

HERBALIFE®

**24**<sup>TM</sup>

# INTRODUCING **HERBALIFE24**

Nutrition for the 24-Hour Athlete<sup>TM</sup>



 HERBALIFE®

# Herbalife: Healthy + Active Lifestyle



Top-level athletes are focused on:

- TRAINING
- RECOVERY
- NUTRITION



# Herbalife: Herbalife24 Philosophy



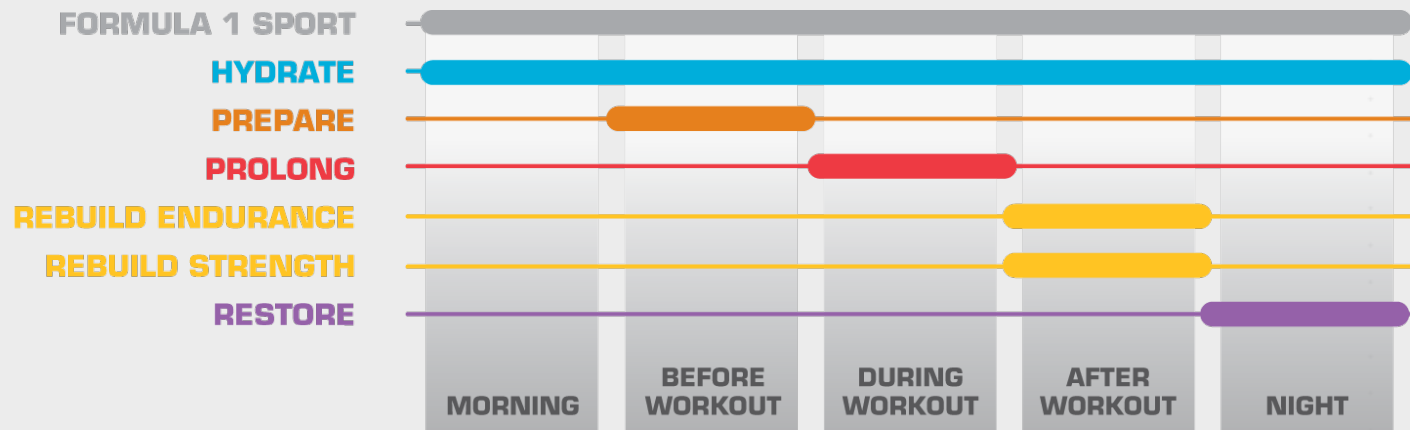
- **Complete:** 7 product customizable line
- **Credible:** Based on science
- **Confidence:** Tested for banned substances
- **Committed:** All natural colors, flavors and sweeteners

