last year, and your income went up
4 proportionately, an extra twenty thousand dollars? That’s
5 pretty cool, huh? Couple thousand a month? You make five
6 hundred thousand dollars, would an extra hundred thousand
7 dollars come in handy? And we’re gonna go through how to
8 make it happen.

9 [Herbalife Chairman’s Club member John Tartol, 2012
10 President’s Summit, Los Angeles]

11 b. . . . I can remember when I was new, and I didn’t know
12 anything, I didn’t know anybody, didn’t have any sales or
13 marketing experience, I didn’t know, how was I ever gonna get
14 successful? . . .

15 And make no mistake about it, ’cause it happened for me, I’m
16 living proof that it can happen, and all the people down here in
17 this floor here, and the people behind you, all of us are, you
18 know—I’m a multi-millionaire, but, you know, all of us are
19 getting groomed to become multi-millionaires. That is an
20 awesome opportunity.

21 Now, you can take advantage of it, or you may only want to
22 make sixty thousand, a hundred thousand, a couple hundred
23 thousand.

24 [Herbalife Founder’s Circle member Geri Cvitanovich, 2010
25 Herbalife Extravaganza, Los Angeles]

26 c. [translated from Spanish] It has been 15 years since we arrived
27 here in the United States searching for the American
28 Dream In ’95, we came from Mexico to the United

1 States I lasted 7 years in a cleaning company, 7 years
2 earning \$2,000 a month. We started the business doing it part
3 time, the income started coming, it was something incredible,
4 our lifestyle started to change spectacularly. . . . In the last
5 three months the company has paid us more than \$45,000.

6 Welcome to Herbalife!

7 [Raul Sánchez, Herbalife President’s Team member, 2009
8 Herbalife Extravaganza Latina, Atlanta]

9 33. In addition to the spoken content, the live presentations at Defendants’
10 events often involve images of expensive houses, luxury automobiles, and exotic
11 vacations.

12 34. Defendants have recorded many of the live presentations given at
13 Defendants’ sponsored events and have formally integrated the presentations into
14 their own resources, making the recordings available to Distributors through
15 Herbalife’s websites, including myherbalife.com and video.herbalife.com.

16 35. Like Defendants’ videos and sponsored-events, Defendants’ print
17 publications include representations that Distributors are likely to earn substantial
18 income through Defendants’ business opportunity.

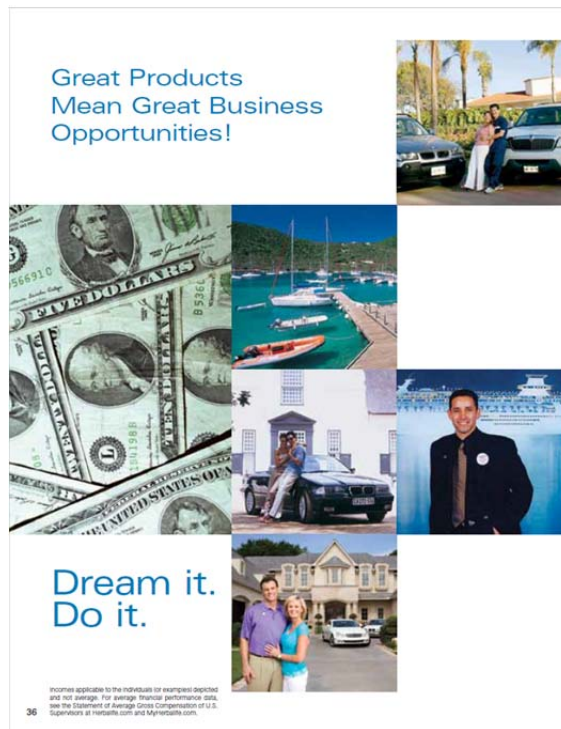
19 36. Defendants’ print publications include, for example, “Your Business
20 Basics,” which is available in both English and Spanish and is provided to all new
21 Distributors. From 2014 through at least December 2015, “Your Business Basics”
22 included the following representations:

- 23 a. Earn extra money each month. \ Be your own boss. \ Have the
24 time and money to enjoy the finer things in life.
- 25 b. Regardless of your background and job experience, you can
26 succeed because we have people just like you who started
27 where you are and are now earning substantial incomes.
- 28 c. Your income and lifestyle potential with Herbalife are yours to

determine. Thousands of others like you have achieved success with Herbalife. You can do it!

d. From nutrition to the business opportunity, you'll see there's no limit to your personal or financial potential, and others just like you have tapped into this incredible opportunity.

37. The "Presentation Book" is another of Defendants' publications that is available in both English and Spanish and that is provided to all new Distributors. It is designed to be shown to potential recruits. The English-language version of the Presentation Book that was included in the starter pack from 2012 through 2014 stated that Herbalife offers "[t]he opportunity to earn more than you ever thought possible and make your dreams come true!" That publication, a page of which is shown below, included pictures of big houses, fancy cars, cash, and boats alongside the text "Great Products Mean Great Business Opportunities! Dream it. Do it."



38. Other versions of the Presentation Book have also included Distributor income testimonials:

1 a. . . . I started my Herbalife business with the goal of quitting my
2 job as a collection specialist within a year. Just 13 months
3 later, I realized that dream! . . . And with my \$6,500-a-month
4 income, we've been able to move into a new house and
5 renovate.

6 b. Now, while earning \$25,000 a month with Herbalife, I get to do
7 all the things I love: play music and ride my motorcycle!

8 c. We went from bankruptcy to being set for life!

9 39. From 2012 through 2013, the Spanish-language version of
10 Presentation Book offered similar income testimonials (translated here into
11 English):

12 a. The days when I would earn a living cleaning houses are behind
13 me because now we are fully dedicated to our prosperous
14 Herbalife business.

15 b. When we worked in factories our earnings could only pay for
16 basic needs, but now we can take our 12 grandkids on
17 vacations. These are the best years of our lives.

18 c. Before Herbalife I worked on a ranch tending cattle, but when
19 my sister showed me her royalty check she convinced me then
20 and there. Today, at 22 years old, I'm economically
21 independent.

22 d. We figured out that if we worked hard with our independent
23 Herbalife business, we could achieve anything: health, wealth,
24 and financial liberty. And that's exactly what we've done!

25 40. Similar representations regularly appear in the Defendants' magazine,
26 "Herbalife Today," which is available in both English and Spanish and is provided
27 online to Distributors through myherbalife.com. The March 2013 issue of
28 "Herbalife Today," for example, includes the following testimonials:

- 1 a. Now I have the freedom to do what I like. I can travel the
- 2 world and help others change their lives wherever I go.
- 3 b. Today, as Independent Distributors, they're able to work from
- 4 home, take vacations and have a flexible schedule.
- 5 c. Now, Dan and Orlyn feel they have found financial stability
- 6 and take pride in helping others find better nutrition and
- 7 financial success.

8 41. To help Distributors recruit new participants, Defendants have
9 provided Distributors with several tools and training materials, including the
10 videos and print materials discussed above. Defendants encourage Distributors to
11 use these materials in attempting to recruit new participants.

12 ***Misleading Representations Regarding Income from Retail Sales***

13 42. Many of Defendants' representations that Herbalife participants are
14 likely to earn substantial income expressly or impliedly represent that Herbalife
15 participants earn significant full-time or part-time income from selling Herbalife
16 products at retail.

17 43. Defendants' promotional materials often focus on the growth of the
18 weight-loss industry as a result of the worldwide "obesity epidemic," and claim or
19 imply that this industry growth translates into the potential for making large
20 amounts of money from the retail sale of Herbalife weight management products.
21 For example, the "Ready To Go" video, available through February 2016 on
22 video.herbalife.com, begins by portraying a bleak picture of the current state of the
23 economy ("rising unemployment," "layoffs," "salary reductions," "reduced
24 benefits") and urges the viewer to "take control of your . . . situation / financial
25 future / life" and "join the emerging megatrend of wellness." The video cites
26 estimates that the global weight loss market will reach \$672 billion by 2015 and
27 explains, "[t]hat spells growth / opportunity / the answer you've been looking for."
28 The video makes the following invitation: "Get in on the opportunity / the health

1 and wellness megatrend / the premier nutrition and wellness company in the world.
2 Get in on Herbalife.”

3 44. In 2013, Defendants created and made available to Distributors a
4 PowerPoint presentation to show prospective and newly-recruited Distributors.
5 The presentation, which was still in use in 2015, claims that “total revenue in the
6 fitness industry reached \$21.8 billion in 2012,” and that “statistics show a rise in
7 consumer spending for body image concerns.” The presentation goes on to portray
8 Herbalife as “the brand leader” in the meal replacement category, noting that in
9 2012 the company had “over \$6.4 billion [in] suggested retail sales.” The
10 presentation claims that through offering “great products” and a “great business,”
11 Herbalife “allows you to earn Member discounts and profits instantly by retailing
12 products.”

13 45. Similarly, the “Getting Started” video mentioned above at Paragraph
14 29, which was included in the starter pack for new Distributors from at least
15 January 2009 through August 2013, claims that the 3 trillion dollar weight-loss
16 industry “has surpassed the GNP of all major European countries.” The video goes
17 on to claim that Herbalife, “with more than 2.5 billion dollars in sales generated by
18 a team of over one million distributors throughout the world,” is a leader in this
19 industry, which “has become the newest financial powerhouse in the world.”
20 Herbalife is described as a “great business opportunity”: “You have the
21 opportunity for financial independence and freedom; you can do it with helping
22 people change their lives, by getting them in a better nutritional mode, by getting
23 them healthier.”

24 46. The “Mini-HOM (Herbalife Opportunity Meeting)” promotional
25 video available through February 2016 on myherbalife.com presents testimonials
26 that expressly or impliedly represent the full-time or part-time income that
27 participants earn from selling Herbalife products at retail, by emphasizing how
28 much money participants can make immediately (presumably before they have

1 had a chance to build an organization that would generate recruiting-reward
2 payments):

3 a. In my first three weeks, I made an extra \$1,200 around my full-
4 time nursing schedule. So this is really part-time, doing this
5 super part-time, and I just saw the potential with this

6 b. I started as a client, I was actually the CFO of an entertainment
7 finance company So, you know, had the career down
8 Went to a volleyball tournament that I was already gonna play
9 in. Everyone on the beach, you guys, was like, what are you
10 doing, you look better than you did when you were at UCLA,
11 like, hook me up, like, help me, basically!

12 . . . You know, my three days on the beach at a beach
13 volleyball tournament, I made \$2,100. And I wasn't actively
14 looking for extra money, but I wasn't gonna give it back.

15 c. [I]n my first month, I made an extra 500 bucks around . . . a
16 crazy corporate job.

17 47. In the "Design Your Life" video, available on video.herbalife.com
18 until October 2014, one of the speakers states that Herbalife's "great consumable
19 products that people want and need [are] why we have an incredible financial
20 opportunity." A speaker later states that as an "Herbalife Distributor you can
21 develop a successful retail base to help put money in your pocket every day and
22 every month." A voiceover additionally states that "[w]ith just ten customers, each
23 spending a hundred dollars a month, you can take in a thousand dollars in retail
24 sales, and make up to \$420 in profit."

25 48. The "Design Your Life" video also presents numerous testimonials
26 that expressly or impliedly represent the full-time or part-time income that
27 participants earn from selling Herbalife products at retail:

28 a. My first week in the business, part-time, just learning what to

1 do, I earned \$1,000! . . . [M]y first month, part-time, I earned
2 over \$5,000!

3 b. I earned \$420 in my first ten days. . . . working this business
4 part-time. I was able to fire my boss, and I've never had a real
5 boss since.

6 c. When I got started on these products, I got such great results
7 that I made a thousand extra dollars my first month. . . . And so
8 I kept working my business part-time . . . while I was still
9 [working as a nurse] full-time . . .

10 d. When I got started, my first day I actually earned \$420

11 e. [I]n the month of August I had retail sales of \$3,700.

12 49. Print materials included in the starter packs that all new Distributors
13 must purchase also portray an opportunity to earn significant income through retail
14 sales of Herbalife products. For example, from 2014 through at least December
15 2015, the "Sales & Marketing Plan and Business Rules" book, which is included in
16 the starter pack for new Distributors, discussed the opportunity for Distributors to
17 make "Immediate Retail Profit" from direct sales to customers and states that
18 retailing is an important "key to success" as an Herbalife Distributor.

19 50. From 2014 through at least December 2015, the book "Building Your
20 Business," which is also included in the starter pack for new Distributors,
21 represented that "a satisfied customer base can provide you with regular, long-term
22 income."

23 51. Similarly, through at least December 2015, a pamphlet that is also
24 included in the starter pack for new Distributors, "Your First 72 Hours: Making
25 Your First Sale," provides instruction on "making your first sale in 5 easy steps."

26 **Defendants Do Not Offer a Viable Retail-Based Business Opportunity**

27 52. Although Defendants represent, expressly or impliedly, that
28 Distributors will be able to sell Herbalife products at a profit, Defendants do not

1 track either the existence or profitability of Distributor attempts to retail Herbalife
2 products.

3 53. The overwhelming majority of Herbalife Distributors who pursue the
4 business opportunity do not make anything approaching full-time or even part-time
5 minimum wage because the promised retail sales to customers simply are not there.

6 54. Even according to Defendants' own survey, sales to customers outside
7 the Herbalife network account for only 39% of Herbalife's product sales each year;
8 the remaining approximately 60% is simply Herbalife selling to its own
9 Distributors. [Herbalife Press Release, July 22, 2014]

10 55. Analysis of Defendants' own Distributor purchase data shows that,
11 even under favorable assumptions about Distributors' market reach and sales price,
12 the overwhelming majority of Herbalife Distributors who pursue the business
13 opportunity make little or no money from retail sales. Under these assumptions,
14 and assuming no costs other than an individual's total payments to Herbalife, half
15 of Distributors whom the Defendants designate as "Sales Leaders"¹ average less
16 than \$5 per month in net profit from retail alone, and half of these Distributors lose
17 money.²

18 56. As a direct-selling company, Defendants encourage Distributors to
19 sell product face-to-face to family and friends, and to customers with whom they
20 are supposed to develop personal relationships. Distributors are taught to follow
21 three key steps in retailing the product: use the product themselves, wear a button

22
23 ¹ "Sales Leaders" are defined by Defendants as Distributors who have reached
24 status levels of "Supervisor" and above. Approximately \$3,000 in product
25 purchases are required to reach the lowest level of "Sales Leader." "Sales
26 Leaders" may purchase products from the Defendants at a 50% discount, which is
27 the largest discount available to Distributors. See ¶¶ 111–18.

28 ² This figure is based on analysis of Distributors who joined in 2009–11 and were
designated as "Sales Leaders." It assumes that they sold 75% of the product they
purchased, at the full suggested retail price, and incurred no expenses other than
the monies they paid to Herbalife.

1 advertising Herbalife, and talk to people (“use, wear, talk”).

2 57. In order to restrict sales to the direct-selling channel, Defendants have
3 adopted rules that effectively prevent Distributors from being able to sell to a
4 larger customer base. Defendants’ rules prohibit the sale of product in retail stores
5 and impose many restrictions on online selling. Nonetheless, Defendants foster an
6 illusion that Distributors can make significant full-time or part-time income from
7 retail sales. One way in which Defendants accomplish this is by promoting the
8 concept of the “Nutrition Club.” The Nutrition Club model was developed from an
9 idea that started in Mexico and, according to Defendants, has particular appeal for
10 members of the U.S. Latino community.

11 58. According to Defendants, the Nutrition Club is supposed to be a
12 neighborhood gathering place to promote health and wellness, and to provide
13 income for the Nutrition Club owner. In practice, Nutrition Clubs operate
14 primarily as a tool for recruiting new members rather than as a method for
15 profitably retailing Herbalife products.

16 59. Defendants encourage Distributors to lease a commercial space (or
17 use space in their homes) to operate a business similar to a juice bar, in which the
18 Distributor will work on a daily basis as the owner and sole employee. [Herbalife
19 Rule of Conduct 8.1.3]

20 60. Customers who come to the club pay a daily “membership fee” of a
21 few dollars that entitles them to consume certain Herbalife products that are
22 prepared on the premises. Visitors typically receive one serving of soy protein
23 powder mixed with water and ice (referred to as a “shake”), herbal tea, and aloe.
24 This method of operating an Herbalife business is often referred to as “daily
25 consumption.”

26 61. To find customers, Nutrition Club operators are encouraged to pass
27 out flyers to potential customers on the street, at their children’s school, or other
28 locations, inviting them to visit the “club.”

1 62. While only a small percentage of the roughly half-million U.S.
2 Herbalife Distributors report operating Nutrition Clubs, Defendants claim that club
3 owners purchase a disproportionate amount of volume of Herbalife product. In
4 2012, Defendants estimated that there were 3,700 commercial Nutrition Clubs in
5 the North America region (consisting primarily of the United States); Defendants
6 also claimed that Nutrition Clubs were driving 30–35% of the overall volume of
7 product purchased in the United States. [Herbalife Second Quarter 2012 Earnings
8 Conference Call]

9 63. Although Nutrition Clubs would appear to be retail establishments,
10 Defendants’ rules provide that Nutrition Clubs are not retail stores or outlets, nor
11 are they restaurants or carry-out establishments. Nutrition Clubs are not intended
12 to attract “walk-in” traffic; Defendants’ rules prohibit signs that state or suggest
13 that Herbalife products are available for retail purchase on the premises. Club
14 owners are not permitted to post signs indicating whether the club is open or
15 closed, and the interior of the club must not be visible to persons outside.
16 [Herbalife Rules of Conduct 8.3.3, 8.4.3, 8.4.4]

17 64. Club operators may not post, list, or charge prices for servings of
18 prepared products such as shakes, teas, or aloe. The only permissible charge in
19 connection with the provision of these products is the “membership fee.”
20 [Herbalife Rules of Conduct 8.2.1, 8.2.8] Provision of the shake, tea, and aloe
21 generally costs a Distributor a few dollars, leaving little of the “membership fee” to
22 cover the various operational expenses associated with the club.

23 65. Although Defendants create the impression that Nutrition Club
24 owners will make significant full-time or part-time income from retailing Herbalife
25 products to customers at their clubs, many Distributors find it all but impossible to
26 make enough money from retail sales of product to cover the overhead of the club
27 and also generate income for the owner.

28 66. Many club owners incur thousands of dollars in expenses—including

1 but not limited to product purchases, rent, utilities, supplies, and licensing fees—
2 that they are unable to recover through the operation of their clubs, and end up
3 losing money.

4 67. In fact, Defendants’ own telephone survey of 433 current and 69
5 former Nutrition Club owners in February 2013 paints a discouraging picture of
6 the experience of many Nutrition Club owners. Fifty-seven percent of Nutrition
7 Club owners reported that their clubs made no profit or lost money. Club owners
8 reported spending an average of about \$8,500 to open their club.

9 68. Some Nutrition Club owners continue to operate their clubs for little
10 or no profit—or at a loss—for years, in the hope that things will turn around and
11 their investment will eventually pay off. However, the promised retail-based
12 business opportunity is simply not there.

13 69. Because Nutrition Clubs are expressly not retail establishments and
14 are often unprofitable, they are principally of value to a small minority of
15 financially successful Herbalife Distributors as a location from which they can
16 recruit new participants.

17 70. As one top Distributor explained in a PowerPoint presentation:
18 [Nutrition Club] Operators need to realize that the end goal is not how
19 many \$4.00 services they sell each day as that is not the way for them
20 to achieve their financial goals. Rather, it’s upgrading a Consumer to
21 become a Customer and eventually a Distributor and ultimately
22 having Distributors become Operators who will duplicate the
23 Nutrition Club method.

24 [“Financial Success System” presentation dated March 24, 2010]

25 71. “Successful” Nutrition Club owners make money not from retailing
26 product, but from recruiting other participants who are encouraged to open their
27 own clubs, buy more product, and recruit more participants. When recruited
28 participants purchase product to sell at their clubs, these purchases generate

1 recruiting rewards for the sponsor, even if the clubs themselves lose money. These
2 recruiting rewards are the only pathway to achieve the high incomes touted in
3 Defendants' promotional materials.

4 72. Regardless of whether Distributors operate a Nutrition Club,
5 Distributors experience difficulty in selling product to customers outside the
6 network. Nevertheless, Defendants' compensation structure puts pressure on
7 Distributors to purchase large quantities of product in order to qualify for greater
8 wholesale discounts and recruiting-based rewards (*see* discussion below at ¶¶ 135–
9 44).

10 73. As a result, many Distributors buy product that they find difficult to
11 sell. Although Defendants have a buy-back policy, in order to take advantage of
12 the policy, a Distributor must resign his distributorship. Many Distributors have
13 been unaware of the policy or, for various reasons, have been reluctant to attempt
14 to use it.

15 74. Distributors dispose of excess product purchases in numerous ways.
16 At the simplest level, when Distributors are left with product they are unable to sell
17 they may give it to friends, throw it away, or gradually consume it themselves.
18 Such self-consumption is not driven by genuine demand for the product, but is the
19 easiest and most convenient way for a Distributor to get some benefit from product
20 that the Distributor would not have bought absent his or her participation in the
21 business opportunity. In other instances Distributors attempt to sell their excess
22 inventory at a discount on auction websites or at flea markets, although such
23 efforts to mitigate their losses are prohibited by Defendants' rules. [Herbalife
24 Rules of Conduct 4.1.1, 7.3]

25 75. The overwhelming majority of Distributors who attempt to retail the
26 product make little or no net income, or even lose money, from retailing the
27 product.

28

1 ***Distributors Abandon the Business Opportunity in Large Numbers***

2 76. In light of their poor financial results, many Distributors either stop
3 buying product or leave the organization altogether, resulting in a high turnover
4 rate.

5 77. Despite Defendants’ efforts to promote retention of Distributors
6 whom it characterizes as “Sales Leaders,” in 2014 nearly 60% of first-time Sales
7 Leaders did not purchase sufficient product to requalify as Sales Leaders.
8 [Statement of Average Gross Compensation Paid by Herbalife to U.S. Members in
9 2014]

10 78. Retention for non-Sales Leaders, many of whom are pursuing the
11 business opportunity, is even worse. An analysis of Defendants’ data shows that
12 the majority of Distributors stop ordering Herbalife products within their first year,
13 and nearly 50% of the entire Herbalife U.S. Distributor base quits in any given
14 year. Roughly half of all Herbalife Distributors at any given time are in their first
15 12 months of membership, and roughly 40% of the volume of Herbalife products
16 sold by Defendants each year is sold to participants in their first year.

17 79. During 2009–13, an annual average of approximately 242,000 new
18 Distributors signed up in the United States. On average, 89% of those newly-
19 recruited Distributors, however, simply replaced U.S. Distributors who left that
20 same year, with an annual average of approximately 216,000 Distributors leaving
21 during this time period.

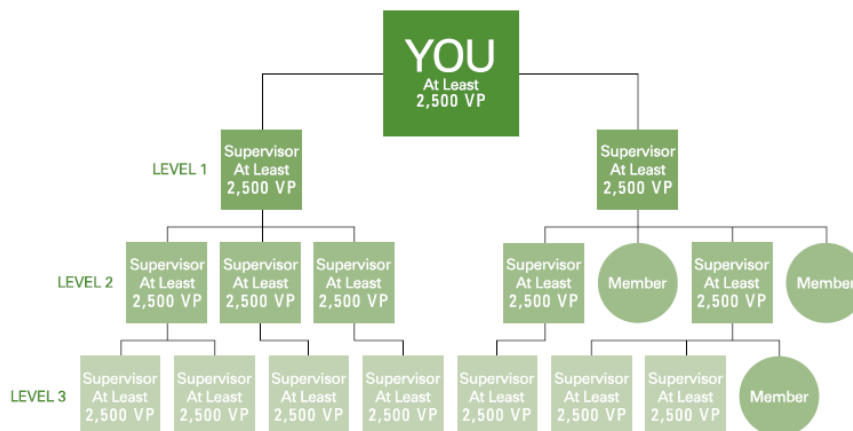
22 80. For example, while approximately 277,000 new Distributors joined
23 Herbalife in the U.S. in 2013 (from a base of approximately 520,000 Distributors
24 at the end of 2012), approximately 256,000 existing Distributors left that year.

25 ***Defendants’ Business Opportunity is Based on Recruitment***

26 81. Notwithstanding Defendants’ express and implied representations that
27 Herbalife offers a retail-based business opportunity, in truth the only way to
28 achieve wealth from the Herbalife business opportunity is to recruit other

1 Distributors. Purchases by these recruited Distributors, referred to as a
 2 “downline,” generate rewards for the sponsoring Distributor. (See ¶ 119.)
 3 Through a variety of channels, Defendants admit, expressly or by implication, that
 4 recruiting is the key to financial success.

5 82. Defendants’ print materials emphasize the importance of recruiting
 6 new Herbalife participants. For example, through at least December 2015 the book
 7 “Building Your Business,” which is included in the starter kit that every
 8 Distributor must purchase, discussed “the power of duplication” and illustrated
 9 “what you can achieve” if “you recruit and retain two active Supervisors.” In the
 10 illustration, the Distributor purchases a certain quantity of product (costing over
 11 \$1,000) each month and recruits two new participants who also purchase that
 12 quantity each month. Those two participants then recruit a total of twelve
 13 additional participants in two additional levels below them. For each month that
 14 the Distributor and the fourteen recruits purchase the specified quantity of product,
 15 the Distributor will earn \$1,750.



Incomes applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the Statement of Average Gross Compensation paid by Herbalife at Herbalife.com and MyHerbalife.com.

25 83. The English-language version of the 2012-2014 Presentation Book
 26 also includes examples of how recruiting two or three new participants can
 27 translate into \$2,450 to \$8,775 per month for the recruiter, assuming that the new
 28 participants make substantial wholesale product purchases and themselves recruit

1 new participants who also make substantial wholesale product purchases.

2 84. The Spanish-language version of the 2012-2013 Presentation Book
3 similarly discusses “the power of duplication” that can result when “you bring in 3
4 people to the business, who each bring 3 people, who in turn bring 3 people”
5 (translated from Spanish).

6 85. Speakers giving live presentations at Defendants’ events also make
7 representations concerning the importance of recruiting in Herbalife’s
8 compensation program:

- 9 a. It’s wonderful that we have everybody consuming and we have
10 everybody doing the different methods of retail . . . but you got
11 to think about it, guys, the name of the game here is royalty . . .
12 and you don’t get paid royalty off of customers. You get paid
13 royalties off of distributors that you help to become successful
14 to become supervisors. [Herbalife Founder’s Circle member
15 Susan Peterson, 2009 Herbalife Extravaganza, Atlanta]
- 16 b. [translated from Spanish] The only way to scale the ladder of
17 success is through sponsorship. [Herbalife President’s Team
18 member Dalia González, 2009 Herbalife Extravaganza Latina,
19 Atlanta]
- 20 c. The key to royalty growth[:] New distributors qualifying as
21 Supervisor every month. [Herbalife Chairman’s Club member
22 Kurt O’Connell, “Building Your Royalties” Presentation, 2011
23 Herbalife Extravaganza, Las Vegas]

24 86. Savvy Distributors have figured out ways to use the recruiting reward
25 structure to reap rewards, even without profitable retail sales. For example, during
26 the years 2009–14, one top Distributor paid over \$8 million for product (with a
27 total Suggested Retail Price of over \$16 million) which the Distributor purchased
28 in the names of various downline members, thereby generating additional rewards

1 and qualifying for higher payments from Defendants. This Distributor then
2 donated all of this product to charity, rather than attempting to sell it. The
3 Distributor generated enough rewards through these purchases to make a net profit,
4 without even selling the products.

5 87. Similarly, other Distributors have used unprofitable retail sales of
6 product to generate large reward payments. These Distributors have created
7 specialized websites offering products at discounts of up to 50% with no tax and
8 free shipping. Although the net profit earned from these online retail sales has
9 been *de minimis*, by manipulating Herbalife's compensation system, these
10 Distributors have generated significant "recruiting" reward payments from the
11 large volume of product purchases made by their purported downlines.

12 **Few Business Opportunity Participants Earn Recruiting Rewards**

13 88. Although recruiting is the only path to a high income, very few
14 Herbalife participants earn income from recruiting.

15 89. Most Distributors (80%) do not successfully recruit any new
16 participants, and therefore receive no recruiting rewards.

17 90. Even among those who do recruit, a substantial percentage
18 receive no reward payments. For example, as of December 31, 2014, more
19 than 111,000 U.S. Distributors had recruited a downline, but approximately
20 43% of them (47,714) received no reward payments from Defendants.

21 [Statement of Average Gross Compensation Paid by Herbalife to U.S.
22 Members in 2014]

23 91. Income from recruiting is low even for many in the top 13% of all
24 Distributors—those who reached the status of "Sales Leaders with a downline." In
25 2014, more than half (57.6%) of the Distributors in this elite group received
26 average gross reward payments from Defendants of under \$300 *for the year*. [*Id.*]

27 92. Rewards are highly concentrated among a small number of
28 Distributors. In contrast to the experience of the vast majority of Distributors who

1 make little or no money from recruitment-based rewards, the top 0.03% of U.S.
2 Distributors (205 individuals) received average gross reward payments of over
3 \$600,000 per year. [Statement of Average Gross Compensation Paid by Herbalife
4 to U.S. Members in 2014]

5 93. For the fewer than 1% of Distributors who receive substantial income
6 through Defendants' business opportunity, their compensation for recruiting large
7 numbers of new business opportunity participants dwarfs whatever they might
8 make from retail sales of the product.

9 94. The overwhelming majority of Herbalife Distributors who pursue the
10 business opportunity earn little or lose money, while those few Distributors who do
11 make a living from their Herbalife business do so by recruiting other business
12 opportunity participants who purchase product, not by retailing the product.

13 **To Confuse Participants and the Public About Distributors' Poor Financial**
14 **Outcomes, Defendants Understate the Percentage of**
15 **Distributors Who Are Pursuing the Business Opportunity**

16 95. Although Defendants heavily promote their business opportunity, in
17 recent years Defendants have begun to claim that most consumers who sign up to
18 be Distributors are merely customers who purchase the product only for their own
19 consumption and are not interested in pursuing the Herbalife business opportunity.

20 96. Defendants do not offer a separate "customer" or "discount buyer"
21 status for consumers who are uninterested in pursuing a business opportunity and
22 thus do not systematically track or distinguish Distributors who might be "discount
23 buyers" from Distributors who are pursuing a business opportunity.

24 97. Defendants' rules provide that all consumers who sign up with
25 Herbalife must enter into an agreement that includes the business opportunity. The
26 2015 version of that agreement consists of seven pages of small print and includes
27 a number of provisions that would be inapplicable to a "discount buyer," such as a
28 requirement that the participant indemnify, defend, and hold harmless Herbalife

1 from any cost or liability arising from the participant’s breach of the agreement or
2 the conduct of his or her Herbalife business.

3 98. Since 2013 Defendants have publicly claimed or implied that a mere
4 27% of their Distributors are pursuing the business opportunity either full-time or
5 part-time, and that a “substantial majority” (73%) are simply interested in buying
6 Herbalife products for their own personal consumption.

7 99. Defendants’ express or implied claim that a “substantial majority” of
8 their Distributors are not pursuing the business opportunity is based not on
9 Distributor behavior, but on surveys commissioned by Defendants beginning in
10 July 2012 that are flawed and unreliable. For example, many survey participants
11 who were included in the category of Distributors who purportedly “joined
12 Herbalife primarily as discount customers” themselves reported that they quit
13 Herbalife because “finding new customers was too difficult and/or time
14 consuming,” or the “business was harder than [they] originally believed.”

15 100. Based on such survey results, even some Distributors who reach
16 “President’s Team” (the highest status level in Herbalife) and earn over \$100,000
17 in recruiting rewards annually from the business opportunity have been categorized
18 in Defendants’ representations as merely “discount buyers.”

19 101. When observable Distributor behavior from Defendants’ data is
20 analyzed, the percentage of Distributors who are attempting to earn income from
21 the Herbalife business opportunity readily exceeds the 27% in Defendants’ claims.
22 Such behaviors include, for example, purchasing promotional literature and sales
23 and recruiting aids from Defendants.

24 102. Furthermore, many Distributors interested in the business opportunity
25 may make some effort to earn income and fail, without engaging in the type of
26 measureable and overt behaviors that would make their pursuit of the business
27 opportunity readily apparent.

28 103. In short, many of the Distributors whom Defendants would expressly

1 or impliedly characterize as solely “discount buyers” are, in fact, pursuing the
2 business opportunity.

3 104. Regardless of the number of so-called “discount buyers,” it is clear
4 that collectively they could account for only a small percentage of the volume of
5 Defendants’ products sold in the United States. Even using a grossly overstated
6 measure of “discount buyers”—that is, counting as “discount buyers” the roughly
7 80% of participants who are not “Sales Leaders”—such Distributors collectively
8 account for less than 25% of the volume of Defendants’ products sold in the
9 United States. The remainder, over 75%, is purchased by Distributors at the “Sales
10 Leader” level, who are clearly pursuing a business opportunity.

11 **Overview of Defendants’ Compensation Plan**

12 105. The amount of compensation a Distributor receives from Defendants
13 is not based on retail sales of Herbalife products, but rather is based on the volume
14 of product purchased by the Distributor’s recruits, and by their recruits, and so on.

15 106. Thus, the compensation plan contains incentives for Distributors to
16 recruit participants and to persuade them to buy as much product as they can.

17 107. To become a Distributor, an individual must pay either \$59.50 or
18 \$92.25, plus tax and shipping, to purchase a starter pack called an “International
19 Business Pack,”³ the contents of which have varied over time but which have
20 included an Herbalife tote bag; samples of various Herbalife products; literature
21 about Herbalife’s products; sales aids (such as a “Presentation Book” and buttons
22 the distributor is supposed to wear to advertise Herbalife); DVDs about the
23 business opportunity such as “Design Your Life”; multiple publications concerning
24 the Herbalife business opportunity, including the pamphlet “Your First 72 Hours:
25 Making Your First Sale” and the books “Your Business Basics,” “Using &

26
27 ³ In 2013, Defendants began calling the pack required for all new participants the
28 “Herbalife Member Pack” rather than the “International Business Pack.”

1 Retailing Your Products,” “Building Your Business,” and “Sales & Marketing Plan
2 and Business Rules”; and a single receipt form that can be given to a customer in
3 the event of a single sale of product.

