



Herbalife Times

HERBALIFE.
THINK BIG, BE PROUD!
1 Billion,
1 Million,
1 Region!
2011
ASIA PACIFIC

Message from Michael O. Johnson

Asia Pacific Extravaganza 2011 Breaks All Records with an all-time high attendance of 23,000!



Thank you for joining the APAC Extravaganza and congratulations to all of you on hosting such a successful event. We recorded the greatest number of attendees ever with over 23,000 Independent Distributors from the 13 markets in the region.

The Asia Pacific Extravaganza this year was an incredible event. After the three-day training, I am sure that you had learnt valuable contents and experienced unforgettable moments in your life.

Thanks to the distinguished speakers and Distributor leaders, your hands must be full of inspiring stories and business-building initiatives. Now is the opportunity, you should set your goals for the rest of the year and step forward to take your business to a new level.

Asia Pacific is the fastest-growing region in Herbalife. With our quality products, unique business opportunity, together with your continued commitment and support of Herbalife, there is no doubt that the region will keep growing and play a significant role in the Herbalife decade.

Again, thank you for participating in the Asia Pacific Extravaganza in 2011 and for your continued dedication. Without your energy and effort, we could not have made this such a successful event.

I wish you all a successful and healthy life.

1-1-1 Think Big, Be Proud!

Michael O. Johnson
Chairman and Chief Executive Officer



There is no stopping the growth in the Asia Pacific region as it conquers another record-breaking Extravaganza in Bangkok, Thailand, posting a record-high attendance of 23,000! Judging by our sheer numbers and the excitement around the region, clearly, the best is yet to come.

Eager Distributors from 13 countries across the Asia Pacific region were in attendance, including a host of international Distributors. Tickets were selling like hot cakes as numbers grew by the minute. Over a month leading up to Extravaganza, the demand for more tickets was unstoppable and kept growing. Tickets to a Breakout Room were opened up for sale to help accommodate the demand.

With the most spectacular Extravaganza in Herbalife history, our top achievers and very own Founder's Circle and Chairman's Club members shared their winning business practices and showed why we are the fastest growing region in the world! Distributors from all over Asia had a chance to mingle with colleagues, meet new friends, and experience the power of Herbalife Extravaganza, for some, their first time ever.

A powerhouse of speakers with their impressive credentials came to Extravaganza and imparted their knowledge to the audience making each and every person in the hall proud to be a part of this great company called Herbalife. Our Chairman and CEO Michael O. Johnson shared the success of our first year in the Herbalife Decade and the company's incredible momentum. Founder's Circle member Leslie Stanford shared the secrets of her long-term success. A host of Herbalife doctors and scientists reinforced solid confidence in the Herbalife brand led by our chairman of the Herbalife Nutrition Institute Dr. David Heber, Nobel prize winner, and Nutrition Advisory Board and Herbalife Nutrition Institute Editorial Board member, Dr. Louis Ignarro.

The Global Nutrition Transition Conference also posted record-high attendance with over 600 health professionals in attendance. For the first time ever, with a huge following at the Herbalife Honors 2011, we embarked on a Silent Auction in the President's Team Lounge for the benefit of the Herbalife Family Foundation (HFF).

For the first time, a special recognition section dubbed "Night of Recognition" created a lot of excitement and emotions. Equally successful is our Metropolis Ball for this year's Qualifier's Party where over 4,000 qualifiers came and partied the night away in true Herbalife fashion.

With the unstoppable momentum in the region, without a doubt, we're on for more success. Make this year your best year ever. Think Big, Be Proud! 1-1-1! Visit HerbalifeExtravaganza.com and relive the moment.



FAMILY FOUNDATION.

Showing the value of teamwork, a number of fund raising activities were organised to contribute to Casa Herbalife programs of the Herbalife Family Foundation.

Various designs of HFF apparels were sold at Herbalife Store throughout the weekend. The Shake Bar was crowded with thousands of people excited to have their nutritious Formula 1 shake for lunch.

Highlighting the fund raising activity is the Herbalife Family Foundation's exclusive silent auction held at President's Team lounge. Thanks to Asia Pacific top leaders' contribution, 35 premium items such as autographed Jersey, Mark Hughes collections, exclusive vacation with Founder's Circle member, and lots of premium items were donated for auction. Over the weekend we have raised over USD \$65,000 and will be used for Asia Pacific Casa Herbalife initiatives.

Thank you to everyone who contributed. With the generous support of Herbalife Independent Distributors, we can change the lives of children in need!



Global Nutrition Transition Conference



The Asia Pacific Extravaganza 2011 Global Nutrition Transition Conference was hosted by Dr. David Heber, Chairman of Herbalife's Nutrition Advisory Board and joined by Dr. Steve Henig, Herbalife's Chief scientific officer. The panel was also joined by other Herbalife Nutrition Advisory Board Members Dr. Gary Small, Dr. Anoop Misra from India and Dr. Belong Cho from Korea.

The distinguished panel of doctors and nutrition experts discussed the challenges and solutions surrounding the nutrition transition with an audience of over 600 enthusiastic Medical & Health professionals who learned and shared their views and knowledge.

Metropolis Ball

With great training and an array of activities during the day, it was time for the distributors to enjoy the rest of the day. The gala party hosted for the Asia Pacific Extravaganza Party qualifiers was a spectacle to watch, when all the qualifiers rippled into the venue, in their most preferred country attire.

The thematic Metropolis Ball showcased the fusion of fashion, culture, and style brought together from various regions of the world. The party truly exhibited the integrity and international journey with Herbalife. 4,000 qualified distributors were enjoying their journey with Herbalife's Metropolis Ball grooving to the great music, having fun with friends, and relishing good food. It was truly an Extravaganza party!!



