



Herbalife24

Frequently Asked Questions

GENERAL PRODUCT LINE Q&A

Q1: What is Herbalife24?

A1: Herbalife24 is a performance nutrition line consisting of seven premium products designed to meet the nutritional needs of the 24-hour athlete, and anyone who lives a healthy, active lifestyle.

Q2: When will the new product line be available for purchase?

A2: Most of Herbalife24 professional sports products will be available for purchase in the US starting in May 2011. At that time, the five available products will be Formula 1 Sport, Hydrate, Prolong, Rebuild Endurance and Rebuild Strength.

Q3: What will happen to Herbalife Energy and Fitness products?

A3: For the foreseeable future, the current Herbalife[®] Energy and Fitness products will remain available for purchase.

Q4: How do the products in this line differ from existing Herbalife[®] products?

A4: While the Herbalife24 line was developed to accommodate the specific nutritional needs of our sponsored professional sports teams and athletes, Herbalife24 products can be used by all athletes.

Q5: Do any of the Herbalife24 products contain artificial colors, flavors or sweeteners?

A5: No. We have taken enormous efforts to formulate the entire US Herbalife24 line without the use of artificial colors, flavors or sweeteners. All the products are naturally sweetened for a mild, palatable taste.

Q6: Do any products in the Herbalife24 line contain soy or gluten protein?

A6: No. All protein-containing products in the Herbalife24 line are formulated exclusively with combinations of purified milk, casein and whey protein.

Q7: Do the products contain any fillers or low-quality proteins?

A7: No, there are no fillers. We've selected every ingredient for a functional purpose, using only high-quality dairy-protein isolates and concentrates.

Q8: I am an Herbalife Distributor. Will I be able to sell the Herbalife24[®] products?

A8: Yes, all Herbalife Independent Distributors will have the opportunity to sell the product line.

Q9: I am not an Herbalife Distributor. Where can I buy the Herbalife24[®] products?

A9: As with all Herbalife products, the Herbalife24 line will be available for purchase through Herbalife Independent Distributors.

Q10: How can I find out more information about the Herbalife24 product line?

A10: Distributors can find all training materials on MyHerbalife.com under the Tools & Training section.



Q11: Why does the Herbalife24 product line contain dairy protein and not soy?

A11: For years, many of the professional teams and athletes we sponsor have requested Herbalife products to be formulated with dairy protein. We are also responding to the requests of distributors, who cite the growing number of customers looking for alternatives to soy, hence why we recently released the dairy, soy, and gluten Allergen-Free Formula 1.

Thus, Formula 1 Sport is not only a line extension of the classic Formula 1 series, it's also designed to be a healthy meal for athletes. While soy protein isolate is a great source of high-quality protein that supports heart health, the products in the Herbalife24 line use a combination of whey and casein proteins for rapid and sustained amino acid release - which is perfect for athletes looking to build lean muscle.

Q12: Is dairy protein better for athletes?

A12: Dairy proteins, consisting of whey and casein, are digested and absorbed at different rates. Whey protein is quickly digested, while casein is more slowly digested. Athletes benefit by consuming rapid- and sustained-protein sources immediately after exercise to help replenish muscle protein, which is why dairy protein is a perfect protein for this application. The combination of whey and casein provides an immediate and sustained release of amino acids, which is great for active people looking to support lean muscle mass.

Q13: What are the flavors and forms of the products in the line?

A13:

Formula 1 Sport – 30 servings, powder canister, Creamy Vanilla
 Hydrate – 20 stick packs, Tangerine Citrus
 Prepare – 30 servings, powder canister, flavor TBD
 Prolong – 15 servings, powder canister, Subtle Lemon
 Rebuild Endurance – 20 servings, powder canister, Vanilla
 Rebuild Strength – 20 servings, powder canister, Chocolate
 Restore – 30 one-a-day capsules

Q14: Will there be individual SKUs to purchase the products?

A14: Yes, each product will be sold individually. We are also considering selling a complete kit containing all 7 products, as well as smaller, tailored kits containing various combinations of products.

Q15: Are there plans to launch worldwide?

Q15: 5 products will launch in the US in May 2011, followed shortly thereafter by Prepare and Restore. The new global line consisting of similar products will be available to EMEA, Mexico, and parts of South America in fall 2011.