4 108. Defendants’ rules provide that participants must enter into an
5 “Agreement of Distributorship” either online or, if the pack is not purchased
6 online, in hardcopy form. (In 2013, Defendants began calling the agreement an
7 “Herbalife Membership Application and Agreement” rather than an “Agreement of
8 Distributorship.” The change in terminology, however, was not accompanied by
9 any substantive change to the nature of the business opportunity available to
10 Herbalife participants.) Upon purchasing the International Business Pack and
11 submitting the Agreement to Defendants, a participant is assigned an Herbalife ID
12 number and becomes an official Distributor.

13 109. The details of Defendants’ compensation program are complex and
14 convoluted, and involve specialized terminology and concepts. These details,
15 terminology, and concepts are laid out in a book included in the International
16 Business Pack entitled “Sales & Marketing Plan and Business Rules.” The 2014
17 version of the “Sales & Marketing Plan and Business Rules” has 114 pages and
18 consists of more than 58,000 words. The book is difficult to read and understand
19 and many participants rely upon their sponsors to explain the program.

20 110. The core concepts of Defendants’ compensation program are as
21 follows:

- 22 a. Participants advance to higher status levels in the organization
23 and qualify for reward payments based on product purchases
24 (not product sales); and
- 25 b. The only way to reach the highest levels of compensation is to
26 recruit more participants.

27 A simplified version of the compensation plan is set forth below.

28 111. New recruits start at the lowest level, called “Distributor” (or, since

1 2013, “Member”). A Distributor can purchase product from Defendants at a
2 discount of 25% off the “earn base” (a dollar value that Defendants assign to each
3 product that is generally slightly less than the value that Defendants assign as the
4 Suggested Retail Price for that product). The only way a participant at this level
5 can make money is to buy product from Herbalife and sell it to a customer for
6 more than his total cost, with the difference representing the participant’s “Retail
7 Profit.” “Retail Profit” is also the only form of compensation available to those
8 Distributors who have not recruited other Distributors.

9 112. The vast majority of Herbalife participants never progress higher than
10 the Distributor level, and most stop purchasing product within a year and do not
11 renew their memberships.

12 113. Higher status levels are obtained by meeting threshold requirements
13 of “Volume Points,” which are accumulated by purchasing greater quantities of
14 products. (The “Volume Point” is a unit created by Defendants to measure the
15 value of product purchases across currencies. A product with a Suggested Retail
16 Price of \$100 generates roughly 100 Volume Points.) The Sales and Marketing
17 Plan contains complicated rules regarding how much of the threshold Volume
18 Point requirement must be volume that is personally purchased by the Distributor,
19 and how much may be volume purchased by other Distributors whom he recruits.

20 114. A Distributor can advance to the status level of “Senior Consultant,”
21 which allows him to purchase product at a 35% discount, by accumulating at least
22 500 Volume Points in one month.

23 115. A Distributor who purchases 1,000 Volume Points in a single order
24 obtains the status of “Success Builder” and is entitled to a 42% discount for that
25 month.

26 116. A Distributor who accumulates a total of 2,500 Volume Points over
27 one to three months obtains the status of “Qualified Producer” and is entitled to a
28 42% discount through the following year.

1 117. The maximum discount, for those at the “Supervisor” status level and
2 above, is 50% off the “earn base.” A Distributor who accumulates a total of 4,000
3 Volume Points obtains “Supervisor” status and is entitled to a 50% discount
4 through the following year.

5 118. If a Distributor makes it to the Supervisor level, there are numerous
6 higher levels that offer additional rewards that are based on recruiting. Herbalife
7 refers to Distributors who reach the Supervisor level or above as “Sales Leaders.”

8 119. The essential requirement for moving up to the highest status levels is
9 recruiting a large “downline.” A given participant’s “downline” is comprised of all
10 those whom the participant has personally recruited (Level One), all those
11 recruited by his Level One participants (Level Two), and so forth, down to as
12 many levels as have been created by recruitment.

13 ***Defendants’ Compensation Plan Incentivizes Recruiting***

14 120. Defendants’ compensation plan gives participants a powerful
15 incentive to recruit more participants, because recruiting a downline entitles a
16 participant to receive multiple different types of payments directly from
17 Defendants.

18 121. One such type of payment is called “Wholesale Profit” (or
19 “Commissions”). An Herbalife participant may receive “Wholesale Profit” based
20 on purchases made by participants he has recruited who are at a lower discount
21 rate. For example, if a participant at the “Supervisor” status level (50% discount
22 rate) recruited a participant at the “Senior Consultant” status level (35% discount
23 rate) who then ordered product with a Suggested Retail Price of \$100, the
24 participant at the “Supervisor” level would receive a commission check from
25 Defendants of approximately \$15, representing the 15 percentage point difference
26 between the two participants’ discount rates.

27 122. An additional type of payment based on downline purchases, available
28 to participants who are at or above the status level of “Supervisor” and who have

1 recruited a downline, is called “Royalty Overrides.” To understand how Royalty
2 Overrides work, it is necessary to understand two “volume” concepts in
3 Defendants’ Sales & Marketing Plan: “Total Volume” and “Organizational
4 Volume.”

5 123. “Total Volume” is a total of the Volume Points associated with a
6 participant’s own product purchases, plus the Volume Points associated with the
7 product purchases made by certain members of the participant’s downline.
8 Specifically, the “Total Volume” of Participant A would include the product
9 purchases of Participant A’s downline members who (i) have a status level lower
10 than “Supervisor,” and (ii) do not have any participants who have a status level of
11 “Supervisor” or higher in the chain of participants between them and Participant A.

12 124. In simplified form, “Organizational Volume” refers to the Total
13 Volume of a participant’s first three levels of “Supervisors” who are active in a
14 given month.

15 125. “Royalty Overrides” are payments ranging from 1% to 5% of a
16 participant’s “Organizational Volume.” The amount of the “Royalty Override”
17 percentage that a given participant earns each month depends on the participant’s
18 “Total Volume” for that month. Thus, 500 Total Volume points entitles the
19 participant to a 1% Royalty Override; 1,000 Total Volume points earns a 2%
20 Royalty Override; and so on, up to 2,500 Total Volume points which earns a
21 maximum 5% Royalty Override.

22 126. Participants are eligible to earn Royalty Overrides only if they have
23 (i) obtained a status level of “Supervisor” or above (*i.e.*, “Sales Leaders”) and
24 (ii) recruited a downline.

25 127. As of December 31, 2014, only about 13% of all U.S. Distributors fell
26 into the category of “Sales Leaders” who had recruited a downline. Even among
27 this group, most receive little or nothing in compensation from Defendants. In
28 2014, approximately 57.6% of this group received an average gross annual

1 payment from Herbalife of about \$299, and approximately 14.3% received
2 nothing. [Statement of Average Gross Compensation Paid by Herbalife to U.S.
3 Members in 2014]

4 128. The participants who receive the highest gross compensation from
5 Defendants are at the top three status levels of the compensation system: “Global
6 Expansion Team,” “Millionaire Team,” and “President’s Team,” called
7 collectively “TAB Team” (“Top Achievers Business Team”).

8 129. At the “TAB Team” status levels, participants may be eligible to
9 receive three different types of income based on their downlines’ purchases:
10 Wholesale Profits, Royalty Overrides, and a third category of income called
11 “Production Bonuses.” A Production Bonus is a monthly payment of 2% to 7% of
12 the product purchases of the participant’s entire downline, on all levels infinitely
13 deep.

14 130. Participants at the “TAB Team” status levels may also qualify to
15 receive the “Mark Hughes Bonus Award,” which is a payment based on a
16 percentage of Herbalife’s worldwide sales.

17 131. It is only at the “TAB Team” status levels that a small number of
18 participants begin to see the rewards promised by Defendants, although even at this
19 level, the majority of participants are hardly receiving lavish income from
20 Defendants. For example, in 2011—the last year in which Defendants publicly
21 released income data by participant level—the median annual compensation that
22 participants at the “Global Expansion Team” status level received from Defendants
23 was \$19,417. In comparison, the U.S. Census Bureau’s 2011 poverty threshold for
24 a family of two with no children was \$14,657.

25 132. Rewards are concentrated at the very highest levels. Participants at
26 the top level, “President’s Team,” accounted for only about 0.05% of all
27 Distributors in 2011 but their median annual gross income from Defendants was
28 \$336,901.

1 133. In 2011, the top U.S. Distributor received over \$7 million from
 2 Defendants, broken down as follows:

3 Wholesale Profits	\$2,847
4 Royalty Overrides	\$944,058
5 Production Bonuses	\$4,256,817
6 Mark Hughes Bonus	\$2,000,000
7 Total	\$7,203,722

8
 9 These reward payments were not based on retail sales to consumers, but on
 10 wholesale purchases made by downline Distributors in his worldwide organization.

11 134. The only way to reach the “TAB Team” status levels is to recruit a
 12 large organization of participants at the “Supervisor” status level who purchase
 13 thousands of “Volume Points” worth of product. Thus, for example, to reach the
 14 top level, “President’s Team,” a participant must recruit an organization of
 15 Supervisors who generate at least 10,000 Royalty Override points each month for
 16 three consecutive months. Because the maximum Royalty Override percentage is
 17 5%, this means that the first three levels of Supervisors must collectively generate
 18 a minimum total of 200,000 Volume Points of product purchases each month, for a
 19 total of 600,000 Volume Points of product purchases over the three months.

20 ***Defendants’ Compensation Plan Incentivizes Wholesale Product Purchases***

21 135. Defendants’ compensation plan requires large wholesale purchases of
 22 products in order for a participant to advance to a higher status level and to make
 23 money from rewards. As explained below, participants must purchase product
 24 from Defendants, or convince others to join and purchase product from
 25 Defendants, in order to (i) qualify to move up to a higher status level; (ii) requalify
 26 for those status levels and prevent being demoted; and (iii) qualify to receive
 27 “Royalty Override” and “Production Bonus” payments from Defendants. These
 28 product purchases are made as payments to participate in the Herbalife operation

1 rather than in response to actual retail demand for Herbalife products.

2 ***Product Purchases Are Required to Advance to Higher Levels***

3 136. To advance from the lowest status level, “Distributor,” to any of the
 4 status levels providing a higher discount, an Herbalife participant must make
 5 substantial wholesale product purchases from Defendants and/or recruit downline
 6 participants who will make substantial wholesale product purchases from
 7 Defendants.

8 137. For example, reaching the status of “Supervisor” requires wholesale
 9 product purchases totaling a minimum of 4,000 Volume Points. An order totaling
 10 4,000 Volume Points costs roughly \$3,000 and would entail a large amount of
 11 Herbalife product. As an example, the following would represent a 4,000 Volume
 12 Point order sufficient to qualify a participant as a “Supervisor”:

SKU	Description	Qty	Volume Points Each	Volume Point Total
3106	Formula 1 shake mix canister (30 servings)	16	32.75	524.00
0365	Protein bar deluxe (14 bars)	32 boxes	13.22	423.04
1188	Herbal aloe concentrate (half gallon)	8	92.55	740.40
0106	Herbal tea concentrate (3.5 oz.)	16	34.95	559.20
3115	Formula 2 multivitamin (90 tablets)	16	19.95	319.20
3123	Formula 3 Cell Activator (60 tablets)	16	21.95	351.20
3277	Lift-Off (30 tablets)	16	47.70	763.20
1415	Herbalife 24 – Prolong canister (37 oz.)	8	41.60	332.80
	TOTAL			4,013.04

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28

1 138. It is impossible to reach the highest status levels of Defendants’
2 compensation program—“Global Expansion Team,” “Millionaire Team,” and
3 “President’s Team”—without recruiting new participants who collectively
4 purchase large quantities of product. Under Defendants’ compensation plan,
5 recruitment is required to reach these status levels.

6 ***Product Purchases Are Required to Requalify for Status Levels***

7 139. Participants who obtain a particular status level must annually
8 “requalify” to retain that level or be demoted. Requalification is based on the
9 volume of wholesale product purchases by the participant and/or his organization.
10 To requalify as a Supervisor and retain his or her downline, for example, a
11 participant must accumulate another 4,000 or 10,000 Volume Points, depending on
12 the method of requalification.

13 ***Monthly Product Purchases Are Required to Qualify for Reward Checks***

14 140. Participants who are eligible to receive “Royalty Overrides” or
15 “Production Bonuses” must also accumulate, on a monthly basis, specific volumes
16 of product purchases to “qualify” to receive those reward payments. An eligible
17 participant “qualifies” to receive “Royalty Override” and “Production Bonus”
18 reward payments for a given month by accumulating in that month a threshold
19 amount of “Total Volume” ranging from 2,500 Volume Points to 5,000 Volume
20 Points.

21 141. All of these volume requirements are based on wholesale *purchases* of
22 product from Defendants. Defendants do not track what happens to the product
23 after a participant purchases it.

24 142. Higher-level Distributors who are eligible to receive reward payments
25 frequently buy Herbalife products in order to meet the thresholds for obtaining
26 these rewards, rather than to satisfy consumer demand. For example, analysis of
27 Defendants’ purchasing data reflects that, in the months in which participants at the
28 “TAB Team” levels—the highest levels in the Herbalife marketing plan—received

1 “Royalty Override” payments, they frequently purchased almost precisely the
2 amount of product necessary to qualify for the payment.

3 143. These participants at the highest status levels who must make monthly
4 product purchases in order to earn recruiting rewards are the most robust wholesale
5 purchasers of Herbalife products. In the time period from January 2009 through
6 March 2014, such high-level participants purchased on average almost eight times
7 as much product per person as participants at the lowest level of “Sales Leaders”
8 (Supervisors), who by and large were ineligible for such recruiting rewards.

9 144. This purchasing behavior reflects an excessive emphasis on
10 purchasing product for the purpose of qualifying for recruitment rewards.

11 **CONCLUSION**

12 145. In sum, Defendants’ compensation structure incentivizes Distributors
13 to purchase thousands of dollars of product to receive recruiting-based rewards and
14 to recruit new participants who will do the same.

15 146. This results in the over-recruitment of participants and the over-
16 supply of Defendants’ products and exacerbates participants’ difficulty in selling
17 Herbalife products for a profit.

18 147. Participants in a business opportunity should have some reasonable
19 prospect of earning profits from reselling products to customers. However, most
20 Herbalife participants earn little or no profit, or even lose money, from retailing
21 Herbalife products.

22 148. In the absence of a viable retail-based business opportunity,
23 recruiting, rather than retail sales, is the natural focus of successful participants in
24 Defendants’ business opportunity.

25 149. Thus, participants’ wholesale purchases from Herbalife are primarily
26 a payment to participate in a business opportunity that rewards recruiting at the
27 expense of retail sales.

28

1 **VIOLATIONS OF THE FTC ACT**

2 150. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits “unfair or
3 deceptive acts or practices in or affecting commerce.”

4 151. Misrepresentations or deceptive omissions of material fact constitute
5 deceptive acts or practices prohibited by Section 5(a) of the FTC Act.

6 152. Acts or practices are unfair under Section 5 of the FTC Act if they
7 cause or are likely to cause substantial injury to consumers that consumers cannot
8 reasonably avoid themselves and that is not outweighed by countervailing benefits
9 to consumers or competition. 15 U.S.C. § 45(n).

10 **COUNT I**

11 **Unfair Practices**

12 153. As alleged above, Defendants promote participation in Herbalife, a
13 multi-level marketing program, which has a compensation structure that
14 incentivizes business opportunity participants to purchase product, and to recruit
15 new business opportunity participants to purchase product, in order to advance in
16 the marketing program rather than in response to actual retail demand.

17 154. Defendants’ actions cause or are likely to cause substantial injury to
18 consumers that consumers cannot reasonably avoid themselves and that is not
19 outweighed by countervailing benefits to consumers or competition.

20 155. Therefore, Defendants’ practices as described in Paragraph 153 above
21 constitute unfair acts or practices in violation of Section 5 of the FTC Act, 15
22 U.S.C. §§ 45(a) and 45(n).

23 **COUNT II**

24 **Income Misrepresentations**

25 156. In numerous instances in connection with the advertising, marketing,
26 promotion, offering for sale, or sale of the right to participate in the Herbalife
27 program, Defendants have represented, directly or indirectly, expressly or by
28 implication, that consumers who become Herbalife Distributors are likely to earn

1 substantial income.

2 157. In truth and in fact, in numerous instances in which Defendants have
3 made the representations set forth in Paragraph 156 of this Complaint, consumers
4 who become Herbalife Distributors are not likely to earn substantial income.

5 158. Therefore, Defendants' representations are false or misleading and
6 constitute deceptive acts or practices in violation of Section 5(a) of the FTC Act,
7 15 U.S.C. § 45(a).

8 **COUNT III**

9 **False or Unsubstantiated Claims of Income from Retail Sales**

10 159. In numerous instances, in connection with the advertising, marketing,
11 promotion, or offering for sale of the Herbalife business opportunity, Defendants
12 have represented, expressly or by implication, that consumers who become
13 Herbalife Distributors are likely to earn significant full-time or part-time income
14 from selling Herbalife products at retail.

15 160. In numerous of these instances, the representations set forth in
16 Paragraph 159 are false or were not substantiated at the time the representations
17 were made. Therefore, the making of the representations set forth in Paragraph
18 159, above, constitutes a deceptive act or practice, in or affecting commerce, in
19 violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

20 **COUNT IV**

21 **Means and Instrumentalities**

22 161. By furnishing Herbalife Distributors with promotional materials to be
23 used in recruiting new participants that contain false and misleading
24 representations, Defendants have provided the means and instrumentalities for the
25 commission of deceptive acts and practices.

26 162. Therefore, Defendants' practices, as described in Paragraph 161 of
27 this Complaint, constitute a deceptive act and practice in violation of Section 5(a)
28 of the FTC Act, 15 U.S.C. § 45(a).

CONSUMER INJURY

1
2 163. Consumers have suffered and will continue to suffer substantial
3 monetary loss as a result of Defendants’ violations of Section 5(a) of the FTC Act.
4 In addition, Defendants have been unjustly enriched as a result of their unlawful
5 acts and practices. Absent injunctive relief by this Court, Defendants are likely to
6 continue to injure consumers, reap unjust enrichment, and harm the public interest.

7 **THIS COURT’S POWER TO GRANT RELIEF**

8 164. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court
9 to grant injunctive and such other relief as the Court may deem appropriate to halt
10 and redress violations of any provision of law enforced by the FTC. The Court, in
11 the exercise of its equitable jurisdiction, may award ancillary relief, including
12 rescission or reformation of contracts, restitution, the refund of monies paid, and
13 the disgorgement of ill-gotten monies, to prevent and remedy any violation of any
14 provision of law enforced by the FTC.

15 **PRAYER FOR RELIEF**

16 Wherefore, Plaintiff FTC, pursuant to Section 13(b) of the FTC Act,
17 15 U.S.C. § 53(b), and the Court’s own equitable powers, requests that the Court:

- 18 A. Enter a permanent injunction to prevent future violations of the
19 FTC Act by Defendants;
- 20 B. Award such relief as the Court finds necessary to redress injury
21 to consumers resulting from Defendants’ violations of the FTC
22 Act, including but not limited to, rescission or reformation of
23 contracts, restitution, the refund of monies paid, and the
24 disgorgement of ill-gotten monies; and
- 25 C. Award Plaintiff the costs of bringing this action, as well as such
26 other and additional relief as the Court may determine to be just
27 and proper.

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Respectfully submitted,

DAVID C. SHONKA
Acting General Counsel

Dated: July 15, 2016

_____/s/_____
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UNITED STATES DISTRICT COURT
 FOR THE CENTRAL DISTRICT OF CALIFORNIA

<p>FEDERAL TRADE COMMISSION, Plaintiff, v. HERBALIFE INTERNATIONAL OF AMERICA, INC., a corporation; HERBALIFE INTERNATIONAL, INC., a corporation; and</p>

Case No. 2:16-cv-05217

**STIPULATION TO ENTRY OF
 ORDER FOR PERMANENT
 INJUNCTION AND
 MONETARY JUDGMENT**

1 HERBALIFE, LTD., a corporation,
2
3 Defendants.

4 Plaintiff, the Federal Trade Commission (“Commission”), filed its
5 Complaint for Permanent Injunction and Other Equitable Relief (“Complaint”) in
6 this matter, pursuant to Section 13(b) of the Federal Trade Commission Act (“FTC
7 Act”), 15 U.S.C. § 53(b). The Commission and Defendants stipulate to entry of a
8 Stipulated Order for Permanent Injunction and Monetary Judgment (“Order”),
9 lodged concurrently with this Stipulation, with the following terms and provisions:

10 **THEREFORE, IT IS ORDERED** as follows:

11 **FINDINGS**

12 Plaintiff and Defendants stipulate to the following findings:

- 13 1. This Court has jurisdiction over this matter.
- 14 2. The Complaint charges that Defendants participated in unfair and
15 deceptive acts or practices in violation of Section 5 of the FTC Act, 15 U.S.C.
16 § 45, by: promoting participation in a multi-level marketing program with a
17 compensation structure that causes or is likely to cause harm to participants;
18 making false or misleading income representations; making unsubstantiated claims
19 regarding the retail sales income earned by participants in Defendants’ program;
20 and providing participants in Defendants’ program with the means and
21 instrumentalities to engage in deceptive acts and practices.
- 22 3. Defendants neither admit nor deny any of the allegations in the
23 Complaint, except as specifically stated in this Order. Only for purposes of this
24 action, Defendants admit the facts necessary to establish jurisdiction.
- 25 4. Defendants waive any claim that they may have under the Equal
26 Access to Justice Act, 28 U.S.C. § 2412, concerning the prosecution of this action
27 through the date of this Order, and agree to bear their own costs and attorney fees.
- 28 5. Defendants waive all rights to appeal or otherwise challenge or

1 contest the validity of this Order.

2 **DEFINITIONS**

3 For the purpose of this Order, the following definitions apply:

- 4 A. **“Business Opportunity Participant”** or **“Participant”** means any
5 individual who is participating in a Multi-Level Marketing Program.
6 **“Business Opportunity Participant”** or **“Participant”** does not include
7 Preferred Customers.
- 8 B. **“Business Venture”** means any written or oral business arrangement,
9 however denominated, whether or not covered by 16 C.F.R. Part 437, that
10 consists of the payment of any consideration for the right or means to offer,
11 sell, or distribute goods or services (whether or not identified by a
12 trademark, service mark, trade name, advertising or other commercial
13 symbol). The definition of **“Business Venture”** includes Multi-Level
14 Marketing Programs.
- 15 C. **“Defendants”** means all of the Defendants and their successors and assigns,
16 individually, collectively, or in any combination.
- 17 D. **“Downline”** refers to the collection of all Business Opportunity Participants
18 whom a Business Opportunity Participant has personally recruited or
19 sponsored (first level), all Participants and Preferred Customers recruited or
20 sponsored by first level Participants (second level), all Participants and
21 Preferred Customers recruited or sponsored by second level Participants
22 (third level), and so forth, however denominated (including, but not limited
23 to, **“downline,” “tree,” “cooperative,”** or **“income center”**), whose activities
24 are the basis, in whole or part, for any payment or compensation from
25 Defendants to the Business Opportunity Participant.
- 26 E. **“Multi-Level Compensation”** means any payment or compensation
27 (including, but not limited to, **“wholesale profit,” “commissions,”**
28 **“royalties,” “overrides,”** and **“bonuses”**) in a Multi-Level Marketing

1 Program from Defendants to a Business Opportunity Participant that is
2 based, in whole or in part, on the activities of the Participant's Preferred
3 Customers and the Participant's Downline.

4 F. "**Multi-Level Marketing Program**" or "**Program**" means any marketing
5 program in which Business Opportunity Participants have the right to (1) sell
6 goods or services; (2) recruit others into the Program; and (3) receive
7 payment or other compensation that is based, in whole or in part, upon the
8 Product purchases, sales, or other activities of the Participant's Downline.

9 G. "**Net Rewardable Sales**" for Defendants means the annual total of

- 10 1. Net Sales generated by Preferred Customer Sales and Product sales
11 that result in Profitable Retail Sales; and
- 12 2. Net Sales generated by Rewardable Personal Consumption,
13 determined pursuant to Subsection I.E.

14 *Provided, however,* that if the total of G.2 would exceed one-third of the
15 combined total of G.1 and G.2, then Net Rewardable Sales shall equal
16 one-and-a-half times the total of G.1.

17 H. "**Net Sales**" means gross Product sales in the United States by Defendants,
18 including packaging and handling, freight recovery, and surcharges, and net
19 of any returns, refunds, Product Discounts, and allowances, including
20 Wholesale Commissions.

21 I. "**Preferred Customer**" means an individual who joins or registers with a
22 Multi-Level Marketing Program as a customer only, and who does not have
23 the right to (1) sell goods or services; (2) recruit others into the Program; or
24 (3) receive Multi-Level Compensation.

25 J. "**Preferred Customer Sales**" or "**Sales to Preferred Customers**" means
26 sales of Products made directly from Defendants to Preferred Customers.

27 K. "**Product**" means any good sold by Defendants that can potentially generate
28 Multi-Level Compensation pursuant to Defendants' compensation plan.

1 L. **“Product Discount”** refers to the difference between Defendants’ suggested
2 retail price for a Product and the Product price charged by Defendants to the
3 purchaser in a purchase made directly from Defendants.

4 M. **“Profitable Retail Sale”** means a sale of Product by a Business Opportunity
5 Participant to a Retail Customer or a Preferred Customer that is a genuine
6 sale made at a price above the Business Opportunity Participant’s average
7 wholesale cost over the preceding twelve (12) months for the items sold
8 (including tax and the actual or approximate cost of shipping, handling, and
9 any similar fees) and for which retail sale information is collected and
10 maintained by Defendants.

11 N. **“Retail Customer”** means a purchaser of Products sold through a Multi-
12 Level Marketing Program who is not a Business Opportunity Participant or a
13 Preferred Customer, is not registered with the Program, and is not otherwise
14 participating in the Program.

15 O. **“Rewardable Personal Consumption”** means sales of Product by
16 Defendants to a Business Opportunity Participant, for his own or his
17 household’s use, that can potentially be used to generate Multi-Level
18 Compensation as set forth in Subsection I.E.

19 P. **“Total Net Sales”** for Defendants means the total of Net Sales in a fiscal
20 year.

21 Q. **“Wholesale Commissions”** means Multi-Level Compensation generated by
22 a Product purchase from Defendants that, in total for the transaction, equals
23 the difference between the purchaser’s Product Discount and the lesser of
24 either the maximum Product Discount for the Product under Defendants’
25 compensation plan or 50% of the suggested retail price of the Product, and is
26 paid by Defendants to Participants whose Product Discount is greater than
27 that of the purchaser and who have such purchaser either in their Downline
28 or as a Preferred Customer whom they recruited or sponsored.

1 **ORDER**

2 **I.**

3 **PROHIBITED BUSINESS PRACTICES**

4 **IT IS ORDERED** that Defendants, Defendants’ officers, agents, employees,
5 and all other persons in active concert or participation with any of them, who
6 receive actual notice of this Order, whether acting directly or indirectly, are
7 permanently restrained and enjoined from advertising, marketing, promoting, or
8 offering any Multi-Level Marketing Program unless such program has the
9 following characteristics:

10 **A. Limitations on Multi-Level Compensation.** The program shall include,
11 and Defendants shall enforce, the following provisions:

12 1. Any Multi-Level Compensation paid to a Participant for a given
13 period shall be generated solely by the following categories of
14 transactions (“Rewardable Transactions”) occurring in the same
15 period or, during such Participant’s first six months as a Business
16 Opportunity Participant, the three months prior to that period:

- 17 a. Sales to Preferred Customers whom the Participant has
18 personally recruited or sponsored;
- 19 b. Sales to Preferred Customers in the Participant’s Downline;
- 20 c. Profitable Retail Sales of the Participant’s Downline, as
21 calculated by Defendants using the information collected
22 pursuant to Subsection I.C; and
- 23 d. All or a portion of Rewardable Personal Consumption
24 transactions, determined pursuant to Subsection I.E., of the
25 Participant’s Downline; *provided that* the Rewardable Personal
26 Consumption transactions included in a Participant’s
27 Rewardable Transactions shall be limited such that no more
28 than one-third of the total value of the Participant’s Multi-Level

1 Compensation may be attributable to or generated by such
2 transactions.

- 3 2. If a Participant has transactions that are not Rewardable Transactions
4 (“Non-Rewardable Transactions”) in his or her Downline, the amount
5 of any Multi-Level Compensation that the Participant may receive
6 shall not vary from the amount of Multi-Level Compensation that the
7 Participant would be entitled to receive if such Non-Rewardable
8 Transactions were not in his or her Downline; *i.e.*, the total amount of
9 a Participant’s Multi-Level Compensation shall not be increased
10 because the Non-Rewardable Transactions were in the Participant’s
11 Downline rather than in any other Participant’s Downline.
- 12 3. Any point system or other method used to measure Rewardable
13 Transactions shall assign the same value to a given Product regardless
14 of whether the Product was sold to a Preferred Customer, to a Retail
15 Customer, or to a Business Opportunity Participant. Any system that
16 calculates Multi-Level Compensation shall not vary the compensation
17 for a Rewardable Transaction based on whether the Product was sold
18 to a Preferred Customer, to a Retail Customer, or to a Business
19 Opportunity Participant for personal consumption.
- 20 4. For any fiscal year, if the total of Net Rewardable Sales is less than
21 80% of Total Net Sales, the sum of Multi-Level Compensation
22 payments excluding Wholesale Commissions by Defendants to
23 Participants may not exceed forty-one point seven five percent
24 (41.75%) of the amount of Net Rewardable Sales, which reflects a
25 ten-percent (10%) increase over the percentage of Multi-Level
26 Compensation excluding Wholesale Commissions paid by Defendants
27 in fiscal year 2015.
- 28 5. No compensation shall be paid solely for enrolling or recruiting a

1 Participant or a Preferred Customer into the Program.

2 **B. Preferred Customer Category.** The program shall differentiate between
3 Preferred Customers and Business Opportunity Participants, including
4 through the following requirements:

- 5 1. A Preferred Customer's classification cannot change to Business
6 Opportunity Participant except upon the Preferred Customer's written
7 request or application or other written expression of intent made
8 directly to and approved by Defendants.
- 9 2. A Business Opportunity Participant's classification cannot change to
10 Preferred Customer except upon the Participant's written request or
11 application or other written expression of intent made directly to and
12 approved by Defendants.
- 13 3. A Preferred Customer who becomes a Business Opportunity
14 Participant may not receive any benefit or status that depends in any
15 way on that individual's activity as a Preferred Customer, except that
16 any discount that the individual obtained as a Preferred Customer may
17 continue to be used to purchase Product that is designated, at the time
18 of purchase, as being for the individual's own or household use.
- 19 4. All individuals who are registered with or participating in the Program
20 as of the Effective Date of this Section and who have not affirmatively
21 elected to be classified as Preferred Customers pursuant to Subsection
22 I.B.2, above, shall be classified as Business Opportunity Participants.

23 **C. Collection of Retail Sales Information.** Defendants shall collect from
24 Business Opportunity Participants and maintain in a standardized format the
25 following information for any claimed Profitable Retail Sale:

- 26 1. the method of payment;
- 27 2. the Products and quantities sold;
- 28 3. the date;

- 1 4. the price paid by the purchaser;
- 2 5. the first and last name of the purchaser;
- 3 6. contact information for the purchaser, including at least two of the
- 4 following: telephone number, address or e-mail address; and
- 5 7. for any paper receipt submitted to Defendants, the signature of the
- 6 Retail Customer or Preferred Customer.

7 **D. Verification of Retail Sales and Preferred Customer Sales.** The
8 following requirements shall apply regarding Profitable Retail Sales and
9 Preferred Customer Sales:

- 10 1. Defendants shall take all reasonable steps, including both random and
- 11 targeted audits, to monitor Profitable Retail Sales and Preferred
- 12 Customer Sales in order to ensure that they are genuine sales of
- 13 Products, rather than an attempt to manipulate the Program's
- 14 compensation plan.
- 15 2. Defendants shall take all reasonable steps, including both random and
- 16 targeted audits, to monitor Profitable Retail Sales in order to ensure
- 17 that they in fact occurred as reported in the information collected and
- 18 maintained pursuant to Subsection I.C.
- 19 3. If the total amount of Product claimed by any Business Opportunity
- 20 Participant as Profitable Retail Sales exceeds the total amount of
- 21 Product purchased by the Participant subsequent to the Effective Date
- 22 of this Section, less any amount designated at the time of purchase as
- 23 being for the Participant's own or household use, Defendants shall not
- 24 pay any Multi-Level Compensation on the excess amount of claimed
- 25 Profitable Retail Sales.

26 **E. Limitations on Rewardable Personal Consumption.** The Rewardable
27 Personal Consumption of a Business Opportunity Participant in a given
28 period shall be limited to purchases in that period that are designated by the

1 Business Opportunity Participant at the time of purchase as being for the
2 Business Opportunity Participant's own or household use. Rewardable
3 Personal Consumption shall also be subject to the following additional
4 limitations:

- 5 1. For the first twelve (12) months following the date this Subsection
6 becomes effective, an individual Business Opportunity Participant's
7 own purchases in a given month may be Rewardable Personal
8 Consumption in an amount not to exceed \$200 of wholesale Product
9 expenditures (including tax and actual or approximate shipping,
10 handling, and similar fees).
- 11 2. Beginning twelve (12) months after the date this Subsection becomes
12 effective, an individual Business Opportunity Participant's own
13 purchases (including tax and actual or approximate shipping,
14 handling, and similar fees) in a given month may be Rewardable
15 Personal Consumption in an amount not to exceed the greater of:
 - 16 a. \$125 in wholesale Product expenditures; or
 - 17 b. the 75th percentile of average monthly wholesale Product
18 expenditures among Preferred Customers over the prior twelve
19 (12) months (the "measurement window"). The population of
20 Preferred Customers from which the 75th percentile shall be
21 computed shall consist exclusively of all Preferred Customers
22 who had the status of Preferred Customer for at least six (6)
23 months of the measurement window and who purchased
24 product directly from Defendants at least once during each of
25 the calendar quarters in which they had the status of Preferred
26 Customer during the measurement window. Each Preferred
27 Customer's "average monthly wholesale Product expenditure"
28 shall be calculated by summing up all Product expenditures

1 (including tax and shipping, handling, and similar fees) made
2 by the Preferred Customer directly from Defendants during the
3 measurement window and made while he or she had the status
4 of Preferred Customer, and dividing that sum by the total
5 number of months in the measurement window for which he or
6 she had the status of Preferred Customer, regardless of whether
7 he or she made purchases in any of those months. This latter
8 limit option shall be available only if the population of
9 Preferred Customers being ranked consists of not less than
10 20,000 individuals.

