

# Maximize Their Potential FUEL YOUR BUSINESS



Patent Pending



## DRIVE Before Your Workout

- Liftoff®**
- Contains ingredients that have been clinically shown to enhance mental performance, improve short-term memory and fight fatigue.\*
  - Enhances endurance with over 100% of the RDI of Vitamins B6 and B12, and 100% of the RDI of Vitamin C.\*

- N-R-G Nature's Raw Guarana Tea Mix & Tablets**
- Infused with guarana, which can increase mental alertness and help maintain energy.\*
  - This zesty, yet gentle tea is a natural pick-me-up—hot or cold.

## THRIVE During Your Workout

- H<sup>3</sup>O™ Fitness Drink**
- Essential electrolytes to increase the rate of fluid absorption and support cellular hydration.
  - Energizing carbs for immediate and sustained muscle energy plus powerful antioxidants that neutralize free radicals to protect against muscle fatigue and soreness.



## REVIVE After Your Workout

- Formula 1 Instant Healthy Meal**
- Optimal mix of carbohydrate and high-quality protein quickly restores energy levels and drives muscle recovery.
  - Antioxidants enhance post-exercise repair of muscle tissue.

- Bulk & Muscle Formula Protein Drink Mix**
- Helps build and maintain lean muscle with 30g of protomyosin—a blend of soy, whey and egg-white proteins.
  - Energizes with herbs for peak muscle exertion.

- Protein Bar**
- Helps restore your energy and replenish your body with 23 vitamins and minerals, and fiber.
  - Packed with 12g of healthy soy and whey protein to support muscle recovery.



**Business Tools**

Herbalife H <sup>3</sup> O™ Customer Brochure English (20-pack)	#6937	\$1.50
Herbalife H <sup>3</sup> O™ Information Brochure Spanish (100-pack)	#6938	\$5.50
Flyer (1000-pack)	#6939	\$7.95

- MyHerbalife.com Downloadables**
- Access a variety of tools that will help grow your business.
- Herbalife Energy & Fitness Distributor Reference Guide
  - Flyers
  - Product Fact Sheet
  - Postcard

**Promote! Items**

Sports Bottle	#8376	\$5.95
String Backpack Green	#8377	\$7.50
Black	#8387	\$7.50



\*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.



# Everyone Needs to HYDRATE

Herbalife's NEW H<sup>3</sup>O™ Fitness Drink is the next generation of hydration. This thirst-quenching, 3-in-1 drink mix provides 1) rapid hydration, 2) sustained energy plus 3) powerful antioxidant protection, so you feel refreshed and energized all day long! Enjoy whenever you are thirsty or anytime you are physically active.



## Rev Up Your H<sup>3</sup>O™ Sales

Target Markets	Existing Energy & Fitness Customers	Anyone Who Wants to Quench Their Thirst	Fitness Enthusiasts and Athletes	Moms and Families	Gen H	Prime Timers
Why H <sup>3</sup> O™	These customers already value the benefits of our Energy & Fitness products and will respond favorably to this new thirst-quenching addition to the line.	Great-tasting way to increase daily fluid consumption essential for fighting fatigue and preventing headaches and soreness caused by dehydration.	Water is not enough to replenish electrolytes lost through sweat from physical exertion. Active people also need energizing carbs to fuel working muscles.	Moms know that proper hydration is important for their family's overall health. H <sup>3</sup> O™ has no caffeine and is a healthier alternative to high-calorie/high-sugar beverages.	Busy school, sport and activity schedules can drag a young person's energy down. H <sup>3</sup> O™ provides hydration and energy to stay on track.	Prime Timers need proper hydration to maintain their vitality and active lifestyles.



### Did You Know?

Every day, water leaves your body at an alarming rate!

An average person loses 3-6 liters of water per day.

An active person can lose 1-2 liters of water per hour when exercising.

### Key Benefits

- Quenches thirst and replaces lost fluids.
- Essential electrolytes support cellular re-hydration.
- Energizing carbs for immediate and sustained energy.
- Powerful antioxidants neutralize free radicals that cause fatigue and soreness.
- No caffeine and a healthier alternative to high-calorie/high-sugar beverages.

### The Herbalife Advantage

H<sup>3</sup>O™ is scientifically formulated to quickly restore fluids, deliver lasting energy and protect your body. Here's why it's truly a better product:

	H <sup>3</sup> O™	Leading Competitor	Why H <sup>3</sup> O™ Is Better
Sugar	12g	14g	15% less sugar
Source of sugar	Trehalose	High-fructose corn syrup	Naturally occurring source of sugar
Potassium	100mg	30mg	70% more potassium, an essential electrolyte
Calcium	30mg	0	Good for muscle contraction and fluid balance
Magnesium	20mg	0	Vital for energy metabolism and utilization
Vitamin A	167 IU	0	Powerful antioxidants protect against oxidative stress
Vitamin C	60mg	0	
Vitamin E	21 IU	0	



## Energize Hydrate Protect

### Retailing

- H<sup>3</sup>O™ meets the needs of thirsty people everywhere, whether they're working out or simply in need of a refreshing beverage.
- H<sup>3</sup>O™ offers a unique 3-in-1 benefit in the fast-growing segment of thirst-quenching beverages.
- Affordable, portable stick packs are ideal for sampling and on-the-spot retailing.

### Recruiting

- H<sup>3</sup>O™ is an ideal door-opener for reaching anyone who wants to quench their thirst, especially active individuals, health club members, trainers, coaches and other fitness enthusiasts.

### Retention

- H<sup>3</sup>O™ expands the Energy & Fitness line, increasing your retail opportunity and customer loyalty.



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Lemonade	Canister	#2744	\$29.95	Orangeade	Canister	#2745	\$29.95
	Stick packs (15 per box)	#2717	\$29.95		Stick packs (15 per box)	#2718	\$29.95

## Hydrate on the Outside with Our Moisturizing Skincare Products

- Radiant C® Face Quencher instantly hydrates and refreshes.
- NouriFusion® SPF Moisturizers hydrate and nourish with protective antioxidants.
- Skin Activator® SPF 15 Day Lotion hydrates, protects and is fortified with collagen-building glucosamine.