Q16: Will containers contain a 30-day supply?

A16: They will contain a 30-day supply, but not necessarily 30 servings per container. We developed serving sizes and servings per container of each product based on the monthly consumption of an average user. Each product may not contain 30 servings per container because the use of each product is tied to physical activity. Because athletes may not do the same workout every day, individual needs for a given product over the span of a month will vary.

Q17: Are the products Kosher?

A17: We did not develop the Herbalife24 product line to meet Kosher certification standards.

Q18: Are the products safe for teenage athletes?



A18: Absolutely. The nutrient levels have been assessed for safety and appropriateness for teenagers age 14 and above. As with all users, teenagers are encouraged to adhere to serving size and daily consumption recommendations posted on the individual product labels.

Q19: What is the youngest age you would recommend these products for?

A19: The nutrient levels in the Herbalife24 product line have been assessed for safety and appropriateness for adolescents age 14 and older.

Q20: Is there going to be a special website for the Herbalife24 product line?

A20: Yes. The Herbalife24 line will have its own website. The products will also be displayed on Herbalifesports.com, and training and education materials will be available on MyHerbalife.com.

Q21: Should all powder products in the line be mixed with water?

A21: Hydrate, Prepare, and Prolong were designed to be mixed with water. Formula 1 Sport, Rebuild Endurance, and Rebuild Strength were designed to be mixed with either water or milk, depending on the preference of the user.

Q22: Will there be Herbalife24 accessories?

A22: Yes. Herbalife24 apparel and accessories will be available for purchase through Herbalife.

Q23: Will the Herbalife24 line be in the regular Herbalife catalog?

A23: Yes, as with all other product categories, Herbalife24 will have a designated section in the regular Herbalife catalogue. Herbalife24 will also have specifically branded materials (printed and digital) containing product information, usage suggestions, and supporting science and literature. These materials can be used as sales tools and educational materials.

Q24: Can the Herbalife24 line be mixed or stacked with the weight management products? For example: can an everyday user take Formula 1 in the morning, and then Formula 1 Sport for lunch?

A24: Yes, absolutely. But be conscious that although certain products in the line are suitable for everyone, athletes and everyday users alike, some products, like Prolong, are specifically formulated for highly active individuals and therefore, are not intended for use by people that are not active.

Q25: Are these products non-GMO?

A25: We formulated the entire line without the use of GMO proteins.

Q26: While the Herbalife24 products use milk-based proteins, are they entirely soy free?

A26: The products were not formulated with soy protein but with milk-based proteins, although they were not intended to be soy-free from an allergen labeling standpoint. Some common food and dietary supplement ingredients, like lecithin, are derived from soy, and therefore, products containing these ingredients must be labeled accordingly from an allergen standpoint, even though the amount of soy in the final product is often negligible.

Q27: I'm a professional athlete. Do any Herbalife24 products contain ingredients banned by anti-doping agencies?

A27: None of the ingredients in our products are on the World Anti-Doping Agency (WADA) banned substance list. Herbalife goes the extra distance by taking a sample from each batch of Herbalife24 products that are then tested by the Banned Substances Control Group for ingredients of concern. For more information visit www.bscg.org <<http://www.bscg.org>> .



PRODUCT-SPECIFIC Q&A

Formula 1 Sport

Q1: I take the regular Formula 1 shake mix now. Can I take Formula 1 Sport even though I am not a “serious athlete”?

A1: Yes. The calorie content of Formula 1 and Formula 1 Sport is essentially identical. However, Formula 1 Sport was formulated with milk protein, which has a natural mixture of fast-release whey and slower-release casein protein. We fine-tuned it by adding L-glutamine, an excellent amino acid that helps build lean muscle mass—something everyone can benefit from. We also increased the levels of some vitamins and minerals to help it meet the heightened metabolic needs of those who are more active.

Q2: Does Formula 1 Sport contain soy protein?

A2: No. Formula 1 Sport is formulated with only dairy protein.

Q3: Why does Formula 1 Sport contain only milk protein?

A3: Milk protein contains a natural mixture of whey and casein protein. Whey protein is rapidly utilized, whereas casein is more slowly digested. Athletes depend on the rapid breakdown of whey protein to provide amino acids for muscle restoration immediately after exercise. This combination makes milk protein well-suited for athletes looking for a great source of fast/slow release proteins that promote lean muscle mass.