- 11 3. The limitation of Subsection I.E.2 shall be re-set annually, based on
12 the prior twelve (12) months of activity, through the procedure set
13 forth in that Subsection.

14 **F. Limitations on Thresholds, Targets, and Requirements.** The Program
15 shall include, and Defendants shall enforce, the following policies:

- 16 1. Business Opportunity Participants shall not be required to purchase a
17 minimum quantity of products, except that Defendants may require
18 Business Opportunity Participants to purchase an initial start-up
19 package or its equivalent, provided that no Multi-Level Compensation
20 is generated or paid on the purchase.
- 21 2. To the extent the Program requires that a Participant meet a threshold
22 or target in order to (a) obtain or maintain a level or designation
23 necessary to receive any particular type or amount of Multi-Level
24 Compensation; (b) qualify or become eligible to receive Multi-Level
25 Compensation; (c) otherwise increase the Participant's amount of
26 Multi-Level Compensation; or (d) obtain, maintain, increase, or
27 qualify for a discount or rebate on Product purchased for resale; such
28 threshold or target shall be met exclusively through Profitable Retail

1 Sales and Sales to Preferred Customers.

- 2 3. Business Opportunity Participants are prohibited from participating in
3 any auto-shipment program or any similar program involving standing
4 orders of product.

5 **G. Refund Policies.** The program shall include, and Defendants shall enforce,
6 the following policies related to product refunds or buybacks:

- 7 1. For at least the first twelve (12) months after becoming a Business
8 Opportunity Participant, Participants are entitled to a full refund from
9 Defendants of the cost of any start-up package or its equivalent. If
10 Defendants require, as part of their refund procedure, that any part of
11 the start-up package or its equivalent be returned, Defendants will pay
12 for any shipping costs associated with such return.
- 13 2. Business Opportunity Participants are entitled to a full refund from
14 Defendants of the cost, including tax and any fees, of any unopened
15 products purchased from Defendants within the previous twelve (12)
16 months. If Defendants require, as part of their refund procedure, that
17 refundable products be returned, Defendants will pay for any shipping
18 costs associated with such return.
- 19 3. Defendants shall take effective steps to notify Participants of both
20 (i) the right to return unopened product for a full refund and (ii)
21 contact information, including a telephone number, that may be used
22 to promptly initiate a product return for refund. Such steps shall
23 include, at a minimum, providing clear and conspicuous notice of the
24 same on the following:
- 25 a. Every product purchase invoice or receipt sent from Defendants
26 to a Participant;
 - 27 b. Any websites maintained by Defendants that promote or
28 otherwise provide information about the Program;

- 1 c. Any application to join the Program as a Business Opportunity
- 2 Participant; and
- 3 d. Any of Defendants' booklets, brochures, or similar printed
- 4 materials promoting the Program.

- 5 4. Preferred Customers are entitled to product refunds on terms and
- 6 through procedures that are at least as generous as those for Retail
- 7 Customers.

8 **H. Required Training for Business Opportunity Participants.** Defendants

9 shall not pay Multi-Level Compensation to any Participant, and shall
10 prohibit and prevent such Participant from recruiting or sponsoring other
11 Participants, until such Participant has successfully completed a training
12 course conducted by Defendants that is focused on the following topics:

- 13 (a) the importance of purchasing only the amount of product that the
- 14 Participant expects to sell in the near future; (b) how to document retail
- 15 sales; (c) prohibitions on and consequences for falsifying retail sales
- 16 documentation; (d) how to identify and account for business-related
- 17 expenses and calculate profit or loss; (e) how to create a business budget and
- 18 manage income and expenses; (f) prohibited and permissible representations
- 19 to Participants and potential Participants; (g) how to receive a refund or
- 20 buyback for unwanted product; and (h) how to submit a complaint about the
- 21 business opportunity to Defendants and to law enforcement.

22 **I. Policies Relating to Leased or Purchased Business Locations.** The
23 program shall include, and Defendants shall enforce, the following policies
24 relating to leased or purchased business locations:

- 25 1. Participants are prohibited from entering into any lease, sublease, or
- 26 purchase of a physical location or a portion of a physical location
- 27 (other than their homes or dwellings) for their Program-related
- 28 businesses until they have:

- 1 a. been Business Opportunity Participants for at least twelve (12)
2 consecutive months;
- 3 b. successfully completed a training course conducted by
4 Defendants that focuses on the following topics as related to the
5 operation of a leased or purchased business location: (i) how to
6 identify and account for all business-related expenses and
7 calculate profit or loss; (ii) how to create a budget and manage
8 income and expenses; (iii) how to learn about and comply with
9 local laws that may affect the Participant’s business; and
10 (iv) how to create a business plan meeting the requirements set
11 forth in Subsection I.I.c, below; and
- 12 c. prepared a written business plan that such Participant must
13 retain and make available to Defendants or to the Independent
14 Compliance Auditor upon request, and that (i) identifies the
15 facilities and equipment that will be used for business
16 operations and the costs of acquiring such facilities and
17 equipment; (ii) identifies applicable city, county, and state
18 regulations and the steps and costs necessary for the Participant
19 to operate in compliance therewith; (iii) estimates start-up costs
20 and identifies the source of funding for such costs; (iv) presents
21 a promotional plan for attracting customers to the location; (v)
22 estimates the monthly and annual volume of customers and
23 sales necessary for the Participant’s retail business to operate
24 profitably; and (vi) forecasts income, overhead, and operating
25 expenses by month for the first two years of operation.

26 **II.**

27 **PROHIBITED MISREPRESENTATIONS**

28 **IT IS FURTHER ORDERED** that Defendants, Defendants’ officers,

1 agents, and employees, and all other persons in active concert or participation with
2 any of them, who receive actual notice of this Order, whether acting directly or
3 indirectly, in connection with the advertising, marketing, promoting, or offering of
4 any Business Venture, are permanently restrained and enjoined from
5 misrepresenting or assisting others in misrepresenting, including by providing
6 others with the means and instrumentalities with which to misrepresent, expressly
7 or by implication:

- 8 A. That participants will or are likely to earn substantial income;
- 9 B. The amount of revenue, income, or profit a participant actually earned or can
10 likely earn;
- 11 C. The reasons participants do not earn significant income, including but not
12 limited to representations that participants fail to devote substantial or
13 sufficient effort; and
- 14 D. Any other fact material to participants concerning the Business Venture,
15 such as: the total costs to participate, including trainings, brochures, and
16 sales aids; any material restrictions, limitations, or conditions on operating
17 the Business Venture; or any material aspect of its performance, efficacy,
18 nature, or central characteristics.

19 III.

20 PROHIBITED LIFESTYLE REPRESENTATIONS

21 **IT IS FURTHER ORDERED** that Defendants, Defendants' officers,
22 agents, and employees, and all other persons in active concert or participation with
23 any of them, who receive actual notice of this Order, whether acting directly or
24 indirectly, in connection with the advertising, marketing, promoting, or offering of
25 any Business Venture, are permanently restrained and enjoined from representing
26 that participation in the Business Venture is likely to result in a lavish lifestyle, and
27 from using images or descriptions to represent or imply that participation in the
28 Business Venture is likely to result in a lavish lifestyle. For the purposes of this

1 Section, the following are examples of prohibited claims when made to a general
2 audience of prospective or current participants:

- 3 A. Statements that participants can “quit your job,” “be set for life,” “earn
4 millions of dollars,” “make more money than they ever have imagined or
5 thought possible,” “realize unlimited income,” or any substantially similar
6 representations; and
7 B. Descriptions or images of opulent mansions, private helicopters, private jets,
8 yachts, exotic automobiles, or any substantially similar representations.

9 **IV.**

10 **PROHIBITION AGAINST MATERIAL OMISSIONS AND**
11 **UNSUBSTANTIATED INCOME REPRESENTATIONS**

12 **IT IS FURTHER ORDERED** that Defendants, Defendants’ officers,
13 agents, and employees, and all other persons in active concert or participation with
14 any of them, who receive actual notice of this Order, whether acting directly or
15 indirectly, in connection with advertising, marketing, promoting, or offering any
16 Business Venture, are permanently restrained and enjoined from:

- 17 A. Failing to disclose, clearly and conspicuously, before any potential
18 participant pays any money to Defendants, all information material to the
19 decision of whether to participate in the Business Venture, including, but not
20 limited to whether Defendants have a refund or buyback policy and if so, all
21 material terms and conditions of the refund or buyback policy, including the
22 specific steps consumers must follow to obtain a refund or buyback; and
23 B. Making any representation, expressly or by implication, regarding the
24 amount or level of income, including full-time or part-time income, that a
25 participant can reasonably expect to earn unless the representation is non-
26 misleading and, at the time such representation is made, Defendants possess
27 and rely upon competent and reliable evidence sufficient to substantiate that
28 the representation is true. Implied representations regarding the amount or

1 level of income that a participant reasonably can expect to earn include but
2 are not limited to representations involving and images used to show an
3 improved lifestyle.

4 **V.**

5 **COMPLIANCE MONITORING BY DEFENDANTS**

6 **IT IS FURTHER ORDERED** that Defendants, Defendants’ officers,
7 agents, employees, and all other persons in active concert or participation with
8 any of them, who receive actual notice of this Order, whether acting directly or
9 indirectly, in connection with advertising, marketing, promoting, or offering
10 any Multi-Level Marketing Program, are hereby permanently restrained and
11 enjoined from:

- 12 A. Failing to take all reasonable steps necessary to monitor and ensure that
13 Defendants’ agents, representatives, employees, and independent contractors
14 act in compliance with the requirements of Sections I–IV of this Order. For
15 purposes of this Subsection, an individual’s status as a Business Opportunity
16 Participant alone does not render him or her an agent, representative,
17 employee, or independent contractor of Defendants.
- 18 B. Failing to take all reasonable steps necessary to monitor and ensure that
19 Business Opportunity Participants and Preferred Customers act in
20 compliance with the requirements of Sections II–IV of this Order.
- 21 C. Providing any monetary compensation to any Business Opportunity
22 Participant when Defendants know or should know that such monetary
23 compensation is or would be based on claimed transactions that are not in
24 accordance with the requirements of Section I.
- 25 D. Failing to claw back any monetary compensation to any Business
26 Opportunity Participant when Defendants learn or should have learned that
27 such monetary compensation was based on claimed transactions that were
28 not in accordance with the requirements of Section I.

1 E. Failing to implement and maintain a corrective action program that deters
2 and corrects behaviors of Business Opportunity Participants and Preferred
3 Customers that are not in compliance with the requirements of this Order.

4 F. Failing to promptly and thoroughly investigate any complaint received by
5 Defendants relating to compliance with this Order and to notify the
6 complainant of the resolution of the complaint and the reason therefor,
7 unless legitimate business reasons exist not to notify the complainant.

8 **VI.**

9 **INDEPENDENT COMPLIANCE AUDITOR**

10 **IT IS FURTHER ORDERED** that an Independent Compliance Auditor
11 (“ICA”) shall be appointed to further ensure compliance with Section I.A–F and I.I
12 of this Order, as set forth below. The ICA shall be an independent third party, not
13 an employee or agent of the Commission or of Defendants, and no attorney-client
14 or other professional relationship shall be formed between the ICA and
15 Defendants. No later than sixty (60) days after the entry of this Order,
16 Commission staff and Defendants shall select the ICA by mutual agreement. If the
17 parties are unable to agree on an ICA who is willing and able to perform the ICA’s
18 duties under this Order, they shall submit the matter to the Court for determination.
19 Defendants shall consent to the following terms and conditions regarding the ICA:

20 A. The ICA shall serve, without bond or other security, at the expense of
21 Defendants. Defendants shall execute an agreement that, subject to the prior
22 approval of Commission staff, confers upon the ICA all the rights and
23 powers necessary to permit the ICA to perform its duties and responsibilities
24 pursuant to and in accordance with the provisions of this Order. Any
25 individual who serves as ICA or performs duties at the ICA’s direction shall
26 agree not to be retained by the Commission or Defendants for a period of
27 two years after the conclusion of the engagement.

28 B. Beginning at the Effective Date applicable to Section I of this Order, the

1 ICA shall have the duty and responsibility to diligently and competently
2 review, assess, and evaluate Defendants' compliance with the following
3 requirements of Section I of this Order, namely the requirements that:

- 4 1. Defendants are paying Multi-Level Compensation only in accordance
5 with Subsection I.A, and subject to the limitations set forth in
6 Subsections I.D., I.E, I.F, and I.H;
- 7 2. Defendants are differentiating between Preferred Customers and
8 Business Opportunity Participants as required by Subsection I.B;
- 9 3. Defendants are collecting and maintaining retail sales information as
10 required by Subsection I.C;
- 11 4. Defendants are taking all reasonable steps necessary to monitor and
12 ensure that Profitable Retail Sales and Preferred Customer Purchases
13 are genuine sales of Products, rather than an attempt to manipulate the
14 program's compensation plan, as required by Subsection I.D.1;
- 15 5. Defendants are taking all reasonable steps necessary to monitor and
16 ensure that Profitable Retail Sales in fact occurred as reported in the
17 information collected and maintained pursuant to Subsection I.D.2;
- 18 6. Defendants are complying with the requirements and limitations
19 relating to claimed Profitable Retail Sales set forth in Subsection
20 I.D.3;
- 21 7. Defendants are complying with the requirements and limitations
22 relating to Rewardable Personal Consumption set forth in Subsection
23 I.E;
- 24 8. Defendants are complying with the limitations on thresholds, targets,
25 and requirements set forth in Subsection I.F;
- 26 9. Defendants are complying with and enforcing the requirements and
27 limitations on leased or purchased business locations set forth in
28 Subsection I.I.

1 C. Subject to the terms of this Order, the ICA shall have authority to engage
2 professional staff, at the expense of Defendants, to assist the ICA in carrying
3 out the ICA's duties and responsibilities.

4 D. Except for information protected by any demonstrated legally-recognized
5 privilege, the ICA shall have full and complete access to all reasonably
6 available information in the possession, custody, or control of Defendants
7 that is relevant to accomplishing the ICA's duties and responsibilities
8 described in Section VI. Defendants may consult with the ICA concerning
9 the ICA's work, including but not limited to the ICA's findings and
10 recommendations, as appropriate.

11 E. The ICA, and any staff engaged to assist the ICA in carrying out the ICA's
12 duties and responsibilities, shall maintain the confidentiality of any of
13 Defendants' information obtained in accordance with this Order, and shall
14 not disclose such information to any other person except in accordance with
15 this Order; *except that*, upon request, the ICA shall share records and
16 information with Commission staff. Nothing in this Section shall affect or
17 impair the Commission's ability to obtain records and information pursuant
18 to Section XII.

19 F. Defendants may require the ICA, and any staff engaged to assist the ICA in
20 carrying out the ICA's duties and responsibilities, to sign a customary
21 confidentiality agreement; *provided, however*, that such agreement shall not
22 restrict the ICA (and its representatives) from providing any information to
23 Commission staff.

24 G. Commission staff may require the ICA, and any staff engaged to assist the
25 ICA in carrying out the ICA's duties and responsibilities, to sign an
26 appropriate confidentiality agreement related to Commission materials and
27 information received in connection with the performance of the ICA's
28 duties, and to take other appropriate steps to protect the confidentiality of the

1 same.

2 H. The ICA shall serve for seven (7) years after the Effective Date applicable to
3 Section I of this Order.

4 I. The ICA shall periodically report in writing to Commission staff and to
5 Defendants on Defendants' compliance with each of the subsections of
6 Section I. For the first three (3) years, the ICA shall make such reports
7 every six (6) months, beginning six months following the Effective Date
8 applicable to Section I. After the first three (3) years, the frequency of such
9 reports shall be decreased to annually.

10 J. If, at any time, the ICA determines that Defendants are not in substantial
11 compliance with Section I.A–F or I.I of this Order, the ICA shall so notify
12 Commission staff and consult with Defendants. Defendants may at any time
13 submit to Commission staff and to the ICA a written response to the ICA's
14 notification.

15 K. The ICA shall prepare a budget and work plan as follows:

16 1. No later than ninety (90) days prior to the Effective Date applicable to
17 Section I of this Order, the ICA shall, in consultation with
18 Commission staff and Defendants, prepare and present to Commission
19 staff and Defendants an annual budget and work plan (the "ICA
20 Budget") describing the scope of work to be performed and the fees
21 and expenses of the ICA and any professional staff to be incurred
22 during the first year following the Effective Date of Section I of this
23 Order.

24 2. The scope of work, fees, and expenses to be incurred by the ICA and
25 any professional staff shall be reasonable and not excessive, in light of
26 the ICA's defined duties, responsibilities, and powers prescribed in
27 this Order.

28 3. The ICA shall prepare and submit to Defendants and to Commission

1 staff an annual ICA Budget no later than ninety (90) days prior to the
2 beginning of each subsequent year of the ICA's term. If Defendants
3 and Commission staff both approve the ICA Budget, the ICA shall
4 adhere to and shall not exceed the approved ICA Budget, unless such
5 deviations are authorized by agreement of the parties or order of the
6 Court.

7 4. Within 21 days of receipt of any ICA Budget, either Commission staff
8 or Defendants may serve an objection to the ICA, who, within 21 days
9 of such objection, shall provide to Commission staff and Defendants a
10 revised ICA Budget or a notice that no such revision will be made.

11 5. Following the ICA's response to an objection provided in accordance
12 with Subsection VI.K.3, either Commission staff or Defendants may
13 apply to the Court to modify the ICA Budget.

14 6. Pending the Court's decision concerning any application pursuant to
15 Subsection VI.K.4, the ICA shall continue to perform its duties and
16 implement the ICA Budget as prepared by the ICA.

17 L. Defendants shall indemnify the ICA and hold the ICA harmless against all
18 losses, claims, damages, liabilities, or expenses arising out of, or in
19 connection with, the performance of the ICA's duties, including all
20 reasonable fees of counsel and other reasonable expenses incurred in
21 connection with the preparations for, or defense of, any claim, whether or
22 not resulting in any liability, except to the extent that such losses, claims,
23 damages, liabilities, or expenses result from gross negligence, willful or
24 wanton acts, or bad faith by the ICA.

25 M. In the event Commission staff determines that the ICA has ceased to act or
26 failed to act consistently with the terms of this Subsection, Commission staff
27 may relieve the ICA of its duties.

28 N. If the ICA has been relieved of its duties, or if the ICA is no longer willing

1 or able to continue to serve, Commission staff and Defendants shall
2 mutually agree on a replacement ICA. If the parties are unable to agree on a
3 replacement ICA within thirty (30) days, they shall submit the matter to the
4 Court for determination. If more than three (3) months elapse without an
5 ICA in place, the overall term of the ICA set forth in Subsection VI.H shall
6 be extended for a commensurate period.

7 O. Not later than ten (10) days after the appointment of the replacement ICA,
8 Defendants shall execute an agreement that, subject to the prior approval of
9 Commission staff, confers upon the replacement ICA all the rights and
10 powers necessary to permit the replacement ICA to perform its duties and
11 responsibilities pursuant to this Order.

12 VII.

13 MONETARY JUDGMENT

14 **IT IS FURTHER ORDERED** that:

- 15 A. Judgment in the amount of Two Hundred Million Dollars (\$200,000,000) is
16 entered in favor of the Commission against Defendants, jointly and
17 severally, as equitable monetary relief.
- 18 B. Defendant Herbalife International of America, Inc. is ordered to pay to the
19 Commission Two Hundred Million Dollars (\$200,000,000), within 7 days of
20 entry of this Order by electronic fund transfer in accordance with
21 instructions previously provided by a representative of the Commission.
- 22 C. Defendants relinquish dominion and all legal and equitable right, title, and
23 interest in all assets transferred pursuant to this Order and may not seek the
24 return of any assets.
- 25 D. The facts alleged in the Complaint will be taken as true, without further
26 proof, in any subsequent civil litigation by or on behalf of the Commission
27 in a proceeding to enforce its rights to any payment or monetary judgment
28 pursuant to this Order, such as a nondischargeability complaint in any

1 bankruptcy case.

2 E. The facts alleged in the Complaint establish all elements necessary to sustain
3 an action by the Commission pursuant to Section 523(a)(2)(A) of the
4 Bankruptcy Code, 11 U.S.C. § 523(a)(2)(A), and this Order will have
5 collateral estoppel effect for such purposes.

6 F. Defendants acknowledge that their Taxpayer Identification Numbers or
7 Employer Identification Numbers, which Defendants must submit to the
8 Commission, may be used for collecting and reporting on any delinquent
9 amount arising out of this Order, in accordance with 31 U.S.C. § 7701.

10 G. All money paid to the Commission pursuant to this Order may be deposited
11 into a fund administered by the Commission or its designee to be used for
12 equitable relief, including consumer redress and any attendant expenses for
13 the administration of any redress fund. If a representative of the
14 Commission decides that direct redress to consumers is wholly or partially
15 impracticable or money remains after redress is completed, the Commission
16 may apply any remaining money for such other equitable relief (including
17 consumer information remedies) as it determines to be reasonably related to
18 Defendants' practices alleged in the Complaint. Any money not used for
19 such equitable relief is to be deposited to the U.S. Treasury as disgorgement.
20 Defendants have no right to challenge any actions the Commission or its
21 representatives may take pursuant to this Subsection.

22 VIII.

23 CUSTOMER INFORMATION

24 **IT IS FURTHER ORDERED** that Defendants, Defendants' officers,
25 agents, and employees, and all other persons in active concert or participation with
26 any of them, who receive actual notice of this Order, are permanently restrained
27 and enjoined from directly or indirectly failing to provide sufficient customer
28 information to enable the Commission to efficiently administer consumer redress.

1 Defendants represent that they have provided this redress information to the
2 Commission. If a representative of the Commission requests in writing any
3 information related to redress, Defendants must provide it, in the form prescribed
4 by the Commission, within 14 days.

5 **IX.**

6 **ORDER ACKNOWLEDGMENTS**

7 **IT IS FURTHER ORDERED** that Defendants obtain acknowledgments of
8 receipt of this Order:

- 9 A. Each Defendant, within 7 days of entry of this Order, must submit to the
10 Commission an acknowledgment of receipt of this Order sworn under
11 penalty of perjury.
- 12 B. For ten (10) years after entry of this Order, Defendants must deliver a copy
13 of this Order to: (1) all principals, officers, directors, and LLC managers
14 and members, including Participants who serve as principals, officers,
15 directors, and LLC managers and members; (2) all employees, agents, and
16 representatives having managerial responsibilities concerning conduct
17 covered by Sections I–IV of this Order; (3) Business Opportunity
18 Participants who are members of the Founder’s Circle or Chairman’s Club
19 or any group with similar stature under the marketing plan; (4) any business
20 entity resulting from any change in structure as set forth in the Section titled
21 Compliance Reporting. Delivery must occur within 7 days of entry of this
22 Order for current personnel. For all others, delivery must occur before they
23 assume their responsibilities.
- 24 C. From each individual or entity to which a Defendant delivered a copy of this
25 Order, that Defendant must obtain, within 30 days, a signed and dated
26 acknowledgment of receipt of this Order.
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X.

COMPLIANCE REPORTING

IT IS FURTHER ORDERED that Defendants make timely submissions to the Commission:

A. One year after entry of this Order, each Defendant must submit a compliance report, sworn under penalty of perjury. Each Defendant must:

1. Identify the primary physical, postal, and email address and telephone number, as designated points of contact, which representatives of the Commission may use to communicate with Defendant;
2. Identify all of that Defendant's businesses by all of their names, telephone numbers, and physical, postal, email, and Internet addresses;
3. Describe the activities of each business, including the goods and services offered, the means of advertising, marketing, and sales, and the involvement of any other Defendant;
4. Describe in detail whether and how that Defendant is in compliance with each Section of this Order; and
5. Provide a copy of each Order Acknowledgment obtained pursuant to this Order, unless previously submitted to the Commission.

B. For nine (9) years after entry of this Order, each Defendant must submit a compliance notice, sworn under penalty of perjury, within 14 days of any change in the following:

1. Any designated point of contact; or
2. The structure of Defendant or any entity that Defendant has any ownership interest in or controls directly or indirectly that may affect compliance obligations arising under this Order, including: creation, merger, sale, or dissolution of the entity or any subsidiary, parent, or affiliate that engages in any acts or practices subject to this Order.

1 C. Each Defendant must submit to the Commission notice of the filing of any
2 bankruptcy petition, insolvency proceeding, or similar proceeding by or
3 against such Defendant within 14 days of its filing.

4 D. Any submission to the Commission required by this Order to be sworn under
5 penalty of perjury must be true and accurate and comply with 28 U.S.C. §
6 1746, such as by concluding: “I declare under penalty of perjury under the
7 laws of the United States of America that the foregoing is true and correct.
8 Executed on: _____” and supplying the date, signatory’s full name, title (if
9 applicable), and signature.

10 E. Unless otherwise directed by a Commission representative in writing, all
11 submissions to the Commission pursuant to this Order must be emailed to
12 DEbrief@ftc.gov or sent by overnight courier (not the U.S. Postal Service)
13 to: Associate Director for Enforcement, Bureau of Consumer Protection,
14 Federal Trade Commission, 600 Pennsylvania Avenue NW, Washington,
15 DC 20580. The subject line must begin: FTC v. Herbalife, Ltd., *et al.*

16 XI.

17 RECORDKEEPING

18 **IT IS FURTHER ORDERED** that Defendants must create certain records
19 for nine (9) years after entry of the Order, and retain each such record for five (5)
20 years. Specifically, Defendants must create and retain the following records:

21 A. Accounting records showing the revenues from all goods or services sold to
22 participants in a Business Venture;

23 B. Personnel records showing, for each person providing services, whether as
24 an employee or otherwise, that person’s name; addresses; telephone
25 numbers; job title or position; dates of service; and (if applicable) the reason
26 for termination;

27 C. Records accurately reflecting current Preferred Customers’ and Participants’
28 name, address, telephone number, and e-mail address, and former Preferred

1 Customers' and Participants' name and last known address, telephone
2 number, and e-mail address;

3 D. Records of all consumer complaints and refund requests, whether received
4 directly or indirectly, such as through a third party, and any response;

5 E. All records necessary to demonstrate full compliance with each provision of
6 this Order, including all submissions to the Commission;

7 F. A copy of each unique advertisement or other marketing material used or
8 disseminated by Defendants to consumers, Preferred Customers, or
9 Participants;

10 G. A copy of each unique training material used or disseminated by Defendants
11 to Preferred Customers or Participants; and

12 H. Copies of all contracts or agreements entered into between Defendants and
13 any participant in Defendants' Business Venture.

14 **XII.**

15 **COMPLIANCE MONITORING**

16 **IT IS FURTHER ORDERED** that for the purpose of monitoring
17 Defendants' compliance with this Order and any failure to transfer any assets as
18 required by this Order:

19 A. Within 14 days of receipt of a written request from a representative of the
20 Commission each Defendant must: submit additional compliance reports or
21 other requested information, which must be sworn under penalty of perjury;
22 appear for depositions; and produce documents for inspection and copying.
23 The Commission is also authorized to obtain discovery, without further
24 leave of court, using any of the procedures prescribed by Federal Rules of
25 Civil Procedure 29, 30 (including telephonic depositions), 31, 33, 34, 36, 45,
26 and 69.

27 B. For matters concerning this Order, the Commission is authorized to
28 communicate with each Defendant through its counsel. Defendant must

1 permit representatives of the Commission to interview any employee or
2 other person affiliated with any Defendant who has agreed to such an
3 interview. The person interviewed may have counsel present.

4 C. The Commission may use all other lawful means, including posing through
5 its representatives as consumers, suppliers, or other individuals or entities, to
6 Defendants or any individual or entity affiliated with Defendants, without
7 the necessity of identification or prior notice. Nothing in this Order limits
8 the Commission's lawful use of compulsory process, pursuant to Sections 9
9 and 20 of the FTC Act, 15 U.S.C. §§ 49, 57b-1.

10 **XIII.**

11 **EFFECTIVE DATE**

12 **IT IS FURTHER ORDERED** that this Order shall become effective upon
13 entry, except that Section I shall become effective ten (10) months after entry of
14 the Order.

15 **XIV.**

16 **RETENTION OF JURISDICTION**

17 **IT IS FURTHER ORDERED** that this Court retains jurisdiction of this
18 matter for purposes of construction, modification, and enforcement of this Order.
19

20 **SO STIPULATED AND AGREED:**

21 **FOR PLAINTIFF FEDERAL TRADE COMMISSION**

22
23 
24 JANET AMMERMAN, California Bar No. 113996

Date: 7/15/16

25 Email: jammerman1@ftc.gov

26 CHRISTINE M. TODARO, OH Bar No. 0084976

27 Email: ctodaro@ftc.gov

28 DANIEL O. HANKS, DC Bar No. 495823; VA Bar No. 65523

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9 Federal Trade Commission
10 10877 Wilshire Blvd., Suite 700
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11 Tel: (310) 824-4312
12 Fax: (310) 824-4380

13 **FOR DEFENDANTS HERBALIFE INTERNATIONAL OF AMERICA,**
14 **INC., HERBALIFE INTERNATIONAL, INC., AND HERBALIFE, LTD.**

15 

Date: 7/14/16

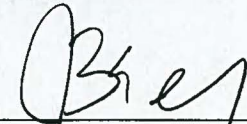
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9 Fax: (202) 342-8451

8
9 

7-14-16

10 JB KELLY
11 Email: jbkelly@cozen.com
12 Cozen O'Connor
13 1200 19th Street NW, 3rd Floor
14 Washington, DC 20036
15 Tel: (202) 471-3418
16 Fax: (202) 861-1905

15 **FOR DEFENDANTS HERBALIFE INTERNATIONAL OF AMERICA,
16 INC., HERBALIFE INTERNATIONAL, INC., AND HERBALIFE, LTD.**

17
18 

Date: 7/14/2016

19 MARK J. FRIEDMAN, as an officer of
20 Herbalife International of America, Inc.

21 

Date: 7/14/2016

22 MARK J. FRIEDMAN, as an officer of
23 Herbalife International, Inc.

24 

Date: 7/14/2016

25 MARK J. FRIEDMAN, as an officer of
26 Herbalife, Ltd.

27
28

Recording Audio Settings Q&A Chat 99 Raise Hand

EVENTS (RETAINING)



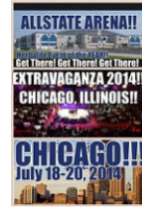
- Our ultimate goal with everything we do in our process is getting people plugged into the Herbalife Event Calendar (LDW, FSL, EXTRAVAGANZA, etc.)
- Emphasize the importance of events since day one.
- Create individual goals as well as Team goals about how many people we will have at the next big event. (Last year we had over 400 at our EXTRAVAGANZA)
- Demonstrate the benefits of qualifying for everything and encourage your team to do the same. (VIP, HERBALIFE PROMOTIONS)



Importance of PLUGGING IN

- There is a **DIRECT CORRELATION** between the amount of people you bring to an event and your position in the Herbalife Marketing Plan! Invest time, money, and energy in to learning your products and your business and it will pay you back a thousand times over (literally).
- Your people (downline) need the **training and information** that you cannot give them. It is impossible to explain (or re-create) the excitement and impact of 300, 400, 500+ people in a room, all excited and talking about their results and how Herbalife has changed their lives.
- **Credibility.** Exposure to others (other than their inner circle) in the business, especially the \$\$ earners makes more of an impact on a new person. It broadens the vision and allows people to see the 'big picture.'
- **Belief.** Seeing people and attending trainings monthly, qualifying for promotions and events cements belief. Not just in the company or the business, but in ourselves and our own abilities to do the business.
- **The "AHA MOMENT."** When people attend big events, especially corporate events, this is usually where the "AHA" moment happens. Someone says just the right thing, in just the right way and it clicks.....and changes everything for a distributor. Part timers turn in to full timers, dreams are validated and cemented, understanding is deepened, and commitments are made. Talk to any successful Herbalifer and they will all tell you this. Don't reinvent the wheel...get the training!!!
- **Surround yourself** with positive people on the same path as you- it DOES make a difference!

MOST IMPORTANT: If YOU do not plug in, your people will not plug in!
 (You will learn how important attendance at events are as soon as you start growing an organization!)

