



 HERBALIFE.

EXTRAVAGANZA

TURIN • ITALY • 2009

JULY 17-19, 2009

PROVEN. POWERFUL. NOW IS THE TIME.

Advertising Guidelines – Italy

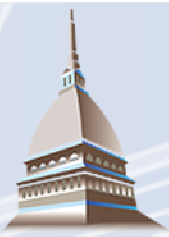
- **In order to protect your business during your stay in Turin, please ensure you and your downline are familiar with the following rules and regulations for advertising in ITALY.**
- Expressions like 'slimming down', 'obesity' or 'cellulite' should not be used and whenever possible, 'weight management' should be used instead.
- The use of statements such as 'Recommended by the medical field', 'rejuvenating', 'slimming', etc. are forbidden.
- The use of statements such as 'herbal', 'natural origin', etc. should not be used and whenever possible, 'on natural basis', should be used instead.
- Remember that our nutritional products, such as Formula 1 (meal replacement) are mainly used for weight management purposes.
- It is advisable not to promote weight loss results.
- Consumption of the products should not be promoted with gifts, discounts, etc.
- You must indicate that 'having improved food habits, controlling the calorie intake or increasing the body activity or exercising' in addition to the use of the Herbalife products.
- The use of expressions aiming to quantify, in temporal terms, the weight loss obtainable with the use of dietetic weight loss products is forbidden.
- You must not attribute therapeutic properties or capacities for prevention or treatment of human diseases, or otherwise make reference to similar properties to our products as they are not medicine.
- As Herbalife always supports the spirit and letter of the law and as failure to comply with these rules can have serious external consequences, generally when you talk about the Herbalife Business Opportunity and products make sure that you follow the guidelines outlined below:
- **Be truthful and accurate in your statements and claims** - avoid exaggerations. Do not make curative, medical or therapeutic claims about any of Herbalife's products. Do not insinuate that food control is not necessary. When you tell your results on the products advise that they may vary from one person to another as weight management depends on food habits, individual metabolism, life style and regular exercise.
- **Be clear that the principle activity of a Distributor is to sell and distribute Herbalife products to end customers** – do not imply that success may be achieved with little or no effort or that one can get rich quickly.
- **Indicate that all Herbalife Distributors are independent business persons** – avoid implying that the Herbalife Business Opportunity is a job!
- **Statements concerning earnings are not allowed - unless the statement is part of a personal testimony, truthful and able to be substantiated.**
- **Remember that only Italian products may be marketed and sold in Italy.**
- **SIGN POSTING:** it is not allowed to post any sign on any public property (i.e. utility pole, street light, traffic light, parking meter) or any private property without the express permission of the owner of such property.

For more information, please contact the Italian D.R. Department on:

Tel. +39 (06) 5230 4280

Fax +39 (06) 5230 4514-15

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SALES STRATEGY & SUPPORT (EMEA) 10 July 09