

## Report on Incorporating

# Nutrition Products



## As a Tool in Existing Health and Fitness Practices



 **The Health Success Site**

Your Health Online A-Z guide helping you to dealing with health problems and finding natural self care & nutritional strategies for your better health: All rights reserved

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## Introduction:

There is a lot of interest and current media discussion about nutrition products and how they can be used in conjunction with traditional medications to support people's health.

There is also a lot of press about companies who supply such products making claims that have no scientific foundation and proposing use of products based only on anecdotal evidence.

Many health professionals can see that there are benefits to be gained in client care through the correct use of nutritional supplementation but are unsure of which products are of therapeutic grade, and if such products may be contra indicated to medications that their clients are currently using.



This document gives an overview of one company, Herbalife international, looking specifically at the depth of scientific and medical research and experience that supports their product range.

This paper discusses options for adding a scientifically, and commercially, acceptable range of nutrition products into your existing activities.

The product range recommended here is the range manufactured by the American Multi-national, Herbalife.

Material has been compiled by Independent Herbalife Distributors and mainly sourced from Herbalife's website at [www.herbalife.com](http://www.herbalife.com). It is current as of May, 2009 and has not been viewed or endorsed by Herbalife themselves.

It is intended to give an overview of the science underpinning the Herbalife products and does not intentionally make any claims on behalf of the Herbalife company.

## Preface

We are currently in the grips of what amounts to a worldwide epidemic in obesity and diet related health problems.

This trend is creating huge pressure on funding of public health systems.

This is not news to any of us but it is time to stop for a while and review what changes these pressures are causing on the way we deal with health and with sickness.



We are seeing **Medical Doctors** who are trying to treat patients whose health problems are deeply rooted in diet related problems such as;

- Obesity,
- poor diet choices,
- diabetes,
- Digestive complaints
- Low personal energy

**Doctors** nowadays are often finding they need a way to deal with these lifestyle / dietary issues so that they can get best medical outcomes for their clients.

Later in this paper we will look at the business models that have proven very successful for doctors & medical practitioners to achieve these outcomes, without compromising their position as a profession health practitioner.

### Direct from the Doctor



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## Products based on cutting edge scientific knowledge

Herbalife's Award-winning scientists, distinguished doctors and renowned nutrition experts are the guiding force behind their innovative products.

Herbalife is committed to taking the lead in scientific and nutritional advancements and setting the standard by which all nutrition companies are measured.

The Herbalife Nutrition Advisory Board (NAB) is an extension of the Herbalife commitment to quality and scientific integrity. It is comprised of leading experts in the fields of nutrition, physical activity and healthy lifestyle.

Additionally the Scientific Advisory Board (SAB) is made up of leading experts whose work furthers the field of nutritional science.

For information on the Herbalife Team review the individual resumes at the end of this report or click here: [Nutrition Advisory Board \(NAB\)](#)



Also within the health field we are seeing **nurses** who are dealing with sickness every day, and know that **70% of the morbidity and mortality they see is founded in diet related causes.**

They know how serious that need is and that something should be done about it.

### The problem is clear.

The problems are well documented but what is changing is the **rate** at which people's **overall health is declining.**

- Obesity is rampant,
- Obesity in children is an obscenity but, unfortunately, it is becoming much too common.
- The rise in chronic health problems like diabetes, cardiovascular problems is alarming.
- One of the biggest areas of complaint in personal health is a general lack of energy to perform normal daily activity.

All these problems are tied into dietary choices.

## **The Cost Cannot Be Sustained.**

The sheer scale of these problems is translating into a bottom line cost for our governments and health systems.

We are at a watershed point in the history of public health.

We cannot sustain the cost of these problems if the current trend lines are held and now authorities are recognising that it is cheaper to prevent the problem than it is to deal with the consequences.

Governments everywhere are commencing public awareness campaigns about the health risk of carrying excess weight with the same focus and attention that they once dealt with cigarette smoking.

## **Public awareness is shifting.**

Over the last couple of decades public perception has moved away from thinking any tablets - including nutrition supplements – were 'drugs' to the current situation where the majority of our population are nowadays taking some form of Vitamin Supplement on a regular basis.

The problem is that any credible information on the value and benefits of taking such products is generally not available.

People are lost and confused about what they should do. They follow fad diets from glossy magazines that adversely affect their metabolisms.

They buy milk powder supplements from the pharmacy, to use for meal replacements, and run down essential dietary factors that are normally missing in such products.

## **They look towards their medical, health and sporting Professionals for guidance.**

For example, at the time of writing this document, it appears there was only one solitary Meal Replacement Supplement here in Australia that has been clinically trialled.

The rest of the manufacturers were making claims of being put together by scientists and health professionals, but there is no scientific testing done to back any of the claims made.

Many of them seem to be distinctly lacking in any solid scientific validation of the claims they are making.



## Where to from here?

**All of these factors are coming together at the same time and in the mid-term many responsible medical, health and sporting professionals will embrace these issues.**

They will seek and find ways to work with their clients in a more holistic manner.

**The dental industry has done this.**

Dentists are no longer satisfied to leave people to wait until they have a toothache before they visit the surgery. They are proactive in preventative treatment and the end result has been a much higher level of dental health.

This gives the dentists the ability to spend more of their time in the more interesting and rewarding speciality areas to improve the function and appearance of people's teeth.

A side benefit of this is better economic outcomes for the dental professionals.

## How Can Health Professionals move to more Holistic Operation?

The big questions that hold back most professionals from addressing these areas are:

- How they can do so without any "conflict of interest", or compromising of, their current activity?
- What model can be adopted to supply such client/patient support?
- How can a professional have a credible involvement with a retail product?
- What products are available that can be proven to be effective through real science?
- How can such client support be fitted into an already hectic schedule?

The purpose of this paper is to look at these issues and supply alternatives that may answer them

It also reviews a product range produced by the Herbalife Company which has attributes making it unique in its ability to be blended into a health or sport professional's current business activities.

We will look at the scientists and at health professions who are directly involved with research, development and support of those products.

We will also review various styles of operations that health professionals may use within their own existing structure, including practicing M.D.'s.

## **What Differentiates Herbalife Products, and the Herbalife Company, From Others?**

Herbalife was established in 1980 to market a range of products for weight control and broad nutritional support.

The focus of the initial products was to blend the old knowledge of herbal/botanical nutrition, drawing on Chinese, Indian and South American knowledge, and blending that with the modern science of vitamin and mineral technology.

The products were extremely innovative and the founder chose to use the distribution model of direct sales.

That model means that end users need to access products directly from the distributors.

This gives the best opportunity for a retail company to deal directly with customers. It allows for practical support in use of products though information supplied at the time of purchase.

It also allows for ongoing support as clients change their diet and eating habits.

The marketing model, and the product itself, were right for the times when it was first introduced in 1980. In the first 5 years of operations Herbalife was the fastest growing privately held company in American corporate history.

Now, 3 decades later, Herbalife is trading in over 70 countries, turning over multi Billions of US Dollars, registered with the equivalent of the FDA in each country as a high-grade food product, and Herbalife back up their products with full clinical trials.

Products are supplied with an unconditional 30 day money back guarantee.

In addition Herbalife is listed on the New York Stock Exchange and are hence "in the goldfish bowl" of corporate transparency as there is a high degree of corporate accountability required by the Exchange and other regulatory bodies.

This is critical, as for any supplier to be trusted it needs to be here for the long haul, as opposed the "latest trend" companies that may be here next year or may be gone.

Further details of Herbalife are available at their website [www.herbalife.com](http://www.herbalife.com)

## **Overview of Products**

Herbalife has built a reputation on a range of weight control products. Around that core weight control range is a set of nutrition products designed to support various areas of the human system.

The nutrition programs are designed to nourish the body at a cellular level.

While most people reading this report will be very familiar with the systems of the human body, we add here an article on nutrition that gives an overview of how we ingest nutrition and where the Herbalife nutrition products fit into that picture.

## **Nutrition for Your Cells.**

### **Your Body's Health - From The Inside Out.**

We all remember hearing as children that "an apple a day will keep the doctor away".

Apples are great for nutrition, fibre, even water, but we need more than that. Modern research has clearly shown that a truly health diet needs to contain:

- protein,
- carbohydrates,
- fats,
- vitamins,
- minerals,
- oils,
- dietary fibre,
- and sufficient clean water,
- If it is to support long term, sustainable, good health.



If this is backed up by some regular exercise then you have the possibility of having a good metabolism and a highly active immune system.

Basically, the stronger your immune system the healthier you are and, as a consequence, the more protected you are from environmental factors that lead to infection and sickness. If you eat foods that are rich in the nutrients your body needs it is able to keep you strong at a cellular level.

You are giving the body the tools it needs to keep your immune system strong. A strong immune system supports individuals having fewer colds and

viruses and they are better equipped to fight off illnesses at all levels, be that colds or chronic diseases.

Our problem as a community is that an average modern diet of coffee, fast food, snacks and sugars, does not give us enough of the essential micronutrients, and the botanical factors, that our body needs.

When we are lacking the essential nutrition ingredients, the basic building blocks that our body needs to maintain the various systems of our body, we are at risk of our whole system of health becoming compromised.

We are not able to handle the stresses of daily life anywhere near as effectively as we should expect to, and many people have such low energy levels that they struggle with just normal activity.

They have no idea what it feels like to have dynamic health and having energy to spare for doing things above and beyond their normal daily routine.

This may be a big part in the explanation of why nerve, anxiety and digestive medications are among the highest prescribed medications in the world.

Poor overall nutrition leads to poor health and manifests in a younger person as low energy, low immune system, and difficulty handling stress.

As an individual matures, these initial indicators of poor health often move into more significant problems, and other diet related illnesses, including heart attack, cancers and stroke.

There are some situations where ignorance is bliss and many people seem to think that what they do not know will not hurt them. In this case, not knowing what is going on in your body could well Kill You!

**Many of us realize there is a problem and so attempt to eat a healthy and well balanced diet but, even then, we are still disadvantaged.**

**The nutritional value of most foods is not what it was in our parents' time as it has been compromised.**

Techniques such as growing foods in soils that are deficient in nutrients, forcing production with fertilizers and chemical additives, and then picking the produce before it is fully ripened, is the modern way to farm.

This might make good economic sense, and give us cheaper produce, but it is extremely damaging to the nutritional value of the food.

Without the basic nutrients derived from the soil, without allowing fruits to ripen on the vines, storing produce for weeks or months or, or as is

sometimes the case with apples stored for years at a time, all decrease the nutritional value of the foods we are offered.

Repeatedly, studies are showing that a diet that was once considered healthy is nowadays not giving us the minimum nutrition we need on a daily basis to keep our bodies strong.

More and more medical authorities are advocating the use of vitamin and mineral supplements. The majority of people in western countries now take some form of supplement product.

The problem is finding them in the right combination. There is a lot of anecdotal and even promotional advice being given to people that is, at best, contradictory.

This can be both confusing and costly and the frustration of trying to sort through the advertising and hype to make an informed decision is often beyond most people.

The balanced, nutrition products produced by the Herbalife International company and distributed in more than 70 countries, is a simple solution that offers excellent value for money.

These products combine western science with vitamin and mineral technology and the old knowledge of herbal and botanical factors used in China, India and South America for thousands of years to maintain good health.

The vitamins and minerals are essential to maintaining good health while the herbs and botanical factors help cleanse and purify our bodies and support specific bodily functions.

To understand how to get nutrition in a form that our body can use easily, and deliver quickly to our cells, we need to understand our bodies are constantly replacing old cells with newer, healthier cells, at a rate of Billions of cells a day.

To replace the old cells with healthier cells there are a couple of conditions. The body needs a clean base to work on and if we are loading our systems with chemicals and pollutants then we impede the process of the body in building strong and healthy cells.

Also, when the nutritional intake is adequate, the new cells are always healthier. If the nutrition is deficient then our bodies do not have the tools to replace the old cells with optimum quality new cells and adequate nutrition is essential for this.