Have You Had Your
SHAKE
TODAY?



This year at the Asia Pacific Spectaculars, Herbalife launched its most exciting campaign to date. Its aim? To bring Mark's vision to life of having a canister of Formula 1 in every household worldwide. How? By reinforcing the importance of balanced nutrition through the daily consumption by Distributors and customers of a healthy shake each and every day. So, Have You Had Your Shake Today?

You will have already witnessed the rollouts of phases 1 & 2 during 2011.

For the first time ever, a Shake Bar was accessible to all Extravaganza attendees and the proceeds from all shakes sold went to the Herbalife Family Foundation. Exclusive merchandise was also available for sale as well as the 'Herbalife Have You Had Your Shake Extravaganza Kit'!

This exciting campaign will continue throughout the year and don't forget to ask everyone you see, 'Have You Had Your Shake Today?'



The stars have aligned – A night of recognition

Herbalife pulled out all the stops in a night filled with celebration and recognition. Over 600 new Global Expansion Team members paraded across the stage while over 105 new Millionaire Team members took center stage.



Capping the night are the new President's Team, New Diamonds, New 15K, 20K, and 40K joined by the Lifetime Achievers, the Jewellery qualifiers and a brand new Founder's Circle member.



Congratulations to all the brand new qualifiers for moving up the Herbalife ladder of success!



See you at the top! Get ready for the Asia Pacific Future President's Team Retreat...

December 9-11, 2011
Sunway Lagoon Resort Hotel

Selamat Datang! Kuala Lumpur, Malaysia hosts this year's Asia Pacific Future President's Team Retreat.

Don't miss this once-in-a-lifetime opportunity.
Be in the company of the best of the best in Herbalife!
Be a Herbalife Superstar. Be treated like Royalty.

Qualification Period: January – October 2011

Qualifications:

Open to all President's Team Members

OR

Open to all Fully Qualified Supervisors who achieve 4,000
Royalty Points in any one month from
January - October 2011 (checks paid in February 2011 to
November 2011).



Relive and share your experience!

Relive the most exciting moments of this year's Herbalife Extravaganza! Visit HerbalifeExtravaganza.com and enjoy photos from the event and read the daily diaries.

Check your email inbox or log onto MyHerbalife.com for all the announcements and for details on how to submit your testimonial.

It will help you build on the momentum of
1 Billion, 1 Million, 1 Region.

Don't miss out!



2011 Herbalife University



Are you ready for the next step?

Put your plans into action and don't miss the Asia Pacific Herbalife University in Seoul, Korea. This is the next training ground that shall solidify and refine your business practices and help take your business to the next level.

VIP Seating

Early Bird! Open to all Fully Qualified Supervisors who achieve 10,000 Total Volume Points in May.

Open to all Fully Qualified Supervisors who achieve 7,500 Total Volume Points in three consecutive months during the qualification period.

Open to all Fully Qualified Supervisors who achieve 12,500 Total Volume Points in any one month during the qualification period.

Qualifier's Party

Early Bird! Open to all Fully Qualified Supervisors who achieve 7,500 Total Volume Points in May.

Open to all Fully Qualified Supervisors who achieve 10,000 Total Volume Points in any one month during the qualification period.

General Training

Open to all World Team Members and above **OR**

Open to Fully Qualified Supervisors who achieve 5,000 Total Volume Points in any two consecutive months during the qualification period.

Set your goals now, work your 90 Day Plan and make sure you qualify for the event of a lifetime! Mark these dates: September 16th to 18th, 2011.

EARLY BIRD TICKETS AT US\$95 AVAILABLE FOR THE ENTIRE MONTH OF MAY!

Enjoy this special ticket promotion throughout May! Save US\$25 and guarantee a seat at the event!

A SPECIAL TICKET PROMOTION! IN RECOGNITION OF YOUR COMMITMENT...

Brand New World Team Members as of June 1st up until the day of the event get to enjoy a special ticket price of US\$100!

See You in Seoul!



Last 5 Minutes – Exclusive Timeless Wisdom Mark Hughes Promotions & AWT 5-Gets-5

Timeless Wisdom of Mark Hughes

An Exclusive May promotion showcasing a priceless DVD collection of Herbalife Founder Mark Hughes

Qualify now and get inspired 24 hours a day, 7 days a week!

Open to all Distributors who achieve 3,000 Volume Points in May (qualifying volume counts).

Contact your local Distributor Services department for more details.



SPECIAL PROMOTION!



OPEN TO ALL SUPERVISORS IN ASIA PACIFIC!

ACHIEVE YOUR GOALS FASTER IN THE MONTH OF MAY! IT'S A 5-GETS-5 BONUS MONTH!

All fully qualified Supervisors who achieve a minimum of 5,000 Total Volume Points during the month of May will receive an additional 5,000 Bonus Points towards the 2011 Active World Team Promotion!

Active World Team Qualification:

Open to Fully-Qualified Supervisors and above who achieve all of the following three qualifications in any consecutive six-month period from October 2010 through December 2011:

- 2,500 total Volume Points in four consecutive months AND
- 10,000 total Volume Points in one month AND
- 500 Royalty Points in one month

Qualify to Active World Team and receive:

First-time qualifiers receive an exclusive **Herbalife Active World Team pin and certificate**

If requalifying for Active World Team, you will receive the **Active World Team pin**

Plus, first-time non-TAB team Active World Team bonus qualifiers will receive US\$500, plus recognition on stage at the next event in their region.