

HERBALIFE®

24TM

INTRODUCING **HERBALIFE24**

Nutrition for the 24-Hour AthleteTM



 HERBALIFE®

Herbalife: Healthy + Active Lifestyle



Top-level athletes are focused on:

- TRAINING
- RECOVERY
- NUTRITION



Herbalife: Herbalife24 Philosophy



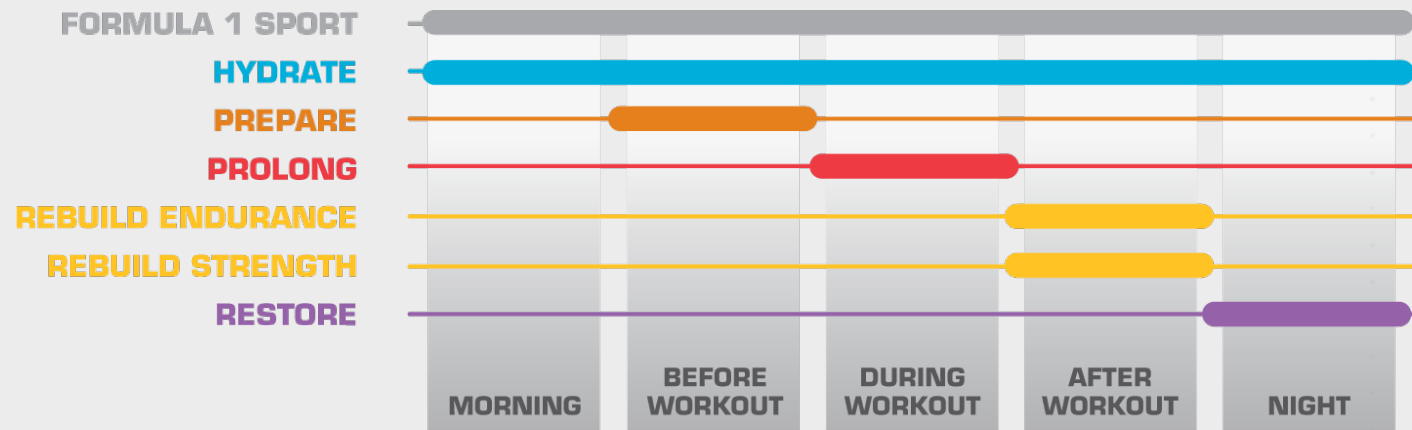
- **Complete:** 7 product customizable line
- **Credible:** Based on science
- **Confidence:** Tested for banned substances
- **Committed:** All natural colors, flavors and sweeteners

24-Hour Nutrition Program



Nutrition extends beyond “pre, during and post” workout

HERBALIFE24 PRODUCT LINE



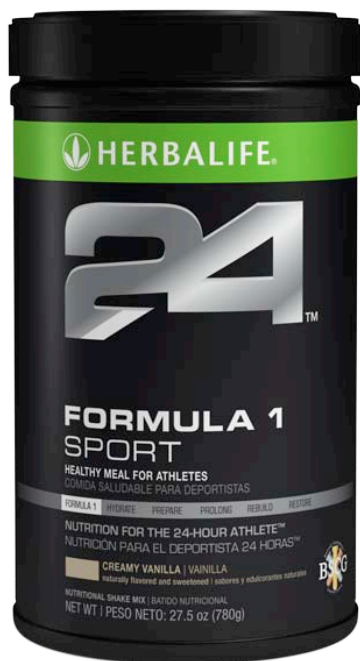
Customizable Product Line



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



Healthy Meal for Athletes

Target user: - Athletes, active lifestyle

Key Benefits: - Healthy + reliable meal

Key Features:

- 9 g milk dairy protein
- 1000 mg L-glutamine
- 20 vitamins and minerals (100% DV Vitamins C and D)
- Antioxidants

Usage scenarios

- Serious athlete traveling for competition
- Recreational athlete who needs a healthy, reliable meal
- Busy professional constantly on the go