For healthy cell regeneration to occur most effectively, we need balanced amounts of basic food groups **every day**.....

- **Proteins**; our organs deteriorate if they don't get an adequate supply.
- **Carbohydrates**; are the body's preferred energy source to fuel cellular metabolism.
- **Fats**; provide the most concentrated possible energy source within the diet.
- **Vitamins and Minerals**; absorbed within five hours, they must be replaced daily.
- **Oils**; preserve the structural and functional integrity of the cells.
- **Dietary Fibre**; work our bowel and digestive system and keep it healthy.
- **Water**; to flush away toxins and keep our systems clean and functioning at optimum levels.

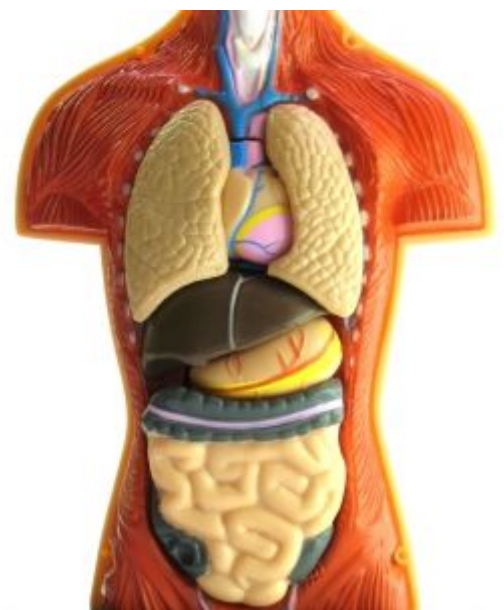
## Getting Nutrition To Your Cells Involves Three Functions:

1. **Cleansing**
2. **Absorption**
3. **Cellular Regeneration**

### 1. GETTING NUTRITION TO YOUR CELLS: Cleansing

OUR MODERN DIET AND LIFESTYLES ALLOW A BUILD UP OF TOXINS AND POISONS IN OUR SYSTEM, THAT STRESS OUR WHOLE BODY, PARTICULARLY OUR VITAL ORGANS AND OUR GLANDULAR SYSTEMS.

Many of us live on diets of highly processed foods and we eat at irregular times or at least have our heaviest meals at the wrong time of the day. We have foods that are low in fibre and high in sugars and fats.



This means that the food we do eat takes much longer than it should to pass through our bowel and it putrefies and creates toxic stress on our organs.

The stress on our livers of breaking down high levels of animal products, meats and fats, as well as the drugs and poisons often associated with animal meats, causes problems.

Often people's livers are swollen and strained from the load we put them under.

The constant demand for digestive enzymes, due to the lack of enzymes contained within the food we eat, can cause the pancreas to swell to an abnormal size.

The villi and micro-villi in the small intestine draw nutrients from the foods we eat and pass them through the walls of the small intestine, into our blood stream and lymph system for delivery to our cells. They become compromised by being brittle and break off.

If stressed they don't regenerate, as they are naturally supposed to. If we then eat high fat foods they can layer our digestive system from our stomach to our colon, with mucus like rubbish that prevents us absorbing the nutrition from the food we eat, and compromises our entire health system.

Our bodies are hugely resilient and can deal with incredible abuse but if we eat low fibre food and don't exercise we can look forward to a high risk of bowel or colon cancer.

If we allow ourselves to become overweight and don't pay attention to the amount of sugars we are eating, we are likely to join the growing ranks of people who suffer diabetes.

If we allow our arteries to clog up with plaque, we can look forward to heart attack and stroke.

In earlier years the result from poor nutrition is low energy and not living life to the full.

As people reach middle age, 50, 60 years, these unwise food and nutrition choices are manifesting in chronic illness and even death.

Medical authorities are happy to admit that up to 80% of all sickness and death can be directly linked to nutritional causes. We need to pay attention and do something about it, or we are likely to deal with sickness, diseases, and shorter lives as a result.

## **What Steps Can We Take To Aid Our Bodies In Keeping Us Well?**

First let's go back to an earlier statement. The body will always replace old cells with newer, healthier cells, provided it has a clean base to work on.

Modern life feeds chemicals into our bodies: petrol fumes, tobacco smoke (either self administered or from being around smokers), the growth hormones and other chemicals that are pumped into most meats we buy from the shops, preservatives and colourings in food, cleaning chemicals, etc, etc, etc. We are surrounded by chemicals in every part of our lives.

**If we live in modern society we are absorbing chemicals every day.**

**We need to clean these out of our system on a regular basis.**

If we do not then the chemical builds up and the toxic overload shows initially as:

- Bowel issues: diarrhoea or constipation.
- Skin issues: acne, pimples, boils and liver spots.
- Bad perspiration & body odour.
- Bad breath.

And so on, as our bodies try to aid our overtaxed kidneys and push the poisons out in any way they can.

When the overload becomes too great we are at risk of chronic disease and even fatal conditions, stemming from this problem.

The Herbalife nutrition programs are packed with herbs that gently, but firmly, detoxify your body. They draw the toxins and poisons out of the muscles and vital organs and dump them into the blood stream where they can be passed out of your body with your waste products.

This is one reason why you are always recommended to drink at least 8 large glasses of clean water a day (i.e. 2 litres – 1 Quart).

While you should be drinking this anyway it is extremely important at the beginning of a good nutrition program as it is required if you are going to flush the poisons out of your body and start on the road to better health.

## **2. GETTING NUTRITION TO YOUR CELLS: Absorption**

When you eat food it goes through a definite process.

You start by breaking it or cutting it into manageable size pieces.

Next, you chew the food to break it down and at the same time, the saliva in your mouth introduces enzymes into the food that begin to break it down also.

The food goes to your stomach where the stomach acids and the action of the stomach break it down further to a soup like consistency.

It then enters the small intestine where there are further enzymes breaking it down to even finer elements.

This reduces the food to small enough particles for your body to absorb them.

Most of the nutrition that absorbs into your body does so through the small intestine.

The intestine itself is very long, about 6.5 m (22 ft) long.

The walls of the intestine are not flat but corrugated.

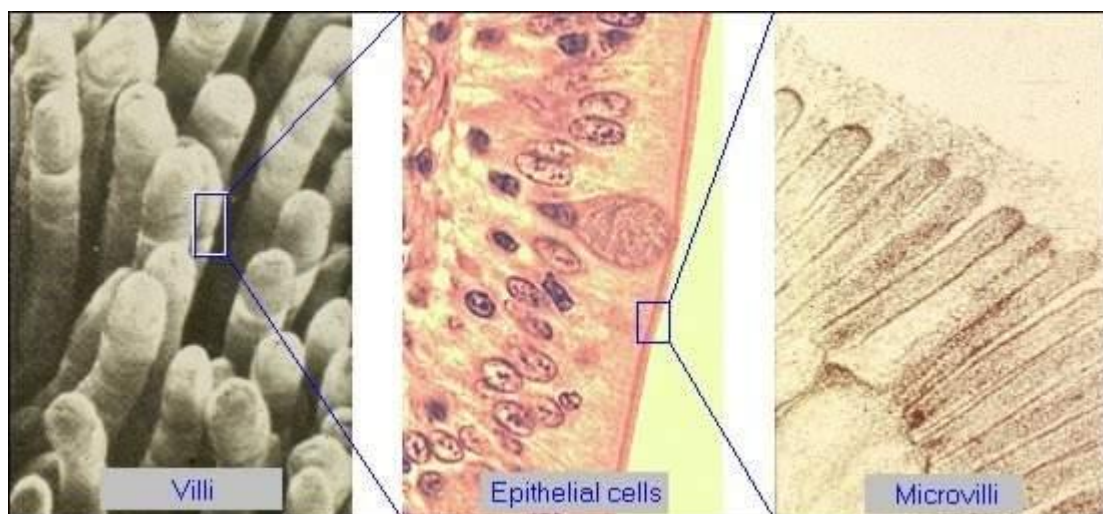
Upon them are the villi and on them tiny micro-villi.

These are small finger like protrusions that wave in the food "soup" and absorb nutrition.

One Indian doctor I met described the effect as being like having a seaweed forest on the inside of your intestine that the food passes through.

Just as the seaweed draws nutrition out of the ocean, so the villi and micro villi draw nutrition out of the food we have eaten.

The villi draws the nutrients through the walls of the small intestine and deposits them into the blood stream or the lymph system, which then takes them through out the body and delivers them where needed to support new cells being created and cellular regeneration.



Also, just like the seaweed that becomes torn up and thrown on the beach during a storm, our villi is delicate and can be easily damaged. Just like the seaweed our villi is intended to regenerate quickly.

If we stress the villi too much they become brittle and break off and under continued stress, they do not regenerate but become broken and stumpy.

They then can be covered with fats from the food we eat and a build up of mucus creates an effective barrier that prevents much of the nutrition from the food we eat, to be absorbed.

When this happens the villi are said to be "Energetically Impaired".

### **The things that stress the villi are:**

- Poor food choices, high fats, high sugar, low fibre.
- Irregular eating patterns.
- Irregular sleep patterns, (very common for shift workers).
- Environmental toxins as we discussed earlier.
- The Two Worst Factors for Damaging villi are: Antibiotics and Stress.

Do you know anyone who has been under stress lately? Not getting regular, nutritious meals? Having broken sleep times? Using antibiotics?

These lifestyle issues just seem to be part of everyday living in modern society.

**If you are noticing that you are often weary, not handling stress as well as you would expect, losing concentration in the afternoon, waking up without feeling rested, then it is very likely that you have 'Energetically Impaired' villi.**

A study by the Cambridge University many years ago concluded that the surface area of the inside of the small intestine of an average adult male would be somewhere in the region of Two Soccer Ovals!

If the same person had fully Energetically Impaired villi that surface area could be as little as One Tennis Court!

Imagine lawn fertilizer being poured over two soccer ovals and then imagine the same fertilizer being poured over a single tennis court.

Of course, much would run off the tennis court, and the same principle applies to our villi.

**If they are 'Energetically Impaired' then we are starved of nutrition, no matter what we eat.**

In this case the body is not able to produce new healthy cells at the level it should and our system suffers.

This has been like making a photocopy of a photo. The copy is okay but maybe not quite as good as the original.

If we then photocopy the copy, the image is a little worse.

When we get eight or ten copies from the original we may not even be able to tell what the original photo was!

In our body this equates to things starting to go wrong and them being run down.

**The Herbalife nutrition programs with their mixture of herbs and botanical factors along with the vitamins and minerals we need, promotes the regeneration of the villi.**

**In a normal, healthy person we expect to see this process of rebuilding the villi, accompanied by a measurable change in personal energy, within about three days of starting on the products.**

Once this happens it is like copying the original photograph with each photo getting better and better. In our bodies this shows as the cells getting healthier and healthier and us feeling better and better.

### 3. GETTING NUTRITION TO YOUR CELLS:

#### **Cellular Regeneration**

Once the body has cleared itself of toxins, poisons and rebuilt its villi, giving it the capacity to absorb the food we eat, we can then provide nutrition for the cells.

The Herbalife nutrition products have a total balance of everything the body needs on a daily basis, in a form that can be delivered directly to the basic building blocks of the body, the cells, quickly and easily.



This gives the quickest way for the body to rebuild its strength and health.

The brilliant results, with so many health problems, which come from using Herbalife's nutrition products are not because the products heal the body but because the body is given the tools it needs to heal itself.

### **Where do Herbalife products fit into this picture of cellular regeneration?**

For most people the core nutrition products will allow their body to regenerate their villi within 3 days.

This is such a powerful outcome that it is often difficult for professionals to accept such quick results, as they have often worked for extended periods of time with patients to see significant improvement.

In most cases this regeneration leads to a noticeable increase in personal energy within days.

It is not the Herbalife products that lead to the health changes, but giving the body the nutrition tools it needs to do the job that God built it to do.