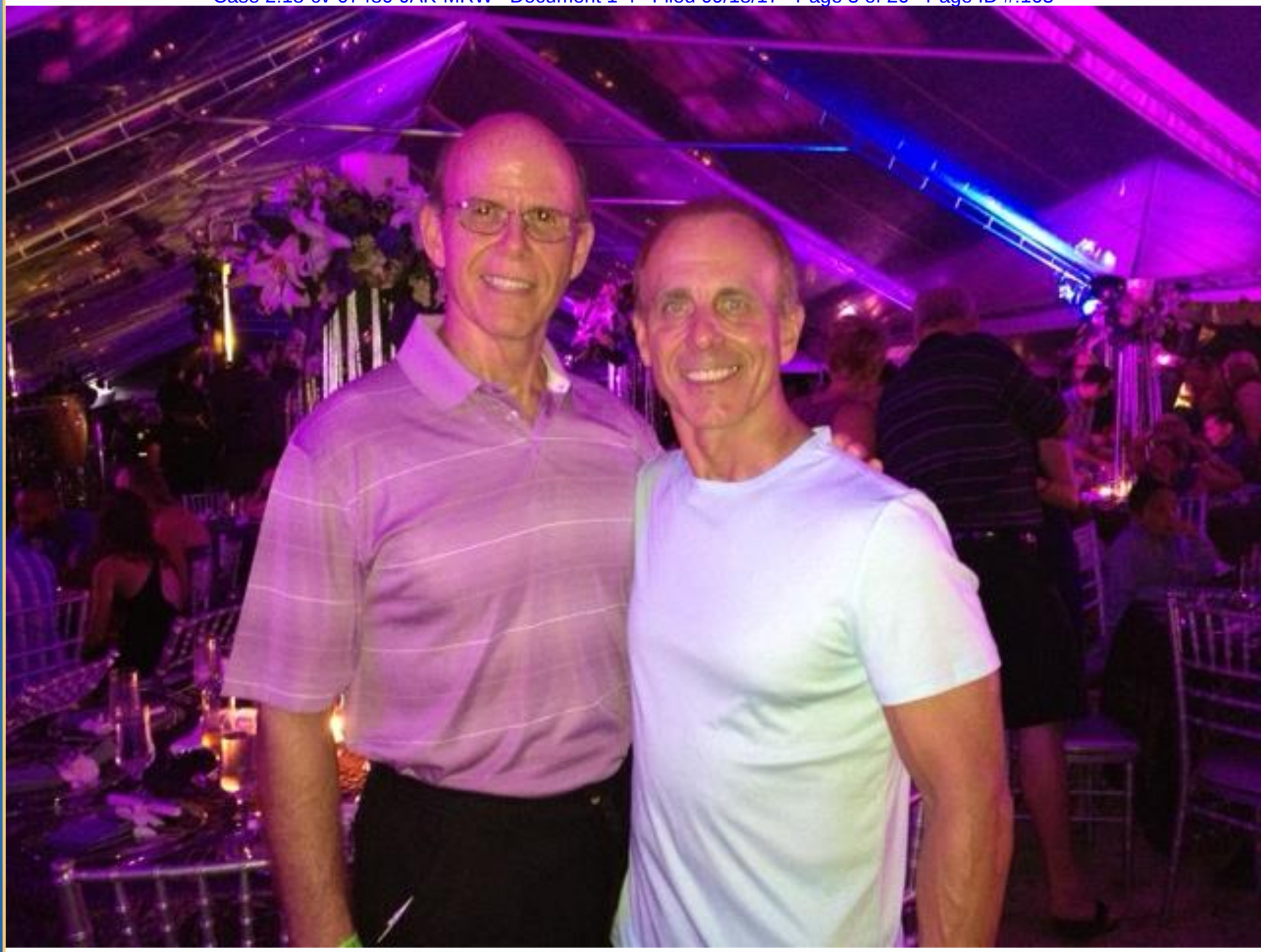




















Meeting Management- STS



- **Importance of STS**
- **Stats- NAM**
- **Philosophy**
- **How to Start**
- **How to Grow an Event**

NAM STS Results



2013 YTD Totals	61634** <small>**Nov and Dec still to be calculated and added to total!</small>
2012 YTD Totals	64931
2011 YTD Totals	40124
2010 YTD Totals	26840
YTD % Growth 2012 to 2013	<small>Not yet complete, on track for continued growth!</small>
YTD % Growth 2011 to 2012	61.83%
YTD % Growth 2010 to 2011	49.49%



2010 to 2013
Approximately New Tab team members

18 New Presidents Team (6 a year)

35 New Millionaire Team (10 a year)

86 new GET Team (28 a year)

(Information supplied by Local Leadership)



History

Review 2010- 2013 Growth

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	LDW (70%)	<u>2014</u>
• January Spect	366	554	1008	1300	(28.9%)	2210
• February	257	386	572	1341		
• March	383	380	764	1406		
• April LDW	357	662	984	1800	(82.9%)	3060
• May	268	384	924	1484		
• June	300	387	866	1196		
• July LDW	414	704	1042	2100	(101%)	3570
• August	342	440	936	1692		
• September	314	479	980	1586		
• November	355	700	1220	1850	(LB, OC)	
• December	320	705	1080	(1800?)		
Totals	2539	3866	7343	(12355)	(60%)	

Personal Philosophy



- We Love Herbalife !***
- We have been given so much !***
- "When much has been given much is expected!"***
- We feel its our obligation to give back!***
- Everything that we get we have a grateful heart!***
- Grateful that we have so many amazing organizations to work with!!***
- We try to never have the attitude "What's in it for me?"***
- Mark's promise, Herbalife's responsibilities***
 - Provide the best PRODUCTS'***
 - Provide the best Opportunity***
 - Always pay us our checks on time!***
 - Everything else is a BONUS!!***

STS

Philosophy

Mark Hughes

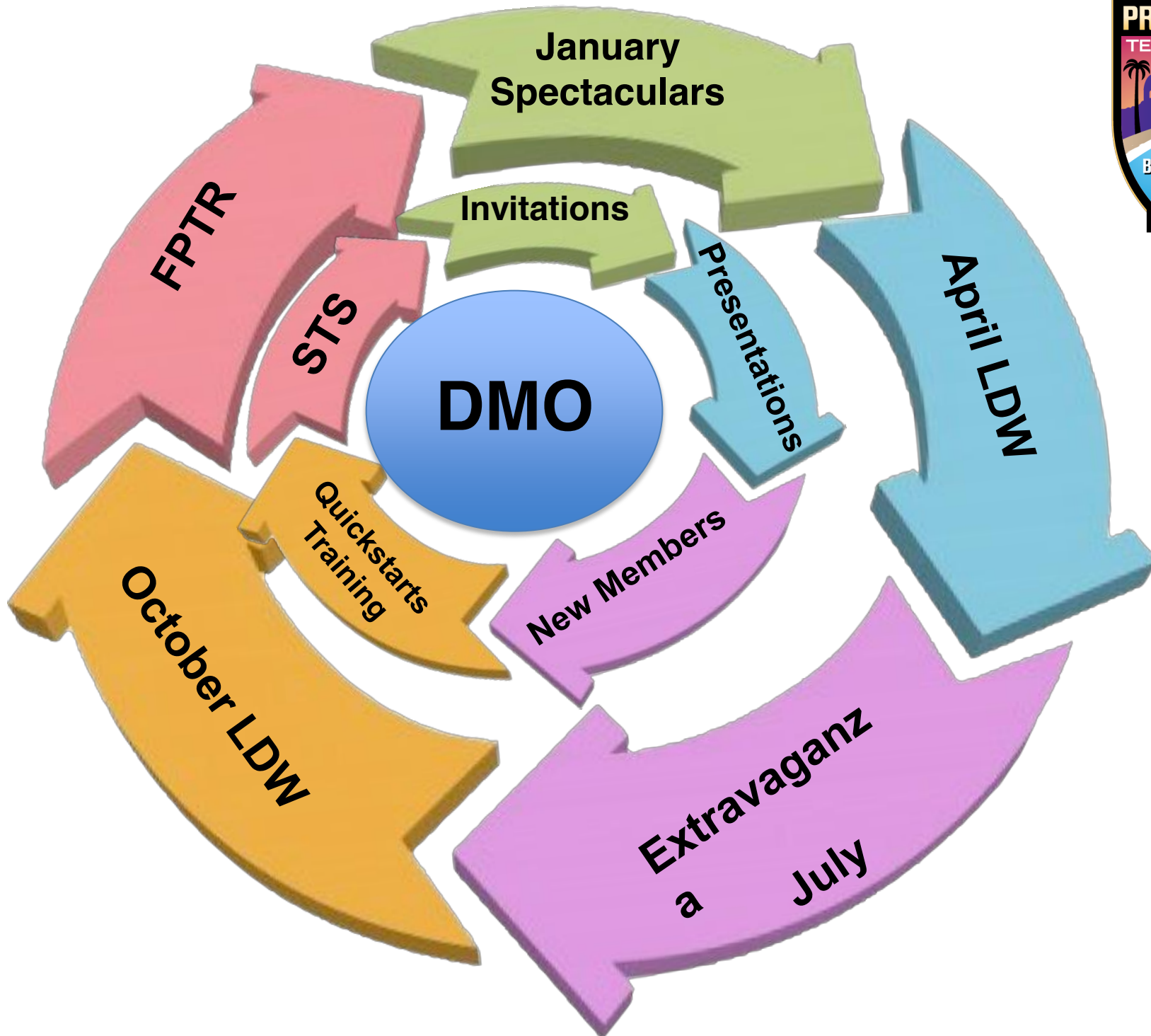


STS Philosophy



Philosophy

- Imagination - Inspiration - Information**
- 80% inspiration-20% information (“if they can do it”)**
- It’s not about me!**
- We are only the messenger, not the message**
- We focus on the best messages (stories) to build the business (DMO)**
- We all work together as “one” team HERBLIFE**
- It’s a place to grow Leadership**
- New people are the most important.**
- (Free, 2 “fer” deal)**
- Engage team leaders, volunteers (Take ownership)**
- Make people feel good about themselves, you and Herbalife**



SoCalSTS.com

**Southern California STS
Expansion**

SoCal STS Goals



- 1. Goal – Expand into multiple location, Create new ones**
- 2. Supported by a Regional Leadership Team**
- 3. Common Goals / Philosophy**
- 4. Create room for new leaders**
- 5. Standardized Message (Everything works)**
- 6. Standardized Training Decks, builds confidence**
- 7. Better Leadership Communication (Region)**
- 8. Resource support- (training materials, guest speaker requests , leadership support,)**
- 9. Regional Recognition**
- 10. Regional Promotions : New Guests, New front line.**

1. Resources

a. Standard Training Decks (approved)

b. HOM's (approved)

c. STS Agendas

1.HOM

2. Product-Core/24 – targeted products

3. Retail-Rec-Retention (Package, Use,wear,talk)

4. Marketing / Recognition

5. Team Building / Leadership

6. Ethics

7. Personal Development – (Responsibilities)

8. Next Steps – Promotions – Action Steps



Starting a new STS



- 1. Make a Decision (Does it make sense)**
- 2. Engage Local leadership**
- 3. Establish a Philosophy, common goals**
- 4. Start small (Quickstart.)(2.5 hr)**
- 5. Develop budget**
- 6. Locate resources , communities centers, meeting rm restaurants, churches, be flexible !**
- 7. Engage your team as volunteers, develops ownership, develops leaders**
- 8. Focus on inviting guests**
- 9. Establish agenda (Quickstart, or STS).**
- 10. Your focus should be “ Give Back First”**

Panel



Nick Morrow – Millionaire Team

Kristi Roberts – Millionaire Team

Grant Shelly – Presidents Team

Jake Dwyer – 20K Executive Presidents Team

- **Goals?**
- **NAM did over 1 Billion Sales 2013**
- **STS – approx. 90,000 attendees**
- **NAM Goal 2 Billion**
- **STS need to increase to 180,000**



- **What's it going to take to make this happen?**
 1. **Leaders in in an area stepping up and taking responsibility**
 2. **Commitment, to do it “until”**
 3. **Team effort**
 4. **Leave “EGO”S at the door (it’s not about me)**
 5. **Understanding that we all have different personalities**
 6. **Everyone committed to a common “Philosophy”**
 7. **Give back first !!! Attitude, Not whats in it for me**
 8. **Make the focus about the new guest or member**
 9. **Everyone working to protect Herbalife!**



STS History



- **Tuesday- Thursday-Saturday-Training (Big Growth)**
- **Invitation – Presentation- Decision (Big Growth)**
- **Mark’s Organization most meetings were “FREE” (Big Growth)**
- **His team organized meetings- He supported (Big growth)**
- **Corporate Run – Distributor Support (Marginal Growth)**
- **Systems / Internet (Flat Growth) Fewer Meetings**
- **Distributor Run /Corporate support (Marginal Growth) “Distributors took ownership”**
- **2009 FPTR - Dan Waldron – “Leadership Took Ownership”**
- **Results !!**





STS 100K in 2011

CATCH THE WAVE



If you're wondering how to boost your Herbalife business, but you've yet to attend a Success Training Seminar (STS), now's the time! These crucial events provide you with the skills you need to take it to the next level. After all, with the right training, anything is possible, especially when it comes to setting new records, like being the first region ever to reach a billion dollars in sales!

That's why the STS's are the key to help make your business grow, and to helping others achieve success. "STS's are enough to make a new person say, 'I want to be part of this. I can do this!'" says Mark Matika, Executive President's Team 15K member, who has been an Herbalife Independent Distributor for more than 29 years.

"In 1982 we had the Supervisor's Schools; they were monthly trainings like the STS's," he says. "That's when the first wave [of growth] happened. Then the second wave came in the '90s, and my income almost tripled. It was phenomenal. And now, we are in the beginning of the third wave of Herbalife, so all of you out there: You are in the right place at the right time!"

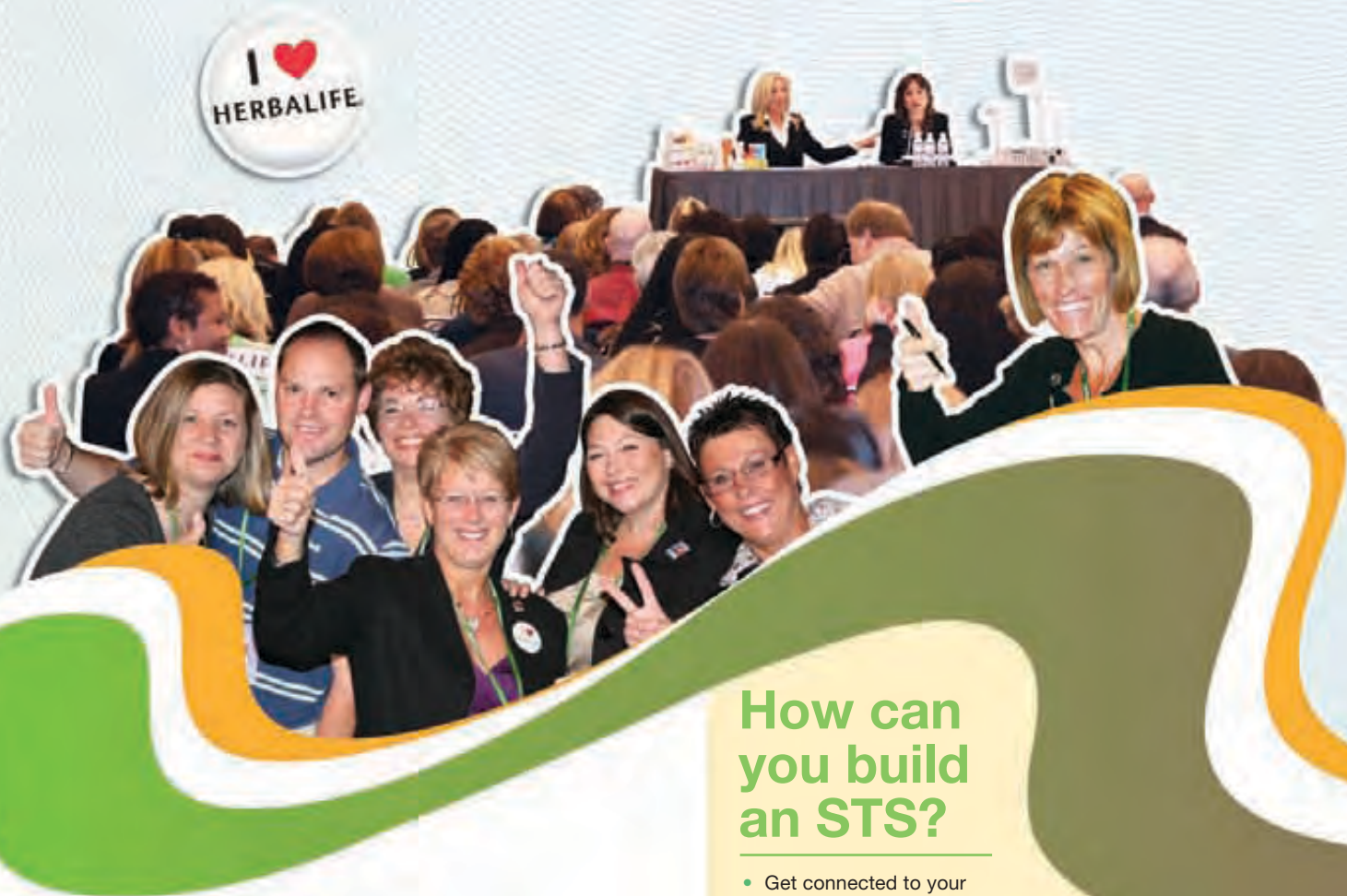
According to Mark, timing is everything. "This third wave has started in 2010, and I want to give you some statistics just to validate what's happening in North America right now," says Mark. "In 2009, we only had 15 STS's and about 7,500 attendees. And what we did, we built up to about 45 STS's, and had 28,588 people in attendance."

"The new goal for this year is 100,000 people attending the STS's, and we're going to pull that off!" affirms Mark. This is an exponential growth that will make North America the first region to achieve its goal and establish a new world record!

Why do the STS's work so well?

"In an STS, people can feel the soul of Herbalife," says Sergio de la Cruz, Millionaire Team member, and one of Tampa's STS coordinators. "In these events, Distributors and prospects alike learn and reinforce the basic concepts to grow their business."

Since its first collective STS, in which local leaders joined forces to create one big event, Tampa's Volume has grown 54 percent. "Keep in mind that an STS is a team effort, so get



involved with your local support system. If you work to make your support system grow, your support system will work to make you grow,” Sergio adds.

But what if there’s no STS in your city?

Then you have a tremendous opportunity. “The way this works is you’ve got to start somewhere,” says Mark. “A lot of people start in their home, they get a little group together, and before you know it, they have an Herbalife Opportunity Meeting, which works up to a QuickStart, until they finally get an STS.”

If you don’t have an STS locally, Mark recommends going to the one nearest you and learning from it, so you can start your own. “Don’t panic and worry that ‘there’s not enough people in my town; I want to be in a big city’. You can be in a town of 10,000 people and get a few President’s Team members right in that town, so you are perfect, exactly where you are, as long as you work with integrity.”

For more helpful resources, visit MyHerbalife.com.

How can you build an STS?

- Get connected to your local Herbalife support system by asking your upline or reviewing the monthly training schedule at MyHerbalife.com. You will find all the information you need to contact other Distributors and attend to their meetings.
- If you don’t have an STS locally, go to the one nearest you. Visit the Herbalife Event Calendar at HerbalifeEvents.com to find the most convenient dates and locations for you.
- Talk to the STS’s coordinators and get involved with the event organization. Take some ownership and learn the logistics until you can bring the knowledge back to your area to start your own.
- Once you’ve coordinated and set up the next STS in your city, establish a goal of attendance, and split the tasks among your team.
- Finally, promote your event and invite as many people as you can!

Also listen to these informative calls:

STS Catch the Wave Momentum Calls (6:30 p.m. PST)

Participants: 866-903-5314
International: 706-634-5671

Dates:

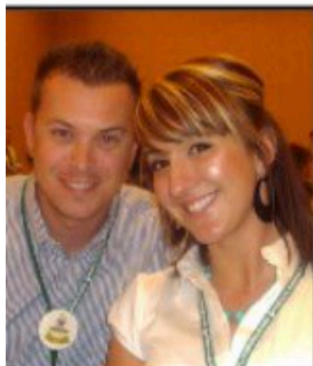
05/09/2011
06/06/2011
07/11/2011
08/08/2011
09/06/2011
11/07/2011
12/12/2011



RIDE THE WAVE – Promotion Call
Monday, September 24 at 6:30 p.m. PDT
Toll-free: 866-394-0693
International: 706-634-5671

Featuring...

Dani & Graeme Edwards
Executive President's Team 30K



Enrique Carrillo
President's Team 20K

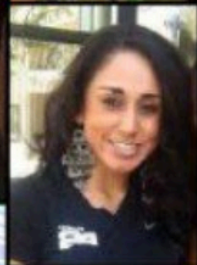


And...

Brian McCartney
Millionaire Team



Danielle Bernal
Active World Team



Ride the Wave to Extravaganza 2012!
Level Ten Herbalife leaders sharing STS success
secrets to take your business to Level Ten!
Ride the momentum of the Herbalife STS Wave!



Heather Gregg added a photo in Herbalife 2-4-1.



Heather Gregg

May 29 at 9:16am

This was posted by new presidents team member, Bill Garvey & reposted by Pres Team Lori Baker.

THE pathway to advancing in the business can ONLY be done by attending the events and bringing people with you.

Be SURE you have your calendar filled with the dates of all events first... then plan in everything else around those dates.

Extravaganza is the BIGGEST and MOST IMPORTANT event to attend. Be sure you've made your arrangements and have your ticket!!



This was posted by new presidents team member, Bill Garvey & reposted by Pres Team Lori Baker.

THE ...

Like

Comment



MIAMI, FL Success Training Seminar

August 6th 2016

AGENDA

6:00am Production Team & Pre-meeting.

7:30am Speakers Meeting

8:30-9:45am Leadership Section (Supervisor and up)

Doors Close at 8:45am

10:00am HOM Free For Guest Only

12:00pm Lunch

12:15-3:00pm Seminar (members with entry fee only)



Karim Ali

Millionaire Team Member

Before Herbalife I was an over worked Sports Director with very poor eating habits. I was a personal trainer by day and a struggling Hip Hop Artist by night. Working consistently thirteen to fifteen hours per days, it was still difficult to meet all expenses. In October 2012 I decided to start taking Herbalife Nutrition. The tea gave me an amazing burst of energy and the cookies and cream shake was so delicious. After attending Extravaganza, I jumped on the Herbalife 24 line, and started seeing drastic changes in my body almost instantly. Along with my amazing transformation, managing to drop my body fat by 10% and a total gain of 39lbs of lean muscle mass, my family started getting outstanding results as well. All of it led to match my income in only two months without really understanding the business fully. Just by recommending the nutrition to my circle of influence and my local community, I was generating over \$4000 extra. In January 2013, after another amazing event, I was so blown away by the testimonies that I decided to quit my job and take this business to the next level.

Special VIP Seating and Treatment

- To qualify for VIP for this STS it is 10,000 Personal Volume Points in the month of July 2016

- To SEAT VIP:

MUST EMAIL PROOF (take a picture of your name and July's TVP) to miamivipsts@gmail.com

NO LATER THAN August 3th

Like us on: **facebook**. MIAMI STS

NEXT EVENTS
STS Sept 3rd



Venue:

Double Tree by Hilton Hotel Miami

Airport & Convention Center

Room: MAAC

711 N.W. 72nd Avenue, Miami, Florida, 33126



STS Entry Fee:

Pre Sale: 4X\$100 or 1x\$30 or \$40 at the door (cash only)

New Members /residents only; those who registered last month or this month



HERBALIFE.

Phoenix, AZ STS

February 22nd, 2014

Guest Speaker



**Global Expansion Team
Future President's Team Qualifier
Maigan Graham**

Before Herbalife I was on the college eating & drinking plan with no energy & daily migraines. In 6 weeks I lost 21lbs with NO exercise! Inspired by my results, my friends & family began the products too. Once we realized how life changing these products and business opportunity were I quit my internship @ the states attorneys office and decided ditch law school to pursue the Herbalife business opportunity full time! My first check was \$61 and two years later I earn over \$7,000 + every single month! I've traveled with the company and trained all over the US and in Puerto Rico--- I love the Herbalife healthy- Active FREEDOM lifestyle. I work harder on myself and care more about others results than money. I pause in gratitude and pinch myself everyday.. I can hardly believe what can be created with the simplicity of Herbalife in two short years! I am becoming a better version of myself & enjoying every step of the journey to Founder's Circle! I'm in for life!

Location

LOCATION CHANGE
DoubleTree by Hilton Phoenix-Tempe
2100 S Priest Drive, Tempe AZ 85282

Agenda

- 8:15am – 9:15 am TAB & WT Meeting
- 10:00am – 11:50am HOM & Product Training*
*FREE to your Guests
- 12:00pm – 4:00pm Success Training

Price

\$30.00 – Online Advance Tickets
(www.ThePhoenixSTS.com)
\$40.00 – @ Door

Visit ThePhoenixSTS.com to pre-register.

www.ThePhoenixSTS.com



HERBALIFE.

Making the world healthier.



HERBALIFE.

Success Training Seminar Miami, Florida

June 22, 2013



President's Team Member 2 diamonds 15k

For almost eight years, Michael Burton and his wife, Michelle, owned a small chain of used-car lots. It was a tough business, and 70 to 80 hours a week was typical for Michael. "I felt like I was married to the car lot," he remembers. "Dealing with employees and salesmen felt like running an adult day-care center. We ended up going bankrupt, but that turned out to be the best thing that could have happened to us."

"We were making about \$7,000 a month at the car lots."

"My wife's parents, James and Carole Wood, introduced us to Herbalife, and James encouraged me to sign up with him. I was totally against the idea and didn't want to have anything to do with it," Michael admits, "but he and Carole invited me to a Success Training Seminar anyway. After I got back home, I told Michelle that I'd just found what we were going to be doing for the rest of our lives!"

The next day they became Distributors and the day after, Supervisors.

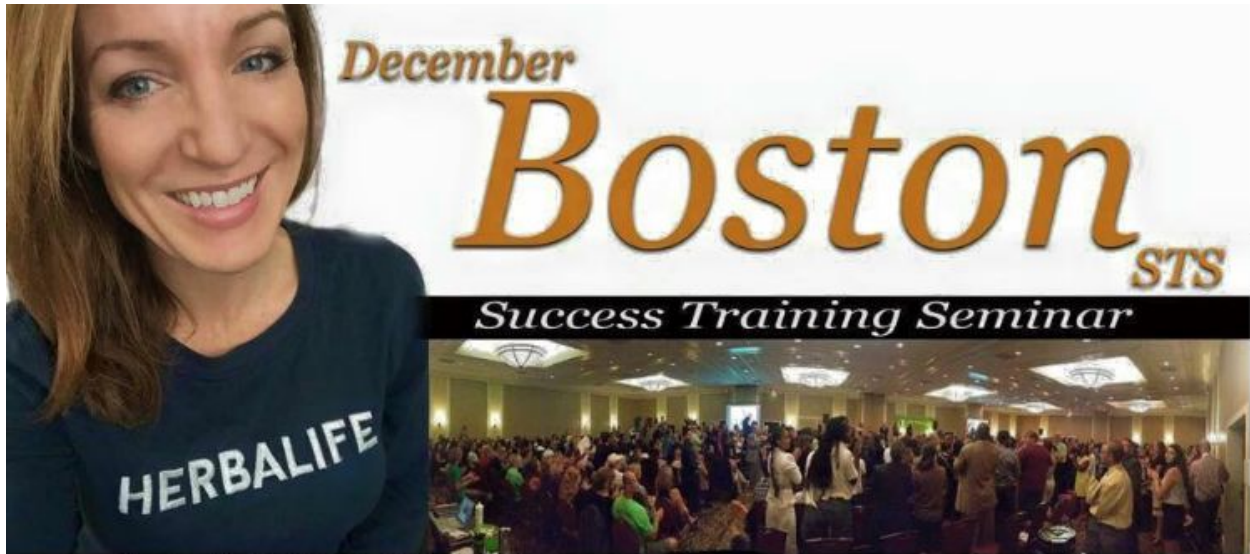
"The only way to be successful is by having a specific goal," reminds Michael, "and by using the products, I lost 44 pounds in the first two months and went from a size 40 waist back to a 32. Can you believe I thought I was only 15 pounds overweight? Now the lifestyle is truly incredible, enjoying financial freedom traveling the world."

HOTEL MARRIOTT AIRPORT Miami 1201 NW LEJEUNE ROAD, MIAMI, FL 33126

Saturday 23 : 7:30am - Production Team & Pre-meeting
9:00am - HOM (Herbalife Opportunity Meeting) FREE
11:00am - Lunch
12:00-3:00pm - Seminar (Distributors with ticket only)

**STS TICKETS ONLY VIA PAYPAL ACCOUNT: animeja3@gmail.com DEPOSIT AND SEND TEXT ONLY TO
CONFIRM NAME + # NUMBER OF TICKETS TO: Adriana Mejia & Rod Disanto (786)218-2843
For all updates and information about STS Facebook Group: STS English South Florida**

Pre-sale until Wednesday June 19 1X\$30 or 4X\$100 US. Ticket at door \$40 CASH ONLY



December

Boston^{STS}

Success Training Seminar

Special Guest Speaker



Lisa Arnold



December 12th 2015

Tickets are \$30

Price valid thru December 10th 11:59 P.M.

Boston Marriott, Burlington Mass

Lisa Arnold was able to go from a zero dollar income to a 6 figure income in 12 months and she will be sharing in detail exactly how she did so!

Purchase your tickets now at BostonSTS.com

Income applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the Statement of Average Gross Compensation paid by Herbalife at <http://herbalife.com> and MyHerbalife.com

Designed By Jason M. Brown of JMB Media Group

DENVER STS

INTERNATIONAL PRESIDENT'S TEAM MEMBER

MIKE CURTIS

Get your tickets online @ www.denversts.com

Advanced Ticket \$30 or \$40 at the door

MAY 18TH 2013



Agenda:

7:15 to 8:30am: Production setup

8:30 - 9am: Leadership/Speaker meeting

9am to 9:45am: World/TAB Team leadership meeting

10am to 12pm: HOM-Herbalife Opportunity Meeting and Product training

**FREE to all invited!!*

12pm to 4:30pm: STS= Success Training Seminar

By the time they were out of college and working in the real world, Mike and Laura Curtis had about \$40,000 in credit-card and student-loan debt. Every month, they made the minimum payments. Mike remembers, "We had decent paying jobs, but we were living paycheck-to-paycheck."

After Mike's brother told him about Herbalife's fantastic products and business opportunity, Mike decided to see what the Herbalife Business Opportunity had to offer. "I was very negative and skeptical about it," Laura admits. "Thank goodness Mike didn't listen to me."

They both had great results using the products and when their parttime Herbalife income reached \$5,000 a month, Laura quit her job as a banker and Mike left his job in non-profit fundraising.

They work consistently to recruit new customers and Distributors, lead focus groups, attend Success Training Seminars and work with Distributors to make sure they're plugged into the Herbalife system. Following their plan, the couple have made it all the way to the President's Team. Laura exclaims, "We're are truly living our dreams!"

Denver Marriott South

10345 Park Meadows Dr. Denver, CO 80124
(303) 925-0004



Qualifications:

(in March)

VIP Seating= 7,500VP

Top Achiever's Dinner=10,000VP



Tampa Bay STS

Both Markets = One Mega Event



HERBALIFE.
Independent Distributor

December 19, 2015

- 7am - Production Team Mtg
- 8am - World Team Workshop
- 9am - Supervisor School
- 10am - HOM (free for guests)
- 12pm - Lunch Break
- 1pm - General Session

Disney & Jorge de la Conception, Jr

20K Executive President's Team



NEW VENUE

Hilton Tampa Westshore
2225 N. Lois Ave
Tampa FL 33607

Purchase Tickets

ststampabay.weebly.com

Single Online Ticket: \$25

Ticket at the Door: \$30

Last Day Online Dec 17

VIP Experience

*New Supervisors that qualified in November

*Fully Qualified Supervisors that had over 7,500 VP in November

VIP QUALIFIERS BY DEC 17
—SUBMIT ONLINE—
www.ststampabay.weebly.com

fitcouple Before Herbalife they were working as Bartenders and models. Although they weren't doing bad, they always dreamed of a better future and financial freedom. They found Herbalife through Jorge' parents and because of their results started to take the products. They always worked out and had an active lifestyle and even though they had potential to do the business but that never interested them. Jorge especially didn't believe in Herbalife as a business and thought it was a scam. They kept taking the products and became members with the purpose of getting a discount and wanted to some how help Jorge's parents who had a very bad economic situation. Little by little, people were getting interested in the products without them even promoting it and that's what opened their eyes to the business. Since the moment they decided to work the business they went full force and gave 100%. As a result, in 6 months made their first cut to GET team and in just 9 months fist cut to Millionaire team. After doing Herbalife for just 21 months they were able to reach Presidents Team. along with Jorge's parents!!!! The most important part is that they are able to stay at home with their kids and spend every moment with them because of the lifestyle they have earned! " For us Herbalife has been the best thing that could have happened and we will be forever grateful for this company!"

www.ststampabay.weebly.com

January Kick Off

The Weston Lake Mary
2974 International Pkwy
Lake Mary, FL

January 16th

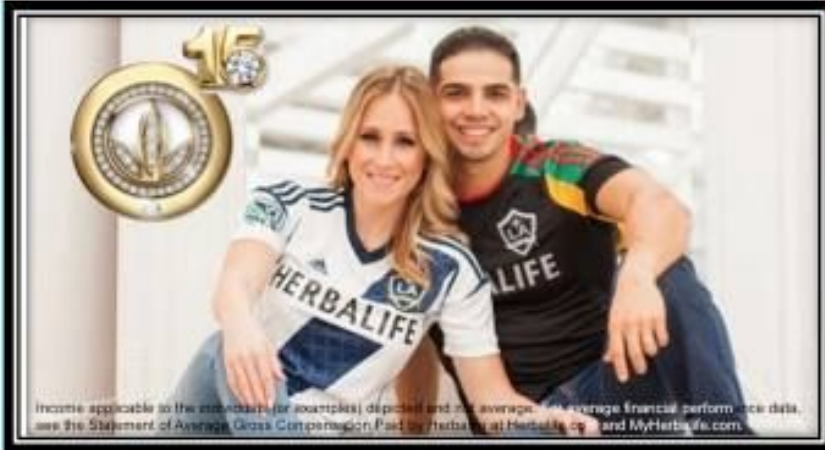




PALM BEACH, FL.

Success Training School

March 26, 2016.



Income applicable to the end-user(s) (or account(s)) depicted and not average. All average financial performance data, see the Statement of Average Gross Compensation Paid by Herbalife at Herbalife.com and MyHerbalife.com.

Ximena Betancourt-Mejia

15K Executive President Team Member

Before Herbalife I was an electroencephalogram tech. I worked long hours and my schedule was unpredictable due to being on call 24/7. At age 26, I found myself 30 pounds overweight, fatigued, and lacked passion in the area of profession. Luckily Herbalife was introduced to me on Dec 2011. Although extremely skeptical I decided to give it a try. I began taking the products and felt an increase in energy and lost 36 pounds in 2 1/2 months. My coworkers, friends and family were all floored by my results and they decided to jump on board. Four months after I signed up I decided to take a leap of faith, so I fired my bosses and put Nursing school on hold for life and it's been the best decision I've ever made. Thanks to Herbalife my husband and I live a life of purpose. We are extremely grateful to be part of something that creates joy and impacts the lives of so many.

Antes de Herbalife yo era técnico en electroencefalograma. Trabajaba largas horas y el horario era impredecible, siempre estaba "on call 24/7". A la edad de 26, me encontraba con 30 lbs de más, cansada y cero apasionada en mi área profesional. Con suerte me presentaron Herbalife en Dic 2011. Con mucho escepticismo decidí intentarlo, empecé con los productos, sentí más energía y perdí 36 lbs en 2 meses y medio. Mis compañeros, amigos y familiares estaban impresionados con mis resultados y decidieron unirse. 4 meses después de registrarme, decidí dar un paso de fe, al despedir a mi jefe y parar mis estudios, y ha sido la mejor decisión de mi vida. Gracias a Herbalife, junto con mi esposo vivimos una vida con propósito. Estamos muy agradecidos de ser parte de algo que da felicidad e impacta las vidas de tanta gente.

