

# Louis Ignarro

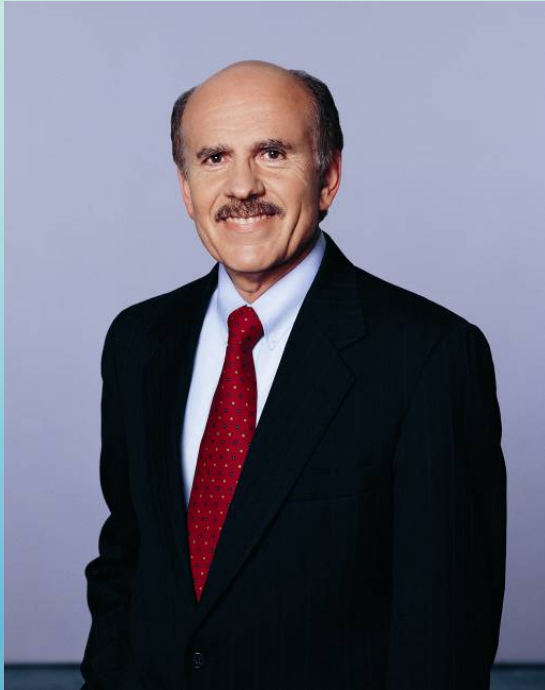
Nutrition and Scientific Advisory Boards

***Science + Herbalife =  
Giving your body  
powerful nutrition***

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# Louis Ignarro



- Ph.D., professor, a member of Herbalife's N.A.B.
- Nobel Prize in Physiology or Medicine in 1998 for discovery of nitric oxide and its range of benefits to the human body
- “2008 Distinguished Scientist” – American Heart Association

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# My Life

- Italian parents
- Humble beginnings at the start
- Anything is possible – be inquisitive
- Don't stop persevering

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# My Passions

*Researching*

# Teaching

(That's what you do as a  
Herbalife Independent Distributor)

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# Why Herbalife?

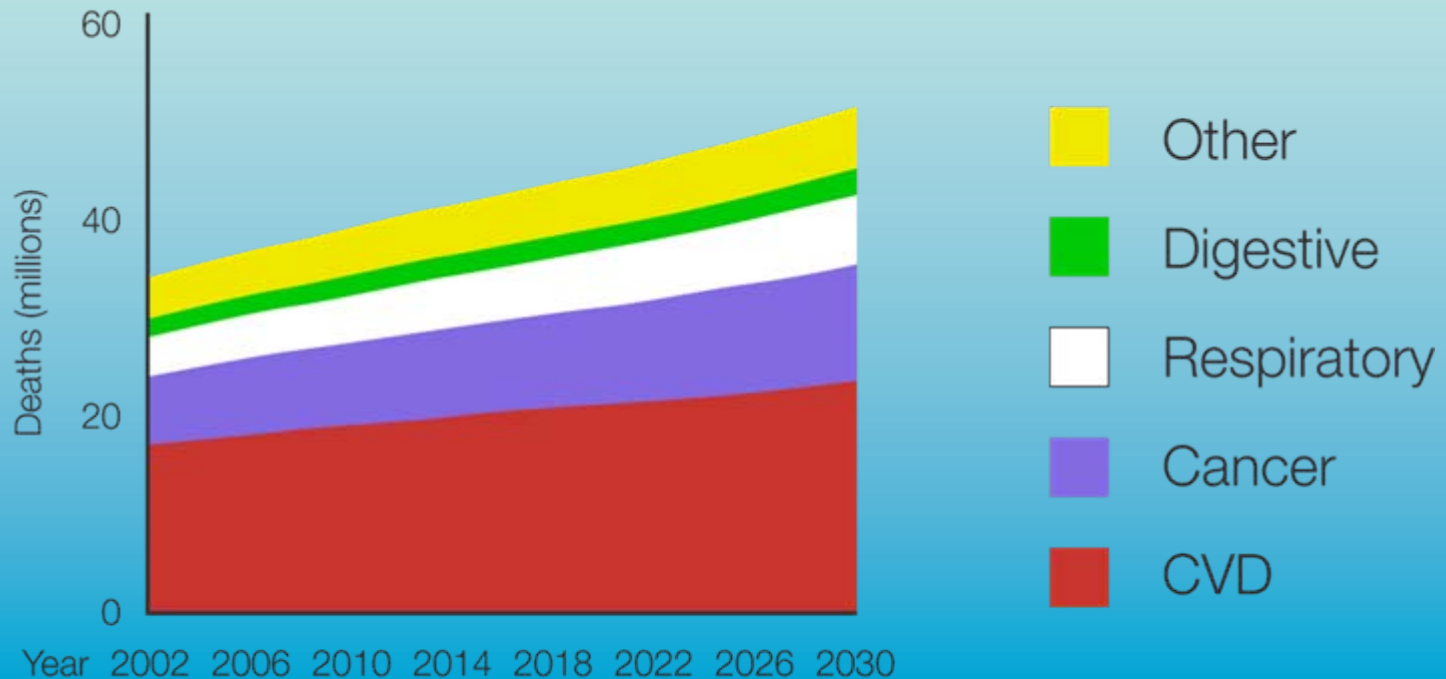
- An excellent company where well known experts come together to advance nutrition
- Herbalife uses this research to advance its products
- Distributors look to advance the lifestyles of everybody