### **People often begin taking the products as a weight loss solution and then go on to experience a whole range of additional health benefits.**

Again we must point out, this is not because Herbalife's nutrition products heal the body but because the body is given the tools it needs to heal itself through you supplying Nutrition for Your Cells.



# THE CORE PRODUCTS

The Herbalife nutrition and weight control program is based upon a meal replacement protein powder, Formula One, that is supported with a range of nutrition supplements and targeted products.

**Formula 1 Shake** is a delicious healthy meal that provides an ideal balance of protein and nutrition to help satisfy your hunger and give you lasting energy. Each shake is packed with 19 vitamins and minerals, herbs, antioxidants and fiber. Formula 1 powder has only 90 calories, and when mixed with 8 ounces of non fat milk Formula 1 shake has only 180 calories. Enjoy as a healthy breakfast, lunch or dinner for your good health and effective weight management.

25 grams of soy protein a day, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. One serving of Formula 1 provides 8 grams of soy protein.

**DIRECTIONS:** Blend or stir 2 scoops (25 grams) of Formula 1 with 8 fl oz of nonfat milk or soy milk. For a complete meal, add 1 oz of fresh fruit and enjoy!  
**INSTRUCCIONES:** Mezcle o revuelva 2 medidas (25 gramos) de Formula 1 con 8 oz. líquidas de leche descremada o leche de soya. Para una comida completa, agregue una onza de fruta y disfrute!

**For Best Results:** Combine with ShapeWorks™ Formula 2 Multivitamin Complex and Personalized Protein Powder.

**For Weight Loss:** Replace two meals daily with a Formula 1 Shake and eat one nutritious meal. To further support weight loss and control hunger, women should add up to 2 tablespoons (10 grams of protein) of Personalized Protein Powder to each shake, and men should add up to 3 tablespoons (15 grams of protein). Optimizing your daily protein intake can assist with feeling full and help maintain and build your lean muscle mass. Published research on meal-replacement shakes indicates that taking two shakes daily, as meal replacements, are effective for weight loss.

**For Healthy Nutrition and Weight Management:** Enjoy a Formula 1 Shake every day as a healthy meal. Published research on meal-replacement shakes indicates that taking one shake daily, as a meal replacement, helps maintain long-term weight loss. We recommend adding Personalized Protein Powder to optimize your protein intake.

We offer a **30-day money-back guarantee** to assure your complete satisfaction. This exclusively formulated product is only available through Herbalife Independent Distributors.

**NOTICE:** Before using this product, or beginning any weight-control program, it is advisable to consult a physician. This is especially important for individuals with chronic kidney problems or insulin-dependent diabetes. A healthy weight-loss program should include modest calorie intake, balanced diet, and regular physical activity.

**AVISO:** Es recomendable consultar a su médico antes de usar este producto o cualquier otro programa de control de peso. Lo anterior es importante especialmente para individuos con problemas renales crónicos o diabetes insulina dependiente. Un programa saludable de perder peso debe incluir una ingesta de calorías moderada, una dieta balanceada y actividad física habitual.

**CONTIENE INGREDIENTES DE LECHE, TRIGO Y SOYA.**

**HERBALIFE**

**Healthy Meal Nutritional Shake Mix**  
 For Healthy Nutrition & Weight Management

Artificially Flavored

NET WT 26.5 OZ (1 LB 10.5 OZ) / 750 g

ShapeWorks FORMULA 1

**Nutrition Facts**

Serving Size: 2 Scoops (25 g)  
 Servings Per Container: 30

Amount Per Serving	Powder	Powder with 8 fl. oz. nonfat milk	Calories
Calories	90	180	90
Calories from Fat	10	15	25
<b>% Daily Value**</b>			
Total Fat 1 g*	2%	2%	
Saturated Fat 0 g	0%	2%	
Trans Fat 0 g			
Cholesterol 0 mg	0%	1%	
Sodium 140 mg	6%	11%	
Potassium 210 mg	6%	18%	
Total Carbohydrate 13 g	4%	8%	
Dietary Fiber 3 g	12%	12%	
Sugars 9 g			
<b>Protein 9 g</b>	<b>18%</b>	<b>34%</b>	
Vitamin A	25%	35%	
Vitamin C	25%	25%	
Calcium	8%	30%	
Iron	10%	15%	
Vitamin D	25%	50%	
Vitamin E	25%	25%	
Thiamin	25%	30%	
Riboflavin	25%	50%	
Niacin	25%	25%	
Vitamin B6	25%	30%	
Folate	25%	30%	
Vitamin B12	25%	45%	
Biotin	25%	25%	
Pantothenic Acid	25%	35%	
Phosphorus	15%	35%	
Magnesium	10%	15%	
Zinc	25%	40%	
Selenium	15%	25%	
Copper	25%	25%	
Chromium	8%	8%	
Molybdenum	15%	15%	

Amount in Powder: One cup of Vitamin A & D fortified nonfat milk contributes an additional 90 calories, 5 calories from fat, 0.4 g fat, 0.3 g saturated fat, 4 mg cholesterol, 126 mg sodium, 496 mg potassium, 12 g total carbohydrate (12 g sugars), and 8 g protein.

\*\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less Than	65 g	80 g
Saturated Fat	Less Than	20 g	25 g
Cholesterol	Less Than	300 mg	300 mg
Sodium	Less Than	2,400 mg	2,400 mg
Potassium		3,500 mg	3,100 mg
Total Carbohydrate		300 g	375 g
Dietary Fiber		25 g	30 g
Protein		50 g	65 g

Calories per gram:  
 Fat 9 • Carbohydrates 4 • Protein 4

**INGREDIENTS:** Isolated soy protein, fructose, corn bran fiber, powdered cellulose, artificial French vanilla flavor, guar gum, potassium chloride, calcium caseinate, casein, dicalcium phosphate, rice fiber, soy lecithin, canola oil, carrageenan, medium chain triglycerides, dimethionine, fructooligosaccharides\*\*\*, magnesium oxide, silicon dioxide, licorice extract, natural vanilla flavor, bacterially-derived patented proteases (from Aminogen®), citrus pectin, psyllium husk, honey powder, ginger root, ascorbic acid, vitamin E acetate, licorice root, hawthorne berry, gotu kola, dandelion root, biotin, parsley, papaya, ferrous fumarate, niacinamide, zinc oxide, sodium selenite, copper gluconate, vitamin A palmitate, calcium pantothenate, papain, bromelain, pyridoxine hydrochloride, riboflavin, thiamin mononitrate, cholecalciferol (vitamin D), cyanocobalamin, folic acid, chromium amino acid chelate, chromium aspartate, sodium molybdate and chromium nicotinate. **CONTAINS MILK, WHEAT AND SOYBEAN INGREDIENTS.**

\* Aminogen® contains protein enzymes to improve the assimilation of dietary proteins. Aminogen® is a registered trademark of Triano Industries, Inc.  
 \*\*\*Fructooligosaccharides (FOS) are known as prebiotics and help promote the growth of positive flora.

Formulated exclusively for: **HERBALIFE INTERNATIONAL OF AMERICA, INC.**  
 Los Angeles, CA 90080-0210 U.S.A.

MADE IN U.S.A.  
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Part of Herbalife's success has been based on having meal replacement shakes that taste good, that people are happy to use, while still delivering optimum nutrition within that shake.

Herbalife introduced their product range with two innovative changes to tradition when they began trading in 1980.

One was the understanding that botanical factors get into the system quickly and leave the system quickly.

For this reason they taught their clients to take the supplement tablets 3 times a day, when they would normally eat meals.

**Nutrition Facts**

Serving Size: 2 Scoops (25 g)  
 Servings Per Container: 30

Amount Per Serving	Powder	Powder with 8 fl. oz. nonfat milk	Calories
Calories	90	180	90
Calories from Fat	10	15	25
<b>% Daily Value**</b>			
Total Fat 1 g*	2%	2%	
Saturated Fat 0 g	0%	2%	
Trans Fat 0 g			
Cholesterol 0 mg	0%	1%	
Sodium 140 mg	6%	11%	
Potassium 210 mg	6%	18%	
Total Carbohydrate 13 g	4%	8%	
Dietary Fiber 3 g	12%	12%	
Sugars 9 g			
<b>Protein 9 g</b>	<b>18%</b>	<b>34%</b>	
Vitamin A	25%	35%	
Vitamin C	25%	25%	
Calcium	8%	30%	
Iron	10%	15%	
Vitamin D	25%	50%	
Vitamin E	25%	25%	
Thiamin	25%	30%	
Riboflavin	25%	50%	
Niacin	25%	25%	
Vitamin B6	25%	30%	
Folate	25%	30%	
Vitamin B12	25%	45%	
Biotin	25%	25%	
Pantothenic Acid	25%	35%	
Phosphorus	15%	35%	
Magnesium	10%	15%	
Zinc	25%	40%	
Selenium	15%	25%	
Copper	25%	25%	
Chromium	8%	8%	
Molybdenum	15%	15%	

Amount in Powder: One cup of Vitamin A & D fortified nonfat milk contributes an additional 90 calories, 5 calories from fat, 0.4 g fat, 0.3 g saturated fat, 4 mg cholesterol, 126 mg sodium, 496 mg potassium, 12 g total carbohydrate (12 g sugars), and 8 g protein.

\*\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories	2,000	2,500
Total Fat	Less Than	65 g	80 g
Saturated Fat	Less Than	20 g	25 g
Cholesterol	Less Than	300 mg	300 mg
Sodium	Less Than	2,400 mg	2,400 mg
Potassium		3,500 mg	3,100 mg
Total Carbohydrate		300 g	375 g
Dietary Fiber		25 g	30 g
Protein		50 g	65 g

Calories per gram:  
 Fat 9 • Carbohydrates 4 • Protein 4

**INGREDIENTS:** Isolated soy protein, fructose, corn bran fiber, powdered cellulose, artificial French vanilla flavor, guar gum, potassium chloride, calcium caseinate, casein, dicalcium phosphate, rice fiber, soy lecithin, canola oil, carrageenan, medium chain triglycerides, dimethionine, fructooligosaccharides\*\*\*, magnesium oxide, silicon dioxide, licorice extract, natural vanilla flavor, bacterially-derived patented proteases (from Aminogen®), citrus pectin, psyllium husk, honey powder, ginger root, ascorbic acid, vitamin E acetate, licorice root, hawthorne berry, gotu kola, dandelion root, biotin, parsley, papaya, ferrous fumarate, niacinamide, zinc oxide, sodium selenite, copper gluconate, vitamin A palmitate, calcium pantothenate, papain, bromelain, pyridoxine hydrochloride, riboflavin, thiamin mononitrate, cholecalciferol (vitamin D), cyanocobalamin, folic acid, chromium amino acid chelate, chromium aspartate, sodium molybdate and chromium nicotinate. **CONTAINS MILK, WHEAT AND SOYBEAN INGREDIENTS.**

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The other major innovation was to use amino-protein powders to make meal replacement shakes, allowing a drop in

S u p p l e m e n t F a c t s			
Serving Size: 1 Tablet		Servings Per Container: 90	
	Amount Per Serving	% DV**	
Vitamin A (50% as retinyl acetate and 50% as beta carotene)	1666 IU	33%	Iodine (as potassium iodide)
Vitamin C (as ascorbic acid)	50 mg	83%	Magnesium (as magnesium oxide)
Vitamin D (as cholecalciferol)	133 IU	33%	Zinc (as zinc gluconate)
Vitamin E (as dl-alpha tocopheryl acetate)	10 IU	33%	Selenium (as selenomethionine)
Thiamin (as thiamine hydrochloride)	6.7 mg	447%	Copper (as copper gluconate)
Riboflavin	8.3 mg	488%	Manganese (as manganese gluconate)
Niacin (as niacinamide)	33.3 mg	166%	Chromium (as chromium GTF, polynicotinate and picolinate)
Vitamin B6 (as pyridoxine hydrochloride and pyridoxal-5-phosphate)	10 mg	500%	Potassium (as potassium gluconate and glycero-phosphate)
Folate (as folic acid)	133 mcg	33%	Vanadium (as vanadium amino acid chelate)
Vitamin B12 (as cyanocobalamin)	2 mcg	33%	Herbal Blend
Biotin	100 mcg	33%	Choline Bitartrate, Inositol, Bee Pollen, Broccoli, Cabbage, Corn, Coultiflower, Citrus Bioflavonoids, Garlic, Licorice (Root), Limonene, Polyoids®, Spinach, and Vegetase.
Pantothenic Acid (as d-calcium pantothenate)	6.7 mg	67%	
Calcium (as calcium carbonate)	167 mg	17%	** Percent Daily Values (DV) are based on a 2,000 calorie diet.
Iron (as ferrous fumarate)	2 mg	11%	† Daily Value (DV) not established.
<b>OTHER INGREDIENTS:</b> Stearic Acid, Silicon Dioxide, Croscarmellose Sodium, Acacia, Microcrystalline Cellulose, Magnesium Stearate, Betaine Hydrochloride, Dextrin, Para Amino Benzoic Acid, Dextrose, Soy Lecithin, Sodium Carboxymethyl Cellulose, Shellac, Ethyl Cellulose and Sodium Citrate. <b>Contains Soybean Ingredients.</b>			
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Los Angeles, CA 90080-0210, U.S.A.		MADE IN CHINA	
		©2006 HERBALIFE	

caloric intake to achieve weight loss without compromising nutrition.