FORMULA 1 SPORT

FORMULA 1 SPORT

MORNING

PRE-WORKOUT

DURING WORKOUT

RECOVERY

NIGHT

HERBALIFE



NUTRITION FOR THE 24-HOUR ATHLETE™

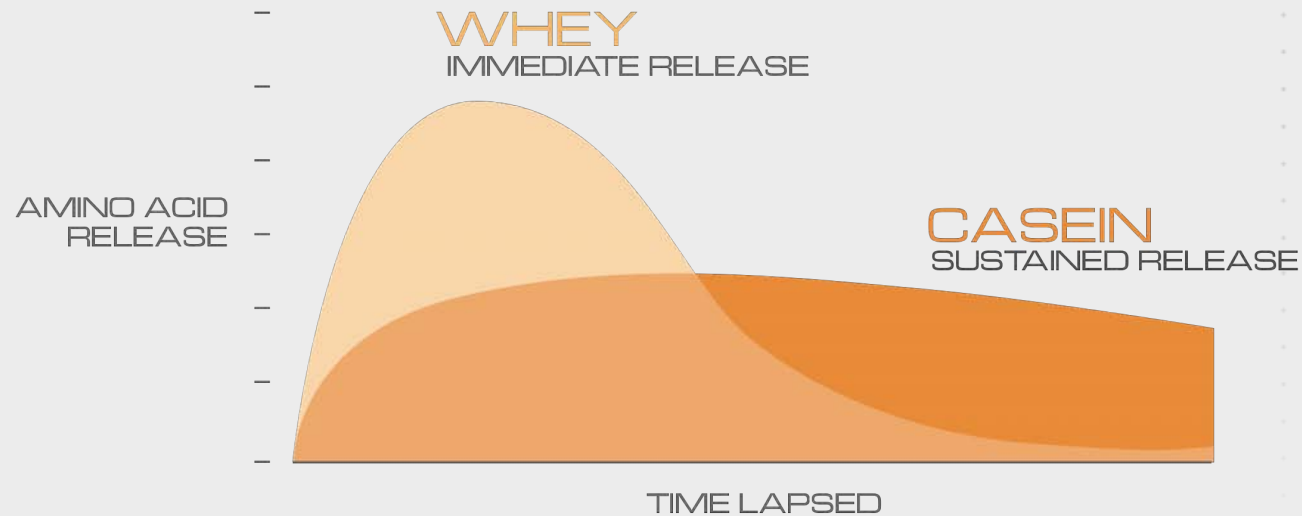
	Formula 1	Formula 1 Sport
Benefit	Healthy meal, heart health	Meal for athletes
Servings	30	30
Calories	90	90
Carbs (g)	13	13
Sugar (g)	9	9
Protein (g)	9	9
Protein	Soy isolate	Milk
L-Glutamine	-	+
Vitamin C+D	25% DV	100% DV

- **Banned Substance Tested:**
Every batch of Herbalife24 products is thoroughly tested by an independent laboratory
- **Milk Protein:**
Whey + casein: ideal for athletes
- **L-Glutamine:**
Depleted easily in athletes, restores muscle
- **Increased Vitamins:**
To meet higher metabolic demands of athletes

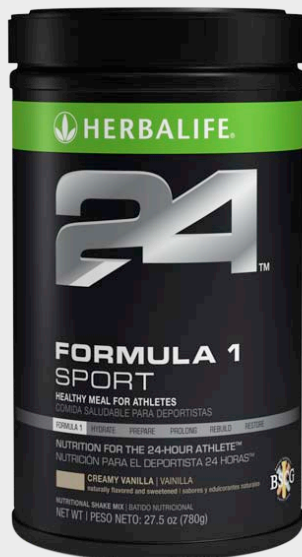
Milk Protein: Immediate and Sustained Protein Release

Whey: Metabolized quickly for an immediate delivery of amino acids

Casein: Supplies amino acids over a multi-hour period



F1 Sport Has Only 1 g of Lactose



1 g vs 13 g



To minimize lactose, you can mix F1 Sport in a non-dairy beverage

Advanced Hydration with Bioavailable Electrolytes



Target user:

- All athletes with hydration needs
- Everyone

Key Benefits:

- Anytime hydration
- Low calorie (15 kcal)
- Only 1 g sugar

Key Features:

- Bioavailable electrolytes
- Subtle taste
- Naturally sweetened
- B vitamins & Vitamin C

Usage scenarios

- Athlete during intense training
- Anyone exercising before or after work
- Manual worker throughout the day

Hydration at Any Time

	Amount Per Serving	% DV*
Calories	15	
Sodium	230 mg	10%
Potassium	95 mg	2%
Total Carbohydrate	4 g	1%
Sugars	1 g	
Vitamin C	120 mg	200%
Calcium	90 mg	10%

Low Calorie

When you need the hydration,
not the calories

Low Sugar

Only 1 g of sugar per serving

- All natural colors, flavors and sweeteners
- Caffeine free – perfect for hydrating any time