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# Why Now?

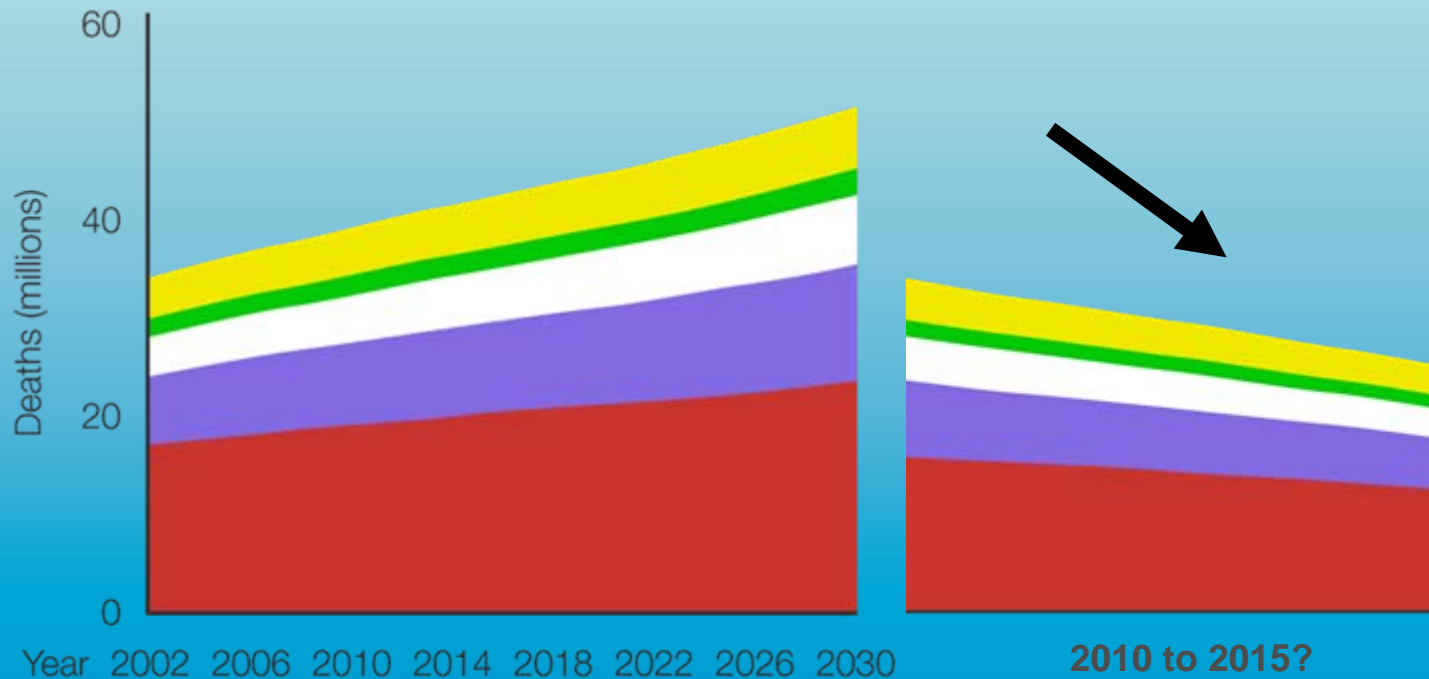
***WHO projects CVD to remain the leading cause of death in 2030***