In fact, for most people, adding the Formula 1 shake to their diet gives significant nutrition benefits by itself.

Adding the accompanying Multi-Vitamin gives a broad nutritional foundation to people's diets and they notice benefits in their wellness very quickly.

Full details of all labels are available for Herbalife products but the details label of the Formula 1 Shake mix (above) and the Formula 2 Multi Vitamin (right) gives a fair indication of the quality of the product range that Herbalife put into the market.

In each country where Herbalife operate they manufacture to the standards required by the health authorities in that country.

If specific targeted elements are restricted in certain countries around the world, for example Manganese or Selenium, then Herbalife will formulate products to abide by those restrictions.

In Australia for 20 years Herbalife produced a Formula 2 and a formula 3 instead of a single multi-vitamin so that they could supply the nutrition factors that their scientific research has shown people need and still abide by the regulatory guidelines of the country. (Recently this product has been upgraded to a single multivitamin tablet.)

The end result is that the effectiveness of the Herbalife product range, and the methodology of consuming the products, is consistent across every country where the products are sold.

The original meal replacement formula was designed by the scientists who created the diet for the NASA astronauts who flew on the Apollo Space Missions. Since then it has been through constant review and upgrade.

Recently there has been criticism of the avalanche of companies who are putting meal replacement powders onto the market, making claims that they have no scientific studies to support such claims.

Herbalife stands alone in manufacturing food products to a pharmaceutical quality. These ethics are supported by the registrations Herbalife has achieved with Government Health Departments in 70 countries they trade in.

## Research

Herbalife is committed to advancing nutrition science.

Their in-house staff of scientists and researchers evaluate all new ingredients, investigate new delivery methods, and develop new products.

They also awarded grants to leading universities to support and conduct advanced research that might one day be the basis for an innovative new product to help you achieve a healthy lifestyle.

They conduct clinical studies to investigate different aspects of nutrition.



Three clinical studies have been completed at leading universities in the U.S. Germany and Korea that show the effectiveness of our products.

# Research Labs

Scientists and researchers at Herbalife's new Product and Science Centre conduct testing on new ingredients, delivery methods and products for both nutrition and skin care products.

Located in Torrance, California, the laboratory, which opened in 2006 has a team devoted to developing the best products.

In addition to their in-house lab, Herbalife has provided research grants to several leading institutions.

Based in the University of California, Los Angeles\* (UCLA) Centre for Human Nutrition, the Mark Hughes Cellular and Molecular Nutrition Laboratory was awarded a grant by Herbalife in 2003 to further advance research in human nutritional science.

The Mark Hughes Cellular and Molecular Nutrition Laboratory provides UCLA researchers with enhanced capabilities to study the large variety of compounds found in plants and herbs and their effects on human health.

State-of-the-art analytical equipment is used to perform many of the initial key steps in 'bench to bedside' research – scientific inquiry that begins in the laboratory and extends to human clinical trials.

In 2006, they funded the Mark Hughes Human Performance Lab to conduct state-of-the-art human performance exercise testing as well and body composition analysis.

The lab contains specialized equipment which allows the study of aerobic capacity via breath by breath oxygen analysis, and muscle strength testing of all major muscles using air compressor-driven weight lifting equipment.

The lab is also equipped with a BodPod, a highly sophisticated system which measures air displacement of the human body within an enclosed chamber to accurately determine body composition.

In August 2007, Herbalife awarded a research grant to the National Centre for Natural Products Research at the University of Mississippi School of Pharmacy.

The grant will allow their scientists to identify and study the biologically active chemicals found in botanicals, which may be used in the development of future dietary supplements and skin care products for Herbalife.

Six clinical studies are currently being conducted by Herbalife in conjunction with major universities to benchmark the benefits of various products.

*\*The University of California as a matter of policy does not endorse specific products or services.*

## Clinical Study Shows: Formula 1 Nutritional Shake Mix – A Proven Way to Better Manage Weight

Data collected from a recent clinical study conducted in the United States at the UCLA\* Center for Human Nutrition using Formula 1 Nutritional Shake Mix (U.S. Formula 1), shows that:

- Drinking a Formula 1 shake everyday is an effective way to manage weight, as part of a healthy, active lifestyle.
- Personalizing your shake with additional Personalized Protein Powder helps promote loss of body fat.

The results of this study were published in *Nutrition Journal*, August 2008.

\*The University of California does not endorse specific products or services as a matter of policy.  
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## UCLA CLINICAL STUDY: MEAL REPLACEMENTS

“A Controlled Trial of Protein Enrichment of Meal Replacements for Weight Reduction and Retention of Lean Body Mass.”

*Leo Treyzon, Steve Chen, Kurt Hong, Eric Yan, Catherine Carpenter, Gail Thames, Susan Bowerman, He-Jing Wang, Robert Elashoff and Zhaoping Li  
- UCLA Center for Human Nutrition*

**What was the study about?** This study enrolled 100 overweight people to examine the effects of two different levels of protein in the diet on their weight loss over a one-year period.

**What did the study attempt to find out?** The researchers wanted to see if the people taking in more protein would lose more weight than people taking in a more standard amount of protein.

Since protein helps to maintain lean body mass, they also wanted to see if people on higher protein would lose more body fat than those people in the regular protein group, even if both groups ended up losing the same amount of weight.



**What did the study subjects have to do?** The subjects had to follow a diet that included two meal replacement shakes per day (Formula 1 with milk with one healthy meal and snacks).

The subjects were evenly divided into two groups. One group—the high protein group—made their shakes with extra protein powder added (PPP).

The other group—the placebo group—made their shakes with Formula 1, but added a placebo (look-alike) PPP powder that had no protein in it. The subjects did not know which group they were in.

**What happened?** Weight loss was about the same in both groups, but, as the researchers suspected, the people consuming more protein lost more body fat than the people consuming standard amounts of protein.

Also, the study showed that meal replacement shakes are an effective way to lose weight.

**Have the results been published yet?** The results of the study have been published in the August 2008 issue of Nutrition Journal. You can view the article at <http://www.nutritionj.com/content/7/1/23>

*NOTE: A clinical study is a study that is conducted by a group of researchers on human subjects to answer a particular question or hypothesis. These results are not a guarantee of similar results. Individual results from consumption of Herbalife products will vary.*

## German Clinical Study Shows: Use of Protein-Enriched Meal Replacement Shakes\* Leads to More Effective Weight Management

Clinical data collected by researchers from the Obesity Research Group at the University of Ulm, Germany, shows that:

- When counting calories, drinking two Formula 1 shakes\* as meal replacements is a more effective way to manage weight than a conventional food diet.
- Weight loss achieved with higher protein intake led to improvement of certain health factors that are associated with being overweight.



These results were presented in October 2008 at the annual meeting of The Obesity Society in Phoenix, Arizona, and previously at the European Congress of Obesity in Geneva, Switzerland.

\*The results of this clinical study were based on the use of Formula 1 shakes and Personalized Protein Powder that are sold in Europe. © 2008 Herbalife International of America, Inc. All rights reserved. USA WW2048 10/08

## **CLINICAL STUDY: MEAL REPLACEMENTS**

**“Increased Protein Intake Using Protein—Enriched Meal Replacements Compared to Conventional Protein Intake and Meal Replacements in Subjects with the Metabolic Syndrome.”**

*Marion Flechtner-Mors, Ph.D. and Herwig Ditschuneit, M.D.;  
University of Ulm, Germany*

### ***What was the study about?***

This study enrolled 110 people with the metabolic syndrome - a very common condition in overweight people that is determined by the presence of several factors, including high blood pressure, large waist circumference, above normal blood sugar, and abnormal values of certain fats in the blood.

### ***What did the study attempt to find out?***

The researchers wanted to see the effects of two different levels of protein in the diet on weight loss, loss of body fat, and the factors that determine the metabolic syndrome.

### ***What did the study subjects have to do?***

The study subjects were divided by chance into two groups and the study had two parts.

In part one that lasted three months, the high protein group followed a weight loss plan with two meals replaced by Formula 1 (European Formula) shakes made with milk and extra protein from PPP.

The other group got a standard amount of protein in the diet and didn't use Formula 1 shakes – they just counted calories.

Then, for nine months, both groups used one Formula 1 shake a day – and the high protein group continued to take in more protein than the standard protein group.

### ***What happened?***

The people in the high protein group lost more weight and more body fat than the regular protein group.

Also, at the end of the year, 64.5 percent of the subjects no longer met the criteria for having the metabolic syndrome.

In the standard protein group 41percent no longer had it.

**So, people in both groups got better, but more people in the high protein group had a good response to the diet.**

***Have the results been published yet?***

Yes, an abstract (short summary) of the study was recently presented at the meeting of The Obesity Society in Phoenix, and at the European Congress of Obesity.



The full paper has been submitted for publication to the British Journal of Nutrition and the authors are waiting to hear if the paper has been accepted for publication.

*NOTE: A clinical study is a study that is conducted by a group of researchers on human subjects to answer a particular question or hypothesis. Dr. Flechtner-Mors is a member of Herbalife's Nutrition Advisory Board. These results are not a guarantee of similar results. Individual results from consumption of Herbalife products will vary. This document is applicable to and may only be used to support U.S. business.*

**German Clinical Study Shows:  
Use of Protein-Enriched Meal Replacement Shakes\*  
Leads to More Effective Weight Management**

**CLINICAL STUDY: MEAL REPLACEMENTS**

**Efficacy of low-calorie, partial meal replacement diet plans on weight and abdominal fat in obese subjects with metabolic syndrome: a double-blind, randomized controlled trial of two diet plans – one high in protein and one nutritionally balanced.**

*Kiheon Lee MD, MS;  
Jungun Lee, MD, MS;  
Woo Kyung Bae, MD;  
Jae Kyung Choi MD, MS;  
Hwa Jung Kim, MD, MS;  
Belong Cho, MD\*;  
Seoul National University Hospital.*



**What is the study about?** This study in Korea followed 75 obese people for three months to see the effects of a diet using two meal replacements a day with either a standard amount of protein (Formula 1 plus milk) or a high amount of protein (Formula 1 plus milk, plus Personalized Protein Powder). The study participants also had certain conditions that often occur in overweight people, such as high blood pressure, a large waist circumference, above normal blood sugar or abnormal values of certain fats in the blood. †

**What did the study attempt to find out?** In addition to seeing the effects of the two different diets on weight loss, the researchers also wanted to see if subjects taking in the higher amount of protein in the diet would lose more body fat and/or more belly fat than those taking in a standard amount of protein. They also wanted to study the effects of the diets on the other weight-related conditions.

