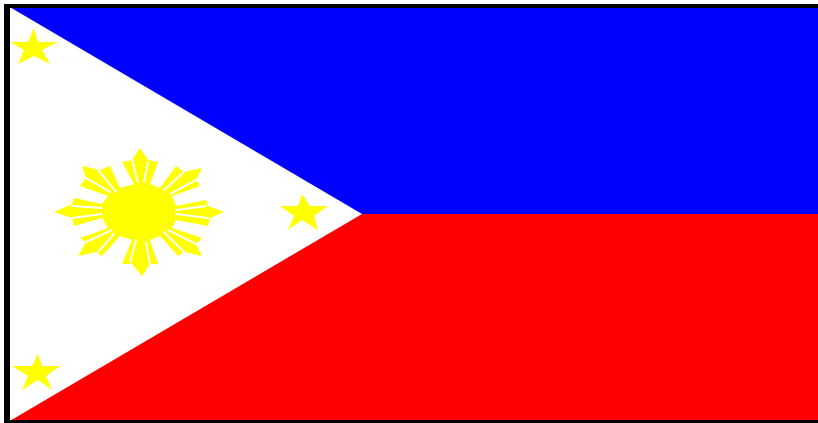


# *Advertising Guidelines*



## ***Herbalife Philippines***

Advertising Guidelines and  
Suggested Advertisements

**June 2007**

# GENERAL INFORMATION

*The integrity of Herbalife's Sales and Marketing Plan, and legalities, make it necessary for us to inform you about some important rules and policies regarding advertising and promotion. As an Independent Herbalife Distributor, you are responsible for following Herbalife's advertising rules and regulations contained in your Herbalife International Business Opportunity Manual/IBO/ Career Book. We are confident that you will find these rules and policies protect you and your business as much as they protect Herbalife.*

**You may create your own ads and flyers provided they are within the advertising guidelines as stated in your Herbalife Career Book and in this booklet. If you have any questions regarding our advertising guidelines, please contact our Distributor Services Department.**

- In creating your advertisements and flyers, make sure that your claims to promote a person's well-being and their quality of life are truthful, accurate and can be verified. Use your own story for best result.
- Have a good supply of Herbalife produced literature for the Philippines for the products and business opportunity, these items will be the best source of testimonials that will help you promote your business.
- Advise potential customer and/or Distributors that the results with the products may vary from one person to another as weight management also depends on eating habits, metabolism, weight and lifestyle of each person.
- When representing the products, Distributors must only use the information specified on the product labels or in the Product Information Guide.
- Advise potential Distributors that the success of the business opportunity depends on the personal effort and hard work of each Distributor.
- The "Herbalife" name in plain block letters (not the Herbalife logo) can only be used in your self-made ads when you indicate "Independent Distributor" in addition to your name and telephone number. World and TAB Team Members have the option of including their team status.
- The Herbalife corporate logos or Trademarks cannot be used in your advertising without Herbalife's prior authorization. Likewise, company names such as "Herbalife International" or "Herbalife International Philippines Inc." are legal trade names that Herbalife has the exclusive legal right to use.
- The Herbalife International Home Office address or the addresses of any Herbalife companies or offices may not be used by any distributor.
- No Distributor or any other person may reproduce in whole or in part any printed material, audio cassettes, video and film recordings that have been produced by Herbalife.
- Distributors may not post any sign on any public property, utility pole, street light, traffic light, parking meter, traffic sign or any other publicly owned property in, on or adjacent to any public street, highway or other road rights-of-way or on any private property without the express permission of the owner of such property. This restriction will apply even if any local ordinance, law or regulation allows such posting of signs.
- Photos of the products or copies of product labels may not be used.
- Product advertisements may be published under the following headings: Beauty / Fitness / Cosmetics / Miscellaneous. Do not publish them under "Health Categories".
- Opportunity advertisements may be published under the following headings: Business Opportunity/ Miscellaneous. Do not publish them under "Job Advertisements / Employment Opportunity Headings".
- Distributors are responsible for complying with all local laws and ordinances when advertising or promoting the products and business opportunity.
- Failure to comply with these rules may result in the suspension or termination of your Distributorship.