PREPARE

PREPARE

MORNING

BEFORE
WORKOUT

DURING
WORKOUT

AFTER
WORKOUT

NIGHT

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NUTRITION FOR THE
24-HOUR ATHLETE™

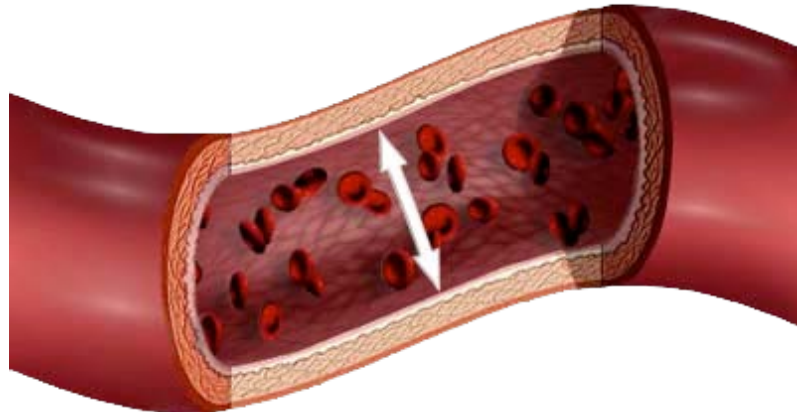


Prepare was developed in collaboration with Nobel[†] Laureate in Medicine, Dr. Lou Ignarro, who is partly responsible for discovering the biological pathway of nitric oxide

§Dr. Lou Ignarro is a member of Herbalife's Scientific and Nutrition Advisory Boards, and receives compensation for his endorsement of Herbalife® products.

†The Nobel Foundation has no affiliation with Herbalife and does not review, approve or endorse Herbalife® products.

Nitric oxide increases blood flow to:



- Support oxygen delivery*
- Promote muscle growth*
- Improve strength*
- Speed muscle recovery*
- Support nutrient delivery*

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

How is Prepare Different Than Niteworks®?

	Niteworks®	Prepare
Benefit	General Heart Health	Athletic Performance
L-Arginine	+	+
L-Citrulline	+	+
L-Ornithine aKG	-	+
Creatine	-	+

- Heart health
- Blood flow
- Strength

PROLONG

PROLONG

MORNING

PRE-
WORKOUT

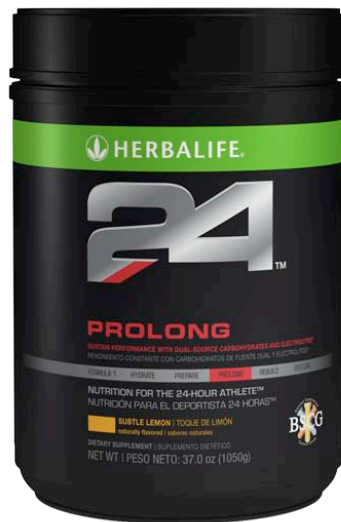
DURING
WORKOUT

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Sustain Performance with Dual-Source Carbohydrates and Electrolytes*



Target user: - Athletes with high caloric needs

Key Benefits: - Delivers carbohydrate for energy
- Speeds recovery time*

Key Features: - High calorie/carbohydrate
- Subtle taste
- Electrolytes
- 5 g Whey protein isolate
- Antioxidant protection

Usage scenarios

- Triathlete completing brick workout
- Cyclist on a 4 hour bike ride
- Swimmer completing a morning workout
- Professional with a physically-demanding job

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Maximize Performance with Energy