# 24-Hour Nutrition Program



Nutrition extends beyond “pre, during and post” workout

## HERBALIFE24 PRODUCT LINE



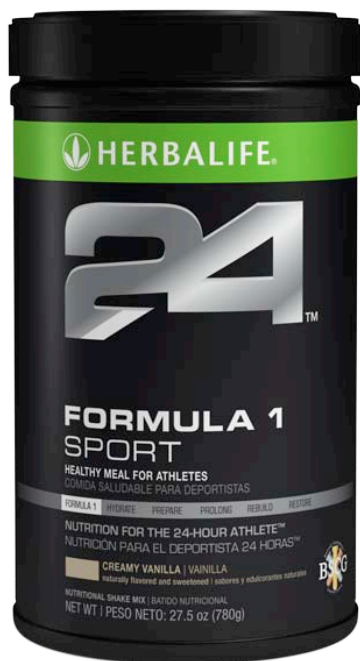
# Customizable Product Line



## 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

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MORNING

PRE-WORKOUT

DURING WORKOUT

RECOVERY

NIGHT

HERBALIFE



NUTRITION FOR THE 24-HOUR ATHLETE™

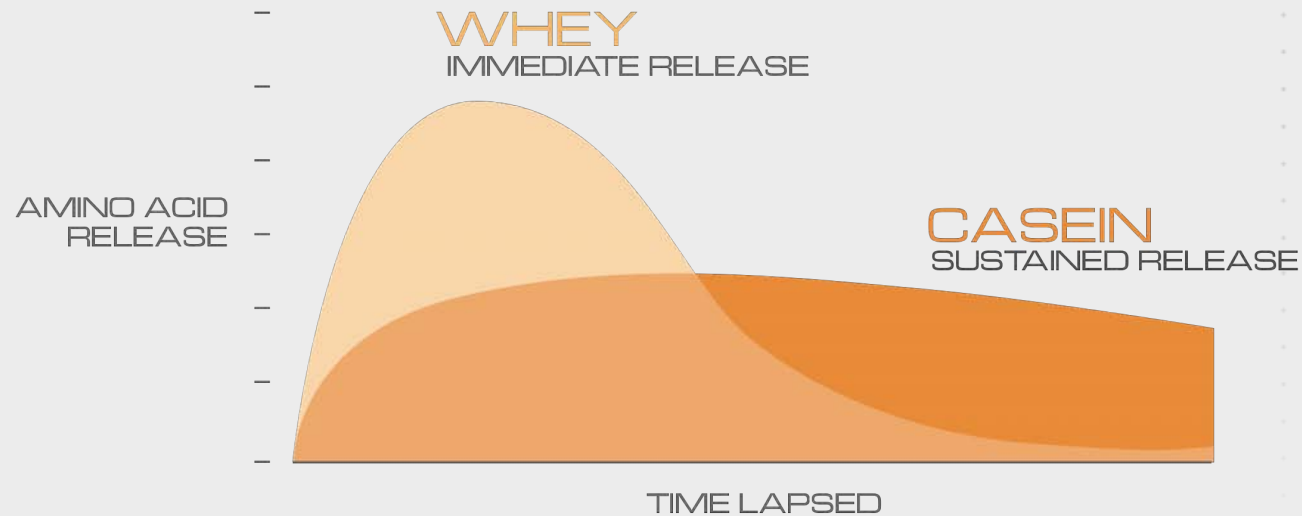
	Formula 1	Formula 1 Sport
<b>Benefit</b>	Healthy meal, heart health	Meal for athletes
<b>Servings</b>	30	30
<b>Calories</b>	90	90
<b>Carbs (g)</b>	13	13
<b>Sugar (g)</b>	9	9
<b>Protein (g)</b>	9	9
<b>Protein</b>	Soy isolate	Milk
<b>L-Glutamine</b>	-	+
<b>Vitamin C+D</b>	25% DV	100% DV

- **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

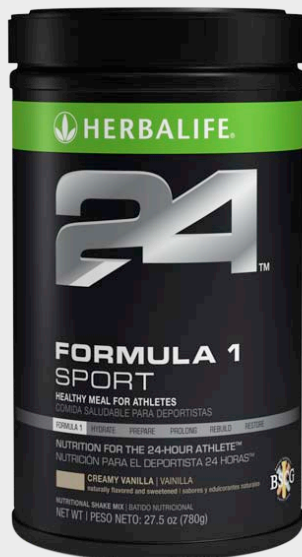
# Milk Protein: Immediate and Sustained Protein Release

**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  
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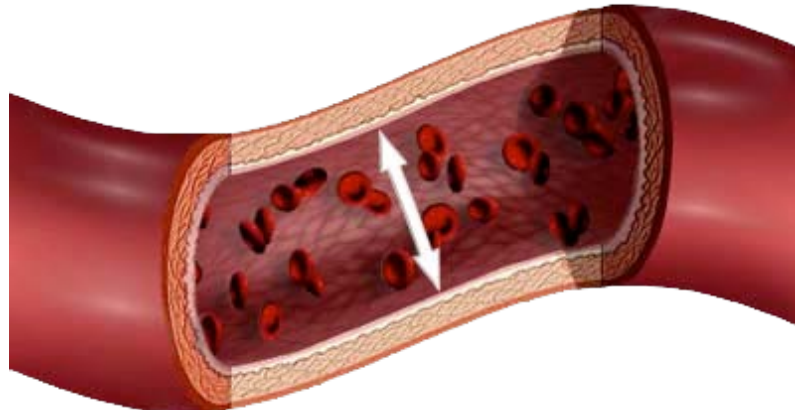


