

INTRODUCING HERBALIFE24



HYDRATE

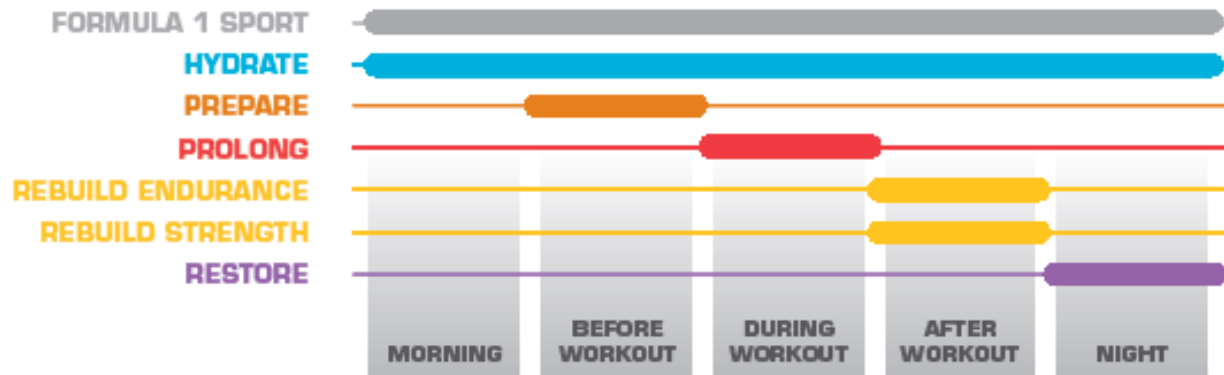
Promotes Fluid Restoration

24-Hour Nutrition Line



Nutrition extends beyond “pre, during and post” workout

HERBALIFE24 PRODUCT LINE

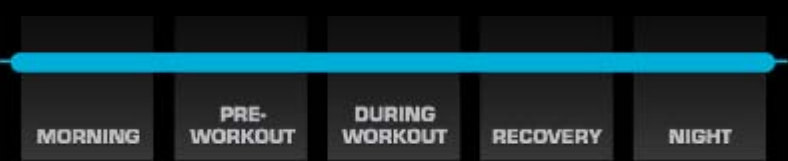


Customizable Product Line

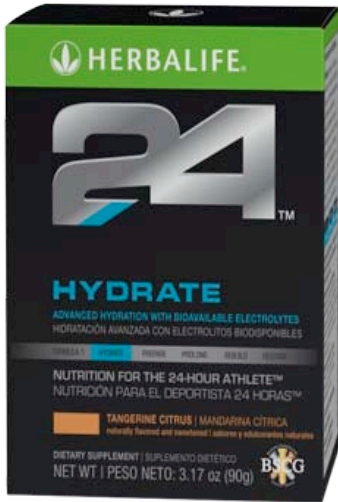
Product Use Guide by activity



Bars indicate the relative need for each product – from low to high – depending on your activity, training, performance and recovery



Supports Hydration with Electrolytes



Target user:

- All athletes with hydration needs
- Everyone

Key Benefits:

- Anytime hydration
- Low calorie (13 kcal)

Key Features: Hydration anytime, for anyone

- 100% RDA of the antioxidant vitamin C
- Contains the electrolytes sodium, calcium and magnesium to promote effective body fluid restoration
- Low calorie and sugar-free
- Source of energy supporting B vitamins including B1 and B12

Usage scenarios

- Anyone who needs low-calorie hydration
- Athlete during intense training
- Anyone exercising before or after work
- Labourer throughout the day

Bioavailable Electrolytes

Hydrate provides:

- Sodium 230mg/ 500ml serve
- Magnesium 94mg/500ml serve 25% RDA
- Calcium 215mg/500ml serve 27% RDA

To enhance fluid absorption and increase voluntary fluid intake

Why you need it:

When you sweat you not only lose water, but mineral salts



Did You Know?



A football player loses an average of 2 litres of sweat in a 90 minute game

(Maughan 2005)

After working out, a player may need to consume one-and-a-half times the volume of sweat lost to replace fluid stores

(Fink WJ, Med Sci Sports Exerc. 1985)

Did You Know?



Almost 80% of our blood is water,
which helps:

- Digest food
- Transport waste
- Control temperature

Every day, we must replace 2.5
litres of water through the foods we
eat and liquids in our diet

Vitamin B Blend

Hydrate provides:

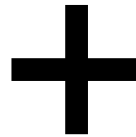
- Vitamin B12 15%
- Vitamin B1 15%

Why you need it:

B vitamins support energy metabolism



Single-Serve Stick Packs



Water

- Single-serve stick packs – easy and practical to consume on the go
- Subtle orange taste – easy to drink

Hydrate: Great Option for Anyone

- Low calorie
- Caffeine-free
- Subtle flavour



Being an Athlete is a Lifestyle

Herbalife24 is a comprehensive nutrition line to meet the needs of an athlete 24 hours a day