AGENDA

- Saturday MARCH 26TH**
 7:00am Production Team
 7:45 – 8:30 Tab Team & AWT
 9:00am – 3:00PM Herbalife Opportunity Meeting & Training (Guests Free)
 3:00-4:00pm Supervisor School (Supervisor level and up)

HERBALIFE NUTRITION

Independent Member Event  

This is a business event, please dress accordingly. No kids allowed.

Like us on
PALM BEACH STS



Website: www.palmbeachsts.com




**Palm Beach County
 Convention Center**

650 Okeechobee Blvd,
 West Palm Beach, FL 33401

PARKING \$5.00



FIN DE SEMANA DE LIDERAZGO | ABRIL 2016
 LEADERSHIP DEVELOPMENT WEEKEND | APRIL 2016

TAKE THE LEAD
LIDERA EL CAMBIO



Denver STS

Nov 10, 2012

Fit Hour Training with Launa Rasch
Friday Nov 9th
6pm – 7pm Fit Hour Workout
7pm – 8:30pm Fit Hour Training
Located at Health Q
7901 E. Belleview, Suite 105
Englewood, Co, 80111

STS Agenda:

7:15 to 8:30 am
Production set up

8:30 – 9am
Leadership/Speaker
pre meeting

9am to 9:45am
World/TAB Team
Leadership Training

10am to 11am
HOM-Herbalife
Opportunity Meeting

11am to 4pm
STS-Success Training
Seminar

4:30pm
10,000 pt qualifiers
dinner with Launa
Rasch

STS REGISTRATION FEE

\$30 Pre Registered at
www.denversts.com or
\$40 at the door

Featuring Launa Rasch



Launa remembers starting her first diet at age 10 and dieting her way up to 245 lbs after college. After attending a local opportunity meeting, she decided to give the products a try. She immediately fell in love with the products and got incredible health results.

Within 3 weeks she attended her first STS and that help launch her business to making over \$8,000 a month within 90 days. Launa says, "We keep things FUN, SIMPLE & MAGICAL! and are proud to WEAR THE BUTTON! We tied in our passion for fitness and our current DMO's includes 24FIT Bootcamp Challenges, Warrior Camp, shake parties and social media. Herbalife has been our vehicle of hope and we are so grateful everyday for this incredible opportunity!"

STS Location
Denver Marriott South
10345 Park Meadows Dr
Denver, CO 80124

(303) 925-0004 ~ www.denversts.com

Join denversts on



Scan here =>



Presenting Special Guest Speaker
EXECUTIVE PRESIDENTS TEAM MEMBER

Tim Hendricks

SATURDAY NOVEMBER 21, 2015

MIDWEST CONFERENCE CENTER

401 West Lake Street, Northlake, IL 60164

Even though Tim Hendricks was serving his country as an active-duty member of the United States Marine Corps, he was barely earning enough to make ends meet. "I was fed up, frustrated & found myself working hard, giving 110% and still just getting by," he says.

This frustration led Tim to look into Herbalife. "When I heard the results people were getting and the possible income I could earn, I got very excited," he says.

But what really convinced Tim were his own product results. "I started feeling better than I had in years and I was blown away," he says.

In the first 10 weeks Tim made more part-time than he did full time. "As a Marine I was only making about \$1,300 a month full-time, so making more than that part-time was huge for me." he declares. "I hit a six-figure income in 3 years, and now I earn more per month working the hours I choose around my family than I used to make in one year as a Marine! More important than the money is the fact that I am able to truly help people with the products and this incredible opportunity. There is no amount of money that Herbalife could pay me that could replace how that makes me feel."



AGENDA

- 9:00 - 10:00 AM Supervisor school
- 10:00 - 12:00 PM HOM
- 12:00 - 12:30 PM Break
- 12:30 - 4:00 PM Training

VIP MUST register by Nov 17

Send VIP Proof to STSHelp@ChicagoSTS.net

3 Ways to Qualify:

- 1) 20 Web + 2500 VP
- 2) Newly qualified supervisor in October
- 3) Have a newly qualified supervisor + 2500 VP

Tickets: \$25 until Nov 17th - \$30 at the door - Buy tickets at - www.ChicagoSTS.net

All members must purchase a ticket to attend. Guests are free until HOM is over.

No children under the age of 14. Thank you for your understanding.



PALM BEACH, FL.

Success Training School

December 20, 2014.



Karen Feiger-Kolehmainen



Income applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the Statement of Average Gross Compensation Paid by Herbalife at Herbalife.com and MyHerbalife.com.

I was a talented but broke artist when I found Herbalife. It was a recession and everyone owed me money, I was looking for a change, and wanted to stay my own boss.

♥ my new ride

I always wanted to help people but never knew how, so when Herbalife came my way and said they would train me to be successful if I was willing to do just a few simple things, I took it very seriously! I immediately started taking the products and got an incredible result, which I wanted to share with the world. I attended a training just like the success training seminar I will be at with all of you, and loved the positive energy. That day was life changing. I copied what they taught me and put it into action right away, and within a few months was able to go full time with Herbalife. My husband and I live an Amazing life, with hard work, commitment, and dedication to helping others, we have been able to design our life, travel the world, have career level income, create our dream of living on the beach, and have the freedom to move from Beautiful Los Angeles to Beautiful Miami Beach just because we chose to.

I Feel so grateful everyday for the privilege of being a part of this wonderful company, and it's mission to change the nutritional habits of the world.

Yo era una artista talentosa pero quebrada cuando encontré Herbalife. Eran tiempos de recesion y todo el mundo me debía dinero. Yo estaba buscando un cambio y queria seguir siendo mi propio jefe. Yo siempre quise ayudar a la gente pero no sabia como. Cuando llego la oportunidad de Herbalife y me dijeron que me capacitarian para ser exitosa y a cambio, yo solo tenia que ser enseñable. Yo me lo tomé muy en serio. Empeze a tomar los productos y tuve un resultado espectacular, el cual queria compartir con todo el mundo. Asisti a un seminario como en el que compartire con ustedes, y me encanto la energia positiva. Ese dia cambio mi vida. Copie lo que me enseñaron y lo puse en practica inmediatamente. En tan solo unos meses ya me dedicaba tiempo completo a Herbalife.

Junto con mi esposo vivimos una vida espectacular, que con trabajo, compromiso y dedicacion de ayudar a otros, hemos podido diseñar nuestra vida, viajar por el mundo, tener un ingreso como el de un profesional, vivir en la playa y tener la libertad de mudarnos desde Los Angeles a la hermosa Miami Beach solo porque asi lo decidimos.

Me siento muy agradecida por el privilegio de ser parte de esta compañía maravillosa, y su mision de cambiar los habitos nutricionales del mundo.

- AGENDA**
Saturday DECEMBER 20TH
 7:00am Production Team
 8:00am Pre-Meeting (Sup. & up)
 9:00am – 2:30PM Herbalife Opportunity Meeting & Training (Guests Free)
 2:30-3:30pm Supervisor School (Supervisor level and up)

VENUE:

Palm Beach County Convention Center
 650 Okeechobee Blvd,
 West Palm Beach, FL 33401
 PARKING \$5.00

Like us on 
PALM BEACH STS
 Website: www.palmbeachsts.com

Upcoming Events:
 January 24-25
 Daytona Beach 

MINI TABLET PROMOTION
 Develop your business and earn an Herbalife tablet that's better.



LEARN MORE

Independent Event
 **HERBALIFE.** 
 Independent Distributor



Atlanta STS Success Training Seminar
June 24th

Featured Speaker:
Atlanta Leadership
& LIVE ZOOM section on Personal Development
with special guest speaker
Brad Harris
15K Executive Presidents Team

Atlanta! We have a special day planned for you! It's that amazing time of year again, Atlanta's Local Leadership Event. Please join us for a spectacular event to learn from your very own leaders. PLUS, Special AFTERNOON LIVE ZOOM section on Personal Development with guest speaker, 15K Executive Presidents Team Member, Brad Harris. Whether you're looking to....

- Learn MORE about the products
- Change your career path
- Earn additional income
- Or Build a Business that will give you ROYALTIES & FREEDOM
- Replace income

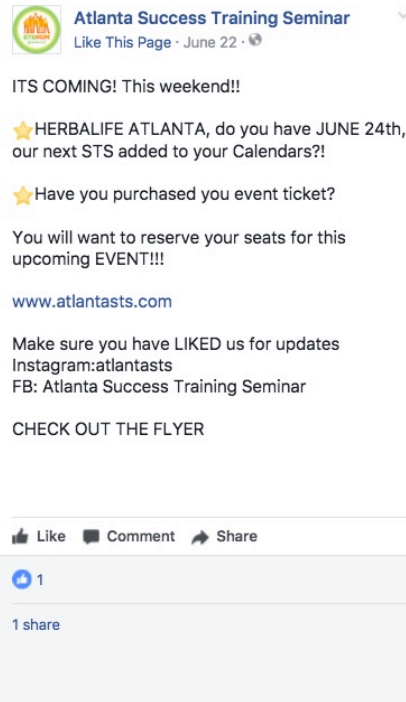
Come see if this is what you've been looking for. We have a proven system for you to be successful.

Event Agenda
7:30am – Production Team Setup
9:00am – Supervisor Training
10:00am – HOM (Herbalife Opportunity meeting)
11:00am – 3:00pm – Training

Location
Wyndham Atlanta Galleria Hotel
6345 Powers Ferry Rd NW
Atlanta, GA 30339

follow us on the web
www.AtlantaSTS.com

World Team, G.E.T., Millionaire Team, President's Team



Atlanta Success Training Seminar
Like This Page · June 22 ·

ITS COMING! This weekend!!

- ★ HERBALIFE ATLANTA, do you have JUNE 24th, our next STS added to your Calendars?!
- ★ Have you purchased your event ticket?

You will want to reserve your seats for this upcoming EVENT!!!

www.atlantasts.com

Make sure you have LIKED us for updates
Instagram:atlantasts
FB: Atlanta Success Training Seminar

CHECK OUT THE FLYER

Like Comment Share

1 share



LDW
Leadership Development Weekends
October 2014

Jacksonville, FL
October 3–5, 2014

Event Location
Hyatt Regency Jacksonville Riverfront
225 E. Coastline Drive
Jacksonville, FL 32202

Hotel
Hyatt Regency Jacksonville Riverfront
225 E. Coastline Drive
Jacksonville, FL 32202
904-588-1234
\$109/night (Available until September 18, 2014)

Speakers



Garraín Jones
Executive
President's Team 30K



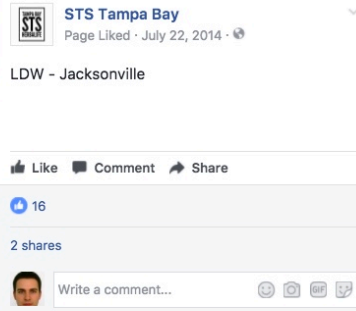
Brad Harris
Executive
President's Team 15K

Agenda

- Friday, October 3**
- 11:00 a.m.–5:00 p.m. Registration
 - 1:00 p.m.–4:00 p.m. TAB & Active World Team Meeting
 - 5:00 p.m.–9:00 p.m. President's Team Experience (Please meet in the lobby 30 minutes prior)
- Saturday, October 4**
- 7:00 a.m.–5:00 p.m. Registration
 - 8:45 a.m.–9:45 a.m. TAB & Active World Team Meeting
 - 10:00 a.m.–12:00 p.m. Herbalife Opportunity Meeting: Be a Product of the Products
 - 1:00 p.m.–5:00 p.m. Leadership Development Training
 - 7:00 p.m.–12:00 a.m. Party
- Sunday, October 5**
- 8:30 a.m.–10:00 a.m. Supervisor Workshop
 - 9:00 a.m.–4:00 p.m. Registration
 - 10:00 a.m.–4:00 p.m. Leadership Development Training

TICKETS	PRICE	SKU
Early Bird (Until August 18, 2014):	\$75	#F246
Advance (Until September 29, 2014):	\$90	#F248
At the Door (Available if space permits):	\$110	

Please Note: This is an Herbalife business event. We encourage all independent Herbalife Members to dress appropriately at all times.



STS Tampa Bay
Page Liked · July 22, 2014 ·

LDW - Jacksonville

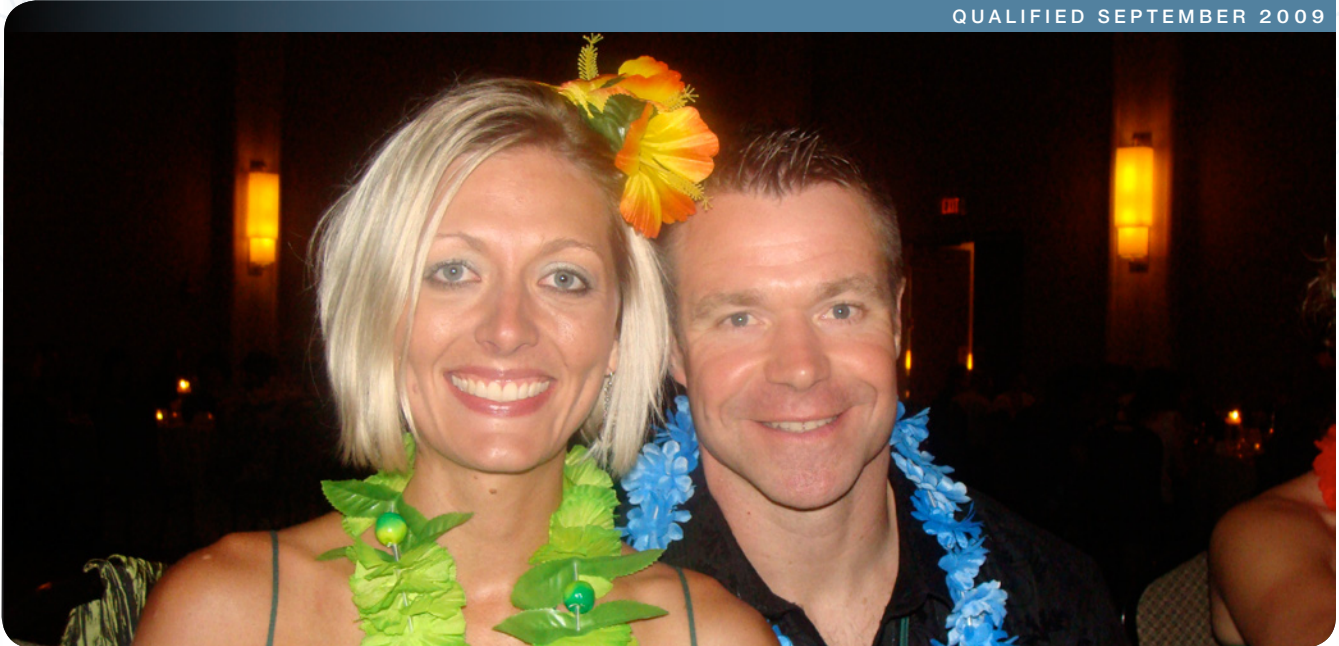
Like Comment Share

16

2 shares

Write a comment...

QUALIFIED SEPTEMBER 2009



Amber & Jason Wick

Walking out of their favorite Vietnamese restaurant, Amber and Jason Wick ran into Craig, an acquaintance from their old job, whom they hadn't seen in years. They greeted one another, happy to meet again. Jason asked, "How are things at work?" Craig looked down at the ground, as his smile faded. Quietly he told them about the last round of layoffs. Then his face brightened as he noticed something different about them. "You guys look great," he said. "What are you doing now?" "Herbalife!" the couple answered.

The look on Craig's face said everything, but he wanted to know more: "I thought you two just went to another company. You're no longer engineers?" "Nope," said Jason. Amber made it clear: "Exhausting work weeks; we had no time to be with each other." "We were tired, stressed out and overworked," explained Jason.

"So, how did you get into it?" Craig asked. Amber told him, "A friend introduced us to Herbalife and we fell in love with the products." Craig nodded, and Jason continued, "But we couldn't help notice the opportunity in front of

us. We quit our old jobs, and it was the best decision we ever made." Craig waved through the glass at his family sitting inside the restaurant and said, "Well, my wife and kids are waiting." "Well, good seeing you, Craig," they replied. Craig said goodbye and walked into the restaurant. A warm wind blew as Amber smiled up at Jason. He put his arm around her and they went for a short walk before getting back in their car to drive home.

Today, Amber and Jason Wick run an extremely successful business full time. They replaced their high-paying engineering incomes with something even better, and enjoy the time they now share.

When asked what the couple would like other Distributors to know about how they achieved their success, they responded with: "Our team's spirit is very important. We do things like rent buses to bring them to events. We also make t-shirts and hats for our team. But beyond that, we help them with their own business whenever we can. They know we're looking out for them."*

- **Attend every event possible.**
- **Bring as many people as you can.**
- **Qualify for everything you can at events.**

"Our thriving Herbalife business replaced our two corporate America incomes."



*Incomes applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the Statement of Average Gross Compensation for U.S. Supervisors at www.herbalife.com and www.myherbalife.com.



fitcouple

Following

3,009 likes

1d

fitcouple A friend recently told us that a warrior always keeps his sword sharp! That means no matter the level or the success we must continue to learn in order to grow as a person and in business.

Super excited for this Saturday's event! For those of you serious Herbalife Distributors in Miami, I'll tell you like we tell our team; Events/Trainings are non negotiable! We hope to see you there! To buy tickets (link) www.StSmiami.com

mynewgreenlifestyle Muy cierto 🙌

mimialvarado1 So one has to pay to go the events? **@fitcouple**

fnky_highenergy 😊

a_n_a_2_3 😍❤️👍

suarezgisselle 🙌🙌🙌🙌🙌🙌

sakasasa Cual es la direccion?

♡ Add a comment...

⋮



Heather Gregg added a photo in Herbalife 2-4-1.



Heather Gregg
May 29 at 9:16am

This was posted by new presidents team member, Bill Garvey & reposted by Pres Team Lori Baker.

THE pathway to advancing in the business can ONLY be done by attending the events and bringing people with you.

Be SURE you have your calendar filled with the dates of all events first... then plan in everything else around those dates.

Extravaganza is the BIGGEST and MOST IMPORTANT event to attend. Be sure you've made your arrangements and have your ticket!!



This was posted by new presidents team member, Bill Garvey & reposted by Pres Team Lori Baker.

THE ...



Like



Comment



12 Month Plan  President's Team

The following is a list of the monthly and yearly Herbalife events. Contact your local STS Production Coordinator or Upline to get the dates for your local events. Attending these events is ESSENTIAL TO SUCCESS in working the 2-4-1 Plan

JANUARY

SPECTACULAR _____

STS in _____ Feb _____

STS in _____ Mar _____

LDW in _____ Apr _____

STS in _____ May _____

STS in _____ June _____

EXTRAVAGANZA in Chicago July 11-13

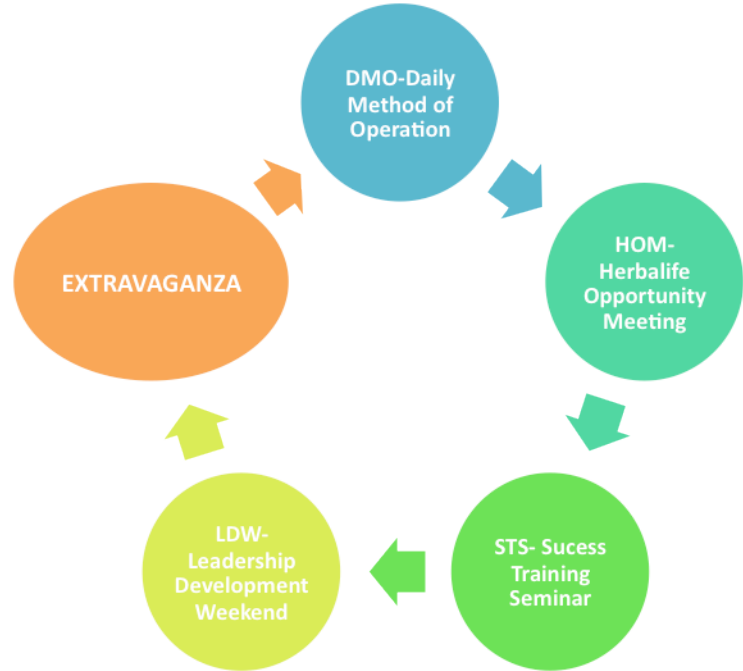
STS in _____ Aug _____

STS in _____ Sept _____

LDW in _____ Oct _____

STS in _____ Nov _____

STS in _____ Dec _____



**Get out your 12-month planner
and fill in the dates NOW!
Plan ahead for success!**

2-4-1 Tracking Chart

12 Month Plan ➔ President's Team



Month 1- _____ **EVENT DATE & LOCATION** _____

Note: Each distributor & each customer should represent a min of 100vp so you end up with 1500vp and all 3 are new VIP 35% Senior Consultants.

ME

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total
PV

Check the box next to the distributor's name once they have purchased their event ticket.

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Month 2- _____ **EVENT DATE & LOCATION** _____

*Your 2 Distributors from last month now start on *Month 1* and do the same thing.



ME

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total
PV

Remember- Each month you find 4 NEW customers and 2 NEW Distributors. Your NEW Distributors can come from last month customers.

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____


Customer 2: _____

Customer 3: _____

Customer 4: _____

Month 3- _____ EVENT DATE & LOCATION _____

Note: Each distributor & each customer still represent a 100vp but your Total PV will be higher than 1500 because of reorders and upgrades

ME 

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total PV

Check the box next to the distributor's name once they have purchased their event ticket.

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Month 4- _____ EVENT DATE & LOCATION _____

1st cut GET TEAM!



ME

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total PV

Tip: Make sure you are following up with your team to gage their flow chart and see that they are following the plan 😊

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Month 5- _____ EVENT DATE & LOCATION _____

Note: 2nd cut of GET TEAM and Qualify for Future Pres Team Retreat

ME

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total PV

Start focusing on Get 20, Keep 20 customers by providing great follow-up!

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Month 6- _____ EVENT DATE & LOCATION _____

FULLY QUALIFIED GET and 1st cut of MILL TEAM!



ME

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total PV

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Month 7- _____ EVENT DATE & LOCATION _____

2nd cut of MILL TEAM and 1st cut PRESIDENT'S TEAM!

ME

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total PV

Check the box next to the distributor's name once they have purchased their event ticket.

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Month 8- _____ EVENT DATE & LOCATION _____



ME

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total PV

Fully Qualified MILLIONAIRE TEAM and 2nd cut of the PRESIDENT'S TEAM!

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Month 9- _____ EVENT DATE & LOCATION _____

Note: Don't slow down now... YOU ARE ON A ROLL AND IT'S YOUR FINAL CUT TO

ME

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total PV

Check the box next to the distributor's name once they have purchased their event ticket.

LEW BBE?IDENL2

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Month 10- _____ EVENT DATE & LOCATION _____

You continue working this plan and teaching all of your team to do the same and you can truly live a life of your DREAMS!!!

ME

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total PV

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____



Month 11- _____ **EVENT DATE & LOCATION** _____

My current position on the marketing plan is:

ME

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total PV

Check the box next to the distributor's name once they have purchased their event ticket.

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Month 12- _____ **EVENT DATE & LOCATION** _____

In 1 year of working this plan, my income went from _____ a month to currently _____ a month

ME

Customer 1: _____ VP= _____

Customer 2: _____ VP= _____

Customer 3: _____ VP= _____

Customer 4: _____ VP= _____

Total PV

Distributor 1: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

Distributor 2: _____

Customer 1: _____

Customer 2: _____

Customer 3: _____

Customer 4: _____

I am responsible for all my successes and failures. I am committed to working on myself to become better every day. I am committed to working this 2-4-1 plan as a team player and I will do my part to the absolute best of my ability. I know I am capable and I believe in myself. I am a person of INTEGRITY and a person of my word.
 Print Name _____ Signature _____ Date _____

Lead Management Options

Unfortunately, you are NOT qualified to participate in the Herbalife Lead program at this time. To become eligible, you must meet the following requirements:

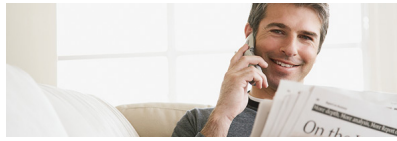
- Tab Team level and above
- Earned Production Bonus in at least three consecutive months within the last six months
- Attended four Herbalife events, two of which were corporate-sponsored events, in the past twelve months. Corporate events include Leadership Development Weekends, Extravaganzas, Spectaculars and Kickoffs.
- Current annual processing fee.
- No outstanding ethical violations.
- Valid email address registered.
- Online acceptance of the Terms and Conditions.
- Ability to assist Referrals in English and/or Spanish.
- Have United States or Puerto Rico as Country of Processing.

Qualification Events

You do not have the required Events to be part of the Lead Program, please review "help" to better understand the rule, [click here](#) to add non-corporate Events

(July 10, 2017 screen capture inside Herbalife's member only website)

Building Your Business



STS Resource Center

Teach Members all they need to know about the business opportunity with the mother of all group meetings. The Success Training Seminar (STS) is designed to teach expert techniques for achieving business success.

Target Audience: All Members

Estimated Length of Meeting: 1 Day

WHAT IS IT?

The Success Training Seminar (STS) covers key components of the Supervisor Workshop, HOM, QuickStart, and Organizational Meetings, all during a one-day training seminar.

GETTING STARTED

Priming Members for success will help their business, and your downline, thrive. Go the extra mile in preparing potential Members by following the Success Training Seminar Agenda.

Bring your Herbalife Career Books to help with training and to use as reference. The books offer an easy-to-follow blueprint for success as an independent Herbalife Associate.

- [Herbalife Career Books](#)

RESOURCES

Use the following resources as support materials when conducting the seminar.

- [HOM \(PDF\)](#)
- [HOM \(PowerPoint\)](#)
- [STS Product Training \(PDF\)](#)
- [STS Product Training \(PowerPoint\)](#)
- [Suggested STS Agenda](#)
- [Sales and Marketing Plan \(PDF\)](#)
- [Sales and Marketing Plan \(PPT\)](#)
- [Gold Standard](#)

- [Confidence Presentation](#)
- [Statement of Average Gross Compensation](#)
- [Distributor Action Plan \(PDF\)](#)

[Video: MOJ Welcome Message](#)
[Video: Herbalife's Gold Standard](#)

Centers for Disease Control Posters and Assets

- [Benefits of Weight Loss Poster CDC/NIH v.1](#)
- [Benefits of Weight Loss Poster CDC/NIH v.2](#)
- [Benefits of Weight Loss Poster CDC/NIH v.3](#)
- [Final Guidelines for Using Weight Loss Posters CDC/NIH](#)

January Kickoff 2017 Presentations

- [Jillian Addy "Testimonial Lead-Ins for Live Meetings" \(PDF\)](#)
- [Amber Wick "Who's Who In Your Business" \(PDF\)](#)
- [Mary Holloway "Qualify To Earn" \(PDF\)](#)
- [Part 1 -- Get And Keep \(PDF\)](#)
- [Part 2 -- POS and Documented Volume \(PDF\)](#)
- [Part 3 -- New Programs And Tools \(PDF\)](#)
- [Flow \(PDF\)](#)



[Herbalife Opportunity Meeting](#)

 [Approved Trainings for Meetings](#)

 [Global Nutrition Philosophy](#)

 [Herbalife Opportunity Meeting](#)

SUGGESTED SUCCESS TRAINING SEMINAR AGENDA

TIME	MIN.	SPEAKER / MC	TOPICS
7:30am - 8:30am	0:60		Speaker/MC Meeting, Set-up <ul style="list-style-type: none"> Engage all production team members Re-iterate key points from set-up calls Set intentions for the day; philosophy Any additional set-up thoughts
9:00am - 9:45am	0:45		TAB/World Team Meeting <ul style="list-style-type: none"> Focus on leaders to engage in the event, to be present, help with leadership skills, to understand the "Cycle of Success" Connect with leaders from the region to determine which topics to cover throughout the day
9:45am - 10:00am	0:15		Open Doors, Welcome <ul style="list-style-type: none"> Open day, engage the room, welcome What to expect from today
10:00am - 10:05am	0:05		MOJ Welcome Video
10:05am - 11:05am	0:60		HOM <ul style="list-style-type: none"> Confidence in the Company Share success stories <i>Use most-updated HOM slide deck and videos from www.myherbalife.com</i> Product and Income stories are a key piece- ensure we are teaching story guidelines for compliant and appropriate shares End with Guest Speaker Story (10 minutes)
11:05am - 12:05pm	0:60		Product Training <ul style="list-style-type: none"> Cellular Nutrition, Weight Management Programs, Herbalife24™, Herbalife SKIN®, Targeted Nutrition <i>Use most-updated Product slide deck from www.myherbalife.com</i>
12:05pm - 12:20pm	0:15		Next Event Ticket Sales & Promotion <ul style="list-style-type: none"> Promote the 90 day plan, next event Who do you know? Who will you bring? Teaching everyone to think about new clients and new team members over next 30 days and who they will invite and bring to the next event
12:20pm - 12:50pm	0:30		Shake Break
12:50pm - 1:50pm	0:60		Marketing Plan & Recognition <ul style="list-style-type: none"> Marketing Plan levels Recognition and Marketing plan advancement since last event

SUGGESTED SUCCESS TRAINING SEMINAR AGENDA

TIME	MIN.	SPEAKER / MC	TOPICS
1:50pm - 2:35pm	0:45		Retail, Recruiting, Follow-up, Retention <ul style="list-style-type: none"> Show different ways of retailing, recruiting and retaining Potential use of panel to demonstrate invitation –presentation – decision; show different DMO's Keep messages broad so everyone can relate, understand and duplicate
2:35pm - 3:35pm	0:60		Leadership, Team Building, Ethics, Personal Development <ul style="list-style-type: none"> Demonstrate how Leaders mentor, build their business, use personal development How to create leaders in your organization Why Herbalife! Why NOW! Why it is important to do it ethically <i>Leaders in each region can decide whether to focus on personal development and/or any topics that featured speaker(s) wants to focus on</i>
3:35pm - 3:50pm	0:15		Events/Promotions, Action Steps, Close the Day <ul style="list-style-type: none"> Key piece: next steps, next meeting (STS, LDW) Strive to qualify for everything, consistency, plugging into the Cycle of Success and bringing people with you to the next events!
3:50pm - 4:00pm	0:10		Recognition of Speakers & Production Team <ul style="list-style-type: none"> It takes a team!



SPEAKER GUIDELINES
For use at all Herbalife® Events

Deadline for Speaker Selection of Topics: **6 weeks** prior to scheduled event

Deadline for Submission of Speaker PowerPoint Presentations (PPT): **3 weeks** prior to event

- This allows time for sales representatives, branding specialists and legal to review and provide comments and feedback
- Please note that speakers who do not meet the deadline risk not being permitted to use their Presentation at the event

Deadline for Submission of Talking Points (Presentations that take place without the use of PPTs): **3 weeks** prior to the event

- Please note that Speakers who do not meet the deadline risk not being permitted to present

Guidelines for Submission of PPTs

- Presentations must be built using approved template(s), current logos and trademarks, and approved nomenclature, such as those words used to discuss Herbalife Independent Distributors and income opportunity¹
- Presentations must include income and weight loss disclaimers as required²
- Please note that use of the images, quotes and video clips of others typically requires the permission of the owner of those items based on their copyright ownership. When in doubt, use images and video clips you have created.
- When using screenshots of social media pages that are either not your own and/or feature the name, likeness or post of someone else, you must provide permission to use and share their name, likeness and/or their post

¹If you do not have access to current or approved templates, logos and trademarks, or have questions concerning nomenclature, please contact your regional sales team. They will be happy to send you these items.

²If you need assistance to determine proper usage of disclaimers, please contact your regional sales team.

- Please note that when including Mark Hughes or Jim Rohn quotes and images in your presentation, they must be properly attributed. For Mark Hughes, always include the following: Mark Hughes, Herbalife Founder and First Distributor (1956–2000). For Jim Rohn, always include the following: Jim Rohn, Business Philosopher and Motivational Speaker (1930–2009).
- Please note that any presentation of Herbalife® products should be based on the current STS presentation in your region/territory³
- Please note you must submit substantiation for any earnings claims that cannot easily be obtained from BizWorks. For example, this would include substantiation for the following types of claims:
 - A claim about your earnings, such as “I make more money now than I did as a mechanic” or “I make enough money now to pay my rent”
 - A claim about how a certain DMO has grown your business – for example, if you want to talk about your earnings from your Nutrition Club, you must provide written proof of your earnings, such as receipts for Attendee Fees
- Please remember to keep PPTs short; this will help you maintain an engaged audience. A good number of slides to shoot for would be 10–20.
- Please keep lifestyle photos to a minimum. Instead, focus on the healthy and active life you lead by providing images of you, your family and your friends. If you do include a lifestyle image, such as a luxury car, your home, or a vacation, you must include the income disclaimer.
- Please note your presentation must be complete when submitted. Please include all video clips, quotes, and images you intend to use. Unfortunately, presentations that are not complete will be returned to the Speaker and will not be approved until it is reviewed as a whole, complete presentation.

Questions?

- Should you have any questions regarding these guidelines, presenting at the event, or timing for review, please contact your regional sales team

³Obtain a copy of the current STS Presentation on MyHerbalife.com.



STS Report

City:

POST MEETING INFORMATION:

EVENT DATE			
Coordinador Name	Distributor ID	Phone	Email
TOTAL ATTENDANCE OF MEMBERS			
TOTAL OF FIRST-TIME ATTENDEES			
SNACK PACKS REMAINING			
COMMENTS AND SUGGESTIONS:			

UPCOMING MEETING INFORMATION:

EVENT DATE			
Coordinador Name	Distributor ID	Phone	Email
ESTIMATED ATTENDEES			
LOCATION <small>Name, Street, City, State, Zip</small>			
CONTACT FOR TICKET INFORMATION OR WEBSITE			
GUEST SPEAKER <small>Name, Level, Phone Number</small>			
SNACK PACK SHIPPING ADDRESS			

AGENDA:

Example: HOM	10:00am – 11:30am

Please send this form along with registration lists no later than the Monday following your meeting to NAMSTS@Herbalife.com or to fax (310)216-6047.