Q4: Does Formula 1 Sport contain lactose?

A4: Formula 1 Sport uses a highly purified form of milk protein, which minimizes the amount of lactose. There is less than 1g of lactose in one serving of Formula 1 Sport containing 9 g of protein. For comparison, an 8-oz. glass of 1% fat milk contains about 13 g of lactose and about 8 g of protein.

Q5: Can lactose-intolerant people drink Formula 1 Sport?

A5: While the Herbalife24 products that contain proteins are low in lactose, people do have various sensitivities to lactose. We recommend consulting a physician prior to consumption if you are, or suspect that you are, lactose intolerant.

Q6: Formula 1 Sport has more vitamins than regular Formula 1. Does this make it a better product?

A6: In a company wide effort to develop products that are specifically targeted to user needs, going wider and deeper, we have made minor adjustments to our standard Formula 1 formula to meet the increased nutrient needs of athletes. Athletes have higher metabolic demands, requiring increased amounts of certain nutrients.

Q7: Can I take Formula 1 Sport if I’m allergic to milk?

A7: No. Formula 1 Sport contains milk-derived ingredients, and therefore, is not appropriate for use by individuals with milk allergies.

Q8: Is there more than one size of the Formula 1 Sport?

A8: We currently offer one size of Formula 1 Sport, which is the 30-serving, 780 g size container.

Q9: Will Formula 1 Sport come in individual serving packets?

A9: Formula 1 Sport currently comes in a container containing 30 servings. Various other delivery formats are currently being considered.

Q10: How many times a day can you take Formula 1 Sport?

A10: The recommended consumption of Formula 1 Sport is one shake per day.



Hydrate

Q1: How is Hydrate different from H3O®?

A1: A serving of H3O® drink mix has 60 calories, whereas Hydrate has less than 15. Hydrate contains about twice the level of electrolytes as H3O® drink mix.

Q2: Can I take Hydrate if I'm not a "serious athlete" or when I'm not working out?

A2: Yes. Hydrate has electrolytes, only 1 g of sugar and lacks caffeine. It's a great hydration option for everyone anytime, day or night.

Q3: How many calories are in Hydrate?

A3: A single-serve stick pack has less than 15 calories.

Q4: Because Hydrate contains so few calories, can I drink as much as I want of it in a day?

A4: Hydrate has electrolytes that are important for maintaining proper fluid balance. However, excessive consumption of electrolytes can cause a fluid imbalance, and this is not recommended.

Q5: Hydrate contains Stevia. What is Stevia?

A5: Stevia is a family of plants whose leaves are used as a source of a natural sweetener.

Q6: Can I add Hydrate to Prolong or any other sports drink to increase electrolyte content?

A6: Yes. Hydrate was specifically designed with a subtle flavor so that it can be added to other products to increase electrolyte content.

Q7: Is Hydrate a good energy alternative to coffee and tea?

A7: Because Hydrate doesn't have caffeine, we recommend Lift-off®, Herbalife® teas or N-R-G tablets as caffeine-fueled energy alternatives.

Q8: Is H3O® going to go away, since Hydrate is a comparable product with fewer calories?

A8: We have no plans to discontinue H3O®. Hydrate and H3O® have different amounts of calories because they were developed for different intended uses. Hydrate was developed to supply electrolytes as part of a low-calorie, enhanced water supplement designed for consumption during the day. H3O® is intended to provide electrolytes and carbohydrates to support hydration. For this reason, H3O® is a great during-exercise supplement when an active person requires fluid, electrolytes, and a moderate amount of calories.

Q9: Can I add Hydrate to Formula 1 Sport for flavor purposes?

A9: We recommend consuming each product according to its intended usage as outlined on the packaging. Formula 1 Sport has been specifically developed with nutrient amounts to make it a healthy meal for athletes. Hydrate was formulated to supplement your hydrating water source with electrolytes for enhanced hydration. Furthermore, since Hydrate has such a mild (and delicious) flavor, it would have little impact on the flavor of Formula 1 Sport.

Q10: Does Hydrate contain trehalose?

A10: No, Hydrate does not contain trehalose, a carbohydrate source found in H3O®.



Prepare

Q1: What is the benefit of taking a supplement that enhances Nitric Oxide production before a workout?

