

# Herbalife Reference Points

**The Herbalife Reference Points are used to answer these types of questions:**

- Are the products safe?
- Who can use the products?
- How to use the products?
- How do the products work with medications or health conditions?
- Are the products expensive?
- Is Herbalife one of those “pyramid” things?
- Can people really make money in Herbalife?

**Always remember that everything is 90% opinion and 10% fact.**

**When answering people’s questions it is very important to always stick to the facts and not take their opinions personally.**

**Facts:**

- Your story and your results
- Other peoples stories and their results
- The Herbalife Story
  - 30 years in business
  - World recognized brand name
  - 70+ million people have successfully used the products.
  - Publicly traded on New York Stock Exchange
  - In 78+ countries and expanding.
  - Over \$4 Billion dollars in sales. Positioned for rapid growth:
    - 16 years to \$1 Billion
    - 8 years to \$2 Billion
    - 4 years to \$3 Billion
    - 3 years to \$4 Billion
    - Experiencing the fastest growth in the shortest period of time in the company’s history.
  - 73 cents of every dollar are paid back to the distributors.
  - Esteemed member of Direct Selling Association.
  - More people earn over \$5k a month in Herbalife than any other network marketing company
  - Herbalife’ s CEO Michael Johnson is the former President of Walt Disney Int’l.
  - Obesity at an all-time high:
    - 7 out of 10 overweight.
  - World Renowned Scientific Research Team including:
    - Dr Heber, UCLA,
    - Dr. Ignarro, Nobel Prize

**Herbalife products contain all the necessary components that the American Medical Association says everybody needs to consume daily:**

- Protein
- Fats and Oils
- Minerals
- Carbohydrates
- Vitamins
- Herbs

**Herbalife is a food and they follow the laws that govern food:**

- **Mega-dosing Laws:** We are prohibited from putting too much of any one ingredient in a product.
- **Labeling Laws:** If a person has a condition that would prevent them from using the product, it must be indicated on the label.
- **Herbalife is governed by the FDA.** We are the FOOD part of “FDA”.

**The American Diet:**

<u>American Diet</u>		<u>Herbalife</u>
High	Sugar	Low
High	Fat	Low
High	Salt	Low
High	Calories	Low
Low	Protein	High
Low	Fiber	High

Unless someone has a “dietary restriction” (see labeling law), they can take Herbalife. Herbalife is excellent, nutritious FOOD! Allergen Free, soy free and gluten free shake are available for those with allergies.

**Obesity statistics:**

- 70% of the population is overweight.
- 15% of children between the ages of 6 and 19 are overweight.
- 10% of children 2-5 are seriously overweight.
- Obesity and being overweight are major risk factors for chronic diseases such as cardiovascular disease, type-2 diabetes, hypertension, stroke and certain forms of cancer.
- Obesity has been labeled a modern epidemic.
- Obesity is on the verge of surpassing smoking as the #1 cause of preventable death.

**People are not eating well. 70% of all deaths are from:**

- Heart Disease, Cancer, Stroke
- 50% of those are diet related.
- 70% of all doctor visits are from diet-related conditions (meaning preventable).
- The #1 complaint is fatigue.