ORLANDO • JANUARY 22-23, 2011

Gaylord Palms Resort

6000 West Osceola Parkway, Kissimmee, Florida 34746 • (407) 586-6969

SPEAKERS:



Susan Peterson
Founder's Circle Member

Susan Peterson was inspired by Mark Hughes, the founder of Herbalife, to achieve the highest level in Herbalife and to become all that she could be, both professionally and personally. Now, years later, Susan has become one of the first members of the prestigious Founder's Circle. She reached this esteemed level by following in the footsteps of Mark Hughes and the first Founder's Circle member Geri Cvitanovich. "Mark was inspired by the stories and testimonials, and by helping people," says Susan. "I feel that same inspiration. I am still filled with excitement for this business every day."



Clem Herron
20K International Executive
President's Team Member

After retiring from a major airline, Clem Herron was concerned about her future. Then her husband Bill, a pharmaceutical sales manager, was introduced to the Herbalife business opportunity. After losing weight and increasing their well-being with the products, the couple became Independent Distributors. "We used the products, wore the buttons and talked to everyone we met," Clem says. "Today, I'm no longer stressed and I feel great. Now I don't have to worry about my finances – my Herbalife business is taking good care of me."**

TICKETS • SKU# D131

Advance: \$50.00
 (Available until January 14, 2011)
At the door: \$60.00
 (Available if space permits)

AGENDA

Saturday

- 8:45 a.m. Tab Team - Locking Arms in 2011
- 10:00 a.m. Be a Product of the Products!
- 11:00 a.m. - 4:00 p.m. Proven Opportunity, Powerful Training
- 4:00 p.m. - 5:00 p.m. "Person by Person, City by City" – HOM
- 6:00 p.m. - 12:00 a.m. Royalties Party –
 Party like Kings & Queens!
Dress Attire: Kings/Queens

Sunday

- 9:00 a.m. - 4:00 p.m. Changing Your Pin –
 Supervisors in Action

*Incomes applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the Statement of Average-Gross Compensation for U.S. Supervisors at www.herbalife.com and www.myherbalife.com.
 **An extensive questionnaire generated responses from more than 200 U.S. Herbalife Independent Distributors about their weight-loss programs and results. They reported weight loss ranging from 4 pounds to 167 pounds and a reduced body mass index (BMI) of 1.5 points to 24.1 points, suggesting that consumption of Herbalife® products is associated with weight loss and improvement in BMI in those ranges.

Purchase your advance tickets by calling 866-866-4744.
Visit HerbalifeEvents.com today!

Two tickets maximum per Distributorship. Ticket sales are final – they are nontransferable and nonrefundable. Video cameras are not allowed. Children not permitted. All qualifications must be completed prior to the day of the event. Herbalife reserves the right to revalidate Distributor qualifications up to and including the days of the event.

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Nutrition for a better life.



John Peterson

April 11, 2015 near Dallas, TX · Edited · 🌐

Herbalife is an amazing opportunity to be your own boss and earn an amazing income. I have grown up around Herbalife my entire life and lived an amazing lifestyle thanks to my mom and dad's hard work. We opened up an amazing wellness center and fitness studio where you and your team can work if you join my organization. My mom is the number 1 distributor in the world for the company will help you to build the business first hand. If you are looking for a career change this might be the right opportunity for you. If you are interested send me a Facebook message and I can go into details. If you don't live in Houston this might be the reason to move to Houston!

👍 Like 💬 Comment

👍 Lupita Zapata, David DeSaegher and 109 others



Orange County, CA April 19-21

Event Location
Anaheim Marriott
700 West Convention Way, Anaheim, CA 92802 • 714-750-8000

LESLIE STANFORD



Founder's Circle

ANDREW COLTMAN



International Executive President's Team 20K

Host Hotel

Anaheim Marriott
700 West Convention Way, Anaheim, CA 92802
714-750-8000
Room rate: \$139/night (Available until March 28, 2013)

Tickets • SKU #D186

Advance
\$90

At the Door
\$110

(Available until 5 days prior to the event)

(Available if space permits)

SATURDAY TRAINING AND PRIVATE PARTY FOR DISTRIBUTORS* • SKU #D188
with commission

ADVANCE ONLY

\$50

(Available until 5 days prior to the event)

(Available if space permits)

Purchase your event tickets at HerbalifeEvents.com or by calling 866-866-4744, today!

Two tickets maximum per Distributorship. Ticket sales are final - they are nontransferable and non-refundable. Video cameras are not allowed. Children are not permitted. All qualifications must be completed prior to the day of the event. Herbalife reserves the right to reevaluate Distributor qualifications up to and including the days of the event. Must be present at the event to redeem all promotions.

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Agenda

Wednesday, April 17

9:00 a.m. - 9:00 p.m. Registration at Los Angeles Distribution Center (58421 S. Alhambra Ave., Carson, CA 90746)

Thursday, April 18

9:00 a.m. - 9:00 p.m. Registration at Los Angeles Distribution Center (58421 S. Alhambra Ave., Carson, CA 90746)

Friday, April 19

11:00 a.m. - 8:00 p.m. Registration
10:00 a.m. - 12:00 p.m. President's Team Meeting
1:00 p.m. - 4:00 p.m. 18K & Active World Team Meeting
5:00 p.m. - 9:00 p.m. President's Team Experience (show starts in the lobby @ 6:00 pm)

Saturday, April 20

7:00 a.m. - 9:00 p.m. Registration
8:45 a.m. - 9:45 a.m. 18K & Active World Team Meeting
10:00 a.m. - 12:00 p.m. Herbalife Opportunity Meeting - *So a Product of the Products*
1:00 p.m. - 5:00 p.m. Leadership Development Training
Build for Success. Lead by Lead. City by City.
5:30 p.m. - 7:30 p.m. Private Dinner (open to all Supervisors who qualify)
7:00 p.m. - 12:00 a.m. Private Party (open to all training attendees)

Sunday, April 21

9:00 a.m. - 4:00 p.m. Registration
10:00 a.m. - 4:00 p.m. Leadership Development Training (held at dinner)
Presented in English. Translation in Spanish is available.



Orange County STS

Like This Page · April 4, 2013 ·

April LDW training is just a couple of weeks away. Have you purchased your ticket? How many people are you brining with you? There are many LDW's taking place around the country. Who can you promote to attend those events? www.herbalifeevents.com for locations.

Like Comment Share

11

COLORADO ACTIVATE ACADEMY

\$30

IN ADVANCE UNTIL December 4th \$40 AT THE DOOR

December 5th
With Special Guest
Leslie Stanford



Join Team Colorado to hear from one of Herbalife's Top 10 Members, an incredible, funny woman that has changed countless lives, built a GLOBAL business, and is going to share her tips, stories, and general FUN Energy with you!

P.s. Don't forget to wear your UGLY Sweater

- 8:00 2,500 VIP Mentoring Session w/ Leslie Stanford**
- 9-11:35* // PRODUCT TRAINING & RECOGNITION**
***FREE FOR GUESTS**
- 11:35-12:00 LUNCH BREAK**
- 12-3 // ACTIVATE ACADEMY**
- 4-6 SOCIAL GATHERING LOCATION TO BE ANNOUNCED**

PURCHASE TICKETS AT WWW.ACTIVATECOLORADO.COM

MARRIOTT DENVER TECH 4900 S. Syracuse St. Denver 80227



Herbalife Denver STS

Like This Page · December 4, 2015 ·

Join us Saturday morning!!!

Like Comment Share



Chairman's Club Tour

City by City, we're building it better.
Join us on the road to success!

John Tartol Chairman's Club Member

John Tartol was a struggling musician, ex-law student, bartender and waiter who was looking for a change. His girlfriend, Lori, got him started on the products as a customer. His results were fantastic and made him see there was an opportunity with the business. "We had the incredible chance to work and become friends with our Founder, Mark Hughes." Consistency is the key! By using the products, wearing the brand and talking with lots of people, his Independent Distributorship has grown to over 75 countries around the world, helping people change their lives with our products and business plan. Herbalife is an adventure helping people's dreams come true!¹



¹Incomes applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the Statement of Average Gross Compensation paid by Herbalife at Herbalife.com and MyHerbalife.com.

EVENT DETAILS

Open to All Distributors!
Free Admission to Guests during HOM

Advance Tickets: \$10
(Available until 3 business days prior to the event)

At the Door: \$30
(Final fee: tickets per Distributorship)

Presented in English.
Spanish translation available.

LAS CRUCES, NM

December 16, 2013
Las Cruces Convention Center
680 E. University Avenue
Las Cruces, NM 88001

Advance Ticket SKU #D367
At the Door SKU #D368

ORANGE COUNTY, CA

December 17, 2013
Anaheim Convention Center
800 West Katella Avenue
Anaheim, CA 92802

Advance Ticket SKU #D365
At the Door SKU #D366

AGENDA FOR EACH LOCATION

TAB Team Meeting
5:00 p.m.–6:30 p.m.
Herbalife Opportunity Meeting (HOM)
7:00 p.m.–8:30 p.m.
Closing
9:00 p.m.–10:00 p.m.

Purchase your advance tickets today at HerbalifeEvents.com or by calling 866-866-4744!

Please Note: This is an Herbalife business event. We encourage all Herbalife Members to dress appropriately at all times.

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Nutrition for a better life

Orange County STS
Like This Page · December 17, 2013 ·

Chairman's club training by the man himself... John Tartol. He was fortunate enough to be mentored by and become great friends with our Founder Mark Hughes. Tomorrow night.. See flyer for all the details.

Like Comment Share

10

2 shares



Jacksonville STS
Like This Page · March 19, 2015 · Edited ·

Zac Tartol 20K Exec Presidents Team, Friday night March 20 World Team Training and Sat. STS March 21st!
Zac started on Herbalife as a baby and grew up with the Tartol Dynasty. He is full of knowledge on building a strong and sustainable business. You don't want to miss it.

Like Comment Share

Jacksonville STS and 5 others



RIDE THE WAVE
THE WAVE

RIDE THE WAVE
Promotion Call
Monday, March 26th
6:30pm PST
Toll-Free: 866-394-0693
International: 706-634-5671

Featuring

- Dan Waldron**
Chairman's Club
- Kurt O'Connell**
Chairman's Club
- Dani Edwards**
20K Executive President's Team
- Mark Matika**
15K Executive President's Team
- Brad Harris**
15K Executive President's Team
- Brook Kirwin**
15K Executive President's Team
- Tim Hendricks**
Executive President's Team
- Laura Curtis**
President's Team


Take your business to the next level!
These Level 10 Herbalife Leaders are sharing STS secrets to success in an action-packed call just for you!!

Ride the momentum of the Herbalife STS Wave!



HERBALIFE. Nutrition for a better life.

LEADERSHIP DEVELOPMENT WEEKEND
ORLANDO, FL
April 8-10, 2016



SPEAKERS		SPECIAL GUEST
		
Dan Waldron Chairman's Club	Heather Hulsey Executive President's Team 15K	Luigi Gratton, M.D., M.P.H. Vice President, Nutrition Education and Development

 **Orlando STS**
Page Liked · April 3 ·

We cannot wait to see you at this weekends incredible event held @ Loews Royal Pacific Resort Don't delay..get your ticket today!
herbalifeevents.com

Like Comment Share

18

3 shares



MEGA STS - SEMINARIO DE ENTRENAMIENTO AL EXITO

MIAMI, FLORIDA | ENERO 18-20, 2013



Con la presencia del **Miembro del Club del Chairman 50K FERNANDO "NANI" RANCEL**



FERNANDO "NANI" RANCEL está convencido de que ser el primero significa preparar el camino para otros. Nani, proveniente de Venezuela, ha establecido un negocio a lo largo de las Américas, tan exitoso, que fue el primer Distribuidor Independiente de Sudamérica en alcanzar el nivel de Club del Chairman.

Su arduo trabajo y compromiso han contribuido al crecimiento del mercado latino en Estados Unidos, en donde Nani tiene una organización que constituye una porción importante de su negocio. Por otra parte, Nani ha logrado ubicar a Venezuela entre los cinco principales países en términos de ventas para Herbalife y su sueño es hacer de este país, el número 1 en el mundo.

La clave del éxito para Nani es el amor de su esposa, Judith. Ella cuida de sus cinco hijos y maneja sus vidas al estilo Herbalife. No importa cuantos sacrificios personales ha hecho por su negocio, Nani a tomado el tiempo de poder ser parte de los momentos especiales en la vida de sus cinco hijos.

Para Nani y Judith, Herbalife es su estilo de vida. Nani y Judith le dan mucho crédito al trabajo en equipo de su organización para el crecimiento de su negocio. "Vemos que mucha gente está desarrollándose como líderes y eso es lo que acelera el crecimiento de nuestra organización," dice Nani. "Y es sólo el comienzo".

HOTEL DOUBLETREE by Hilton
711 NW 72nd Ave, Miami, FL 33126

Viernes 18 : Entrenamiento Liderazgo & Retiro

10am Coordinación
12pm Almuerzo Presidentes
2-4pm Entrenamiento TAB y EMA 2012
5pm **RETIRO ESTILO DE VIDA***

Sabado 19 : Seminario de Entrenamiento STS

7:30am Coordinación
9am HOM
11pm Almuerzo
12-3pm Seminario
4-6pm **COCTAIL DE BIENVENIDA***

*Abierto a todo distribuidor con ticket.

7-10pm **CENA DE CALIFICACION***

*Abierto a todo SUPV NUEVO+SUPV Existente con 5000pv en el mes de Diciembre 2012. Valor \$50 pago a Supv Nuevo por patrocinador; y al Supv Existente pago en 2 líneas ascendentes.

Domingo 20: Mega Escuela de Supervisores

9am Coordinación
10am-2pm Mega Escuela de Supervisores

Evento Patrocinado por Representates Independientes Herbalife.

Abierto A Todo Representate Independiente Herbalife e Invitados. NO SE ADMITEN NIÑOS por requisito del hotel



Garantiza tu participacion en nuestro increíble RETIRO DE ESTILO DE VIDA!

UNA EXPERIENCIA QUE LLEVARA TU NEGOCIO AL PROXIMO NIVEL! Imagina una tarde con un grupo exclusivo de lideres, brindando por tu futuro con nuestro Equipo del Chairman invitado, con todo el liderazgo de la plaza! No te pierdas la oportunidad de compartir con una de las leyendas de Herbalife!


CALIFICACION: Abierto a todo TAB con 5000pv en Nov 2012 Y 5000pv en Dic 2012; que alcance 2500 Regalias o mas, en CUALQUIERA de los dos meses. Valor pago en 2 líneas ascendentes.

BOLETOS

Boletos SOLO en STS Diciembre: \$40 x 1 Boletto PREVENTA hasta Viernes Enero 11: \$50 x 1 Boletto En Puerta: \$60 x 1 Boletto

INFORMACION

TICKETS y REGISTRO: E. Get Marta Perez (786)704.2709



STS FORT LAUDERDALE


Success Training Seminar

December 11th & 12th, 2015

AGENDA

Friday Dec. 11th: Sheraton Fort Lauderdale Airport
 1:00 – 2:00 pm Pre-meeting
 2:00 – 3:30 pm TAB Team & AWT
 3:30 – 5:00 pm Supervisors 2,500 PV
 6:00 – 10:00 pm Holiday Gala

Saturday Dec. 12th: Sheraton Airport
 9:00 – 10:00 am Pre-meeting
 10:00 – 11:30 am Supervisors School
 11:30 – 1:30 am HOM & Testimonials
 1:30 – 2:00 pm Herbalife Family Fund.
 2:00 – 3:00 pm General Training
 3:00 – 4:30 pm Recognitions



PAULINA RIVEROS

Chairman's Club Member

Holiday Gala
 *Black Tie Event. Dress to Impress

!! Dinner with the Special Guess & Presidents Team!!

5.000 PV


Dinner paid by the Sponsor. Submit VIP Qualification to browardstf@gmail.com by the 10th of the month.

Independent Event


HERBALIFE NUTRITION

STS Fort Lauderdale Coordinators

Pablo Vargas / Executive President Team 20K 305.904.4892
 German Saracho / President Team 973.573.4160



Sheraton Fort Lauderdale Airport
 1825 Griffin Road, Dania, Florida, 33004



STS Fort Lauderdale

Like This Page · December 6, 2015 ·

Like Comment Share

1 Top Comments



Chairman's Club Tour

City by City, we're building it better.
Join us on the road to success!

Paulina Riveros
Chairman's Club

Paulina was a nutrition student and needed to work to support her one year old son. It was then, when her sponsor introduced her to the Herbalife® products and the business opportunity. "I started using the products and was very excited with the results, I lost 30 pounds and I was able to improve my wellbeing. I started recommending the products to my family members and started building my business", says Paulina. "Currently, I live in Florida with my husband and kids, enjoying an amazing lifestyle which allows me to spend time with them because I work from home. I love to be able to help people feel and look good while they improve their wellbeing and situation."*

*Income applicable to the individual (or company) disclosed and not average. For average financial performance data, see the Statement of Average Gross Compensation paid by Herbalife, Herbalife.com and MyHerbalife.com.



EVENT DETAILS

Open to All Members/
Free Admission to Guests during HCM

Advance Tickets: \$10
(includes soft 5 business days prior to the event)

At the Door: \$30
Limit two tickets per Membership.

Presented in Spanish,
English translation available.

BOSTON, MA

December 17, 2013
 Boston Marriott Quincy
 1000 Marriott Drive
 Quincy, MA 02169
Advance Ticket SKU #D457
At the Door SKU #D459

AGENDA FOR EACH LOCATION

TAB Team Meeting
 5:00 p.m. – 6:30 p.m.

Herbalife Opportunity Meeting (HOM)
 7:00 p.m. – 8:30 p.m.

Closing
 9:00 p.m. – 10:00 p.m.

Purchase your advance tickets today at HerbalifeEvents.com
or by calling 866-866-4744!

Please Note: This is an Herbalife business event. We encourage all Herbalife Members to dress appropriately at all times.

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Nutrition for a better life.



Boston STS ▶ CHAIRMAN'S CLUB

TOUR with PAULINA RIVEROS

Like This Page · December 17, 2013 ·

Like Comment Share

1 share

FIN DE SEMANA DE LIDERAZGO Independiente

SANTA CLARA, CA. CAPACITACIÓN – LIDERAZGO - INSPIRACIÓN

DEL 7 AL 9 DE OCTUBRE DEL 2016



Dan Waldron
Club del Chairman 30K

PROMOCIÓN ESPECIAL

Todo Asociado recibirá un vaso, por cada boleto que compre [Límite 31 de Agosto]



¡Compra hoy tus boletos en SegEventos.com o llama al 805-623-5336!

- Boleto SIN Límite por Membresía.
- La venta de boletos es final, no son transferibles ni reembolsables.
- Abierto a todo Supervisor Completamente Calificado.
- Tienes que estar presente para canjear las promociones y recoger tus boletos.
- El reemplazo de bandas extraviadas requiere la compra de otro boleto.

INFORMACIÓN DEL EVENTO

LUGAR

Centro de Convenciones Santa Clara, CA.
5001 Great America Parkway, Santa Clara, CA. 93458

Toma en cuenta: Este es un evento de negocios Herbalife. Les pedimos a todos los Asociados de Herbalife Independientes que visiten de manera apropiada todo el tiempo.

BOLETOS

PRECIO

Preventa (Hasta el 31 de agosto de 2016)	\$75
Por Adelantado (Hasta el 30 de Sept. de 2016)	\$90
(Disp. en la puerta según la capacidad del foro)	\$110

CALIFICACIONES:

Abierto a todo Supervisor Completamente Calificado que compre BOLETO

AGENDA:

Estaremos trabajando con el Invitado y Herbalife, para hacer la agenda



Por favor recuerda que no se permite la entrada de niños a los eventos. Si tus niños viajan contigo, organízalos con cuidado con anticipación. Por su propia seguridad, no dejes a tus niños sin supervisión en el lugar del evento ni en el hotel.



No se permite el uso de videocámaras.



Habrà traducción de Inglés a Español y de Español a Inglés



SEG Eventos INC
Like This Page · August 30, 2016 ·

Hola familia Herbalife, recordatorio amigable, mañana es el último día para comprar su boleto a \$75 con vaso de regalo, para el FSL Ind. que se llevará a cabo en el Centro de Convenciones de Santa Clara, CA. los días 7-8-9 de Octubre, entra a la página de segeventos.com y cómpralo tú mismo o habla a la oficina con Karina o Salvador al número 805-623-5336 y con todo gusto te ayudamos, sino alcanzamos a tomar tu llamada, deja un mensaje con tu nombre y teléfono y te llamaremos en cuanto nos sea posible. Saludos y que tengan un feliz día.

Hi family Herbalife, friendly reminder, tomorrow is the last day to buy your ticket to \$ 75 with a gift cup, for the FSL IND. To be held at the Santa Clara Convention Center, CA. On October 7-8-9, enter the page of segeventos.com and buy it yourself or speak to the office with Karina Or Salvador at number 805-623-5336 and with pleasure we help you, but we will reach you to take your call, leave a Message with your name and phone and we'll call you as soon as possible. Greetings and have a happy day.

★ Rate this translation

Like Comment Share

SEG Eventos INC and 4 others

1 share



SPEAKER



CHAIRMAN'S CLUB

Gabriel Sandoval

AGENDA

SATURDAY
MAY 14th, 2016

HOM 10am
General Training 11am-4:30pm

PURCHASE TICKETS

www.FRESNOSTS.com



DOUBLETREE
BY HILTON™

2233 Ventura St,
Fresno, CA 93721

Fresno Herbalife STS
Like This Page · May 10, 2016 ·

Fresno STS is coming this weekend

Friday TAB training from 5-6:30pm
World team from 6:30-8pm
Location : step up Nutrition... See More

Like Comment Share

6

Top Comments

12 shares


1 Comment

LEADERSHIP DEVELOPMENT WEEKEND


APRIL 2015

Miami, FL • April 24-26, 2015

Speakers



Michael Katz
Senior Executive President's Team 30K



Stevie Johnson
Executive President's Team

Agenda


Pre-registration
Wednesday, April 22
10:00 a.m. – 6:00 p.m. Miami Quick Response Center 14350 NW 56th Court Site 109 Opa-locka FL 33054

Thursday, April 23
12:00 p.m. – 8:00 p.m. Miami Quick Response Center 14350 NW 56th Court Site 109 Opa-locka FL 33054

Friday, April 24
9:00 a.m. – 5:00 p.m. Registration
9:00 a.m. – 4:00 p.m. TAB Team and Active World Team (2014 & 2015) Meeting
1:00 p.m. – 4:00 p.m. President's Team Experience (Gold Level Qualifiers)
5:00 p.m. – 9:00 p.m. Location: Floridian Princess Yacht Charter
Theme: Electric White Dress Code. All White Attire (Please meet in the lobby 30 minutes prior)

Saturday, April 25
7:00 a.m. – 5:00 p.m. Registration
7:30 a.m. – 8:30 a.m. President's Team & Gold VIP Shake Breakfast
8:45 a.m. – 9:30 a.m. TAB Team and Active World Team (2014 & 2015) Meeting
10:00 a.m. – 12:00 p.m. Herbalife Opportunity Meeting*
1:00 p.m. – 5:00 p.m. General Training*
6:00 p.m. Qualifiers Dinner (Silver Plus & Gold Level Qualifiers)
7:00 p.m. – 12:00 a.m. Welcome Party theme Mardi Gras

Sunday, April 26
7:30 a.m. – 4:00 p.m. Registration
7:15 a.m. – 8:15 a.m. President's Team & Gold VIP Shake Breakfast
8:30 a.m. – 10:00 a.m. Supervisor Workshop
10:00 a.m. – 4:00 p.m. General Training*

 Spanish translation available. Bring your own radio. *Agenda subject to change.

TICKETS	PRICE	SKU
Early Bird (Until February 02, 2015):	\$75	#C950
Advance (Until April 20, 2015):	\$90	#C953
At the Door (Available if space permits):	\$110	

SATURDAY & SUNDAY TRAINING AND PARTY FOR ALL MEMBERS[†]
Members only (non-Supervisors)

Advance (Until April 20, 2015) (Available at the door if space permits)	\$75	#C955
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[†]Tickets are only available for non-Supervisors who purchase in advance. Tickets are nonrefundable/nontransferable and limited based on space availability.

Purchase your tickets at HerbalifeEvents.com or by calling 866-866-4744 today!

*Open to all Members who purchase a ticket.

Please Note: This is a Herbalife business event. We encourage all Independent Herbalife Members to dress appropriately at all times.

Two tickets maximum per Membership. Ticket sales are final – they are nontransferable and nonrefundable. Video cameras are not allowed. Children are not permitted. All qualifications must be completed prior to the day of the event. Herbalife reserves the right to revalidate Member qualifications up to and including the day of the event. Must be present at the event to redeem all promotions and pick up credentials. Replacement of lost credentials require purchase of another ticket.

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St. George, UT Success Training Seminar December 13th, 2014

30K Sen. Executive President's Team Member, Debi Katz



- Mom of 2
 - 23 years in Herbalife & a Product of the Product
 - 3 Million Lifetime Achievement Award
- 9am - Leadership Meeting – Supervisors who achieved 2,500vp in November or New Supervisors**
- 10am – 12pm –Herbalife Opportunity Meeting & Product Training – FREE**
- 12:30 – 5pm – Paid Training**

THE FALLS EVENT CENTER
170 S Mall Dr., St George, Ut 84790
www.stgeorgests.com



St. George STS (Herbalife Success Training Seminar)

Like This Page · December 11, 2014 ·

This Saturday STS - Debi Katz - 24 years in Herbalife. Get ticket online by tonight and save \$10 at the door.

👍 Like 💬 Comment ➦ Share

👍 5

May Success Training Seminar on Saturday
and
Leadership Training on Friday May 17th (see details below)
Guest Speaker: DENNIS DOWDELL
When: May 18th, 2013
Where: Holiday Inn
2 Montgomery Village Ave, Gaithersburg MD 20879
Time: 10:00 am - 4:00 pm Presentation & Training
Purchase Your Tickets NOW at: www.dcmetrosts.com
FREE Entrance for First Time Attendees to the Event



From School Bus Driver to President's Team
Dennis was a school bus driver looking for an opportunity to build a new career when he answered an ad in the newspaper. He met with the founder of Herbalife, Mark Hughes, and was impressed with his passion, conviction and dream. Thinking "What if it's true," he decided to take a chance and see if he could make a difference as Mark had promised.

Dennis has gone from being a School Bus Driver with absolutely no business or nutritional background, to Chief Executive President's Team. He has gone on from there to build one of the largest Distributorship organizations in our company.

Special Leadership School on Friday May 17th from 7:00 - 9:00 (supervisors and above) only \$5.00 a person (pay at the door) It would be helpful to get an R.S.V.P. if you are attending.

MEGA STS May 21

<p>Friday Agenda May 20th 6pm-8:30pm Mentor Session for all Silver Qualifiers, Active World Team Members (2015 & 2016) and TAB Team Members</p> <p>Event Qualifications Bronze- 2500vp in the month of March or April Silver- 5K VP in the months of March and April or 7.5K VP in one month Gold- 7.5K VP in the months of March or 10k VP in one month</p>	<p>May 21st Denver Success Training Seminar Denver Marriott Park Meadows 10345 Park Meadows Dr. Lone Tree, CO 80124 www.denversts.com</p>	<p>Saturday Agenda 8am-9:30am Bronze Workshop (2,500vp in March or April or any new Supervisors) 10am HOM (Herbalife Opportunity Meeting) 12pm-4pm Herbalife Training 5pm-7pm VIP Qualifier Dinner (7.5k VP in March and April or 10K in one month)</p>
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\$40 May 3rd

Guest Speaker
4 Diamond 30K Chief Executive Presidents Team Member
Dennis Dowdell

Purchase tickets @www.denversts.com

\$35 tickets until May 2nd





KICKOFF 2017
January 14th-15th

Miami STS
Page Liked · January 7 near Miami Beach, FL ·

EVENT QUALIFICATION
Saturday Open to Distributors
Sunday Open to Supervisors

SUPERVISOR WORKSHOP
Open to all Supervisors within the qualification period -OR- All Existing Fully Qualified Supervisors who achieve the following:

- 2,500 Total Volume Points in one month - OR -
- 4,000 Total Volume Points accumulated in three consecutive months

AGENDA TBA



Mark Matika
Senior Executive President's Team Member 15K

- Let's Gooooo ! January Kick off is around the corner ● Have EVERYONE like this page for updates and photos and more
- Get your ticket ASAP before it sells out on www.STSmiami.com
- REMINDER: Day 1 is open to ALL DISTRIBUTORS who have a ticket
- All SUPERVISORS who qualified for the SUPERVISOR school and SUPERVISOR WORKSHOP and or VIP All levels must complete the form with proof of volume on www.STSmiami.com
- LOCATION: East hall is the macc downstairs (the big room)
- PARKING: \$5 Cash
- AGENDA:
- SATURDAY 14th
7:00 AM Production Team (if you are committed to make a difference, and contribute your skills and energy arrive before 7am)
10:00 AM HOM (Free for Guests only)
12:00 PM Lunch
12:30 PM - 4:00 PM Seminar
6:00 PM - 11:00 PM Costume Party
- SUNDAY 15th
7:00 AM Production Team
8:30 AM - 10:00 AM Supervisor Workshop for Qualifiers
10:00 AM-1:00 PM Supervisor's School

Special VIP Seating and Treatment

LEVEL 1 PREFERRED SEATING AND RECOGNITION

Open to all Fully Qualified Supervisors who achieve the following:

- accumulate 15,000 Total Volume Points during three consecutive months -AND-
- a minimum of 2,500 Total Volume Points each month in the same three consecutive months

LEVEL 2 VIP SEATING AND RECOGNITION

Open to all Fully Qualified Supervisors who achieve the following:

- accumulate 20,000 Total Volume Points during three consecutive months -AND-
- a minimum of 2,500 Total Volume Points each month in the same three consecutive months

Venue:
Double Tree by Hilton Hotel Miami Airport & Convention Center
Room: East Hall
711 N.W. 72nd Avenue, Miami, Florida, 33126



Kickoff Entry Fee:
Pre-sale \$40
Ticket \$50
New Members (Includes only those who registered last month or this month of the Kickoff \$40 cash only at registration (Must Show Proof of Registration))
To purchase your ticket go to www.stsmiami.com

Event coordinated by
Herbalife Independent Distributors



Like Comment Share

7 Chronological

Miami STS Costume party is open to all distributors and above who have a ticket
Wear your FAV costume
Be creative ... See More
Like · Reply · 1 · January 9 at 5:41am
2 Replies

NEW YORK STS
June 14, 2015

Guest Speaker
15K
Executive President Team
Mark Matika

EVENT LOCATION
Sheraton LaGuardia East Hotel
135-20 39th Ave
Flushing, NY 11354


REGISTRATION
8:30am Supervisors & Above
9am General


TRAINING
9am Supervisor Workshop
10am HOM (Open to guest)
11am Training

TICKETS
\$30 Online
\$100 for 4 Tickets
Online UNTIL JUNE 8TH
\$40 at the door

DINNER AFTER THE STS
\$35 for 1
\$150 for 5
Online UNTIL JUNE 10TH

PURCHASE YOUR TICKETS AT
www.newyorksts.com

 Chinese Translation Available



Mark found Herbalife at a low point in his life. He had mounting debts, gone through bankruptcy, and lost his house. Herbalife was an answer to his prayers. Mark attended a Herbalife meeting, and started sharing the products. He also traveled to all the trainings and big events, and focused on personal development. As a result of consistency and using the local meetings, Mark built one of the strongest and most successful distributorships in Herbalife!

New York STS
Like This Page · May 31, 2015 ·

In 2 Weeks, 15K Executive President Team Member Mark Matika will ROCK NYC!!! Get your tickets TODAY!! www.newyorksts.com

Like Comment Share

14 Top Comments



MIAMI, FL

Success Training Seminar

Aug 19th 2017

AGENDA

7:00 AM Production Team & Pre-meeting.

7:30 AM Speakers Meeting

8:45AM – 9:45AM Leadership Section Supervisor and Above
(Doors Close at 8:30AM)

10:00AM HOM (free For Guest Only)

12:00PM Lunch

12:15PM - 4:00PM Seminar (members with entry fee only)



Garrain Jones

Int'l Executive President's Team
Member 30K

I always knew i was meant to do something big, but I did not know what that looked like. I had a really bad attitude, and I was living a life without purpose or direction. Eventually, my choices lead me to live out of my car for two and a half years. I was numb, and I truly didn't know how to get my footing in life. When I was first introduced to Herbalife I was a no. I didn't think this was what I needed for my life to get better. Finally, I decided to take this opportunity, and I have followed the path that the leaders that came before me have set, and I'm doing my part on getting a shake canister in every home around the world. I have never been more inspired in life to work for my freedom now that i know my purpose in life. Today I get to travel the world and inspire others. It is an unbelievably rewarding experience to see so many people's transformations. I am so grateful for this Herbalife Opportunity.

Special VIP Seating and Treatment

- To qualify for VIP for this STS it is 9,000 DVP and minimum 80% PDV in the month of JULY 2017
- TO SIT VIP:
MUST SUBMIT PROOF (complete VIP qualification section on STS webpage www.stsmiami.com)
NO LATER THAN AUGUST 16TH

Venue:
DoubleTree by Hilton Miami Airport & Convention Center
711 NW 72nd Ave, Miami, FL 33126



Like us on:
 **facebook.** MIAMI STS

Parking: Valet Only, Cash \$7
(Before 11AM)

NEXT EVENT
SEPTEMBER STS 16TH
www.stsmiami.com

STS Entry Fee:
Single Presale Ticket \$35 (Online before August 18th)
Single Ticket: Day of Event \$45 (Cash Only)
New Members (Includes only those who registered last month or this month of the STS and it is your 1st STS) \$25 cash only at registration (Must Show Proof of Registration)
To purchase your ticket go to www.stsmiami.com



Time is more value than money. You can get more money, but you cannot get more time.

