

# Mapping Your Destiny in Lebanon

## Herbalife's 77<sup>th</sup> Country

Opening Date: September 3<sup>rd</sup>, 2011



### Sales Center Address:

Herbalife Distribution Ltd.  
 Imported by Wellness S.a.r.l  
 844, Chalet – Swisse Road  
 Nercessian Building, METN – BEIRUT  
 LEBANON

### Operating Hours - Local:

Monday - Friday 10:00am - 5:00pm

## LIST OF PRODUCTS IN LEBANON

Products
Formula 1 – Vanilla
Formula 1 – Tropical Fruit
Thermojetics – Herbal Concentrate – 50g
Thermojetics – Herbal Concentrate – 100g
Radiant C – Scrub Cleanser
Radiant C – Body Lotion SPF 15
Body Buffing – Scrub
Body Contouring – Cream
Nourifusion Cleanser Normal/Dry
Nourifusion Cleanser Normal/Oily
Nourifusion Toner Normal/Dry
Nourifusion Toner Normal/Oily
Nourifusion Moisturizer Normal/Dry
Nourifusion Moisturizer Normal/Oily
Nourifusion Night Cream
Nourifusion Eye Cream
Nourifusion Eye Gel
Nourifusion Clarifying Mask
Nourifusion Moisture Mask
Nourifusion Exfoliating Scrub
Nourifusion Normal to Dry Kit
Nourifusion Normal to Oily Kit
Woman Fragrance
Heart Eau de Perfume Fragrance
Man Fragrance
Soul Eau de Toilette Fragrance

### IBP Contents - SKU: 5451

- Tote Bag
- Formula 1 – French Vanilla
- Distributor Application / ID Card
- International Business Opportunity Book
- Product Brochure
- Welcome Letter

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## Facts

Official name People's Democratic Republic of Lebanon. Following World War I, the French separated out the region of Lebanon in 1920, and granted this area independence in 1943. A lengthy civil war (1975-90) devastated the country, but Lebanon has since made progress toward rebuilding its political institutions. In 2005, Lebanon held its first legislative elections free of foreign interference, handing a majority to the bloc led by Sa'ad HARIRI, the slain prime minister's son. In 2010, Lebanon assumed a nonpermanent seat on the UN Security Council for the 2010-11 terms. Inspired by the revolts that began in 2010 against dictatorships across the Middle East and North Africa, marches and demonstrations in Lebanon were directed instead against sectarian politics although limited in size.

**Capital City:** Beirut

**Population:** 4,143,101

**Area:** 10,400 sq km.

**Power:** 110/220V / 50 Hz

**Weights and Measures:** Metric System and Kilograms

## Time

GMT + 2 hours



## Visas

Any person entering Lebanon must hold a passport, which is valid for a period of at least 6 months and an appropriate visa, the letter issued at the Lebanese Embassies and Consulates abroad, or by the Directorate General of Security at the Lebanese border or airport. The citizens of some states are given a direct 3 month renewable multiple entry visa. Visitors should contact their local Lebanon Embassy or Ministry of Foreign Affairs for further specific details. *Note: No Israeli stamp or the stamp from any crossing point with Israel should be on your passport. This includes Arabia border, Sheikh Hussein border, Rafah border, and Taba border.*

## Climate

Mediterranean with mild to cool wet winters and hot dry summers. Lebanon mountains experience heavy winter snows.

## Communication

**Phone:** Country code 961. International calls from Lebanon: + or 00.

**Cell Phones:** in 2009 approximately 1.5 million people had cell phones.

**Broadcast Media:** 7 TV stations in operation, 1 of which is state-owned.

**Internet:** Internet code is .lb. In 2009 1 million people were using the internet.

## Money

Foreign currency can be exchanged in banks, airports and forex bureaus. Official currency is Lebanese Pound (LBP). Approximately \$1=1,500 LBP.

Some hotels and businesses accept payment in foreign currencies, especially USD and GBP.

## Events

Lebanon's Independence Day is November 22<sup>nd</sup>.

## Others

**Population:** The average age is 29.8 years. Life expectancy at birth is 75 years. 87% of the population older than 15 years old is literate.

**Languages:** Arabic is the official language of Lebanon. In addition French and English are widely spoken.

**Religion:** The main religion is Muslim (60%) and Christianity (39%).

**Hotels:** Lebanon has an increasing number of 4 and 5-star hotels, mainly located in the capital city, Beirut. It also has a good number of less costly hotels and guest houses (B&B's). The number of incoming tourists to Lebanon is constantly increasing.

## 2010 Economic Profile:

Per capita GDP: \$14,400  
Inflation: 3.7%  
Unemployment rate: N/A