**What did the study subjects have to do?** The subjects were assigned by chance to the high protein diet or the regular protein diet. The women followed a 1,200 calorie diet, and the men followed a 1,500 calorie diet for weight loss. The diets included two meal replacements a day and the subjects were followed for 12 weeks.

**What happened?** At the end of 12 weeks, both groups lost weight and both groups lost weight in the belly area. But, in the subjects who followed the diet most strictly, the people in the high protein group lost more body fat (and less lean body mass) than the people consuming the standard amount of protein. †

**Have the results been published?**

Yes. The study was published in the International Journal of Clinical Practice, February 2009.



**NOTE:** *A clinical study is a study that is conducted by a group of researchers on human subjects to answer a particular question or hypothesis.*

*\* Belong Cho, M.D., was a member of Herbalife's Nutrition Advisory Board.*

*† These results are not a guarantee of similar results. Individual results from consumption of Herbalife® products may vary.*

# Nutrition Advisory Board (NAB)

**Direct  
from the  
Doctor**



David Heber  
M.D., Ph.D., F.A.C.P., F.A.C.N.  
Chairman, Scientific &  
Medical Advisory Boards



Louis Ingarro, Ph.D.  
Nutrition and Scientific  
Advisory Board



Steve Henig, Ph.D.  
Chief Scientific Officer



Luigi Gratton, M.D., M.P.H.  
Vice President, Medical  
Affairs and Education

As an extension of Herbalife's commitment to quality and scientific integrity, we've established a Nutrition Advisory Board comprised of leading experts in the fields of nutrition and health who help educate and train Herbalife's independent Distributors on the principles of nutrition, physical activity and healthy lifestyle.

Additionally, Herbalife's Scientific Advisory Board (SAB) is made up of leading experts whose work furthers the field of nutritional science.

Three Key individuals who head up the Scientific Advisory Board are DR's Heber, Ingarro and Gratton. Their respective backgrounds are below, with a full list of the N.A.B. members (20 Medical Professionals representing a range of the countries Herbalife trades, added as an appendix to this document.

This list is current as at March 2009. Individual members will leave and be replaced from time to time and the board itself is growing as Herbalife expends more and more funds into research.

This list gives a good overview of the depth of scientific experience that Herbalife has gathered to support the product range.



## Nutritional Advisory Board Members:



**David Heber, M.D., Ph.D., F.A.C.P., F.A.C.N.**

**Chairman, Nutrition & Scientific Advisory Boards United States**

David Heber, M.D. serves as chairman of Herbalife's Nutrition Advisory Board made up of leading health and nutrition experts, and the company's Scientific Advisory Board comprised of world-renowned scientists whose work furthers the field of nutrition science.

The boards support the company's internal product development team by providing expertise on obesity and human nutrition and educating and training Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

Heber's main research interests are obesity treatment and nutrition for cancer prevention and treatment. He is the director of the Centre for Human Nutrition at the University of California, Los Angeles\*.

Heber has been on the faculty of the UCLA School of Medicine since 1978, and is currently professor of medicine and public health and the founding chief of the division of clinical nutrition in the department of medicine.

He directs the National Cancer Institute (NCI) funded clinical research unit and the National Institutes of Health (NIH) nutrition and obesity grants at UCLA.

For five years, he also directed the NIH-funded UCLA Centre for dietary supplement research in botanicals.

Heber is included in "The Best Doctors in America" and "Who's Who in America." In addition to writing over 70 peer-reviewed scientific articles and two professional texts, he has also written four books.

Heber holds a B.S. in chemistry, Magna Cum Laude, UCLA, 1969; M.D. from Harvard Medical School, 1973; and Ph.D. in Physiology, University of California, 1978.

He is board certified in internal medicine and endocrinology and metabolism by the American Board of Internal Medicine and in clinical nutrition by the American Board of Nutrition.

*\* The University of California as a matter of policy does not endorse specific products or services. Dr. Heber's credentials as a Professor are for identification purposes only.*



**Louis Ignarro, Ph.D**  
**Nutrition and Scientific Advisory Boards.**

Louis Ignarro, Ph.D., is a member of Herbalife's Nutrition and Scientific Advisory Boards (NAB, SAB).

The NAB is made up of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

The SAB advises the company on advancements in the field of nutrition science.

Ignarro has made exceptional contributions to science. His efforts were recognized with the Nobel Prize in Physiology or Medicine in 1998 for his discovery of nitric oxide and its range of benefits to the human body.

His work has since led to additional research by scientists around the globe on nitric oxide. After working with Herbalife to develop Niteworks™, a dietary supplement designed to boost the body's own production of nitric oxide, Ignarro became a member of the Company's Scientific Advisory Board.

Ignarro is currently a distinguished professor of pharmacology at the UCLA School of Medicine's Department of Molecular and Medical Pharmacology in Los Angeles, which he joined in 1985.

Before relocating to California, he was a professor of pharmacology at Tulane University School of Medicine, New Orleans, for 12 years. Previously, Ignarro was a staff scientist, research department, for the pharmaceutical division of CIBA-GEIGY Corporation in New York.

Ignarro has published numerous articles on his research. In addition to the Nobel Prize, he also received the Basic Research Prize of the American Heart Association in 1998, in recognition of his outstanding contributions to the advancement of cardiovascular science.

That same year, he was inducted into the National Academy of Sciences and the following year, into the American Academy of Arts and Sciences.

He is the founder of the Nitric Oxide Society, and founder and editor-in-chief of "Nitric Oxide Biology and Chemistry." Ignarro holds a B.S. in pharmacology, Columbia University, 1962, and a Ph.D. in pharmacology, University of Minnesota, 1966. He also received a postdoctoral fellowship in chemical pharmacology from National Institutes of Health in 1968.



**Luigi Gratton, M.D., M.P.H.**  
**Vice President, Medical Affairs and Education**

As vice president, medical affairs and education, Luigi Gratton, M.D. coordinates the strategic management and direction of Herbalife's Nutrition Advisory Board to ensure Distributors have a thorough understanding of products, ingredients and their benefits.

In addition, he manages the day-to-day operations of the Medical Affairs and Education Department, assuring all Distributor and medical inquiries receive a quick and accurate response.

Gratton, a physician specialist in family medicine and clinical physician at the UCLA Center for Human Nutrition in the risk factor obesity program, works closely with

Distributor trainers around the world to ensure the dissemination of accurate product information. He also speaks at major Herbalife events, enhancing Distributors' knowledge about Herbalife products.

He has written numerous articles on nutrition and obesity and has appeared on television speaking on nutrition anti-aging medicine, sports nutrition and other medical topics.

Gratton earned an undergraduate degree in science and a masters in public health from University of California, Los Angeles. He was awarded a medical degree from Mount Sinai Medical School of New York University and fulfilled his residency in family medicine at Los Angeles County Hubert Humphrey Family Medicine Center.

He completed a postdoctoral fellowship in clinical nutrition at the David Geffen School of Medicine at UCLA.

Gratton has been awarded Diplomate of The American Board of Family Practice and The American Board of Physician Nutrition.

## **What Products Can Health And Medical Professionals Use To Support Their Clients?**

Obviously, if someone with a health background is going to be associated with a nutrition product then it needs to be of a quality that is beyond reproach with clinical trails supporting the claims made for it. That narrows the product range to chose from to very few products.

In addition to this there are some other criteria that must be met to avoid conflict of interest:

Such a product cannot be available from the same source that supply medications, pharmacies, Chemists, drugstores.

In fact, if such nutrition products are available from any retail location then there is a competition element in plan then that should be avoided.

Products need to have s strong link between distributor and client so the direct sales model is ideal. It blends in perfectly with the idea of a health or wellness professional adding nutritional support into their total health or fitness package.

## **How To Apply Herbalife Products to an Existing Practice.**

To achieve any significant outcomes in the areas of Holistic health, the whole medical field, from MD's, through alternate health, to massage therapists and person fitness trainers, are going to become more proactive in their activities.

If the general population is not going to make food and lifestyle choices of their own volition then it is going to require specialist advice to show them a path towards better health.

## **Medical Professionals.**

For 2 or 3 decades there have been Medical Doctors who are running nutritional practices.

Back when Herbalife was established in 1980 there was a doctor in Los Angeles, Dr David Katzin, who was running an extremely successful practice using nutrition and physical activity to support clients and hence, in many cases, avoid the need for invasive surgery.

He was so successful that the founder of Herbalife, Mark Hughes, asked Dr Katzin to head up the medical board of Herbalife.

As a practitioner, he was ahead of his times.

His practice in LA in America was in the right place for people seeking alternate answers to the ones traditional health was offering.

Now, 3 decades later, this public awareness has "trickled down" to a large portion of our society.

In Country Victoria, down in Australia, we are about as far as we can get from Los Angeles, but even here there are MD's who have taken this model on board.

The "look" of such a practice is along the old Chinese model with the doctors paid to keep people well rather than dealing with the sick. In such a practice, people arrange to visit the doctor for a regular check-up and the doctor works to bring the patients health up to the best quality that is achievable.

Once that is achieved, the patient continues to visit the doctor for regular check-ups. In this manner the doctor is able to go beyond dealing with sickness and reach into the areas of their patient's health where they can make a deep and fundamental difference.

These practices tend to build into a fully booked situation. New patients cannot even book in to see them until someone drops off the client list.

As part of a holistic health approach there is a need for weight control, supplements and other wellness products

When you have a patient who has cardio problems; semi blocked arteries, elevated BP, high cholesterol readings, and they are candidates for angioplasty or for bypass surgery, but who is heavily overweight, what do you do?

If someone is carrying an additional 20 kilo (45 pounds) and they are in danger of complications from operating then how do you deal with it?

If that patient used a health product like the Herbalife product that was clinically trialled and proved to be effective then they can reduce weight, and with the use of targeted products, like Omega 3 fatty acids (fish oils) they can reduce the build up in their arteries

Ref: <http://www.thehealthsuccesssite.com/Herbalifeline.html>

The model that seems to be most effective is to have someone closely associated to the practice who can supply the targeted products required.

This allows the practitioner to be able to subtly shift the mode of practice. Rather than attempting to alleviate the problems caused by poor lifestyle choices, the MD can be proactive.

Rather than relying on medication, the patient can now be referred to an individual who is effectively an in-house nutrition expert. The MD then will have the client return on a regular basis to monitor progress.

The marketing of the products is handled by a nominated distributor who may be within the practice or may be at arm's length.

The reason that Herbalife products fit so well with this process is because the client can only obtain products directly from a distributor, not from a retail premises. This means the health professional is not associated with a product that is available from Drug stores, or pharmacies, or supermarkets. It is a professional service as much as a retail transaction as the distributor personally follows up and supports the client with their use of the products.

A testimonial from a Medical Doctor who is using this model within a very successful practice follows along with a number of professionals, medical, manipulative skills, alternate medicine and sport, who have added the use of Herbalife products into their activities.

## **Medical and Health Specialists.**

Within most health practices, be they mainstream or in the alternate health area, there are core health problems caused, or exacerbated by, people being over, or under, weight. Dietary choices that are high in sugars and fats and low in fibre, whole grains and fruits are strong contributors to other problems.

Having nutritional factors, like those available through the Herbalife products, gives the ability for such professionals to be able to address health problems directly through their practice and indirectly through nutritional support.

This allows health professionals to effectively address a whole range of medical issues that are impacted by nutritional factors. For example:

- Cardiovascular issues often require weight loss in the patient and to lower fats and cholesterol in the diet.
- Diabetes is directly affected by diet.
- Skeletal conditions, like arthritis, are often directly impacted by diet.
- Specific issues like diverticulitis often require antibiotics to clear up the related infection but nutritional factors like Aloe Vera products and acidophilous products can have a direct impact on promoting healing of the intestine so that the problem does not reoccur.
- Weight has a direct impact on sport performance and ensuring that the nutritional factors in diet are right is critical to optimum performance.