STS Coordinators
Jorge De La Concepcion / Executive President's Team 70K
Alan Rodriguez / Executive President's Team 40K

Miami STS is coordinated by 
Herbalife Independent Distributors





Garrain Jones

August 20 · 🌐

THANK YOU MIAMI STS 🙏

I want to take this opportunity to say thank you to all of those that attended the Miami success training seminar yesterday. Thank you for having me as your keynote speaker. As promised I left my heart out there on the stage in the form of a message and I know in my heart of hearts that my intention of having everyone leaving out of that event with a whole new perspective of their life and business was met. We all collectively grew. There is a lot to be said that went on at the largest STS Miami has ever had and I am more than grateful. The ripple of fact of messages I have been reading from those lives that have been touched of people who applied what they learned right away is beyond priceless. Thank you in advance for the Full of fact of impact you are creating by starting with yourself. This is only the beginning to so much more. I love love love love love you guys. Thank you thank you thank you thank you thank you thank you thank you thank you. ITS GROW TIME 🙌🙌🙌🙌🙌

And for those of you that were impacted please share below which part of the training really stuck out for you so that others can benefit from your breakthrough 🙏

#PurposeOverEverything
#ChangeYourMindsetChangeYourLife



MIAMI, FL.

Seminario de Entrenamiento al Exito

Octubre 25 de 2014.

AGENDA

Sábado 25 de Octubre

7:30 – 9:00 AM Coordinación, pre-reunion y registro.

9:00 – 11:00 AM H.O.M. (Invitados Gratis).

11:00 AM–3:00 PM Seminario Invitado Especial. (Almuerzo Herbalife) (Distribuidores con ticket)

Disney y Jorge de la Concepcion Jr.
Miembro Internacional del Equipo del Presidente ISK

Trabajaban como camareros mientras perseguían una carrera en modelaje y la actuación. Los Padres de Jorge les presentaron los productos y la oportunidad de Herbalife. Después de conseguir grandes resultados con los productos Herbalife, combinados con ejercicio y una buena nutrición, se convirtieron en Asociados Independiente de Herbalife. Se enamoraron de los productos y comentan: "El combustible que nos motiva a que trabajemos duro todos los días es saber que afuera hay mucha gente que necesitan una oportunidad como esta"



EXTRAVAGANZA LATINA 2014

17 al 19 de Octubre
Boardwalk Hall
2301 Boardwalk
Atlantic City, NJ 08401

INVITADOS ESPECIALES
Ysabella Hernandez & Edgar Balbas
Chaireman's Club-40K

PROXIMOS EVENTOS

STS NOVIEMBRE: 21 y 22

STS DICIEMBRE: 13

Pensamiento

"Entonces, no tenemos que mejorar la compañía, tenemos que mejorar a Usted"

Jim Rohn

PROMOCIÓN MINI TABLETA

¡Haz crecer tu negocio y gana una mini tableta con tu compra mensual!

- Incluye: Mini-tableta de 32GB
- Incluye: Carga inalámbrica
- Incluye: Carga rápida
- Incluye: Carga rápida
- Incluye: Carga rápida

Lugar:
Double Tree by Hilton Hotel Miami Airport & Convention Center
Salon: Mac1 o Mac2

711 N.W. 72nd Avenue, Miami, Florida, 33126, USA

Derecho de Admisión
En Puerta \$40.00 (Solo Efectivo)

Coordinadores STS

Jairo Zapata (305) 297-9487
Gloria Zapata (305) 6009972 Equipo del Presidente Ejecutivo

Felix Morales (786) 382-5668
Fabiola Mena (786) 3433175 Equipo del Millonario

Evento realizado por:  **HERBALIFE.**
Distribuidor Independiente

 **Manuel Costa**
October 20, 2014 · 🌐


MIAMI STS este sábado
Lleva mucha gente

➔ Share

👍 22

5 shares



 **fitcouple**

Following

fitcouple The event that changed our lives!! If you are doing this business and you are not going here you are wasting time. .

#Extravaganza2017

View all 23 comments



WHAT IS HERBALIFE EXTRAVAGANZA?

Each year, Herbalife Extravaganza is where thousands of Herbalife Independent Distributors from all over North America – and at every level of the Sales & Marketing Plan – gather to receive the training to help their business plans come alive. At the 2017 Herbalife Extravaganza, over three exciting days, you can:

- Receive valuable training by Herbalife top leaders
- Learn priceless strategies, and brilliant retail and sponsoring techniques that can help you expand your business
- Hear firsthand the biggest announcements of the year, including exciting product launches
- Network, mingle with your peers and make priceless business contacts
- Experience an awe-inspiring recognition ceremony and memorable celebrations




871 likes

JULY 9

Add a comment...

SIGUIENTE PARADA:
SEMINARIO DE ENTRENAMIENTO PARA EL EXITO
 DICIEMBRE 13/14

ORADOR INVITADO
Miriam Gaya Mejia & Alcides Mejia Hany
 Miembros del Equipo Presidente



LUGAR
TAMPA
 LUGAR: HOTEL MARRIOTT
 1001 N Westshore Blvd
 Tampa, FL 33607

Vestimenta: De Negocio

AGENDA

VIERNES
1:00pm - 2:00pm
 Reunión PT y MT
2:00PM-3:00 PM
 Reunión GET
3:00pm - 5:30pm
 ESCUELA EQUIPO MUNDO Y SUPERVISORES

SABADO
9:00pm - 11:00pm
 HOM Reunión de Oportunidad (Invitados gratis)
11:00pm - 12:00pm
 Receso de Batidos
12:00pm - 3:00pm
 Entrenamiento Continuasión

Miriam Gaya y su esposo Alcides Mejia sentían que su bienestar no estaba del todo bien, y les faltaba energía. Tenían sobrepeso, comían mal y se sentían frustrados. Miriam trabajaba como ama de casa mientras que Alcides era músico y ambos eran dueños de su empresa de grabación. Buscaban una mejor calidad de vida para que no le faltara nada a la familia. Una amiga le habló a Miriam acerca Herbalife y decidió ser Distribuidor Independiente.

Como Distribuidor, ella pudo comprar los productos con descuento, para uso personal y familiar. La vida y la salud de Miriam y su familia cambio para mejor con la Oportunidad de Negocio Herbalife. Hoy sus productos favoritos incluyen la Nutrición Celular, controladores de apetito y aceleradores * porque apoyan mi metabolismo y me han ayudado a controlar mi peso durante 18 años* dice Miriam.

Para ellos la oportunidad Herbalife significa "Poder trabajar donde quieras, como quieras y con quien quieras, respetando las normas y haciendo el bien a la gente". Afirman "Ahora nos sentimos tranquilos y satisfechos de ver triunfar a nuestros hijos y a sus parejas en Herbalife."

HERBALIFE.
 Haciendo un mundo más saludable.

STS Tampa Bay
 Page Liked · December 11, 2013 ·

STS in Spanish 12/13-14/2013

Like Comment Share

Ivonne Ramirez Mejia and 6 others

STS FORT LAUDERDALE
 Success Training Seminar

September 11th & 12th, 2015

AGENDA

Friday Sept. 11th: Sheraton Fort Lauderdale Airport
 5:00 - 6:00 pm Pre-meeting
 6:00 - 8:30 pm TAB Team - AWT

Saturday Sept. 12th: Sheraton Airport
 9:00 - 10:00 am Pre-meeting
 10:00 - 12:00 m WorldTeam & Supervisors School
 12:00 - 1:00 pm HOM (Herbalife Opportunity Meeting)
 1:00 - 3:30 pm General Training
 3:30 - 4:30 pm Recognitions

VIP Supervisors 5,000 VP
Tab. Team 7,500 VP

V.I.P. Gold
!! DINNER WITH THE SPECIAL GUESS & PRESIDENTS TEAM!!
 VIP + 1 Supervisor qualified in 1st. Level in August
 Dinner paid by the Sponsor. Submit VIP Qualification to browardsts@gmail.com by the 10th of the month

ALCIDES MEJIA
 Executive President's Team Member 20K

Alcides Mejia Jr. studied and worked to fulfill his dreams. Still, he found himself spending less time with his family. "We felt tired, in debt and without hope". Now, thanks to the Herbalife Products and the leadership that has helped them grow their business, their life is completely different. "We now live the life that we have always dreamed of, we are full time parents, and travel around the world."

Independent Event
HERBALIFE NUTRITION

STS Fort Lauderdale Coordinators
 Pablo Vargas / Executive President Team 20K 305.904.4892
 German Saracho / President Team 973.573.4160

Sheraton HOTELS & RESORTS
 Sheraton Fort Lauderdale Airport
 1825 Griffin Road, Dania, Florida, 33004

STS Fort Lauderdale
 Like This Page · August 25, 2015 ·

Like Comment Share

12 Top Comments



Success Training Seminar
Miami, Florida

November 9, 2013



Ron Rosenau

International Executive President's Team Member 30k

Ron Rosenau was a stockbroker and financial advisor carrying a lot of tension and stress. His dissatisfaction with his job prompted him to answer an ad about the Herbalife business opportunity. "I had great results with the products and decided to work the business full time," Ron says. Then, at an Herbalife Opportunity Meeting, he met his future wife Carol, a landscape architect. She and Ron joined forces to take Herbalife around the world. "Now we can do what we want, when we want," says the couple.

DOUBLETREE By Hilton MIAMI AIRPORT & CONVENTION CENTER
711 NW 72 AVE, MIAMI, FL 33126

- AGENDA**
- 7:00AM - Production Team & Pre-meeting
 - 7:50-8:45AM Supervisor Special Leadership Section (Levels Supervisor and up)
 - 9:00AM - HOM (Herbalife Opportunity Meeting) FREE
 - 11:00AM - Lunch
 - 12:00-3:00PM - Seminar (Distributors with ticket only)

STS PRESALE TICKETS ONLY VIA PAYPAL ACCOUNT: animeja3@gmail.com DEPOSIT AND SEND
TEXT ONLY TO CONFIRM NAME + # NUMBER OF TICKETS TO: Adriana & Rod Disanto (786)218-2843
For all updates and Information about STS like our Facebook Page: STS English South Florida

Pre-sale until Wednesday November 6. 1XS30 or 4XS100 US. DEPOSITS AFTER WEDNESDAY WILL NOT BE ACCEPTED Ticket at door \$40 CASH ONLY. No children allowed. Independent Event. Open to all Distributors.



Alcides Mejia Gaya

November 4, 2013 near Modello, FL · 🌐

Who is ready for November STS? Tag and share it with your down line! — with John Negrete, Andres Mejia, Glenroy Huggins and 33 others.

👍 Like 💬 Comment ➦ Share

👤 Sylvia Pera, Ivonne Ramirez Mejia and 34 others

15 shares

2 Comments

SOUTH HOUSTON

Success Training Seminar



Ron & Carol Rosenau

**30k International Executive
3 Diamond
Presidents Team**

May 21st 2016

Hilton Houston SouthWest 6780 Southwest Freeway Houston 77074



Enrique Carrillo

May 16, 2016 · 🌐

AHHHHHH!!!! I'm so excited for this weekends Success Training Seminar with my mentors Ron Rosenau and Carol Rosenau. HOUSTON and surrounding areas if your interested in how i went from being over weight, 3 jobs, and going to school full time to being in the best shape of my life and becoming the best person I can be to adding value to this world and now making six figures a month in 8 years? It takes WORK but it's possible and worth it!!! COME LEARN FROM THE BEST!!!! I'm excited to learn more!!!! The incomes presented are those of persons within the top 1% of Herbalife Independent Distributors. For average financial performance data, see the Statement of Average Gross Compensation at Herbalife.com and MyHerbalife.com

👍 Like 💬 Comment ➦ Share

👤 Enrique Carrillo and 162 others

11 shares

13 Comments



PALM BEACH, FL.

Success Training School

September 24th, 2016.

AGENDA
Saturday September 24th, 2016
 6:45am Production Team
 7:45 – 8:40am Supervisor & up School
 9:00am – 3:00pm Herbalife
 Opportunity Meeting & Training (Guests Free)
New Members come in free, if the date of registration falls between last STS and present STS. * Proof required *****




Dani Edwards
 40K Executive President's Team

Dani Edwards was finishing up college with no clear career path when Herbalife found her. She was a full-time college student, working as a waitress and living paycheck to paycheck. Dani played sports competitively in college but found herself struggling with her weight. She was introduced to the Herbalife products, which gave her the chance she need it, and after getting great results on the products, Dani got started in the business. That was 8 1/2 years ago and since that time, Dani has been able to build an incredible business all over the world, and credits her hard work and being coachable for the success of her business.

Quando Dani Edwards conoce a Herbalife, se encontraba terminando el College, y sin metas o un camino claro a futuro. Estudiaba a tiempo completo, y trabajaba como mesera lo cual le permitia sobrevivir de cheque a cheque. Dani practicaba deportes competitivamente pero siempre tenia que lidiar con el sobrepeso. Al conocer los productos de Herbalife, y darse cuenta de los resultados y que era lo que ella necesitaba, decidió empezar su negocio. Eso fue hace mas de 8 años y medio, y desde ese momento, ella ha tenido la oportunidad de construir un negocio solido alrededor del mundo, y hoy su éxito lo acredita a su trabajo duro y a siempre mantenerse enseñable.

Like us on
PALM BEACH STS

Website: www.palmbeachsts.com

HERBALIFE EVENTS

HERBALIFE NUTRITION
 Independent Member Event

VENUE:
Palm Beach County Convention Center
 650 Okeechobee Blvd.
 West Palm Beach, FL 33401
 PARKING \$5.00





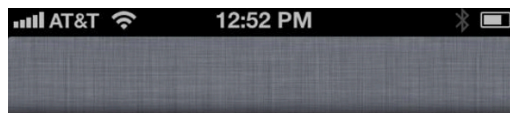
LEADERSHIP DEVELOPMENT WEEKEND
 OCTOBER 2016
 Octubre 14 – 16, 2016

Palm Beach STS
 Page Liked · August 31, 2016 ·

Like Comment Share

10 Top Comments

4 shares 1 Comment




Alcides Mejia Gaya
 November 19, 2012 near Modello, FL ·

January Spectacular! Book your hotel NOW!!!! Who is coming with us?!!! — with Carlton Huggins, Chris Negoescu, Nestor Villageliu and 37 others.

Like Comment Share

Karim Ali and 21 others

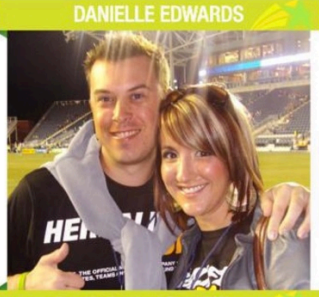


Orlando, FL

January 19–20

Event Location
Rosen Shingle Creek Hotel
 9939 Universal Blvd., Orlando, FL 32819 • 407-996-9939

DANIELLE EDWARDS



Executive President's Team 30K Member

About The Speakers

Danielle and Grieme Edwards were introduced to Herbalife® products through a Nutrition Club. Inspired by their weight-loss results, they attended one Extravaganza, and afterward decided to open their own Nutrition Club. Through hard work, they moved up the Marketing Plan and now enjoy the lifestyle that they always dreamed of. "We're so grateful for Mark Hughes' vision, Jim Roh's words of wisdom, the strength of our mentors and our incredible team!" they say."

*Resumes applicable to the individuals (or companies) applying will not be sent. For average financial performance data, see the Statement of Average Gross Compensation of U.S. Superiors of Herbalife and MyHerbalife.com.

An average distributor generated revenues from more than 100 U.S. Herbalife Independent Distributors about their health-care programs and results. They reported weight loss ranging from 6 pounds to 167 pounds and a reduced body mass index (BMI) of 16 points to 24.1 points, suggesting that consumption of the nutrition products is associated with weight loss and improvement in BMI in these ranges.

Tickets

SKU #C512

Advance	At the Door
\$50	\$60

(Includes an open registration card)

Host Hotel

Rosen Shingle Creek Hotel

9939 Universal Blvd.
 Orlando, FL 32819
 407-996-9939

Reserve now \$149 per night (incl. tax) (November 28, 2012)

Purchase your advance tickets by calling 866-866-4744. Visit HerbalifeEvents.com today!

*Not tickets maximum per Distribution. Ticket sales are final — they are non-refundable and non-transferable. Herbalife reserves the right to reevaluate distributor qualifications up to and including the days of the event. Must be present at the event to receive all materials.

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daytonasts Join us Monday, May 1st for the Daytona STS promo call with special guest Executive Presidents Team member Amy Hendricks !! .

. You don't want to miss this or the STS!! Saturday, May 6th will be life changing and you NEED to be there! . Comment below to reserve your free spot. Don't wait - the fill up fast!! .

. ****Current Herbalife members need to



maigy24fit, putrguy, christian_24fit, fit24muahsz and _lisadee_ like this

APRIL 27

Add a comment...




490 entrepreneurs learning and growing as people. Consider joining us, we're going to double the size of this group!

. #entrepreneur #entrepreneurlife #entrepreneurship #changinglives #growth #grow — at JW Marriott Minneapolis Mall of America.

Like Comment Share

Tracy Barnes and 35 others



MIAMI STS

End of Year Gala



December 3rd 2016


AGENDA:
6:00am Production Team & Pre-meeting.
7:30am Speakers Meeting
8:30-9:45am Leadership Section (Supervisor and up)
10:00am HOM Free For Guest Only
12:00pm Lunch
12:15-4:00pm Seminar (Members with entry fee only)
7:00-8:00pm Gala Dinner (Supervisors with 5,000 PVP in Nov. and New Supervisor October, November)
8:00-12:00am Gala Party (Open to all members with ticket)

Special VIP Seating and Treatment

- To qualify for VIP for this STS it is 10,000 Personal Volume Points in the month of November 2016
- To SEAT VIP: MUST SUBMIT PROOF (complete VIP qualification section on STS webpage www.stsmiami.com) NO LATER THAN November 30th

NEXT EVENT




Tommy Gioiosa

Executive President's Team Member 20K

In 1992, Tommy Gioiosa found himself in Orlando Florida in a low paying job that offered no future. His dreams of a sports career were long gone, and he was desperate to find an opportunity that would change his life! One day, while working out at a local gym, he met a Herbalife Distributor wearing a Lose Weight Now Button and shared how he could get started. Because of his results, he was able to earn an extra \$1000 his first month. Through hard work and consistency, they have been able to create a full-time income.

Today, Tommy and his wife Sandy are enjoying the benefits of running a successful home business. They have reached their income goals for financial freedom, reaching the top 1% of income earners in the company.


Venue:
 Double Tree by Hilton Hotel Miami
 Airport & Convention Center
 Room: Poinciana Ballroom
 711 N.W. 72nd Avenue, Miami, Florida, 33126




STS Entry Fee:
 1 Ticket \$40
\$50 at the door (cash only)
 New Members (Includes only those who registered last month or this month of the STS and it is your 1st STS) \$35 cash only at registration (Must Show Proof of Registration)
To purchase your ticket go to www.stsmiami.com

STS Coordinators
 Nestor Villageliu / Millionaire Team 7.500
 Diego Marin / Active World Team

Event coordinated by **HERBALIFE NUTRITION**
 Herbalife Independent Distributors



Jim Rohn
 Time is more value than money. You can get more money, but you cannot get more time.




Miami STS
 Page Liked · November 30, 2016 ·

It's here..... and it is going to be the MOST INCREDIBLE EVENT of 2016
 Our December STS and GALA Spectacular end of the Year Celebration this SATURDAY December 3rd READ IMPORTANT DETAILS BELOW **Order your tickets ASAP on www.STSMIAMI.com through FRIDAY DECEMBER 2nd to get your special price tickets or pay more at the door **ROOM LOCATED in the front hotel 1st floor in the ROYAL PONCIANA BALLROOM **REGISTRATION opens at 7am **If you would like to contribute your talents and energy to making this the BEST STS EVER by participating in our AWESOME Production Team show up 5:50am (doors will close for Production Team 6:05am no exceptions)
 **If you qualified for the Incredible GALA DINNER you must submit proof with your name and id# and verification photo of your November Volume on www.STSMIAMI.com scroll towards the bottom of the page or click the link in the email reminder that was sent out
 **VIP DINNER QUALIFIERS
 You must submit your November volume photo verification Click VIP TAB on www.STSMIAMI.COM
 **GALA PARTY
 Open to ALL who purchased a ticket
 **AGENDA
 AGENDA



6:00AM Production Team & Pre Meeting

7:30 AM Speakers Meeting

8:30 AM - 9:45 AM Leadership Section (Supervisors and above)



Tampa Bay STS

November 8, 2014

AGENDA

7am - Production Team Mtg
 8am - Registration Opens
 8:30am - Supervisor School
 10am - HOM (free for guests)
 12pm - Lunch Break
 1pm - General Session
 4pm - Qualification Dinner

Location Pending

Purchase Tickets
www.TampaHerbal.com
 5 Pack: \$100
 Single Ticket: \$30
 Ticket at the Door: \$40
 Last Day to purchase online Nov. 6th



VIP Experience

- *New Supervisors that qualified in Sept & Oct 2014
- *Fully Qualified Supervisors that had over 7,500 VP in Sept & Oct 2014

MUST EMAIL VIP WINNERS BY NOV 6th VIA EMAIL:
STSTAMPABAY@GMAIL.COM

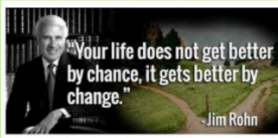
Tommy Gioiosa

20 K Executive Presidents Team & 2 Million Lifetime Achievement


My name is Tommy Gioiosa, and my background is in sports and fitness. I was blessed with a talent in baseball, even becoming an All American in high school. I went to college on a baseball scholarship, and there became friends with many professional baseball players. I began to make some decisions that ultimately caused me to lose everything I had worked so hard to attain. At that time, I couldn't see a very bright future for myself. I lost my dreams. I ultimately found myself in Orlando, working for minimum wage. The day that turned my life around came while I was working out in a gym. I met Sandy, who later became my wife. She was wearing a "Lose Weight Now" button, and was so excited about Herbalife and all the possibilities it offered. She shared that I could be part of this company, and create a new life, with new goals and dreams. After trying the products for myself, I decided to share the products at work to see if I could make some extra money. Within a short time I had replaced my income from my full-time job. I began to qualify for vacations and move up the marketing plan! I decided to join Sandy and make Herbalife my main focus. This company has completely changed our lives. We enjoy a lifestyle that we never dreamed of, and have friendships with people all over the country. Most importantly, Herbalife has given us the opportunity to spend valuable time with our family and to help others do the same. There has never been a better time to be a part of this truly life-changing company!


STS Coordinators
 Elizabeth & Yaniel Almaguer
 Millionaires Team 7,500
 (813)770-0779



Your life does not get better by chance, it gets better by change.
 - Jim Rohn

www.TampaHerbal.com



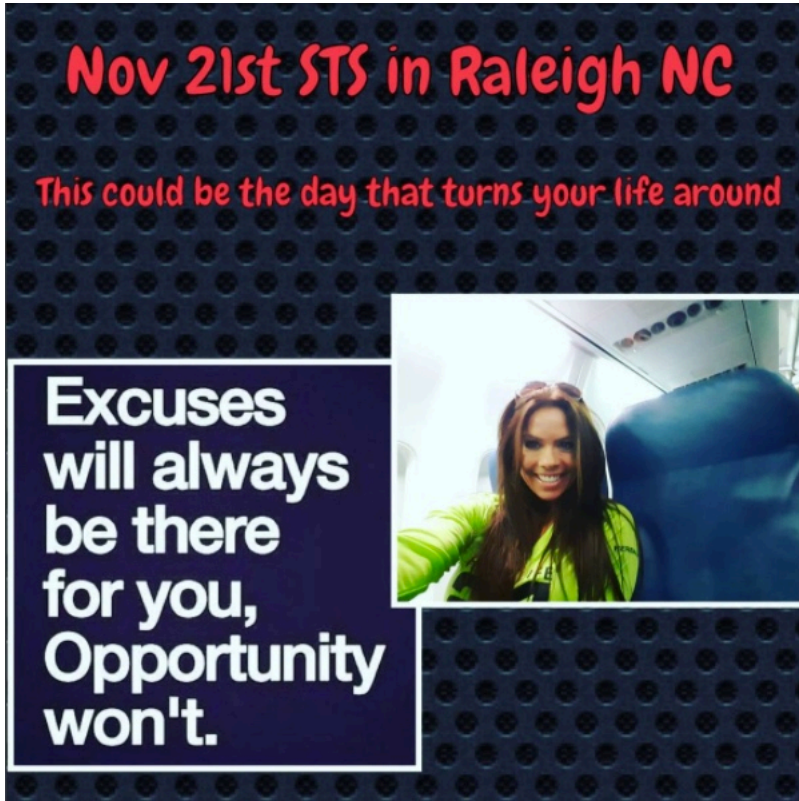


STS Tampa Bay
 Page Liked · October 6, 2014 ·

November 8th STS!!

Like Comment Share

34



fitgirl4

Follow

fitgirl4 On my way to Raleigh. Grateful for the invite. Fitcamp tonight - Success Training Seminar Sat. If you are ready to learn..be inspired..transform this could be the event for you. If it can happen for me, I know it can for you.

#sts #mindbodyspirit #grateful #healthy #fitness #fitcamp #fullcircle #livealifeilove #3daytrial #girlswithmuscle #adventure #shakes #everyonewins #21dayshakechallenge #impact #herbalife #success #extraordinary #vision



64 likes

NOVEMBER 20, 2015



fitgirl4

Follow

fitgirl4 Daytona STS just announced at Jacksonville STS!! Thank you for your support. Growth for us all ♡
 Www.daytonasts.com
 #herbalife #success #vision #goals #action #missionofnutrition #love #powerful #community



83 likes

JUNE 18, 2016



MIAMI, FL.

Seminario de Entrenamiento al Exito Octubre 29 del 2016

AGENDA

Sábado 29 Octubre/2016

6:00 AM Reunión de Producción
7:30 AM Reunión de Oradores
8:30 AM Escuela de Liderazgo (Abierto para Supervisores en Adelante)
10:00 H.O.M.
(Reunión de Oportunidad)
12:25 PM – 3:00 PM
 Entrenamiento General para Asociados



CLAUDIA GARCÍA Y GUILLERMO RASCH

Equipo del Presidente Ejecutivo

Claudia Garcia y Guillermo Rasch conocieron Herbalife en Colombia hace 13 años cuando un amigo los invito a un HOM. Administradores de Empresas de profesion y con buenos trabajos vieron en Herbalife la oportunidad de tener su propio negocio e iniciaron la actividad a tiempo parcial construyendo una base mensual de 10 nuevos clientes y 5 nuevos distribuidores. A los seis meses de haberse vinculado a Herbalife, aceptaron una oferta para trabajar en los Estados Unidos en una compañía de Inversiones y Real Estate, pero al caer el mercado de bienes raíces y con 3 hijos que mantener y después de 3 años de hacer Herbalife part time decidieron dedicarse al negocio full time y tomar Herbalife como su proyecto de vida.

"Siempre recomendando los productos y la oportunidad de negocio e implementando planes de trabajo de 90 días, perteneciendo a un sistema local, calificando a todos los eventos y estableciendo metas claras llegamos al Equipo del Presidente en junio 2008; cinco años después de habernos vinculado con la compañía".

Gracias a la oportunidad hemos sido padres de tiempo completo además de tener la posibilidad de ayudar a muchas personas a cumplir sus sueños.

CALIFICACION ESPECIAL

Club 2500 P.V. / 5000 P.V.
 Todo asociado para ser reconocido debe presentar impreso su volumen personal en el área de registro.
Asientos V.I.P 10,000 PV
 Todo asociado debe enviar prueba del volumen a orbeliofiallo123@hotmail.com antes del 25 de Octubre

PROXIMOS EVENTOS
STS
19 de Noviembre

Lugar:

Double Tree by Hilton Hotel Miami Airport and Convention Center

711 NW 72nd Avenue, Miami, FL 33126



COORDINADORES STS
 Monica Cano & Wilfredo Herrera / Equipo del Presidente Ejecutivo
 Steve Sanchez (305) 300-6685
 Barbara Martinez (786) 499-8802 / Equipo del Millonario
 Orbelio Fiallo (305) 318-2656
 Nayibe Tabel (305) 343-6016 / Equipo del Millonario

Derecho de Admisión
 Pre-Venta hasta jueves antes del Evento \$30.00 (Solo Efectivo)
 En Puerta \$40.00 (Solo Efectivo)

Pensamiento



"El FUTURO tiene muchos nombres. Para los débiles es lo inalcanzable. Para los temerosos, lo desconocido. Para los valientes es la oportunidad."
 (Jim Rohn)

Evento realizado por:  **HERBALIFE**
 Asociados Independientes Distribuidor Independiente



Monica Cano ▶ STS SUR DE LA FLORIDA

October 28, 2016 near Medley, FL · 🌐

Nos vemos mañana en nuestro STS Mensual! Tendremos el placer de contar con una pareja espectacular, que se hicieron Equipos presidente aquí en la plaza! Claudia Garcia y Guillermo Rasch.

See you tomorrow on our monthly sts!
 We will have the pleasure of having a spectacular couple, who became the President's team here in the square! Claudia Garcia and Guillermo Rasch.

👤 Rate this translation

👍 Like ➦ Share

👍❤️ 17

1 share



Seminario de Entrenamiento al Exito (STS)

Orlando, Florida

Septiembre 11 y 12, 2015

Agenda

Viernes - 11 de Septiembre

1:00pm Coordinación, Pre-meeting y Registro
1:00-3:00pm Equipo Tabulador
3:00-4:00pm Equipo del Mundo
4:00-5:30pm Supervisores

Sábado - 12 de Septiembre

7:00am Reunión de Producción
8:00am Pre-meeting
9:00am Sesión Especial Escuela 500
10:00-12:00 am H.O.M.
(Reunión De Oportunidad)
12:00 am - 4:00pm
 Entrenamiento General para Asociados



Claudia y Guillermo Rasch

Equipo del Presidente Ejecutivo

Ambos descubrieron Herbalife mientras vivían en Colombia, se interesaron por los productos y la oportunidad de negocio ya que consideraron que la inversión era mínima. Les gusto la idea de ser Distribuidores Independientes pero al principio Herbalife era el Plan B. Posteriormente la pareja acepto una oferta para trabajar en bienes raíces en los Estados Unidos pero cuando la empresa redujo su personal tuvieron que buscar otro camino. Con tres niños que mantener la situación se les puso bastante dura pero aun en tiempos difíciles ellos supieron transformar la adversidad en prosperidad gracias a Herbalife. "Menos mal que nunca dejamos de usar ni de recomendar los productos ni la oportunidad de negocio Herbalife y de Plan B paso a ser nuestra unica entrada de dinero"


Poniendo en practica un plan de trabajo, involucrandose en un sistema de apoyo local y estableciendo metas claras. Claudia y Guillermo desarrollaron todo su potencial y su negocio Herbalife se volvio muy rentable. "Ahora podemos compartir mas tiempo con nuestros hijos; ademas tenemos en nuestras manos la posibilidad de ayudar a otros a cumplir sus sueños"

**** ASIENTO VIP ****
 Todo distribuidor para ser reconocido debe presentar impreso su volumen personal en el área de registro
 2,500 pv (mínimo 350 VAP) + 3 VIP/1er nivel

Viernes - 11 de Septiembre
 12459 S. OBT, Orlando, FL 32837, USA

Sábado - 12 de Septiembre
DoubleTree by Hilton Orlando at SeaWorld
 10100 International Drive, Orlando, FL 32821, USA





Herbalife Florida Seminars

Like This Page · August 22, 2015 · 🌐

👍 Like 💬 Comment ➦ Share

👍❤️ 13 Top Comments

1 share 1 Comment

Income applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the Statement of Average Gross Compensation paid by Herbalife at Herbalife.com and MyHerbalife.com.



DAYTONA BEACH
SUCCESS TRAINING SEMINAR
SEPTEMBER 9TH, 2017

GUEST SPEAKER:
15k Executive President's
Team Member, Ryan Baker



AGENDA:
8:45-9:45AM
2500 Documented
Volume Point School

10:00AM-3:45PM
STS Training

QUALIFICATIONS:
5000 VIP
7500 VIP
10,000 VIP
(Documented Volume)

Daytona Beach Resort Conference Center
2700 N. Atlantic Ave, Daytona Beach, FL 32118
PURCHASE TICKETS AT:
WWW.DAYTONASTS.COM

Continuing Mark's Dream.....



Daytona STS

Like This Page · August 19 ·

NEXT EVENT IS 3 WEEKS AWAY: Our special guest speaker Ryan baker is flying in from Ohio to share his knowledge with the Nutrition Club System! He is a 2nd Generation Herbalifer.


Get your tickets & invite your prospective team members, clients and family members to share what you are up to!!
Guests are FREE 10-12pm
Distributors pay \$25 in advance, \$30 @ the door.

🎟️ tickets are CURRENTLY \$25
www.daytonasts.com

Please SAVE this flyer & share on your private team pages 🙌🙌

👍 Like 💬 Comment ➦ Share

👤 Daytona STS and 1 other



JANUARY KICK-OFF
HERBALIFE

APRIL 2016

LEADERSHIP
DEVELOPMENT WEEKEND
HERBALIFE

April 15 – 17, 2016

Detroit Marriott at the
Renaissance Center
400 Renaissance Drive
Detroit, MI 48243

Enrique Corral
Senior Executive President's Team 50K



Ryan Baker

February 25, 2016 · 🧑

Get your ticket now! ! Prices about to go up!! Save money, commit, Lead from the front!
Www.HerbalifeEvents.com — at 📍 Detroit Marriott at the Renaissance Center.

👍 Like 💬 Comment

👍❤️ 31

2 shares



MIAMI, FL

Success Training Seminar

May 27th 2017



Palm Beach STS
Page Liked · March 26 ·

AGENDA

6:00am Production Team & Pre-meeting.
7:30am Speakers Meeting

8:30-9:30am Leadership Section Supervisor and Above
Doors Close at 8:20am

10:00am HOM (free For Guest Only)

12:00pm Lunch
12:15-4:00pm Seminar (members with entry fee only)

Special VIP Seating and Treatment

- To qualify for VIP for this STS it is 10,000 Personal Volume Points in the month of April 2017
- To SEAT VIP: MUST SUBMIT PROOF (complete VIP qualification section on STS webpage www.stsmiami.com)

NO LATER THAN MAY 24th

Like us on:
 **facebook** MIAMI STS

NEXT EVENT
June 24th





www.stsmiami.com



Jim Rohn
Time is more value than money. You can get more money, but you cannot get more time.



