

# Nutrition kids need

in flavors they love.

New Herbalife Kids™ line provides essential nutrition that includes protein, fiber and 100% of key nutrients to meet growing kids' daily needs. Because it tastes great, kids will ask for it every day.

## Key Benefits

- ☆ 100% of key nutrients plus protein and fiber.
- ☆ No artificial colors, flavors or sweeteners!
- ☆ Herbs and botanicals, including soothing chamomile, ginger (which aids digestion), plus rosehips and acerola—two powerful antioxidants.
- ☆ Helps kids form healthy eating habits.
- ☆ Quick to make and easy to take on the go.
- ☆ Kids love the TASTE!

## Kindermims®

Fruit-flavored liquid multivitamin providing essential nutrition for infants and toddlers.

- ☆ 11 essential vitamins that children (ages 6 months to 3 years) need every day.
- ☆ Easy to serve—just one dropperful daily dispensed directly or mixed in milk, juice or water.
- ☆ Micellized to be absorbed and assimilated efficiently and quickly.

## MultiVites

Fruit-flavored chewable multivitamin providing essential nutrients children ages 4+ need daily for good health and growth.

- ☆ Just two tablets daily provide 100% Daily Value of essential vitamins.
- ☆ Excellent source of B-complex vitamins, iron, zinc and antioxidant Vitamins A, C, and E.
- ☆ Fun sports shapes!

## Fast Facts:

- ☆ Only 35% of boys and 14% of girls get 100% of the RDA of calcium in their diets daily. —USDA
- ☆ Intake of low-nutrient dense foods, such as soft drinks, candy, desserts, salty snacks and discretionary fats, accounted for more than 30% of daily calories among children. —NHLBI studies from NCHS and CDC
- ☆ Evidence suggests that breakfast consumption may improve cognitive function related to memory, test grades and school attendance. Breakfast, as part of a healthful diet and lifestyle, can positively impact children's health and well-being. —Journal of the American Dietetic Association

## Healthy, Active Sales!

<b>Target Markets</b>	<b>Existing Children's Health Customers</b>	<b>Parents &amp; Kids</b>	<b>Busy Families</b>
<b>Why Herbalife Kids™?</b>	These customers already value the benefits of Herbalife children's products and will respond favorably to new and delicious additions to the line.	Parents want their kids to eat well, but without the struggle. Herbalife Kids™ products provide essential nutrition for children in a way that's easy, delicious and fun.	In today's busy society, families are juggling many things. With Herbalife Kids™, parents can rest assured their children will get the nutrition they need, even when time is crunched.

## ☆ Retailing ☆

As a parent, it's hard to find the balance between "tastes good" and "good for you" when it comes to nutrition for kids. All parents want their children to eat healthier, but unless it tastes great, it can be a real challenge. Herbalife Kids™ provides an easy solution. Easy to sample with convenient, affordable shake packets!

## ☆ Recruiting ☆

Introduce to a new target audience of parents and children. These new products are great door openers when talking to fellow parents at school, social gatherings and sport events.

## ☆ Retention ☆

Introduce consumers to the Herbalife brand earlier in their lives to help them develop a lifetime commitment to healthy results.

## The Herbalife Kids™ is Better

<b>Colors, Flavors &amp; Sweeteners</b>	<b>Herbalife Kids™</b>	<b>Leading Competitor</b>	<b>Why Herbalife Kids™ is Better</b>
Contains colors, flavors and sweeteners derived from natural sources	Contains artificial flavors, colors and sweeteners	Contains artificial flavors, colors and sweeteners	Herbalife Kids™ products are more natural product choices
<b>Kindermims®</b> Essential nutrients for kids ages 6 months to 3 years	100% of essential vitamins PLUS a unique blend of herbs and botanicals appropriate for children	100% of essential vitamins	100% of key nutrients—plus chamomile, ginger, acerola and rosehips
<b>MultiVites</b> Essential nutrients for kids ages 4+	Essential nutrients kids need to grow strong and healthy	20g of sugar 5g of protein in powdered milk Less than 1g of fiber	Herbalife Kids™ Shakes ensure children get the right level of protein and fiber in their diets, and are a healthier alternative to high-sugar snacks.





## Nutrition for the Whole Family

As your children enjoy great-tasting, nutritious Herbalife Kids™ products, the whole family can enjoy delicious snacks and beverages like Protein Bar Deluxe, Protein Bars, Roasted Soy Nuts and H<sup>30</sup>™.



### Kindermins®

Price #0005 \$15.25



### MultiVites

Price #0328 \$17.50



### Kids Shakes

Canister

Vanilla #0367

Chocolate #0368

Strawberry #0369

Price \$19.95

Packets

(14 single-serve packets per box)

Vanilla #0326

Chocolate #0327

Strawberry #0348

Price \$29.95



### PROTEIN BAR DELUXE

Chocolate Peanut #0365

Vanilla Almond #0364

Citrus Lemon #0366

Price (14 bars per box) \$20.95



### PROTEIN BAR

Peanut Butter #0058

Lemon #0289

Chocolate Fudge #0247

Chocolate Coconut #0290

Price (14 bars per box) \$16.95



### ROASTED SOY NUTS

With Cardia™ Salt

Price (14 packets per box) \$10.95



### H<sup>30</sup>™ FITNESS DRINK

Canister

Lemonade #2744

Orangeade #2745

Price \$29.95

Stick Packs

Lemonade #2717

Orangeade #2718

Price (15 per box) \$29.95

### MyHerbalife.com Downloadables

Access a variety of tools that will help grow your business.

- Herbalife Kids™ Distributor Reference Guide
- Flyers
- Product Fact Sheet
- Postcard

### Business Tools

Herbalife Kids™ Customer Brochure English (20-pack)

#6941, \$1.50

Herbalife Kids™ Customer Brochure Spanish (100-pack)

#6942, \$5.50

Flyer (1000-pack)

#6943, \$7.95



# Essential Nutrition

For Healthy, Active Kids