**WHO Projections of Global Mortality and Burden of Diseases 2002 to 2030**

# Our Vision

- Using advanced nutritional science we can change the world. Help me get there...
- ***Products + Distributors = More Powerful Results<sup>2</sup>***

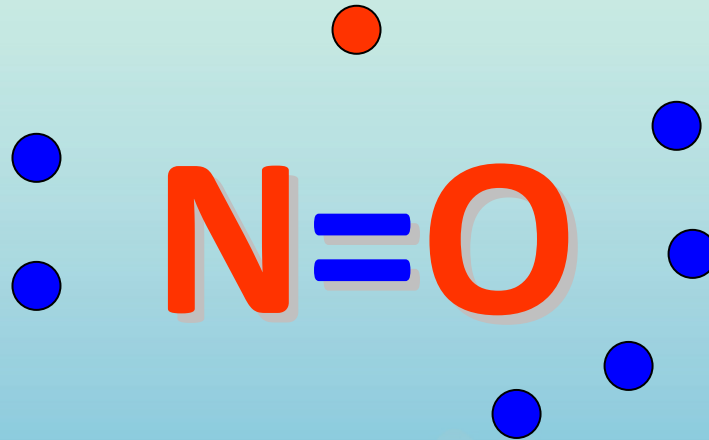


# The Research

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# Niteworks



**Nitric Oxide (NO) is the most widespread signaling molecule in the body**

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# What Does NO Do?

- NO is a vasodilator and relaxes or widens the arteries
- NO improves blood flow to all organs including the heart, brains and muscles
- NO helps to maintain a normal blood pressure
- NO promotes good vascular circulation when combined with a healthy diet and exercise