With a formal setting like a hospital then the professional will need to be an "advocate" of the products and to refer the clients to a third party to obtain them.

In a private practice the products can be blended into the overall treatment and supplied directly or supplied through someone specializing with them who based within the practice.

Once you have read through this material to ensure that the company and products are credible then sitting with the person who supplied this document will allow review of how such activity can be blended into your existing activities.

## **Sport Professionals**

Most sporting professionals put extreme attention into looking after their clients. They work hard, they look after their clients but, when they stop working directly with their clients, their income stops.

Working with nutrition products, beside their traditional activity, allows the professionals to do more for their clients and, at the same time, it creates an additional cash stream.

Over time, a client base who are using a nutritional program can be established to give a second stream of income within a sport business. For example, a personal trainer is paid for the time spent with a client. If the client decides not to do sessions then there is no income. If the trainer wants personal time then that also stops the income.

Having a nutritional arm to such a business means that income can continue even when the practitioner is not in the gym. It also allows clients to achieve their best possible outcomes from the work they are doing.

**The following statements have been contributed by health professionals to help provide an insight into the benefits of incorporating Herbalife Nutritional Products into your practice.**

## Doctor Of Medicine

### Dr Rod Hanton

**MB,BS, DA, B.Ed, DRACOG, FACNEM**



My name is Rod Hanton, and I work as a family physician in a medical centre of 16 doctors.

I graduated in Medicine from Monash University in 1976 and have postgraduate qualifications in Anaesthetics, Obstetrics & Gynaecology, and in Counselling. I am also a Fellow of the Australasian College of Nutritional & Environmental Medicine.

My medical practice began to change about 15 years ago. At that time I had some personal health problems and was lucky enough to try the Herbalife products. I obtained an amazing set of health results, and thus began my journey into Nutritional Medicine.

So for 15 years I have been practising Nutritional Medicine, which is really a holistic way of helping the person (aka patient!) move to wellness, and maintain a high level of wellbeing, using nutritional & dietary principles, including the use of supplements. Of course an holistic approach includes exercise, meditation, stress management and all those other jewels that enable a person's health to really shine.

The public generally seems to want wellness, and doesn't want a bandaid approach to covering up their health problems. The public does want strategies that are both simple and effective – it must be easy to do and it must actually work.

There is a tremendous satisfaction in practising medicine in this way – healthy people who are motivated to look after themselves. And the word of mouth referrals to their friends and family mean that my appointment book is kept very full.

Herbalife is a definite part of this way of practising Nutritional Medicine.

The products are proven to work in clinical studies, and can be very effective in a host of conditions, especially overweight and obesity, and the associated conditions of hypercholesterolaemia, diabetes and hypertension.

*Continued ...*

## Doctor Of Medicine

... *Continued*

Fatigue also is a common problem that Herbalife can be very effective in assisting. The Herbalife products are basically food, but the effects on a person's health can be dramatic. So many problems can be assisted, and will often resolve.

I don't supply the products to clients from within the practice, rather I refer the person to a group of Herbalife distributors whom I know, and whom I trust, to look after that person with the Herbalife products.

This is a very effective way of enabling the person to obtain these wonderful, health enhancing, products without any potential conflict of interest that some people may perceive if I was directly involved in distribution of a commercial product personally.

The Herbalife distributor will also encourage the person to see me for ongoing medical monitoring of their health. This gives a healthy synergy between their activity and mine. It also opens the option of medical intervention where it is required, while allowing people to choose to use a herbal and nutritional program to deal with weight and personal energy issues.

I am comfortable to recommend this non-medical product as I have personally taken the Herbalife products for 15 years now, every day, and, based on my personal results, and those of my family, I sincerely believe that they are the best wellness insurance that individuals can invest in. Putting their money and effort into not allowing the health problems to develop rather than paying for medications and medical procedures to repair them after they occur just makes sense.

Dr RJ Hanton.

## Herbalife Distributor Supporting Referred Clients

### **JUDE HANTON**

I began my adult life as a secondary school Biology, Maths/Science teacher after graduating in 1974 from Monash University with a BSc and Dip Ed.

After working in teaching and medical admin positions for 20 years, and after having had three children, I began using the Herbalife products in 1994.



Although I had initial scepticism about taking supplements, my Herbalife result was so good that I immediately realized that these products could help a lot of people. So my business with Herbalife began.

My husband is a medical doctor, and this facilitated both a flow of client referrals as well as medical back up and support if needed.

My business has grown over the years, and I find that the Herbalife products are wonderful nutrition and are able to help people with a host of problems – everything from overweight and obesity management to the underweight and chronically ill, for athletes, kids and the elderly, for asthma and blood pressure and diabetes management, for energy or even for snoring.

Whilst in Herbalife we don't claim to cure diseases, what we do find is that if we give the body the right nutrients then it is often amazing how a movement to wellness will follow.

I think that Herbalife is for everyone!

**Jude Hanton.**

# Registered Nurse

## Shae Callahan

Qualification: Registered Nurse Division 1

### The problem I saw in my profession that needed an answer:

I was still a relatively naive young nurse when Herbalife found me and helped me with my own health challenges, although I was always interested in natural and alternative therapies. It's really only been in the last few years with more nursing experience I really get frustrated with the 'band-aid' solutions offered by the medical system.



I feel we are offering a very static view of health saying this is your problem, we can't really fix it, but we can elevate the symptoms to a certain degree. For instance yesterday we had a young woman come in for a colonoscopy; she would have been in her early 20's and looked extremely thin, lethargic and pale. The results came back, she had Irritable Bowel Syndrome, so she was given a handout about IBS what to expect and foods to avoid, sorry there is not much we can do about IBS its just something you have to live with.

That is static health!! With Herbalife I see dynamic health, I see people's lives change... my own life and health has dramatically improved thanks to Herbalife products. I also work in a Haemodialysis Unit; I went to a study day recently and discovered that Type II Diabetes is now the leading cause of kidney failure in Australia! Australia has now taken the title of the fattest nation in the world! Can you imagine the drain our aging, obese population will put on our health care system?

I believe people need to be taught how take responsibility over their own state of health instead of looking to their doctor for a quick fix, after all it is their health.

**Work with Herbalife products directly or refer people to someone else to supply them (referred to whom?):** I had found a way to assist people with their health issues which is both emotionally and ethically gratifying through Herbalife nutritional products. I find enormous relief in providing an alternative where people can take control over their own health and well being.

**How I have been able to use Herbalife to fill this need:** Herbalife found me through my mother meeting a distributor, in my hour of need. July 2006 I was being tested for Chronic Fatigue and had [depression](#), but I refused anti-depressants because I knew the stigma attached to it. I was so run down, the 'brain fog' I was suffering affected my ability to concentrate. I caught every cold and flu going round and had frequent chest and urinary tract infections. Not a good combination with full time nursing!

My mum invited Jodie Rowan around to talk to me about losing weight (I was 87kg!!) but I was so sick and clogged up I didn't think anything could help me, I thought I was beyond help. I sat there so cynically with my arms crossed, coughing my lungs up, I'd tried every rabbit food [diet](#) under the sun! I didn't have the [energy](#) to care. Jodie said if I didn't feel better after a month of taking the products she would give me my money back, I really didn't think I would feel better and said sure see you at the end of the month! Well, after a few days on the Ultimate Program I could concentrate on conversations, the brain fog had lifted.

By the second week I felt like the lead boots I had been wearing for years had gone, I was walking with a spring in my step, my joints didn't ache any more, and I'd lost 2.5kg!! I've gone on to lose 15kg in 6 months and another 3kg on maintenance, now I've lost a total of 23kg and 4 dress sizes and fly through my week of shift work with boundless energy! I'm maintaining my 23kg [weight loss](#) and I feel fantastic. I can now manage to fit everything I need to into my day, full time nursing, half hour each way travelling, riding, schooling and competing two horses, general farm work and feeding out and all my house hold jobs.

I am building my business to allow myself more time to do the things I enjoy. I still enjoy my nursing, but I don't want to have to work full time, I want to slow down and enjoy time with my family and friends. I don't want to have to rush back to work after having children, they grow au too fast and I want to enjoy them. I see Herbalife as a way of doing these things while still fulfilling my nursing needs to be part of people's lives and help them achieve a state of great health!

**Shae Callahan**

# Sports Nutritionalist - Wellness Coach and Speaker

## John Toomey.

**B Phys. Ed. Sports Nutritionalist & Wellness Coach**

I graduated with a Degree in Physical Education in 1981 and have studied Applied Nutrition in Training and became an avid student of nutrition. I have explored and studied a variety of disciplines from Hygienic philosophies, to Traditional Chinese Medicine, Raw Food, Ayer Vedic and a range of other traditions and practices.



In the mid 1980's I pioneered computerized Nutrition Analysis in Australia.

**For over 15 years I served as either a Conditioning Coach and/or Nutritionist for 7 of the Australian Football League clubs.**

Working with around half of the major football clubs in our national code I came to fully understand the needs of elite athletes and how to personally coach them to use nutritional principles to achieve their best possible personal results.

I have built on this knowledge and have now written countless articles on nutrition and presented hundreds of seminars on the topic and have presented papers at Fitness and Medical Conferences on Nutrition in relation to performance and disease.

**In 2002, I authored Australia's first course in Wellness Leadership, which is delivered via the internet all over the world.**

With all of this activity, with the very high public profile that accompanies it and with my role as a trainer and educator, I have tended to avoid highlighting specific products and concentrated on the overall picture of people's health.

Within my personal health journey I had some specific areas of concern. I was advised that I could address them best using Herbalife products. I trialed them for my self with excellent results and went on to review them in more depth.

They are one of the few products available that have had proper medical research applied to their development and testing. The scientific testing has been done and the results are very clear that what the company promises about the products is delivered in them. In fact, in my experience, I find that more is delivered than is promised.

The depth of the medial board experience is quiet outstanding, even to the level of having a member with a Nobel Prize for Medicine within their ranks.

**Since 2004, I have been recommending the use of the Herbalife Products on a number of levels:**

- **First, it is an excellent weight loss tool.**
- **Second, it is a powerful tool for athletes as they can use it to ensure they are getting all of their daily nutritional requirements to optimise performance, training adaptation and recovery.**

As a professional I really like the Herbalife Program for its quality, diversity and simplicity of use and do not hesitate to recommend it.

**John Toomey.**

We are seeing **Massage therapists, Physios, Chiropractors**, and a whole range of **Manipulative skills professionals** who know that weight control, nutritional factors, and targeted herbal products can support their care of their patients.

## **Kinesiologist**

### **Deborah Dowling**

**Level 2, Kinesiology Practitioner**

As a kinesiologist, I have found Herbalife to be an adjunct to my business.

While we know that kinesiology gets to the root causes of dis-ease, sometimes these root causes also include nutritional deficiencies. This is where Herbalife has a place in my practice - to be able to recommend high quality products for various conditions and needs also provides clients with a well trusted product from their well trusted practitioner. This helps to build client/practitioner trust as well.

When clients have used these products in conjunction with their treatments, they have then found greater improvement for their body and mind. The results speak for themselves.

I would highly recommend the use of Herbalife products within any clinical practice - western or eastern medicine practices - as it will support any discipline.

Wishing you Happiness, Health and Wealth,

**Deborah Dowling**



# **Bowen Therapist and Instructor**

**Anne Barker**

**Cert M., Dip BT Th., Cert R.M.**

In 1991 I qualified as a Remedial Therapist and started practicing.

My client base slowly built to three solid days of treating per week - the rest of my normal six day working week was taken up with lecturing in basic introductory massage and other related areas.

Now I spend my time instructing practitioners and grading them to qualification at Certificate IV level (that will allow them to practice in hospitals) and Diploma level.

I have personally trained around 500 practitioners.

To explain why I see value for health professionals in our area I need to give some of my own personal background.