Prepare was developed in collaboration with Nobel<sup>†</sup> Laureate in Medicine, Dr. Lou Ignarro, who is partly responsible for discovering the biological pathway of nitric oxide

§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

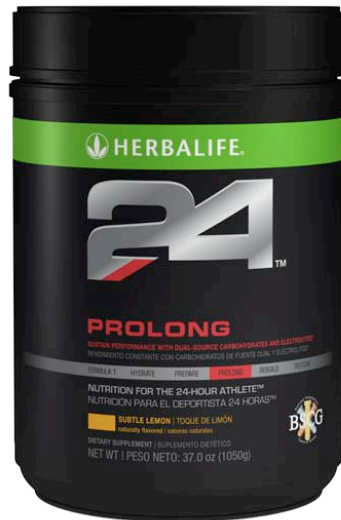
DURING  
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## Sustain Performance with Dual-Source Carbohydrates and Electrolytes\*



**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

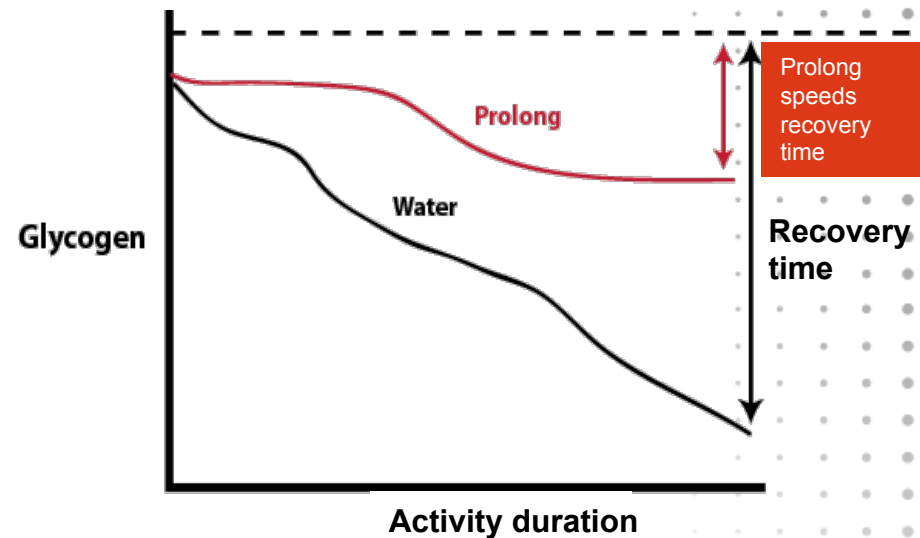
## Prolong provides:

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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# REBUILD ENDURANCE

REBUILD ENDURANCE

MORNING

BEFORE  
WORKOUT

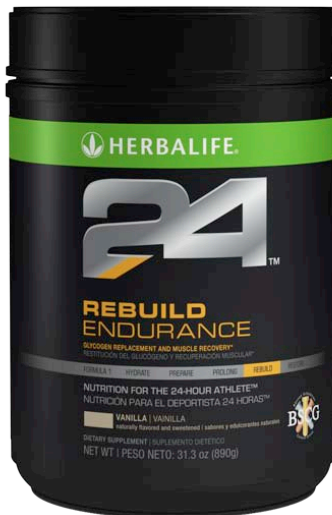
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## Glycogen Replacement and Muscle Recovery



**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

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# 24

NUTRITION FOR THE  
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## 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™