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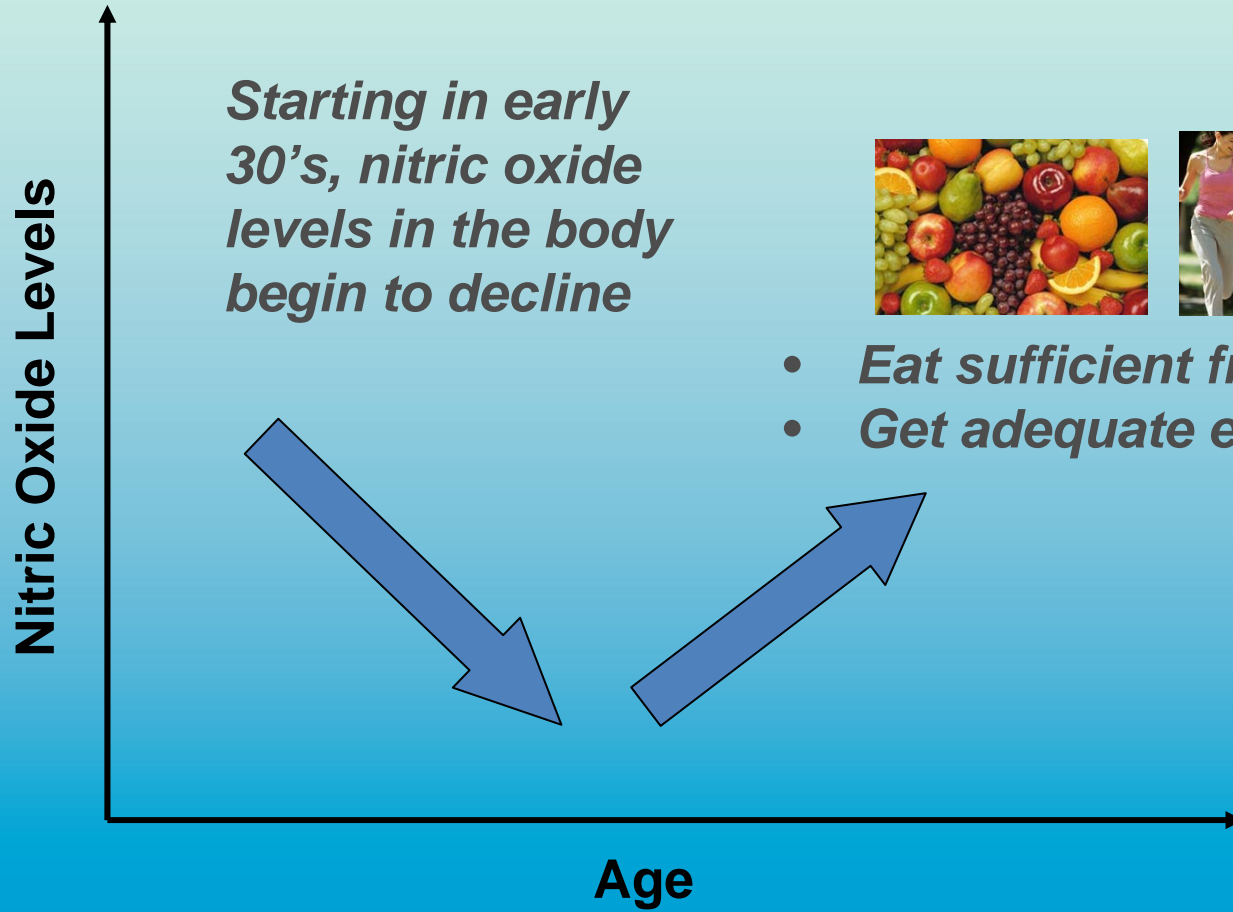
# **The Goal is to Increase Your Nitric Oxide Production and Action**

*How can Nitric Oxide  
Production & Action  
be Increased?*

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# Increasing Nitric Oxide



- *Eat sufficient fruit & veg*
- *Get adequate exercise*

# Scepticism & Challenges

- Even about the research
- You might get “knocks” along the way
- I didn’t achieve this in just one year – it took me 20 years
- Keep committed to your vision
- Overcoming doubters – it feels great!

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# Becoming a Nobel Laureate

*“Pride – applied myself as my parents taught me all those years ago”*

**“I didn’t get there overnight – and I’m still getting there”**

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**HERBALIFE®**

***Healthy Heart Programme***

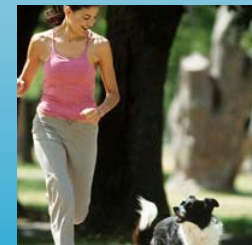
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# HERBALIFE. *Healthy Heart Programme*

- **Eat soy protein (25g) >** to help reduce cholesterol
- **Increase fibre intake >** e.g. eat more fruit & veg to flush out toxins
- **Drink water (2 litres a day) >** to help the body function properly
- **Eat good fats >** unsaturated fats – to also help reduce total cholesterol
- **Limit salt intake >** to help manage blood pressure
- **Exercise >** to keep the heart pumping. Also remember to relax to reduce stress
- **And of course, increase NO levels**





# Niteworks®

- **Contains L-Arginine – an essential amino acid known to promote blood circulation**
- **L-Arginine works with the body to increase nitric oxide production, to help support normal blood circulation**
- **When taken as part of a healthy diet, it may help to increase Nitric Oxide production**
- **High in vitamin C and E which are beneficial antioxidants known to help protect the cells against free radicals**

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# Nutrition and Wellness

- At 64, I ran my first marathon
- Ran 13 marathons in the last 4 years
- I had goals 40 years ago, I have goals today and I love meeting them

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***“The finish line was just the beginning...”***

***“Herbalife inspires a change in lifestyle”***



*Why Herbalife?* **We have the  
best products**

*Why Now?* **Good nutrition:  
everybody needs it**

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