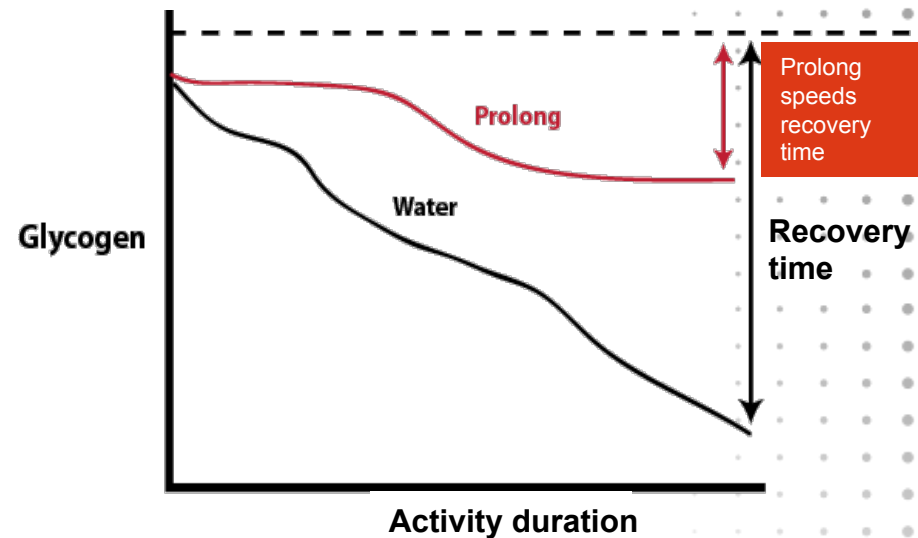
Prolong provides:

58 g of a dual-source blend of carbohydrates for rapid and sustained energy*

Carbohydrates are the body's fuel during exercise

Why you need it:

Proper fueling during exercise improves performance and speeds recovery time



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Two Carbohydrate Sources

Prolong provides:

Carbohydrate blend:

- Maltodextrin (fast release)
- Fructose (slow release)

Maximum carbohydrates and energy

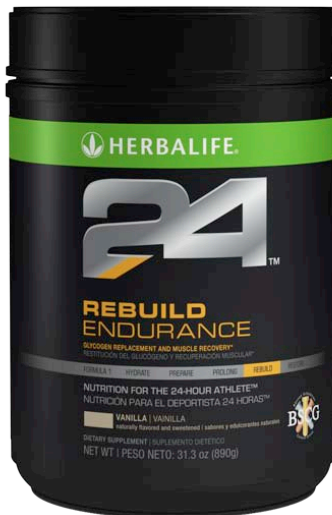
Why you need it:

The dual-source carbohydrate system in Prolong means more calories utilized per hour, better performance, increased glycogen conservation and faster recovery. * And it's all thanks to science.

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Glycogen Replacement and Muscle Recovery



Target user:

- Aerobic athletes

Key Benefits:

- Speeds recovery time*
- Replenishes glycogen stores*

Key Features:

- 27 g carbs
- 14 g Tri-core protein-amino blend
- L-Glutamine
- 1000 mg L-carnitine
- BCAAs
- 160 calories
- Electrolytes
- Iron

Usage scenarios

- Cross-country runner after a five-mile run
- Cyclist after an uphill training ride
- Soccer player after practice or a game
- Triathlete after a trainer session

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REBUILD STRENGTH

REBUILD ENDURANCE

MORNING

BEFORE
WORKOUT

DURING
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NUTRITION FOR THE
24-HOUR ATHLETE™

Immediate and Sustained Muscle Recovery*



Target user:

- All athletes after resistance or low-aerobic training
- Anyone: protein-rich snack / supplement

Key Features:

- 24 g dairy protein
- 190 kcal / serving
- 4000 mg BCAAs
- 3000 mg L-glutamine
- Bioavailable and buffered electrolytes
- 20% DV iron
- 300 mg calcium

Usage scenarios

- Power lifter after finishing a gym session
- CrossFit athlete after a workout
- Anyone after a light to moderate aerobic workout (eg. those looking for tone and overall fitness)

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REBUILD STRENGTH**3000 mg L-Glutamine – Great for Athletes****Rebuild Strength provides:**

- L-Glutamine is an important amino acid
- Helps rebuild muscle after workouts
- Supports immune function*

Why you need it:

- Lose up to 50% of L-glutamine during exercise
- Without adequate recovery, fitness and health are compromised

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REBUILD STRENGTH

Immediate and Sustained Muscle Recovery*



24 g whey and casein protein

Branched-chain amino acids (BCCAs)

L-Glutamine

Precise amount of carbohydrates

- ▶ Lean muscle mass
- ▶ Jumpstarts recovery
- ▶ Muscle building block / immunity
- ▶ Helps utilize the protein

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Combat Exercise-Induced Inflammation*



Target user: - Everyone

Key Benefits:

- Fights inflammation
- Antioxidant protection
- Immune support

Key Features:

- Curcumin
- Berry extracts
- Vitamin C
- Alpha-lipoic acid
- Beta-carotene

Usage scenarios

- An athlete after a day of endurance or strength training
- Anyone after a light to moderate aerobic workout

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Nutrition for the 24-Hour Athlete™