Philippines Advertising Guidelines are based on the Legislation, Codes of Practice and Rules covering the various aspects of Distributor Advertising, and are designed to assist distributors to advertise safely. A link to the Philippines Consumer Act is provided below:

[http://www.dti.gov.ph/uploads/files/Forms1\\_File\\_1104836450\\_RA7394.pdf](http://www.dti.gov.ph/uploads/files/Forms1_File_1104836450_RA7394.pdf)

# PRODUCT ADVERTISING

- Statements in regard to therapeutic, medical or healing properties of Herbalife products are not permitted.
- You can not indicate that the products will prevent, improve, cure, or alleviate illnesses or diseases.
- When representing the products, Distributors must explain the directions for use and cautions, if any, specified on the product labels.
- Please keep in mind the following suggestions when creating your advertisements and/or flyers:

## Statements

### Not Permissible

- Doctor recommended / Doctor approved
- Burns fat/Melts fat
- Increases energy / Speeds up metabolism
- Controls/Curbs/ Suppresses appetite
- 100% Natural/All Natural/100% Herbal
- Results Guaranteed
- 100% Money Back Guarantee
- Lose 30 pound in 30 Days
- No exercise needed
- Herbalife Supervisor
- We have 22 years of experience, 22 years in existence
- BFAD Approved
- The most effective and safest way to lose/gain/maintain

### Suggested

- Formulated by Doctors
- While on the program, you lose excess weight.
- While on the program, you gain more stamina.
- While on the program, you don't feel hungry.
- Herbal Based
- 30 Day Money Back Guarantee
- 30 Day Money Back Guarantee
- Should not be included in the advertisement
- Works best when you exercise
- Herbalife Independent Distributor
- Independent Distributor for a company that has 26 years experience
- BFAD Registered
- reliable and effective program to lose/gain/ maintain weight is now here!

# BUSINESS OPPORTUNITY ADVERTISING

**Business Opportunity Advertising must be truthful and accurate, and must not be misleading or deceptive, or be capable of being misleading or deceptive.**

- Distributors must not imply that a job is being offered.
- The “Positions Vacant” category in the media advertising must not be used.
- Distributors may represent reasonable anticipated earnings provided they can be substantiated by their own experience or that of their immediate organization. Any R amounts mentioned must refer to a sum which member of the public can reasonably expect to earn as a new distributor in Herbalife.
- The Advertisement should state that a commissioned-based or product sales and distribution independent business opportunity is being offered.
- The Advertisement should state the nature of the business eg. Nutritional and/or Personal Care Industry. Inquiries should be promptly informed that the Herbalife opportunity is being offered.
- If the Advertisement mentions Vacations it should be made clear that the Qualifications are necessary to achieve this.

## Rule 24-B Offering the Business Opportunity

When offering the business opportunity or presenting the Herbalife Sales and Marketing Plan a Distributor:

- *Must clearly indicate that the principal activity of a Distributor is to sell and distribute Herbalife Products to Retail Customers and may not represent or imply that this is secondary to the sponsoring or building the business.*
- *Must not imply or represent that a Distributor can benefit solely by the sponsoring of other Distributors.*
- *Must not imply that a Distributor is under any obligation to sponsor others to become Distributors.*
- *Must not imply that success may be achieved with little or no effort.*
- *Must not make any statements which are not accurate and truthful.*

## Statements

### NOT PERMISSIBLE

- Earn Php 15,000 a month working part-time
- Free Vacations / Travel Opportunity
- Looking for Supervisor & Representatives to work for Herbalife
- Office Managers wanted. No experience needed
- Health Supervisor; Supervisor; Health Consultant; Health Assistant; Telemarketing or Telemarketers; Consultant; Customer Care Supervisor; Diet Consultant; Medical Representative/Graduates; Health Professional; Nutritionist; Sales/Medical; Health Advisor; Health Care; Pharmacist; Nurse; Med Tech; Midwife; Personal Asst.
- Part-time/full-time positions available immediate openings
- Herbalife is open in 58 countries

### SUGGESTED

- Earn up to Php 15,000 a month working part time.
- Qualify for Vacations
- Be your own boss. Work from home. Looking for Independent Distributors.
- Launch an independent home-based business. No experience required.
- Independent Herbalife Distributor
- Independent Business Opportunity  
Part-time or full-time effort  
Call me to learn how you can  
Immediately begin an independent business
- Independent Distributors for a company in 65 countries

Distributors may advertise in the telephone directory by using only the following text without adding any information, logo or slogan:

**Herbalife Independent Distributor  
Call Me For Products or Opportunity  
(name, address and telephone number or e-mail address)**

# Herbalife approved retail & recruitment Advertisements – Philippines

Please note that these advertisements cannot be changed in any way. Independent Distributors may produce their own ads/flyers, provided all of Herbalife's rules for advertising are followed. Please refer to the "Rules of Conduct & Distributor Policies" as well as the Business Administration section of our Herbalife Career Book/International Business Opportunity Manual/IBO, for full details.

I AM LOOKING FOR 30 PEOPLE  
WHO WANT TO IMPROVE THEIR QUALITY OF LIFE.