A1: L-arginine, L-citrulline and L-ornithine alpha-ketoglutarate are amino acids that act as precursors to Nitric Oxide, a naturally occurring vasodilator that expands blood vessels to allow more blood, oxygen and nutrients to be delivered to working muscles during exercise.

Q2: How is Prepare different from Niteworks®?

A2: Unlike Niteworks®, Prepare contains creatine monohydrate, L-ornithine alpha-ketoglutarate and betaine:

- Creatine is one of the most widely studied performance-enhancing aids and is used to promote increased muscle mass and explosive power.
- L-Ornithine alpha-ketoglutarate is an amino acid that functions to enhance arginine synthesis and also acts as a potent stimulator of the secretion of anabolic hormones such as insulin and growth hormone.
- Betaine is a multifaceted amino acid that regulates cellular hydration levels and can also help promote muscle strength.

Q3: Prepare contains creatine. Is creatine safe?

A3: Yes. Creatine is one of the safest and most studied supplements.

Q4: Will creatine cause me to gain weight?

A4: Taking creatine is often associated with water retention. But creatine is essential for power and strength in muscle cells. One of its effects is that it signals muscle cells to expand in volume, promoting cell division and leading to increased muscle mass. Translation: You'll get stronger.

Q5: Does Prepare contain caffeine?

A5: No, Prepare does not contain any caffeine.

Q6: Can you take Prepare at night?

A6: While Prepare can be taken anytime, we primarily recommend taking it before a workout. It is not recommended to take Prepare at night, as it is formulated with a high-glycemic maltodextrin to provide energy for a workout.

To enjoy the benefits of a nitric oxide-enhancing product at night, we recommend taking Niteworks® dietary supplement.

Q7: What's creatine?

A7: Think of creatine as a match – it burns really fast with lots of energy. All humans have a natural, but limited supply of creatine or “matches.” Supplemental creatine intake has been shown to support explosive muscle power.

Q8: Will creatine in Prepare cause me to gain weight?

A8: Prolonged use of creatine is associated with an average weight gain of 1 – 3.5 pounds (0.5 – 1.6 kg), which is considered a desirable benefit for individuals seeking to gain weight.

Q9: What is the difference between casein and caseinate?

A9: Casein is the predominant protein found in cow's milk, while caseinate is a metallic salt of casein. The common forms of caseinate in the food supply are calcium caseinate and sodium caseinate.



Q10: Is Prepare appropriate for men and women?

A10: Yes. Since creatine is found in dietary meats, produced naturally in both men and women, and required for ATP production, it's appropriate for both men and women.

Q11: Which is better, Niteworks® dietary supplement or Prepare?

A11: Prepare and Niteworks® dietary supplements were developed for different intended uses. Prepare was specifically formulated for consumption before exercise to support healthy blood flow and explosive muscle power.

Niteworks® dietary supplement was formulated to support healthy blood flow and provide heart health benefits, and is intended for consumption before sleep for maximal benefit.

While both formulas contain some similar core ingredients, one is not better than the other; they each have a specific application.

Prolong

Q1: Prolong contains 250 calories per serving. That is a lot more calories than my current sports drink. Do I need that many calories?

A1: Prolong was specifically designed for high-intensity or extended aerobic efforts, when calorie needs are elevated. Certain athletes like swimmers, cyclists, runners and soccer players can burn more than 1,000 calories per hour, and replacing these calories is essential for continued performance and adequate recovery. Research has shown that consumption of carbohydrates during exercise improves performance.

Note: Calorie needs will vary based on athlete size, gender, intensity of exercise and weather conditions. We recommend that each athlete experiment to figure out which concentration of Prolong works best for them.

Q2: Prolong contains fructose. Is it different than High-Fructose Corn Syrup?

A2: The fructose contained in Prolong is natural, while High-Fructose Corn Syrup is a chemically altered form of corn syrup that changes the chemical structure of glucose.

Q3: I understand that fructose is a simple sugar, yet you said it has a low glycemic index. How is it metabolized slowly by the body?

A3: Fructose is a simple monosaccharide sugar, meaning it does not contain an extended chain of sugar molecules that must be broken down before being absorbed. Fructose is also absorbed through a different sugar transporter than glucose, and is metabolized through a different pathway than glucose. For these reasons, fructose doesn't induce as large an insulin response as other simple sugars, like glucose. The result is a sugar that provides energy without spiking insulin levels.