For many years I had suffered periodically from a candida condition - depending on how and what I ate. If I was disciplined and ate well then I felt ok but the Candida Diet is rather stringent and restrictive so there were many slip ups.

To add to my woes I was medically diagnosed with diverticulitis - a condition that I believe was influenced by my not having a gall bladder from the age of 20 with the obvious compromise to my digestion.

Through people at work I was introduced to the Herbalife products. I used a basic nutritional pack plus a support product for the digestion that balances the bacteria in the bowel.

This made the world of difference to how I was feeling - reducing pain and bloating of my abdomen and regulating my bowel movements - within a few days. The meal replacement shake made it much easier for me to stick to the foods that I was supposed to eat despite my busy lifestyle.

The next natural progression was to look at the issues the people I was training were dealing with and also the issues that our clients were dealing with. It seemed logical that if we could give the same health advantage to our clients we would be able to assist many of them with a more holistic result, allowing them to impact health issues in a manner than would not previously have been possible.

Continued . . .

. . . Continued.

All healing and balance in the body is dependent on good cellular regeneration and this is dependent on sufficient hydration, appropriate, good quality nutrition or fuel and effective elimination. It makes sense to have access to good quality supplements to assist clients to the best result for their optimum health and function.

I personally achieve this mainly by using the Herbalife products.

It seems logical to me that when people are coming to a health professional to look for answers for their health then the wider the range of options we can offer them then the better the service we are providing.

If this leads to an additional income stream to help support the health professional then that is a justifiable reward for the value that is delivered.

**Anne Barker**

## **Remedial Massage Therapist / General Registered Nurse**

### **Katy Hannah**

Remedial Massage Therapist  
General Registered Nurse

As a massage therapist I see people primarily with  
Musculoskeletal complaints

However my initial health assessments provide me with a wealth of information in regards to my client's health status and lifestyle habits and this allows me to really get to know my clients and understand the reasons behind their complaints.

Poor lifestyle factors and dietary factors commonly feature in their profiles. It made sense to add a healthy nutrition product range to my services. It was also important to me that the Herbalife Company had over 20 years of credibility, that the products are scientifically proven yet easy to use and very tasty.

My own personal experience on the products (driven my exhaustion and fatigue while juggling a busy lifestyle) has given me faith in attaining results and the balance that I need in my own life and I am happy to be able to pass this on to my clients.

**Katy Hannah**



Even in the **sporting** area, just having good exercise regimes are not enough any more.

The choices people are making in other areas of their lives are diminishing their capacity to achieve the best results from their training so they are falling short in their sport.

## Personal Fitness Trainer

### Susan Jane Smith

Qualifications:

**Diploma of Exercise Science and Fitness Management**

**Certificate IV in Fitness: Certified Personal Fitness Trainer**

There is always a problem in my profession when trying to help people become healthy, as they tend to eat the wrong foods before and after training and wonder why they are not losing weight.

Of course as a health professional you would always give advice to your clients on the best foods to eat and hope they understood the reason why, if they wanted to improve their health and lose weight, they shouldn't over eat and should cut down on certain foods.

There came a time in my life when I needed the extra nutrition to help me recover from a ligament reconstruction of the knee and because of the results I achieved, I looked at the cellular nutrition concept in more detail.

Once learning seriously about the nutrition and how it works in the body, it just made common sense to me as a person to use it, but more importantly as a professional to help others reach their health goals easier.

The Herbalife Nutrition takes all the guess work out of 'eating well' by providing well balanced nutrition (good food) that tastes great, in a convenient form for everyone to use it.

Since using the Herbalife Nutrition for my clients, in conjunction with my Personal Training, I have been able to provide the best of both worlds through exercise and good nutrition, to give people the ability **to** achieve the best possible results.

**Susan Smith**



**When you would like to further explore the opportunities available for Health Practitioners to incorporate using Herbalife Nutritional Products into your range of services and therapies for your clients, simply contact the person who gave you this report.**

## Appendex

This is a listing of the balance of the Herbalife Nutritional Advisory Board as of March 2009.

It gives a good overview of the breadth of scientific experience that is supporting the product development and delivery.

As the company continues to grow the medical board will continue to expand.



### Joaquim Caetano, M.D

Dr. Joaquim Caetano is a member of Herbalife's Nutrition Advisory Board (NAB), based in Portugal.

The NAB is comprised of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent Distributors on the principles of nutrition, physical activity and healthy lifestyle.

Caetano is an internal medicine specialist with a focus on sports medicine. He has served as the technical director of clinical pathology laboratory for Clinica Medicil since 2000.

He also currently serves as head of the Health Technical Bureau of the Portuguese Army's Department of Health Services and holds the rank of Lieutenant-Colonel Doctor in the Portuguese army.

Caetano began teaching courses on internal medicine and infectious diseases in 1998.

He earned his medical degree at Faculdade de Ciencias Medicas de Lisboa da Universidade Nova de Lisboa (Faculty of Medical Sciences of the New University of Lisbon).



## **Julián Álvarez García, M.D.**

Julián Álvarez García, M.D., is a member of Herbalife's Nutrition Advisory Board, made up of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

Alicante-based Álvarez specializes in sports medicine and physical education.

Over the past 20 years he has advised a number of professional and Olympic sports teams in triathlons, mountain biking, football and basketball.

He currently manages sports medicine at the Mediterranean Clinic of Neurosciences.

He has also acted as advisor to the Association of Olympic Sportsmen and Women at the Atlanta Olympics 1996, served as manager of medical services to the Spanish Federation of Weight Lifters from 1992 to 1995, and held responsibility for the Spanish Olympic team at the Mediterranean games in France in 1993.

From 1995 to 2000 he was the head of the medical services at the International High Performance Altitude Training Center in Sierra Nevada (Granada-Spain), and from 2000 to 2004 was the team doctor of a professional basketball team in the Spanish Major League (ACB).

As an academic, Álvarez has lectured in sports medicine and physical education throughout Spain, coordinating study programs and lecturing to masters programs in sports physiotherapy at the European University in Madrid and on postgraduate courses in sports nutrition.

An active researcher and publisher both at home and internationally, Álvarez has also contributed to or written books on the physiology of exercise, supplements in sport and the biological aspects of an athlete's education.

He is a regular contributor to both radio and television broadcasts on health, nutrition and sport.

Álvarez is a founder member of the Spanish Association of Specialists in Sports and Physical Education Medicine and a member of the Spanish Association of Basketball Doctors.

He also holds memberships of the American and European Colleges of Sports Medicine.



## **Marion Flechtner-Mors, Ph.D**

Marion Flechtner-Mors, Ph.D., based in Germany, is a member of Herbalife's Nutrition Advisory Board, made up of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

Flechtner-Mors is currently head of the clinical nutrition research unit and obesity research group in the department of gastroenterology, endocrinology, nutrition and metabolism at the University of Ulm, Germany.

She specializes in healthy nutrition and the relationship between obesity and associated metabolic disorders.

She has undertaken substantial experimental research focusing on this subject, specifically the alleviation of obesity through energy-restricted diets, low-calorie diets, meal replacements and medication.

Her work is dedicated to developing and evaluating long-term weight-loss programs and preventative strategies for nutrition-related disorders.

Flechtner-Mors is a graduate of the University of Ulm, where she earned a Ph.D. in human biology. Prior to this, she studied mathematics and chemistry at the University of Ulm.

She also studied nutrition and earned a diploma degree at the University of Hohenheim.

Flechtner-Mors began her career as a laboratory technician at the Fa. Reinz, Neu Ulm and then in the biochemistry department at Ulm.

She went on to become a researcher in the department of medicine before gaining valuable experience at the School of Medicine at the University of California, Los Angeles (UCLA).

Since 1999, Flechtner-Mors has also worked as a senior researcher in nutrition at the University of Hohenheim Institute of Biological Chemistry and Nutrition.

Over the last 13 years, her research has been widely published around the world.



## **Lazlo Halmy, M.D., Ph.D., DMSci**

Lazlo Halmy, M.D., Ph.D., DMSci, is a member of Herbalife's Nutrition Advisory Board, based in Hungary, made up of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

In addition to his medical practice, he has conducted scientific research into a number of different areas of human metabolism, including nutrition, obesity and hypertension since 1968.

In 1995 he won the Hungarian Nutritional Society prize for his work on the short and long term effects of Herbalife's Formula 1 meal replacement and multi vitamin and mineral supplement, concluding that food supplementation plays a vital role in a weight management program.

More recently his research has focused on the effects of Herbalife's Shapeworks™ meal replacement program on body weight and fat composition.

Halmy has received many Hungarian awards for his work, including Hungary's Primary Preventative Forum medal and the Hungarian Ministerial Dagger of Honour for scientific research.

He is founding president of the Hungarian Society for the Study of Obesity and the Hungarian Foundation Against Obesity and holds a number of directorships, including that of the Hungarian Society of Nutrition, the National Working Committee of the Hungarian National Academy and the Hungarian Society of Hypertension.

Halmy sits on the board of the National Preventive and Curative Program for Cardiovascular Diseases, and will take up the presidency of the 15th European Congress on Obesity in 2007.



## **Shih-Yi Huang, Ph.D.**

Shih-Yi Huang, Ph.D. is a member of Herbalife's Nutrition Advisory Board (NAB), based in Taiwan.

The NAB is made of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent Distributors on the principles of nutrition, physical activity and healthy lifestyle.

Huang currently chairs and is a professor at Taiwan's Taipei Medical University, School of Nutrition and Health Sciences. He is an expert on metabolism, with a focus on how nutrients can improve mental health. He is also a specialist of vitamins and phytochemicals.

Huang has been published extensively on the usage and effects of omega-3 fatty acids, as well as other areas of nutrition. He also serves on the boards of the Taiwan Nutrition Society and Taiwan Obesity Society.

Huang received his master's, Ph.D., and postdoctoral training from University of Rhode Island, Department of Food Science and Nutrition.



## **Linong Ji, M.D.**

Dr. Linong Ji is a member of Herbalife's Nutrition Advisory Board (NAB), based in China. The NAB is made of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent Distributors on the principles of nutrition, physical activity and healthy lifestyle.

Ji is the director of endocrinology department at the People's Hospital of Peking University in China and a co-director of the Peking University Diabetes Center.

He is also the president of the Endocrine and Metabolic Physician Society under the Chinese Physician Association, chief editor of Chinese Journal of Diabetes, vice-president of the Chinese Diabetes Society and a delegate of the International Diabetes Federation Western Pacific Region (IDF-WPR).

Ji's studies are focused on clinical work in endocrine and research in molecular genetics of diabetes mellitus and its treatment.

Ji received his medical degree from Beijing Medical University. Between 1993 and 1996, he studied at the JOSLIN Diabetes Center of Harvard Medical School. From 1997 to 1999, he was a visiting associate professor of medicine at Harvard University.



## **Patricio Kenny, M.D**

Patricio Kenny, M.D., is a member of Herbalife's Nutrition Advisory Board, based in Argentina.

The board is made up of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

Kenny is an adolescent and young adult gastroenterologist. He currently serves at the Buenos Aires British Hospital, as director of the Center for Adolescent and Young Adult Digestive and Nutritional Diseases.

Additionally, he is a faculty member at the Argentine Catholic University, serving as associate professor of pediatric gastroenterology and nutrition.

Kenny has authored numerous peer-reviewed articles and serves as a reviewer for Argentine Archives of Pediatrics Journal and is a former member of the editorial board of GI Journal.

He holds several memberships in professional and honorary societies including the Argentine Association of Directors of Pediatric Fellowship Training.

Kenny received his medical degree from University of Buenos Aires Medical School and completed a visiting fellowship and rotation in his area of specialty at Massachusetts General Hospital in Boston, Mass, and John Hopkins Hospital in Baltimore, MD.



## **Rocio Medina, M.D.**

Rocio Medina, M.D., located in Mexico, is a member of Herbalife's Nutrition Advisory Board (NAB).