WE NEED 96 PEOPLE TO TRY A  
BRAND NEW, CALORIE - MANAGED AND HERBAL BASED  
MEAL REPLACEMENTS PRODUCT.

CALORIE MANAGED PLAN  
3 SIMPLE STEPS TO A BETTER YOU.

A QUICKSTART TO HELP PROMOTE  
YOUR WELL-BEING.  
NEW PRODUCTS FOR A NEW YOU.

KICK START YOUR VITALITY TODAY...  
OUR CALORIE-MANAGED PLAN HELPS  
YOU FEEL INVIGORATED THROUGHOUT THE DAY.

SHAPING-UP  
NEVER TASTED SO GREAT!  
NEW PRODUCTS, NEW FLAVORS  
CALL TODAY.

WANTED  
30 PEOPLE INTERESTED IN IMPROVING THEIR QUALITY OF LIFE.



Distributor Services department  
Herbalife International (Phils.), Inc.  
Ph: +632 8973450  
Fax: +632 8995005  
June 2007

# Herbalife approved retail & recruitment Advertisements – Philippines

**WORK FROM HOME USING THE INTERNET  
LOOKING FOR KEY PEOPLE IN DIFFERENT FIELDS WHO WANT TO TAKE  
AN INDEPENDENT BUSINESS OPPORTUNITY**

**INDEPENDENT BUSINESS OPPORTUNITY  
INTERNATIONAL COMPANY  
IS LOOKING FOR PEOPLE FROM DIFFERENT CAREER FIELDS  
EXCELLENT INCOME.  
FOR MORE INFORMATION: XXX**

**EXTRA INCOME – PART TIME : UP TO P 5,000 – P 10,000  
FULL TIME: UP TO P 30,000 – P 50, 000  
FOR MORE INFORMATION: XXX**

**INCREASE YOUR INCOME  
PART TIME: UP TO P 5,000 – P 10,000  
FULL TIME: UP TO P 30,000 – P 50,000  
FOR MORE INFORMATION: XXX**

**INDEPENDENT BUSINESS OPPORTUNITY  
IN THE INNER AND OUTER NUTRITION INDUSTRY,  
LOTS OF POSSIBILITIES  
FOR MORE INFORMATION CALL...**

**BE YOUR OWN BOSS, WORK FROM HOME...  
FOR AS LITTLE AS 1 HOUR PER DAY  
FOR MORE INFORMATION CALL...**

**WHO DO YOU KNOW THAT WANTS  
TO IMPROVE THEIR QUALITY OF LIFE, FEEL GREAT  
AND MAKE MONEY  
CALL...**

**MILLENNIUM EXPANSION  
SERIOUS PEOPLE NEEDED FOR FUN,  
DYNAMIC, INTERNATIONAL  
INDEPENDENT BUSINESS OPPORTUNITY**



Distributor Services department  
Herbalife International (Phils.), Inc.  
Ph: +632 8973450  
Fax: +632 8995005  
June 2007

# Herbalife approved retail & recruitment Advertisements – Philippines

**INDEPENDENT BUSINESS OPPORTUNITY!!!  
WORK FROM HOME  
MULTI-NATIONAL NUTRITION COMPANY  
CALL...**

**INDEPENDENT BUSINESS OPPORTUNITY!!!  
MIX BUSINESS WITH PLEASURE  
LOTS OF POTENTIAL  
CALL...**

**BUILD YOUR OWN BUSINESS  
LARGE USA BASED NUTRITION COMPANY  
CALL...**

**OWN YOUR OWN BUSINESS  
WORKING FROM HOME  
INDEPENDENT REPRESENTATIVES  
HELP NEEDED URGENTLY  
LOTS OF EARNING POTENTIAL**

**INDEPENDENT DISTRIBUTORS WANTED  
PROVEN SYSTEM IN 64 COUNTRIES AROUND THE WORLD,  
USA BASED NUTRITION COMPANY  
CALL...**

**REALIZE YOUR DREAMS!  
INDEPENDENT BUSINESS OPPORTUNITY!  
USA BASED MARKETING COMPANY  
PROVEN SYSTEM IN 64 COUNTRIES**

**CALL... AND I'LL SHOW YOU HOW!**

**IMPROVING YOUR WELL-BEING = MAKING MONEY  
CALL...**

**HERBAL BASED:  
SMOOTH AND SOFT SKIN**  
- VARIOUS PRODUCTS THAT CAN ASSIST YOU IN CARING FOR YOUR SKIN  
- NUTRITIONAL AND PERSONAL CARE INDUSTRY  
**CALL : XXX**

**IF YOU NOTICE THE DIFFERENCE  
OTHERS WILL TOO .....  
CALL:**