Q4: Prolong contains both fructose and glucose. Why is this combination better than a single source alone?

A4: Glucose and fructose are absorbed through different sugar transporters found primarily within muscle cells. At high glucose concentrations, the glucose transporter (GLUT4) becomes saturated and cannot deliver additional carbohydrate molecules to rapidly working muscle cells. Meanwhile, the fructose transporter (GLUT5) is underused. So the addition of fructose to Prolong lets additional carbohydrates enter working muscle cells. Translation: Athletes can use and burn more calories per hour, resulting in greater endurance.

Q5: Occasionally, when I mix Prolong I find clumps at the bottom of my bottle. How can I avoid this?

A5: We recommend mixing Prolong with room-temperature water, not ice-cold water. Half-fill a 20- to 24-ounce water bottle with water and add two level scoops of Prolong. Shake vigorously for at least 10 full seconds, and then fill the remainder of the bottle with water. Drink one bottle per hour during physical activity.



Q6: Prolong contains protein. Do I need protein in my sports drink?

A6: The small amount of protein found in Prolong, in a 1:12 ratio with carbohydrate, serves two purposes. Consumption of a small amount of protein during exercise helps prevent muscle breakdown, thereby reducing recovery time. In the low levels found in Prolong, whey protein can also act as a third energy source.

Q7: Prolong contains 500 mg of sodium per serving. Why does it contain so much sodium?

A7: Sodium is an essential electrolyte for athletic performance. Research has shown that soccer players can lose over 1,500 mg of sodium during a 90-minute match. In general, published literature recommends between 450 mg to 1,800 mg of sodium per liter for optimal fluid replacement. The 500 mg of sodium in Prolong per serving equals a concentration of 1,000 mg of sodium per liter and ensures proper hydration and muscle contraction during exercise.

Q8: Prolong has very little flavor compared to other sports drinks. Why?

A8: In working with many professional athletes during development, we found one of the largest limiting factors for delivering calories over a long period of sustained exercise was an athlete's inability to consume sugary drinks that were too sweet. Prolong's subtle flavor allows athletes to drink Prolong for extended periods of time without the problems caused by excessively sweet and tart flavors of many sports drinks.

Rebuild Endurance

Q1: What type of protein does Rebuild Endurance contain?

A1: Rebuild Endurance contains only dairy-based protein as a combination of purified milk protein, enriched with purified whey and casein protein fractions.

Q2: Why does a recovery drink have more carbohydrate than protein?

A2: Recovery from aerobic efforts is two-fold. It requires both restoring muscle glycogen levels and rebuilding damaged muscle. Research continually concludes that carbohydrate consumption after aerobic exercise is critical for replenishing glycogen stores. This process normally takes 24 hours, and is greatly aided by consuming a carbohydrate-rich recovery supplement within two hours after exercise. Rebuild Endurance also contains 10 g of protein which is used to help replenish and rebuild muscle.

Q3: What is L-carnitine and why does Rebuild Endurance contain it?

A3: Carnitine is a molecule derived from amino acids and is found naturally occurring in many foods. It's essential in the transport of fatty acids into the mitochondria, and is often referred to as a "fat-burning molecule." So it has been scrutinized extensively by the scientific community. From this research, a new role has been established showing that L-carnitine favorably affects recovery from exercise stress.

Q4: What are branched-chain amino acids (BCAAs)?

A4: There are three BCAAs: L-leucine, L-isoleucine and L-valine, and they are termed "branched" because of their unique chemical structure. The branched aspect makes them impossible for humans to synthesize, and therefore are considered to be essential amino acids. These amino acids in particular are especially potent for inducing muscle growth.

Q5: What are the benefits of L-glutamine?

A5: L-Glutamine is the biologically active form of an amino acid that is important for supporting lean muscle mass. In fact, it is one of the most depleted amino acids following intense exercise. L-Glutamine has also been shown to support a healthy immune system.



Q6: Is it OK to take iron supplements while using Rebuild Endurance?

A6: Endurance athletes are at the mercy of their oxygen transport system for performance. Iron is an essential element for red blood cell production. However, iron toxicity can result from exceeding recommended daily values.

Q7: Can I use a milk substitute (for example, soy or almond milk) with this powder mix?