The NAB is comprised of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle. The board is chaired by David Heber, M.D., Ph.D., director of the Center for Human Nutrition at the University of California, Los Angeles (UCLA).

Medina is a professor of nutrition and obesity at University of Monterrey (U.D.E.M.). She also has been in private practice since 1994. She is co-founder of the Colegio de Médicos Cirujanos y Profesionales en Nutriología Clínica y Obesidad, A.C. (Medical College of Surgeons and Professionals in Obesity and Clinical Nutrition) at Nuevo León, and vice-president of the college.

Additionally, Medina is a member of the National Association for the Study of Obesity (NAASO), since 2004.

Previously, she served as medical coordinator of the Ministry of the Preventive Police Force of Monterrey.

Medina received her medical degree at the Universidad Autónoma de Nuevo Leon (UANL), (Autonomous University of Nuevo Leon), Monterrey, Mexico, and her nutrition and obesity post-degree at the University of Monterrey.



## **Anoop Misra, M.D.**

Dr. Anoop Misra is a member of Herbalife's Nutrition Advisory Board (NAB), based in India. The NAB is made of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent Distributors on the principles of nutrition, physical activity and healthy lifestyle.

Misra is director and head of the diabetes and metabolic diseases department and a senior consultant in internal medicine at Fortis Group of Hospitals, New Delhi. He is former professor of medicine and diabetologist at the All India Institute of Medical Sciences in New Delhi, where he received his medical degree. Misra has also been on the faculty of the University of Texas Southwestern Medical Center and Royal London Medical School in the U.K.

He has been published in more than 150 scientific papers in international journals; received multiple awards including the highest award for medical science in India, the Dr. B. C. Roy Award; and has served as the personal physician of two Prime Ministers of India. He is a reviewer for several prestigious international journals including "The Lancet" and "Circulation."

In addition to his work, Misra is very active in community outreach programs that bring health and nutrition education and awareness to school aged and disadvantaged children and women in urban slums.



## **Alla Pogozeva, M.D.**

Alla Pogozeva, M.D. is a member of Herbalife's Nutrition Advisory Board, based in Russia. The board consists of experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

Pogozeva is currently professor and head of the cardiovascular pathology department of the Nutrition Clinic at the Institute of Nutrition of the Russian Academy of Medical Science and Research in Moscow.

Pogozeva has practiced at the nutrition clinic since 1977 and specializes in the fields of obesity and cardiovascular health. She currently directs the food product test center at the Institute of Nutrition which specializes in evaluating the efficacy and results of tests on a range of specialized dietary products. She has published extensively on nutrition science and supplementation both in Russia and abroad with more than 250 papers in her name. She is a regular contributor on health and obesity issues in the national media.

Pogozeva graduated from the Moscow Medical Institute as a dietician, and earned her doctorate in 1995. She is currently chairman of the medical nutrition committee of the Moscow City Society of Therapists and trustee and chairman of the medical nutrition committee of the Russian Academy of Medical Sciences.



## **Chakarg Pongurgsorn, M.D., Ph.D.**

Pongurgsorn is deputy director of research of the College of Sports Science and Technology at Thailand's Mahidol University. He also serves as a clinical instructor in the rehabilitation medicinedepartment atFaculty of Medicine Siriraj Hospital, Mahidol University.

In addition to his teaching duties, Pongurgsorn is a member of the advisory board of the Physical Activity Promotion Committee of Thailand's Ministry of Health, medical consultant to the Thai National Rythmic Gymnastic Team, and a consulting physician at Bumrungraj Hospital's wellness center. He has also served as his country's team doctor in multiple Special Olympics, female national volleyball, and other sporting events.

Pongurgsorn holds a doctor of philosophy and master's degree in kinesiology from University of Illinois at Champagne-Urbana and earned board certified rehabilitation medicine training from Siriraj Hospital after his doctor of medicine from University of the East Ramon Magsaysay Memorial Medical Center, Philippines.



## **Ralph Rogers, M.D., Ph.D., FECSS, FACSM, FFSEM**

Dr. Ralph Rogers is a member of Herbalife's Nutrition Advisory Board (NAB), based in U.K. The NAB is made of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent Distributors on the principles of nutrition, physical activity and healthy lifestyle.

A senior consultant in sports and musculoskeletal medicine and exercise physiology, Rogers is based in Birmingham, where he established and continues to run the most (Medical & Orthopaedic Sports Therapy) clinic.

He is also physician to Walsall Football Club, former sports physician to Warwickshire Country Cricket team and, most recently, medical advisor to the Trinidad & Tobago World Cup football team, among others.

Rogers has also worked with three large regional police forces in the UK as a musculoskeletal consultant and runs corporate wellness programs for companies throughout England. He is currently the clinical director of a musculoskeletal and sports medicine service in the NHS.

Educated in the U.S., Belgium and Scotland, the former outstanding collegiate lacrosse player and Ju-Jitsu black belt is currently a research fellow, School of Sport, Performing Arts and Leisure at the University of Wolverhampton.

Rogers has also held research posts at Birmingham City Hospital, University Hospital of Leuven in Belgium; and research and teaching posts at the Free University of Brussels, and University of Maryland.

Published widely on the subjects of sports and exercise, nutrition, cardiovascular and orthopedic studies and youth fitness, Rogers belongs to a number of professional bodies, including the British Association of Sports and Exercise Medicine; the British Institute of Musculoskeletal Medicine; and the International Federation of Sports Medicine.

He is also a Fellow of the Faculty of Sports & Exercise Medicine, the Royal College of Physicians of Ireland and the Royal College of Surgeons in Ireland; Fellow of the European College of Sports Science; and Fellow of the American College of Sports Medicine.

He also speaks and lectures widely on sports nutrition, exercise and health.



## **Nikolaos Sitaras, M.D.**

Nikolaos Sitaras, M.D., is a member of Herbalife's Nutrition Advisory Board, based in Greece. The board is made up of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

Sitaras is currently associate professor of pharmacology at Athens University Medical School.

He is a practicing physician, author and lecturer, with an interest in digestive health and nutrition. Sitaras has published extensively on the subject of genetic disorders and nutrition and, since 2002, has focused on the effects of dietary supplements in healthy over—50 population.

He is an active member of the European Association of Ethnopharmacology, the Athens Medical Association, the Greek Association of Public Health Education and the Association of Pharmacology.

Sitaras completed his medical studies at Athens University Medical School in 1977, followed by a Ph.D. in pharmacology. He took up a research fellowship in the Department of Nutrition at Harvard University's School of Public Health in the late 1980s.

Sitaras has been director of the medical departments of the Greek branches of pharmaceutical companies Sandoz and Abbott Laboratories and has consulted for Wyeth Consumer Healthcare as well as serving on their European Nutrition Advisory Board. He is currently a member of the administrative council of the EOF, the Greek national drug regulating body.



## **Ryuzaburo Tanino, M.D.**

Ryuzaburo Tanino, M.D. is a member of Herbalife's Nutrition Advisory Board, based in Japan. The board is made up of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

Tanino has contributed extensively to the field of plastic and reconstructive surgery. As a member of the board of directors of the Japan Association of Aesthetic Medical Inc., he is committed to solving social issues regarding plastic and reconstructive surgery.

Tanino graduated from Keio University School of Medicine. After completing his internship at the Keio University Hospital, he became an assistant in the department of plastic surgery at the university and a resident at the surgery and orthopedics departments of Toranomon Hospital. In 1975, he began a new post in the department of plastic surgery, Tokai University School of Medicine, and in 1998, became a professor of the department.

In 2000, he was appointed as director of the Tokai University Hospital and at the same time as president of the Junior College of Nursing and Medical Technology. His fundamental principle is "the fusion of science and humanism," which was originally addressed by Shigeyoshi Matsumae, the founder and first president of Tokai University.

Currently, Tanino is a board member of the Japan Society of Plastic and Reconstructive Surgery, the Japan Society of Cranio-Maxillo-Facial Surgery, and is board-certified in plastic surgery by the Japan Society of Plastic and Reconstructive Surgery and the Japan Society of Aesthetic Plastic Surgery.

He is a supervisory doctor of the Japan Society for Laser Surgery and Medicine. Tanino has served as the director of the Japan Society of Plastic and Reconstructive Surgery; director of the Japan Society of Aesthetic Plastic Surgery; as a councilor of the Japanese Society of Anti-Aging Medicine; and as chairman of the Japan Society of Cranio-Maxillo-Facial Surgery.



## **Yoshio Yoshimoto, M.D.**

Yoshio Yoshimoto, M.D. is a member of Herbalife's Nutrition Advisory Board, based in Japan. The board consists of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

Yoshimoto is an active researcher, author and presenter specializing in the fields of endocrinology, bone metabolism, dementia and calcium, as well as microorganism-applied environmental medicine. He is the former director of the National Hyogo-Chuo Hospital, and played a critical role in the preparation for the foundation of College of Nursing Art and Science, Hyogo University, which opened in 1993 as the first public college specializing exclusively in nursing. After the opening of the college, Yoshimoto taught medicine as a professor in the nursing department and the graduate school.

Having served as a visiting professor and researcher at the University of California, Riverside, and Freie Universitat Berlin, as well as having been a member of the American Endocrine Society and other organizations, Yoshimoto has made invaluable contributions to maintaining people's health and to the further growth of the Japanese medical society.

He earned a medical degree from Kobe University School of Medicine and is a councilor of the Japan Endocrine Society and the Japanese Society for Bone and Mineral Research; a member of the committee to select speech themes for the International Osteoporosis Conference and the program committee of the World Osteoporosis Conference; and an active member of the Japanese Society of Internal Medicine, the Japan Dietetics Society, the Japan Osteoporosis Society, the Japanese Society of Anti-Aging Medicine, the Japan Diabetes Society and the Japan Society for the Study of Obesity.



## **Nataniel Viunski, M.D.**

Nataniel Viunski, M.D. is a member of Herbalife's Nutrition Advisory Board, based in Brazil. The board is made up of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

Viunski is a pediatrician and nutritional expert whose main areas of interest are weight control and childhood obesity. He is also advisor to the Health and Education Ministry for Childhood Obesity, professor of human nutrition in graduate courses and director of nutrition service for Unimed Hospital, Rio Grande do Sul. He is the author of "Childhood Obesity – A Practical Guide" as well as other books and articles.

Viunski holds a medical degree from the Escola Médica da Universidade de Passo Fundo (Medical School of Passo Fundo University) in Rio Grande do Sul; a postgraduate degree in pediatrics from Hospital Infantil Conceição de Porto Alegre (Children Hospital Conceição de Porto Alegre); and a postgraduate degree in nutrition from ABRAN (Brazilian Association of Nutrition).



## **Jean de la Tullaye, M.D.**

Jean de la Tullaye, M.D., based in France, is a member of Herbalife's Nutrition Advisory Board (NAB), made up of leading experts around the world in the fields of nutrition and health who educate and train Herbalife independent distributors on the principles of nutrition, physical activity and healthy lifestyle.

Tullaye completed his medical degree in Grenoble, France, and went on to specialize in nutrition and sports biology. For the past eight years he has been an associate professor at the University of Montpellier I, France. It was here that he created the teaching module 'Nutrition, Food and Health' within the pharmaceutical faculty.

In 2000 he established his own consultancy specializing in research, development and communication in the field of nutrition and health. Prior to this, he created and developed the Human Nutrition Department of Sanofi Research, a division of Sanofi—Aventis Pharmaceutical.

Among his responsibilities, Tullaye was scientific advisor to the cosmetic department, working with brands such as Yves Saint Laurent and Fendi.

Since 1985, Tullaye has been a member of various scientific committees concerned with food safety and quality working closely with the Departments of Agriculture and Food. Tullaye has also taught abroad in a diverse group of countries, including Cambodia.

**When you would like to further explore the opportunities available as a health practitioner to incorporate using Herbalife Nutritional Products into your range of services and therapies for your clients, simply contact the person who gave you this report.**

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