



IMPORTANT NOTICE: LEBANON - ADVERTISING RESTRICTIONS

Dear Valued Distributor,

Herbalife is very excited about our upcoming event in Lebanon on the 3rd of September.

The Herbalife brand has never been stronger globally, both in terms of awareness and positive customer and Distributor-experiences. Distributors are focused on business methods that promote the daily consumption of Herbalife products.

Distributors are creating long-term customers by helping them achieve their goals with Herbalife's great products. Distributors are also training, educating and mentoring new Distributors, providing them with the fundamentals to build long term businesses based on satisfied customers. These relations are creating brand advocates; people who are talking positively about Herbalife to everyone they meet.

As Herbalife continues to further expand around the world, it is important to ensure Herbalife's reputation continues to shine, and therefore, effective immediately, and until further announcement from Herbalife, advertising which is specific to recruitment or the Herbalife business opportunity is prohibited. This includes both advertising activities conducted in Lebanon or conducted outside Lebanon for use or publication in Lebanon.

The restriction includes both branded and unbranded advertising related to the business opportunity/recruitment. It covers every form of advertising media including, but not limited to television, radio, newspapers, magazines, business cards, flyers, signs, leaflets, phone books, personal or corporate web sites, social media web sites such as but not limited to YouTube and Facebook, banner or other advertising anywhere on the internet, online retail web sites such as but not limited to, Yahoo, Amazon and eBay, and unsolicited phone calls or emails.

The restriction applies as well to recruitment related advertising done indirectly. In general, this means that Distributors may not use non-Distributors (or others) to advertise the business opportunity. And, Distributors may not advertise the business opportunity in any manner seemingly or actually unrelated to Herbalife if the intent or the effect is to use these as means to entice and establish contact with members of the public for the purpose of promoting the Herbalife business opportunity.

Violation of this policy by Distributors could threaten Herbalife's official permission and practical ability to do business in Lebanon and, as a result, the businesses and livelihood of Herbalife Distributors.

As a result, penalties for violations will be severe, even for first offenses. Sanctions will be determined by Herbalife, at its sole and absolute discretion, based on its determination of the significance of the violation. They will include, but are not limited to substantial monetary fines, suspension of buying privileges and earnings, and termination of Distributorships.

The Herbalife brand has never been stronger globally, both in terms of awareness and positive customer and Distributor experience. Herbalife thanks you in advance for understanding and respecting the importance of this policy.

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