A7: Yes. We designed the formulas to readily mix in water so you have access to a great tasting and nutritious recovery supplement anywhere, anytime. Mixing in alternative milks provides additional nutrients and protein that can be useful as well.

Rebuild Strength

Q1: Rebuild Strength contains 24 grams of protein. Is that too much?

A1: Rebuild Strength is intended to help athletes build lean muscle. In fact, the International Olympic Committee issued a consensus statement on supplements, urging athletes participating in high-intensity training to consume 15 g to 25 g of protein following exercise. Rebuild Strength is a great low-fat source of protein to supplement one's diet.

To put 25 g in perspective, average adults should consume daily 1 g of protein per kilogram of body weight, or about 70 g for the average 155-lb. person. Strength-training athletes have much higher protein requirements to accommodate the increase in protein turnover, and are generally recommended to consume 1.5 g to 2 g per kg of protein daily, or upwards of 150 g.

Q2: My friends' recovery products contain only protein. Why does Rebuild Strength contain carbohydrate, specifically sugar? Isn't sugar bad?

A2: Efficient muscle anabolism (growth) is insulin dependent, and insulin is normally released in response to carbohydrate ingestion. We have carefully designed Rebuild Strength to deliver a precise blend of both rapid and sustained metabolized carbohydrates to generate an insulin response to readily use the 24 g of high-quality protein.

Q3: How does Rebuild Strength differ from Muscle Strength and Recovery?

A3: The protein sources of Rebuild Strength are entirely dairy based whereas Muscle Strength and Recovery contains a combination of soy and dairy proteins. Rebuild Strength contains only natural colors, flavors and sweeteners, unlike Muscle Strength and Recovery.

Q4: Can I use a milk substitute (for example, soy or almond milk) with this powder mix?

A4: Yes. We designed the formulas to readily mix in water so you have access to a great tasting and nutritious recovery supplement anywhere, anytime. Mixing in alternative milks provides additional nutrients and protein that can be useful as well.

Q5: Could somebody take Rebuild Strength to gain weight, even if they are not an avid athlete?

A5: We recommend consulting a doctor before attempting to supplement your diet for the purposes of weight gain. Rebuild Strength contains protein to help build and support lean body mass in active individuals.

Q6: Which is better – Muscle Strength and Recovery or Rebuild Strength?

A6: Muscle Strength and Recovery and Rebuild Strength are similar in terms of nutritional composition, as they both contain high-quality proteins, carbohydrate, and vitamins and minerals to supplement the diet and support recovery and lean muscle mass in active individuals. However, Muscle Strength and Recovery contains protein predominantly from soy protein isolate; with small amounts of whey protein concentrate and egg albumin; while Rebuild Strength



contains only dairy protein, in the form of milk protein concentrate, whey protein isolate, and whey protein concentrate.

Restore

Q1: I am not an athlete. Can I take Restore for antioxidant support and to help reduce exercise-induced inflammation?

A1: Restore is not an anti-inflammatory drug. It is a nighttime product designed to provide antioxidant protection, support the immune system and improve the body's natural anti-inflammatory mechanisms. All consumers can take Restore.

Q2: What is curcumin?

A2: Curcumin is one molecule in the family of compounds called curcuminoids that give the spice turmeric its yellow color. This spice has been used historically as an anti-inflammatory agent to relieve pain and inflammation in the skin and muscles. It is known to enhance the body's natural anti-inflammatory pathways.

Q3: What is Saberry™† extract?

A3: Saberry™† is a proprietary extract from the Indian fruit Amla, known for its high nutritional value and potent antioxidant action.

Q4: What is elderberry extract?

A4: Elderberry is a fruit commonly found in India. Its extract is a rich source of antioxidants that has been used for centuries for various health benefits.

Q5: Can I take both Restore and Niteworks®?

A5: Yes. There are no ingredients which would interact to create an unfavorable or adverse reaction.

Q6: Will Restore help with inflammation after surgery?

A6: Restore is designed to combat inflammation associated with exercise. Herbalife® products are not intended to prevent or treat disease, rather, they are foods and dietary supplements formulated to support balanced nutrition as part of a healthy, active lifestyle. Please consult a physician for chronic and acute causes of inflammation.

†Saberry™ is a trademark of Sabinsa Corp.