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.

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 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

*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.
**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 teases** 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
- 29,100 units sold (equal to over half a million servings)
- 29 M volume points
- 23 of HERBALIFE V per purchase (average)
- 61.1% of 1st time purchasers repurchased HERBALIFE V
- 3.2 units of HERBALIFE V per purchase (average)
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- 61.1% of 1st time purchasers repurchased HERBALIFE V
- 3.2 units of HERBALIFE V per purchase (average)

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