

A Plant-Based Lifestyle RE-IMAGINED

Inspired by our Distributors' and Customers' evolving nutritional needs and goals, Herbalife introduced, for the first time, **a premium line of certified plant-based, organic, non-GMO, vegan products.**

HERBALIFE V

Plant-Based Protein Shake in Classic and Chocolate flavors

HERBALIFE V

Plant-Based DigestiveSupport*

HERBALIFE V

Plant-Based Immune Support*

HERBALIFE V

Plant-Based Greens Booster

At Herbalife, we get it – **plant-based isn't one-size-fits-all.** That's why **HERBALIFE V** is here to **redefine the game.** Our approach is **simple, approachable, and even a little playful.** We're all about **welcoming every type of plant-based eater into our community,** offering not just products but a sense of belonging.



HERBALIFE



*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

WE KNOW NUTRITION IS PERSONAL. Whether you eat only plants or mostly plants, or just want to add more plants to your diet, **HERBALIFE V** supports your journey with **VERSATILITY AND VITALITY**. Our products are designed to help you live your plant-based lives!

Simple Ingredients, Simple Packaging

Elegant packaging with **resealable pouches**, 20 servings per pouch and **no more spoons**, eliminating the need to use extra plastic!

The Biggest Launch in a Decade!

HERBALIFE V made waves at Extravaganza, **Herbalife's largest Distributor event in July 2023**, with **18,000** distributors witnessing the **grand on-stage launch**, featuring **real-time training**, **elevated product tasting experiences**, **interactive quizzes and raffles**

The **360-marketing** campaign covered **teasers, pre-launch, launch**, and **post-launch** phases

Video and social teasers kicked off 2023 at key Distributor events

Comprehensive pre-launch training through a dedicated **interactive page** and training course focusing on plant-based lifestyles including **vegan, vegetarian and flexitarian**

Extensive **captivating imagery** of **lifestyle, product, and recipes**

Extensive product, **lifestyle, testimonial and training videos** featuring our Nutrition Advisory Board (NAB) experts

Comprehensive landing page with in depth product information, **delicious recipes, sales & marketing assets**, and more

PR partnerships and media tours featuring our NAB experts to enhance reach and credibility

Curated product unboxing for high level leaders and influencers

Social media shareable content and **contest** to drive audience engagement and **organic reach**

New line of **branded apparel, event brand activations** and elevated **product sampling**

Comprehensive **post-launch training** featuring our **NAB Experts** focusing on **ingredients, third party certifications** and more

Expert media tour



Success Factors

SOCIAL MEDIA

Generated over
3.3M
impressions

Reached over
2.9M
people

Reached over
2.1M
non-followers

4.1%
Engagement Rate
(exceeding over
200% of benchmark)

54%
Reach Rate
(exceeding over
270% benchmark)

SALES

100%
of forecast exceeded

4 of 5 products
SOLD-OUT
within the first 60 days

\$4.5M
gross retail sales

29,100
units sold (equal to over
half a million servings)

2.9M
volume points

3.2 units
of HERBALIFE V
per purchase
(average)

61.1%
of 1st time
purchasers
repurchased
HERBALIFE V

DISTRIBUTOR IMPACT

Delivered comprehensive sales and marketing tools to facilitate
sales to **over 100,000 active**
distributors to drive **awareness, engagement,**
purchases and re-purchase!



HERBALIFE

