

2022 Protein Baked Goods Mix (DSA) Direct Selling Association Award

Describe the new product or service and illustrate how it is a category "game changer."

Time shouldn't be spent worrying over what to eat to stay on track with your nutrition plan.

Protein Baked Goods Mix helps make any meal or snack that fits into your health goals as easy as pie! This product is perfect for Healthy Weight customers who may be having a desire to not just drink their meal replacements and are experiencing shake fatigue. For customers who are busy and want to reduce stress of complicated cooking and baking. For customers who want to add variety of nutritious options to stick to their meal plan.

Provide a detailed description of how this product or service fits in to and/or enhances your company's existing product mix. **Protein Baked Goods Mix** was designed to be combined with Formula 1 and water to make a nutritious muffin that provides an ideal balance of protein and other nutrients that help satisfy hunger. It also makes delicious waffles, pancakes, donuts and more.

To make a healthy muffin:

Gently shake the canister prior to each use as contents may settle. Place 1/3 cup + 1 tbsp. of water* in a 9 oz. or 12 oz. mug, add 2 leveled scoops** (30g) of Protein Baked Goods Mix and 2 leveled scoops of Formula 1 Nutritional Shake Mix, mix with a fork until well combined (batter will be thick and sticky) and microwave on high for 3 minutes†. Let stand for 2 minutes before serving. Best when consumed within 10 minutes after preparation.

*Use liquid measure to add water.

**Scoop is provided in the canister

†Applies to 1100W microwave. Cook times may vary based on microwave wattage.

PRODUCT	MEAL
Protein Baked Goods Mix	 2 scoops
Formula 1	 2 scoops
Water	 1/3 cup + 1 tablespoon
Protein	24g
Calories	190

Quick & Easy to Prepare



MICROWAVE COOKING TIMES

Wattage:	900-1100 Watt	600 Watt
Time:	3 minutes	4 minutes

Check out [Herbalife.com](https://www.herbalife.com) for more nutritious recipes.

If you decide to customize the muffin recipe by adding other ingredients such as nuts and fruits, we recommend adjusting the amount of water added to meet your texture preference.

We also worked very closely with our Nutritionist to create delicious recipes that can be consumed as meal replacements (waffles and pancakes) as well as delicious protein snacks (donuts). These recipes are available in English, Spanish and French on our website.

The back of the product label includes a link to the recipes page.

To help improve access to the delicious recipes, we added a recipe QR Code to the front of our labels.

Describe how the new product leverages leading edge technologies.

In 2016 we had various suppliers visit us to present innovative product concepts, which is when the idea of making our own customizable protein muffin product using only Herbalife Nutrition products sparked. We saw the opportunity to explore the development of a product that when combined with our great-tasting nutrient-dense Formula 1 would make a healthy high-protein muffin. This is when we started working on the Protein Muffin Mix which eventually became our new product: Protein Baked Goods Mix.

To make sure this product would taste great, we went through multiple phases of testing with various attempts to optimize the texture and taste of the muffin before we finalized it. We sent prototypes to our distributors and conducted consumer insights with consumers and customers.

In addition, the Sensory Team used “Mobile Ethnography” consumer sensory research, for the first time, which consisted of participants filming themselves while using this product to make muffins and help us understand the perception of preparation and overall product experience including taste, texture, flavor profile, and novelty experience.

The key takeaways of the consumer insights Concept Product Testing, combined with the Ethnographic Research virtual qualitative study helped optimize and refine this product to meet our high standards for taste, texture, ease of use, versatility and creativity.

Product Naming:

We conducted insights to get data on the preferred product name for this product. Protein Baked Goods Mix was selected as the best fit, since it covers the versatility of this product across multiple baked goods when combined with Formula 1.

Illustrate that the new product has clear value added features and benefits. Protein Baked Goods Mix when combined with your favorite Formula 1 shake mix to make a healthy muffin, the following benefits will apply:

- 24 g of high-quality protein*
- 21 vitamins and minerals*
- 190 calories*
- 5 g of fiber* (good source)
- No artificial sweeteners*
- Gluten-Free*
- Low Glycemic*
- Suitable for vegetarians**
- Suitable for diabetics†

*When combined with Formula 1 that is made with no artificial sweeteners, is Gluten-Free and Low GI.

**Products that do not contain any meat, poultry, fish, seafood or insects.

†Herbalife products do not treat diabetes, but diabetics can use them. When prepared with Formula 1.

For customers who prefer to opt in for waffles and pancakes we developed recipes that will also offer high protein nutrient rich healthy meal as an alternative and variety, and can be consumed any time of the day.

Show that the product has the potential to result in significant customer acquisition and/or market penetration. For the product launch we had a total of 17,633 viewers. We also did a post-launch training session with our Nutritionist, providing tips on how to use this product. We had 6,343 viewers participating in the training session. Feedback received from Distributors, Preferred Members and Customers when using the Protein Baked Goods Mix:

Product Versatility/Benefits

"I feel good about eating a baked good without guilt."

"You can make pizza, pizza bites, donuts, etc."

"The product allows for versatility in use. It brings good protein beyond the shakes and, in using the baked goods mix, yields good finished products."

"I love that I can have tasty treats within my meal plan and not have worry if I'm going to be off track"

"Great way to change breakfast."

"Love being able to make the donuts or waffles, etc. Gives a nice variety. I like taking the donuts to work for lunch. You don't have to worry about having milk available."

Protein alternative/Alternative to F1 Shakes/PDM

"Also, my customers love it. They are able to "chew" their meal instead of always drinking shake."

"Provides an added option for those who love to eat their shake."

"I love that it allows me to change my shake into a muffin or waffle/pancake."

"That I can enjoy baked products while consuming my lean protein."

"It's something to eat rather than drink"

Convenience/Easy to Use

"Easy to use."

"Quick and easy."

"Convenient."

"It is a fast and easy way to have a meal replacement."

"How simple and fast it is to make mug cakes."

"Quick recipes because I don't have a lot of time."

We review post-launch sales data and post-launch consumer insights for key learnings that we apply in our post-promotion marketing and training efforts for this product. Based on the latest post-launch sales data here are some key insights:

- Protein Baked Goods Mix ranks as one of the top products of our total Inner Nutrition Product portfolio across the three markets where it was launched. Here is the ranking per market:
 - United States: 60 out of 138
 - Puerto Rico: 36 out of 104
 - Canada: 29 out of 73
- Protein Baked Goods Mix repeat purchaser % increased by 3% at 12 months vs. 6 months in the US, 4% in Puerto Rico and 1.6% in Canada after the product launch.
- Protein Baked Goods Mix purchasers had a higher Preferred Member % compared to the All Herbalife Products Purchasers split:
 - Protein Baked Goods Mix Purchasers: 30% Distributors / 47% Preferred Members
 - All Herbalife Nutrition Product Purchasers: 75% Distributors / 25% Preferred Member