Kris and Tori Bickerstaff

Executive President's Team 20K

Before Herbalife, Kris Bickerstaff was a personal trainer who found himself constantly struggling to consistently grow his business. Fortunately he stumbled across an Herbalife ad. He decided to try the products, and attended his first event where he captured the vision. Over the next eight years they had created and major impact. His wife, Tori, was bullied and full of insecurities throughout her entire life due to being overweight. After trying every diet possible out there, she started with Herbalife achieving amazing results becoming a role model for many. Today they have built an incredible business and lifestyle together. Kris and Tori both love the opportunity Herbalife has given them. They travel the world, are able to give back like they always dreamed of, and they get to raise their 4 kids being present parents!

Venue:
Miami Airport Marriott Hotel
1201 NW LeJeune Rd
Miami, FL 33126




STS Entry Fee:
1 Ticket \$30
\$40 at the door (cash only)
New Members (Includes only those who registered last month or this month of the STS and it is your 1st STS) \$20 cash only at registration (Must Show Proof of Registration)




To purchase your ticket go to www.stsmiami.com

STS Coordinators
Jorge De La Concepcion / Executive President's Team 60K
Alan Rodriguez / Executive President's Team 30K

Event coordinated by **HERBALIFE NUTRITION**
Herbalife Independent Distributors



Palm Beach STS
Page Liked · March 26 ·

 Like
  Comment
  Share

Dallas STS

December 15th, 2012

Featuring



President's Team Member - 20K
Kris Bickerstaff

Kris Bickerstaff was a personal trainer and his wife, Andrea, worked in the medical field. When the economy worsened in 2008, so did Kris' personal training business. Both he and Andrea had to take on additional part-time jobs and their son was in day care up to 70 hours a week.

A nutrition coach wanted to partner with Kris' personal training business and encouraged Kris to try the Herbalife® products. Kris felt better and had higher energy after using the products, and decided to become an Herbalife Independent Distributor after learning more about the business opportunity. The couple's primary method of growing their Independent Distributorship was leading Weight Loss Challenges. They attended every Herbalife training event and each time brought more of their downline and prospects to the events.

Now, their lives have changed dramatically. Kris loves spending time with his family and qualifying for vacations to take them on.



President's Team Member - 30K
Tim Files


Tim Files was a master personal trainer whose business was also negatively affected by the economy in 2008. He lost his new home and his car; personal training was a luxury for many during the down economy, and his dream to work for himself seemed impossible.

Tim's college roommate introduced him to the Herbalife business opportunity. Tim used the Nutrition Club model to move up the Marketing Plan.

Now, Tim has the business he's always dreamed of. "The most satisfying part about being an Herbalife Independent Distributor is watching people change their lives through health and wealth," he says. Tim encourages other Herbalife Independent Distributors to use Herbalife® products in order to grow their business. "Talk to everybody about your results, go to every Herbalife training event and coach others to do the same," he advises.

HOTEL:
Sheraton Dallas Hotel
400 North Olive Street; Dallas, Texas 75201

Get your tickets online at www.DallasSTS.com!



MIAMI, FL

Success Training Seminar

May 7th 2016

AGENDA

6:00am Production Team & Pre-meeting.


7:30am Speakers Meeting

8:30-9:45am Leadership Section (Supervisor and up)

10:00am HOM
Free For Guest Only

12:00pm Lunch

12:15-3:00pm Seminar (Members with entry fee only)



Paymi Romero

President's Team Member

Paymi Romero was a hostess who worked long hours. She lived paycheck to paycheck and had to miss important moments with her two daughters. After her cousin introduced her to herbalife products, Paymi decided to become an independent distributor herbalife member and worked hard to build her business. "I'm another person -body, mind, and spirit".


What's satisfies me the most are the relationships I've created with my team members" herbalife is a blessing from above.

Special VIP Seating and Treatment

• To qualify VIP it is 10,000 Total Volume Points in the month of April 2016

• To SEAT VIP: MUST EMAIL PROOF (take a picture of your name and February TVP) to MIAMVIPSTS@GMAIL.COM NO LATER THAN MAY 5th


Venue:
 Double Tree by Hilton Hotel Miami Airport & Convention Center
 Room: MAAC
 711 N.W. 72nd Avenue, Miami, Florida, 33126



NEXT EVENTS

Miami STS
June 4TH

STS Entry Fee:
 Pre sale 4X\$100 or \$30X1 At the door \$40 (cash only)
 New Members (Includes only those who registered last month or this month of the STS and it is your 1st STS) \$20 cash only at registration (Must Show Proof of Registration)
 Bank Of America. Make deposit to: Telos LLC Account# 898030257080
 MUST KEEP DEPOSIT SLIP TO PRESENT IN REGISTRATION. AT STS
 Entry fee deposits until Wednesday May 5th



Time is more valuable than money.

STS Coordinators
 Nestor Villagelou / Millionaire Team
 Diego Marin / Active World Team

Event coordinated by Herbalife Independent Distributors

Timeline Photos 60 of 63

Miami STS
Page Liked · April 13, 2016 ·

May 7th STS

Like Comment Share

14 Chronological

1 share 2 Comments

Miami STS Let's all commit to bring 5 new people with us to this STS!
 Imagine what will happen to the size of the room and Imagine what will happen to the size of your check!
 Like · Reply · April 19, 2016 at 11:47pm

NEW YORK STS

JUNE 5, 2016

Guest Speaker
15K President Team
Paymi Romero

EVENT LOCATION
 Sheraton NY Times Square Hotel
 811 7th Avenue, 53rd Street
 New York, NY 10019


REGISTRATION
 8:00am TAB
 8:30am Supervisors & Above
 9:00am General

TRAINING
 8:30am TAB Team Meeting
 9:00am Supervisor Workshop
 10:00am HOM (free for guest)
 11:00am Training (all members with a ticket)

TICKETS
 \$30 for 1 or \$100 for 4
 \$10 for New Members within 30 days
 (Available ONLINE until May 30th if space permits)
 \$40 at the door (available if space permits)

PURCHASE YOUR TICKETS AT
www.newyorksts.com

SATURDAY JUNE 4, 2016 4:00-6:00pm
 Active Supervisor School
 Guest Speaker
 15K President Team, Paymi Romero
 Open to ALL Members that complete
 2500vp in the month of May
 Tickets \$10.00 (Register ONLINE) Location TBA





Paymi Romero was a hostess who worked long hours. She lived paycheck to paycheck and had to miss important moments with her two daughters. After her cousin introduced her to Herbalife products, Paymi decided to become a Herbalife Independent Member and worked hard to build her business. "I'm another person - body, mind, and spirit".

What satisfies me the most are the relationships I've created with my Team Members" Herbalife is a blessing from above.

The incomes presented are those of persons within the top 1% of Herbalife Members. For additional financial performance data, see the Statement of Average Gross Compensation paid by Herbalife at Herbalife.com and MyHerbalife.com.

Chinese Translation Available



 **paymi_fitlife** Following

471 likes 13w

paymi_fitlife I'm super excited for this 🙌🙏
 Hosting the #NYCSts the event that witnessed my grow and Taught me everything. #ForeverGrateful for the opportunity to share my story 🍀 be a messenger that ITS POSSIBLE!
 #herbapreneur



MIAMI, FL.

Seminario de Entrenamiento al Exito

Marzo 20 y 21 de 2015.

Arquímedes Valencia

Equipo del Presidente Ejecutivo Mayor 20k

Arquímedes Valencia, Nacido en Colombia. Antes de Herbalife, Arquímedes era mecánico de profesión, trabajaba para arreglar carros y así ganarse la vida. Esos duros días han pasado porque ahora en el presente, ya son más de veinticinco años trabajando a tiempo completo en Herbalife. Arquímedes es un líder de éxito en la compañía, demostrando evolución en el mercadeo y un acentuado crecimiento personal. Disfruta de un estilo de vida maravilloso, Vive en New York y tiene negocio en varios países. Presidente 20K , con 2 diamantes, y cuenta con 12 Presidentes en su línea descendente, gran experiencia que va a compartir con todos en Miami. Una oportunidad de escuchar una historia memorable, inspiradora y que cambiará tu negocio y tu corazón de forma poderosa.



AGENDA
Viernes 20 de Marzo

1:00 pm Coordinación, Pre-meeting y Registro.

2:00 – 4:00 pm TAB y EMA 2014
4:00 – 5:00 pm Equipo del Mundo
5:00 – 7:00 pm Supervisores.

Sábado 21 de Marzo
7:00 AM Reunion de Produccion
8:30 AM Pre-meeting
9:00 AM Sesión Especial: Escuela 500 puntos
10:00 – 12:00 PM H.O.M. (Reunion de Oportunidad).
12:00 PM–4:00 PM Entrenamiento General para Asociados

CALIFICACION ESPECIAL
Todo distribuidor para ser reconocido debe presentar impreso su volumen personal en el área de registro.
Club 2500 P.V. / 5000 P.V. / V.I.P.

****CENA DE CALIFICACION****
Nuevos Supervisores de Febrero Supervisor con 5000 VP o +
Tabulador con 6000 VP o +

PROXIMOS EVENTOS

STS MAYO 22 y 23

Pensamiento



"El FUTURO tiene muchos nombres. Para los débiles es lo inalcanzable. Para los temerosos, lo desconocido. Para los valientes es la oportunidad."

(Jim Rohn)

Derecho de Admisión
En Puerta \$40.00 (Solo Efectivo)

Coordinadores STS
Fernando Prinz / Equipo del Presidente Ejecutivo

Humberto Florez (786) 897-4483
Sahira Pelaez (786) 897-4471 Equipo del Millonario 7500

Mariangel Carrillo (786) 301-4285
Ruben Mendez (786)663-3263 Equipo del Millonario

Evento realizado por:  **HERBALIFE.**
Asociados Independientes Distribuidor Independiente



Manuel Costa

February 24, 2015 · 🌐

➔ Share

👍 Ivonne Ramirez Mejia and 21 others

1 share

PROXIMO STS!
EQUIPO DE PRESIDENTES
2-DIAMANTES 20K
ARQUIMEDES VALENCIA

24 AÑOS EN HERBALIFE
SEPTIEMBRE 13, 2014





STS NEW JERSEY

Like This Page · September 8, 2014 · 🌐

PREPARESEN PARA ESTE GRAN EVENTO!!!
ESTE SABADO EN EL CROWNE PLAZA HOTEL
901 SPRING ST, ELIZABETH NJ.....
Preparen for this great event!!!
This Saturday at Crowne Plaza hotel
901 SPRING ST, ELIZABETH NJ.....
🌐 Rate this translation

👍 Like

💬 Comment

➔ Share

👍 12

4 shares



Tampa Bay STS




September 27, 2014

AGENDA

7am - Production Team Mtg
 8am - Registration Opens
 8:45am - Supervisor School
 10am - HOM (free for guests)
 12pm - Lunch Break
 1pm - General Session
 3pm - Qualification Dinner

Holiday Inn
 700 N. Westshore Blvd
 Tampa, FL 33607

Purchase Tickets
www.TampaHerbal.com
 5 Pack: \$100
 Single Ticket: \$30
 Ticket at the Door: \$40
 Last Day to purchase online Sept. 25th

VIP Experience

*New Supervisors that qualified in Aug 2014

*Fully Qualified Supervisors that had over 7,500 VP in Aug 2014

MUST EMAIL VIP WINNERS BY SEPT 25th VIA EMAIL:
STSTAMPABAY@GMAIL.COM

Lori Baker

International Presidents Team & 1 Million Lifetime Achievement



Lori was a product lover for 3 years enjoying the nutritional benefits of the Formula 1 healthy meal. Herbalife provided a great solution for managing her weight and energy levels with the demands of working a FT job, being a mother of 3 boys and managing a household. When her personal life took an unexpected turn, Lori looked to the Herbalife business opportunity to help supplement her income. As a newly divorced mother of 3 young boys, things were looking hopeless as Lori was maxed out on the pay scale of her 17 year career as a systems analyst. Lori attended every monthly HERBALIFE meeting, every leadership training and qualified for everything the company offered. Lori attributes her success in creating a stable business and income that far exceeds her earning capacity as a systems analyst to the Herbalife training structure, the amazing products and the very simple business model.



Jamie Aguiar, Global Expansion Team 2,500



Jamie has been in the business for 4 years and was introduced to Herbalife when she was a full time elementary school teacher looking to lose a little weight and gain energy. Her incredible product results ignited her passion for helping others reach their health goals and within 3 months she was making more money with her part time Herbalife business than she was making as a full time elementary school teacher. She attended her first STS in March 2010 and made the decision to quit her career as a teacher and work her business full time after realizing the opportunity Herbalife had to offer. Jamie is now a 2.5 Global Expansion Team member on her way to the Millionaire Team and has a growing organization in RI, CA other various states.

STS Coordinators
 Elizabeth & Yaniel Almaguer
 Millionaires Team 7,500
 (813)770-0779





HERBALIFE
Independent Distributor

www.TampaHerbal.com



STS Tampa Bay

Page Liked · September 22, 2014 ·

www.tampaherbal.com

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15

11 shares



DAYTONA BEACH SUCCESS TRAINING SEMINAR

MARCH 4, 2017

GUEST SPEAKER:

Lori Baker & Mike Cozad
International Presidents
Team Members



AGENDA

8:00am - 3:30pm
 World Team School
 8:00 - 8:45am
 Supervisor School
 9:00 - 9:45am
 STS Training
 10:00am - 3:30pm

QUALIFICATIONS:

5000 VIP
 7500 VIP
 10,000 VIP

Hampton Inn (Next to Airport)
 1715 W International Speedway Blvd Daytona Beach, FL

PURCHASE TICKETS AT:
WWW.DAYTONASTS.COM

Continuing Mark's Dream.....



Lori Baker

Follow · February 15 ·

We want everyone to come!!!

Daytona 1st weekend in March 🍀

Wear green & black, white or grey!

Message me to get on our guest list!! — 😊 feeling excited at Hampton Inn Daytona Speedway/Airport.

Like
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👍❤️ Ryan Baker, Zachary Tartol and 90 others



Seminario de Éxito

19 y 20 de Diciembre, 2014

**The Concourse Hotel 6225 w Century Blvd,
Los Angeles CA 90045**
(Antes Radisson Hotel)



Los Angeles

Agenda Edición Especial

VIERNES 19 DE DICIEMBRE: DE LIDERES
 2:00pm a 5:00pm Equipo del Tab y EMA.
 5:00pm a 8:10pm Tab, Ema, Mundo, Supervisores

Invitados Especiales: Productores Calificados de Noviembre.

SABADO 20 DE DICIEMBRE:
 7:00am a 8:00am Equipo de Apoyo
 8:00am a 9:00am Pre-reunion
 9:00am a 11:00am HOM
 11:00am a 4:00pm Entrenamiento

Absolutamente
 NO NIÑOS Menores
 de 14 años

CARMEN PÉREZ Y MANUEL COSTA



ORADORES:

Equipo del Presidente 20-K

Como empleados, Carmen Pérez y Manuel Costa llevaban vidas extenuantes y casi no se podían ver. Trabajaban tanto que por 5 años no tomaron vacaciones. Pero, cuando ambos empezaron a dedicarse de lleno a su negocio de Herbalife, esa misma disciplina por el trabajo duro que tenían, los llevo a lograr la vida que deseaban y alcanzar el tiempo libre para disfrutarla plenamente.

Estos ingresos aplican a los individuos (o ejemplos) mostrados y no son promedio. Si desea información del desempeño financiero promedio, vea la Declaración de Compensación Bruta Promedio de los Supervisores en USA en Herbalife.com y en MyHerbalife.com.

BOLETOS:
Rosalina Ibarra
 Telefono:
 (310) 292-6553
 irosalina36@yahoo.com

hasta el Jueves 18 de Diciembre en la Puerta

\$30 \$40

Detalles en nuestra pagina de internet
www.liderazgolosangeles.com

Coordinadores:
Mary y Gustavo Zepeda
 (818) 822-8155
 (818) 822-6538
 Zepedadiet@aol.com





Manuel Costa
 December 13, 2014 · 🌐

Hola quien conoces en Los Angeles ??
 Algun amigos?? Familia ??
 Invitalo al ultimo evento del 2014

Intentalo ver la oportunidad una vez mas !!

➔ Share


👍 Juan Carlos Jimenez and 46 others



LOS ANGELES, CA

16-17 de enero





Manuel Costa
 January 1, 2016 · 🌐

➔ Share

👍 32

ORADORES



Manuel Costa y Carmen Perez
 Equipo del Presidente Ejecutivo Sénior 20K

LUGAR

Long Beach Convention Center
 300 E Ocean Blvd • Long Beach, CA 90802
 562-436-3636

Para boletos, precio o preguntas por favor contactar el Asociado de Herbalife Independiente organizando el evento.

➤ Liderazgo de STS Local

Toma en cuenta: Este es un evento de negocios. Les pedimos a todos los Asociados de Herbalife Independientes que vistan de manera apropiada todo el tiempo.

CALIFICACIONES

CALIFICACIONES PARA EL EVENTO
 Disponible para todos los Asociados

Taller del Supervisor: Disponible para todos los Supervisores nuevos durante el periodo de calificación o todos los Supervisores Completamente Calificados que logren lo siguiente:

- acumular 2.500 Puntos de Volumen Total durante un mes o
- 4.000 Puntos de Volumen Total en los mismos tres meses consecutivos. Para las calificaciones VIP, por favor revisa el folleto de Promoción de Fin de Año.



Recuerda por favor que no se permite la entrada de niños menores de 14 años a los eventos. Si tus niños viajan contigo, organiza su cuidado con anticipación. Por su propia seguridad, no dejes a tus niños sin supervisión en el lugar del evento ni en el hotel.



No se permite el uso de video cámaras.

No se permite el uso de video cámaras. No se permite la entrada de niños. Todas las calificaciones deben completarse antes del día del evento.

OUR EXTRAVAGANZA IS THE SUPER BOWL OF HERBALIFE!

HERBALIFE NUTRITION | July 14-16, 2017 • ST. LOUIS, MISSOURI

follow me on **facebook** **@sachhealthcoach**
Let me know how I can help you



Christopher Reese

June 6 · 🌐

It is well-known that each rank at our company is associated with a different level of belief in both our products, opportunity, and most importantly, ourselves.

If you are looking for a breakthrough on a personal and business level, then there is no where you should be other than at our Extravaganza in July of 2017.

A fellow wellness coach says...

“The extravaganza is the Super Bowl of Herbalife it is the World Series combination I will tell you this not everybody who goes to the extravaganza becomes a President's Team member so many variables in that equation, however every president team member always goes to the extravaganza, remember success leaves clues.”

You can purchase your tickets here: <http://www.herbalifeextravaganza.com/northamerica/2017/en/>

Check out the agenda here: <http://www.herbalifeextravaganza.com/northamerica/2017/en/faq/agenda/>



Jacksonville Marriott
 4670 Salisbury Rd.
 Jacksonville, FL 32256
 Ph. (904) 296-2222
 To purchase your tickets
www.Jacksonvillests.com

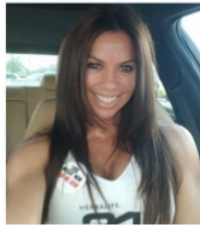
Agenda:

8:00am – 9:00am
 Supervisor Training

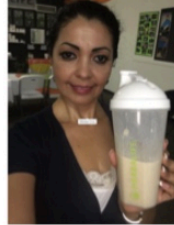
10:00am – 12:30pm –
 HOM/Product training

12:30pm – 3:30pm –
 Special training with
 the local President's
 Team.

**Jacksonville, FL STS
 Saturday June 18th.
 Featuring local President's Team members**



15K President's Team Member
 Jennifer Micheli



President's Team Member
 Maribel Cruz



Executive President's Team Member's
 Jenny & Mark Davis



Executive President's Team Members
 Gilda & Luis Burmudez

Jacksonville STS
 Page Liked · June 1, 2016 ·

Don't miss the next Jacksonville STS on Saturday June 18th. featuring local President's Team Members! To purchase your ticket go to: www.jacksonvillests.com

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3

Top Comments

2 shares

1 Comment

**4 Diamond 20K
 Chief Executive Presidents Team
 Nancy Tartol**

Jacksonville, FL.

Success Training Seminar

(STS) Nov 12th



Jacksonville Marriott, 4670 Salisbury Rd
 Tickets! www.Jacksonvillests.com Spanish translation provided
 Agenda: 8am Supervisor workshop

10am Herbalife Opportunity Meeting
 1:00 to 3:30 Business Building Training

- After having our first baby the thought of going back to Boston to work weighed heavily on my heart as I was visiting day care centers. None of them gave me comfort when I really just wanted to stay home and be with this beautiful little baby. When Zac was 5 weeks old we visited my sister in law Mary Holloway who happened to be an Herbalife distributor who got great results. Knowing I had weight to lose she introduced the Herbalife products to me and then she said, "as you lose weight, you can help others do the same and put some extra money in your pocket!"
- Right away I saw an answer to my dilemma. I needed to lose the weight, so if I could bring in an extra \$200 a month that would be the crunch money I needed and I would not have to go back to work for the phone company.
- I signed up, got home, started the products, weight started coming off. I felt a fantastic! And what a surprise, I surpassed my \$200 a month* wish* every month from then on.
- Six months later my husband excited by the growth of my business, and the shirking of my pant size, left his job as a commodity exporter and joined me!
- We have been doing Herbalife together over 34 years and our son, who was 5 weeks old when I signed up, has created and supported a fantastic business in Herbalife that reaches helping people around the world.
- We are truly a family affair! Can't wait to see you all in Nov and share how to build your business!

*The incomes presented are those of persons within the top 1% of Herbalife Members. For additional financial performance data, see the Statement of Average Gross Compensation Paid by Herbalife at Herbalife.com and MyHerbalife.com

Mark Davis
 November 8, 2016 ·

This is going to be an amazing training, make sure you get your tickets today @ www.jacksonvillests.com — with Nancy Tartol.

Like Comment Share

Mark Davis, Zachary Tartol and 50 others

The JS 44 civil cover sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. (SEE INSTRUCTIONS ON NEXT PAGE OF THIS FORM.) NOTICE: Attorneys MUST Indicate All Re-filed Cases Below.

I. (a) PLAINTIFFS MICHAEL LAVIGNE, JENNIFER LAVIGNE, DEFENDANTS HERBALIFE, LTD.; HERBALIFE
 CODY PYLE, JENNIFER RIBALTA, JEFF INTERNATIONAL, INC.; HERBALIFE
 RODGERS, BATTLE RODGERS, ISAAC

(b) County of Residence of First Listed Plaintiff (EXCEPT IN U.S. PLAINTIFF CASES) County of Residence of First Listed Defendant (IN U.S. PLAINTIFF CASES ONLY)
 NOTE: IN LAND CONDEMNATION CASES, USE THE LOCATION OF THE TRACT OF LAND INVOLVED.
(c) Attorneys (Firm Name, Address, and Telephone Number) Attorneys (If Known)
 MARK, MIGDAL & HAYDEN
 Etan Mark, Esq.
 80 SW 8th Street Suite 1000

(d) Check County Where Action Arose: MIAMI-DADE MONROE BROWARD PALM BEACH MARTIN ST. LUCIE INDIAN RIVER OKEECHOBEE HIGHLANDS

II. BASIS OF JURISDICTION (Place an "X" in One Box Only) **III. CITIZENSHIP OF PRINCIPAL PARTIES** (Place an "X" in One Box for Plaintiff and One Box for Defendant)

<input type="checkbox"/> 1 U.S. Government Plaintiff	<input checked="" type="checkbox"/> 3 Federal Question (U.S. Government Not a Party)	Citizen of This State	<input type="checkbox"/> 1 PTF	<input type="checkbox"/> 1 DEF	Incorporated or Principal Place of Business In This State	<input type="checkbox"/> 4 PTF	<input type="checkbox"/> 4 DEF
<input type="checkbox"/> 2 U.S. Government Defendant	<input type="checkbox"/> 4 Diversity (Indicate Citizenship of Parties in Item III)	Citizen of Another State	<input type="checkbox"/> 2 PTF	<input type="checkbox"/> 2 DEF	Incorporated and Principal Place of Business In Another State	<input type="checkbox"/> 5 PTF	<input type="checkbox"/> 5 DEF
		Citizen or Subject of a Foreign Country	<input type="checkbox"/> 3 PTF	<input type="checkbox"/> 3 DEF	Foreign Nation	<input type="checkbox"/> 6 PTF	<input type="checkbox"/> 6 DEF

IV. NATURE OF SUIT (Place an "X" in One Box Only)

CONTRACT	TORTS	FORFEITURE/PENALTY	BANKRUPTCY	OTHER STATUTES	
<input type="checkbox"/> 110 Insurance <input type="checkbox"/> 120 Marine <input type="checkbox"/> 130 Miller Act <input type="checkbox"/> 140 Negotiable Instrument <input type="checkbox"/> 150 Recovery of Overpayment & Enforcement of Judgment <input type="checkbox"/> 151 Medicare Act <input type="checkbox"/> 152 Recovery of Defaulted Student Loans (Excl. Veterans) <input type="checkbox"/> 153 Recovery of Overpayment of Veteran's Benefits <input type="checkbox"/> 160 Stockholders' Suits <input type="checkbox"/> 190 Other Contract <input type="checkbox"/> 195 Contract Product Liability <input type="checkbox"/> 196 Franchise	PERSONAL INJURY <input type="checkbox"/> 310 Airplane <input type="checkbox"/> 315 Airplane Product Liability <input type="checkbox"/> 320 Assault, Libel & Slander <input type="checkbox"/> 330 Federal Employers' Liability <input type="checkbox"/> 340 Marine <input type="checkbox"/> 345 Marine Product Liability <input type="checkbox"/> 350 Motor Vehicle <input type="checkbox"/> 355 Motor Vehicle Product Liability <input type="checkbox"/> 360 Other Personal Injury <input type="checkbox"/> 362 Personal Injury - Med. Malpractice	<input type="checkbox"/> 365 Personal Injury - Product Liability <input type="checkbox"/> 367 Health Care/Pharmaceutical Personal Injury Product Liability <input type="checkbox"/> 368 Asbestos Personal Injury Product Liability PERSONAL PROPERTY <input type="checkbox"/> 370 Other Fraud <input type="checkbox"/> 371 Truth in Lending <input type="checkbox"/> 380 Other Personal Property Damage <input type="checkbox"/> 385 Property Damage Product Liability	<input type="checkbox"/> 625 Drug Related Seizure of Property 21 USC 881 <input type="checkbox"/> 690 Other LABOR <input type="checkbox"/> 710 Fair Labor Standards Act <input type="checkbox"/> 720 Labor/Mgmt. Relations <input type="checkbox"/> 740 Railway Labor Act <input type="checkbox"/> 751 Family and Medical Leave Act <input type="checkbox"/> 790 Other Labor Litigation <input type="checkbox"/> 791 Empl. Ret. Inc. Security Act IMMIGRATION <input type="checkbox"/> 462 Naturalization Application <input type="checkbox"/> 465 Other Immigration Actions	<input type="checkbox"/> 422 Appeal 28 USC 158 <input type="checkbox"/> 423 Withdrawal 28 USC 157 PROPERTY RIGHTS <input type="checkbox"/> 820 Copyrights <input type="checkbox"/> 830 Patent <input type="checkbox"/> 840 Trademark SOCIAL SECURITY <input type="checkbox"/> 861 HIA (1395ff) <input type="checkbox"/> 862 Black Lung (923) <input type="checkbox"/> 863 DIWC/DIWW (405(g)) <input type="checkbox"/> 864 SSID Title XVI <input type="checkbox"/> 865 RSI (405(g)) FEDERAL TAX SUITS <input type="checkbox"/> 870 Taxes (U.S. Plaintiff or Defendant) <input type="checkbox"/> 871 IRS—Third Party 26 USC 7609	<input type="checkbox"/> 375 False Claims Act <input type="checkbox"/> 400 State Reapportionment <input type="checkbox"/> 410 Antitrust <input type="checkbox"/> 430 Banks and Banking <input type="checkbox"/> 450 Commerce <input type="checkbox"/> 460 Deportation <input checked="" type="checkbox"/> 470 Racketeer Influenced and Corrupt Organizations <input type="checkbox"/> 480 Consumer Credit <input type="checkbox"/> 490 Cable/Sat TV <input type="checkbox"/> 850 Securities/Commodities/Exchange <input checked="" type="checkbox"/> 890 Other Statutory Actions <input type="checkbox"/> 891 Agricultural Acts <input type="checkbox"/> 893 Environmental Matters <input type="checkbox"/> 895 Freedom of Information Act <input type="checkbox"/> 896 Arbitration <input type="checkbox"/> 899 Administrative Procedure Act/Review or Appeal of Agency Decision <input type="checkbox"/> 950 Constitutionality of State Statutes

V. ORIGIN (Place an "X" in One Box Only)
 1 Original Proceeding 2 Removed from State Court 3 Re-filed (See VI below) 4 Reinstated or Reopened 5 Transferred from another district (specify) 6 Multidistrict Litigation 7 Appeal to District Judge from Magistrate Judgment 8 Remanded from Appellate Court

VI. RELATED/ RE-FILED CASE(S) (See instructions):
 a) Re-filed Case YES NO b) Related Cases YES NO
 JUDGE DOCKET NUMBER

VII. CAUSE OF ACTION
 Cite the U.S. Civil Statute under which you are filing and Write a Brief Statement of Cause (Do not cite jurisdictional statutes unless diversity):
 LENGTH OF TRIAL via days estimated (for both sides to try entire case)

VIII. REQUESTED IN COMPLAINT: CHECK IF THIS IS A CLASS ACTION UNDER F.R.C.P. 23 DEMAND \$ CHECK YES only if demanded in complaint: JURY DEMAND: Yes No

ABOVE INFORMATION IS TRUE & CORRECT TO THE BEST OF MY KNOWLEDGE
 DATE September 18, 2017 SIGNATURE OF ATTORNEY OF RECORD 

INSTRUCTIONS FOR ATTORNEYS COMPLETING CIVIL COVER SHEET FORM JS 44

Authority For Civil Cover Sheet

The JS 44 civil cover sheet and the information contained herein neither replaces nor supplements the filings and service of pleading or other papers as required by law, except as provided by local rules of court. This form, approved by the Judicial Conference of the United States in September 1974, is required for the use of the Clerk of Court for the purpose of initiating the civil docket sheet. Consequently, a civil cover sheet is submitted to the Clerk of Court for each civil complaint filed. The attorney filing a case should complete the form as follows:

I. (a) Plaintiffs-Defendants. Enter names (last, first, middle initial) of plaintiff and defendant. If the plaintiff or defendant is a government agency, use only the full name or standard abbreviations. If the plaintiff or defendant is an official within a government agency, identify first the agency and then the official, giving both name and title.

(b) County of Residence. For each civil case filed, except U.S. plaintiff cases, enter the name of the county where the first listed plaintiff resides at the time of filing. In U.S. plaintiff cases, enter the name of the county in which the first listed defendant resides at the time of filing. (NOTE: In land condemnation cases, the county of residence of the "defendant" is the location of the tract of land involved.)

(c) Attorneys. Enter the firm name, address, telephone number, and attorney of record. If there are several attorneys, list them on an attachment, noting in this section "(see attachment)".

II. Jurisdiction. The basis of jurisdiction is set forth under Rule 8(a), F.R.C.P., which requires that jurisdictions be shown in pleadings. Place an "X" in one of the boxes. If there is more than one basis of jurisdiction, precedence is given in the order shown below.

United States plaintiff. (1) Jurisdiction based on 28 U.S.C. 1345 and 1348. Suits by agencies and officers of the United States are included here.

United States defendant. (2) When the plaintiff is suing the United States, its officers or agencies, place an "X" in this box.

Federal question. (3) This refers to suits under 28 U.S.C. 1331, where jurisdiction arises under the Constitution of the United States, an amendment to the Constitution, an act of Congress or a treaty of the United States. In cases where the U.S. is a party, the U.S. plaintiff or defendant code takes precedence, and box 1 or 2 should be marked.

Diversity of citizenship. (4) This refers to suits under 28 U.S.C. 1332, where parties are citizens of different states. When Box 4 is checked, the citizenship of the different parties must be checked. (See Section III below; federal question actions take precedence over diversity cases.)

III. Residence (citizenship) of Principal Parties. This section of the JS 44 is to be completed if diversity of citizenship was indicated above. Mark this section for each principal party.

IV. Nature of Suit. Place an "X" in the appropriate box. If the nature of suit cannot be determined, be sure the cause of action, in Section VI below, is sufficient to enable the deputy clerk or the statistical clerks in the Administrative Office to determine the nature of suit. If the cause fits more than one nature of suit, select the most definitive.

V. Origin. Place an "X" in one of the seven boxes.

Original Proceedings. (1) Cases which originate in the United States district courts.

Removed from State Court. (2) Proceedings initiated in state courts may be removed to the district courts under Title 28 U.S.C., Section 1441. When the petition for removal is granted, check this box.

Refiled (3) Attach copy of Order for Dismissal of Previous case. Also complete VI.

Reinstated or Reopened. (4) Check this box for cases reinstated or reopened in the district court. Use the reopening date as the filing date.

Transferred from Another District. (5) For cases transferred under Title 28 U.S.C. Section 1404(a). Do not use this for within district transfers or multidistrict litigation transfers.

Multidistrict Litigation. (6) Check this box when a multidistrict case is transferred into the district under authority of Title 28 U.S.C. Section 1407. When this box is checked, do not check (5) above.

Appeal to District Judge from Magistrate Judgment. (7) Check this box for an appeal from a magistrate judge's decision.

Remanded from Appellate Court. (8) Check this box if remanded from Appellate Court.

VI. Related/Refiled Cases. This section of the JS 44 is used to reference related pending cases or re-filed cases. Insert the docket numbers and the corresponding judges name for such cases.

VII. Cause of Action. Report the civil statute directly related to the cause of action and give a brief description of the cause. **Do not cite jurisdictional statutes unless diversity.**

Example: U.S. Civil Statute: 47 USC 553

Brief Description: Unauthorized reception of cable service

VIII. Requested in Complaint. Class Action. Place an "X" in this box if you are filing a class action under Rule 23, F.R.Cv.P.

Demand. In this space enter the dollar amount (in thousands of dollars) being demanded or indicate other demand such as a preliminary injunction.

Jury Demand. Check the appropriate box to indicate whether or not a jury is being demanded.

Date and Attorney Signature. Date and sign the civil cover sheet.