

David Heber

Chairman, Nutrition &
Scientific Advisory Boards

*Powerful Science =
Confidence²*

 HERBALIFE
EXTRAVAGANZA
ATLANTA • GEORGIA • 2009



David Heber

- B.S. Magna Cum Laude, UCLA in Chemistry, 1969
- M.D., Harvard Medical School 1973
- Ph.D. in Physiology, UCLA 1978
- Over 195 Scientific Papers, 25 Book Chapters, and 4 Books for the Public
- Founding Chief of the Division of Clinical Nutrition, 1983
- Founding Director, UCLA Center for Human Nutrition, 1996
- Practicing obesity treatment at UCLA for the last 26 years
- Directed National Institutes for Health-funded Centers at UCLA in Nutrition Professor of Medicine and Public Health, UCLA
- Best Doctors in America 2000, 2001, 2002, 2005, 2007-2008
- Chaired Medical Nutrition Council, American Society of Nutrition, 2006
- Award for Outstanding Career in Nutrition Education, 2009



*Title for identification purposes only. The University of California does not endorse specific products or services as a matter of policy

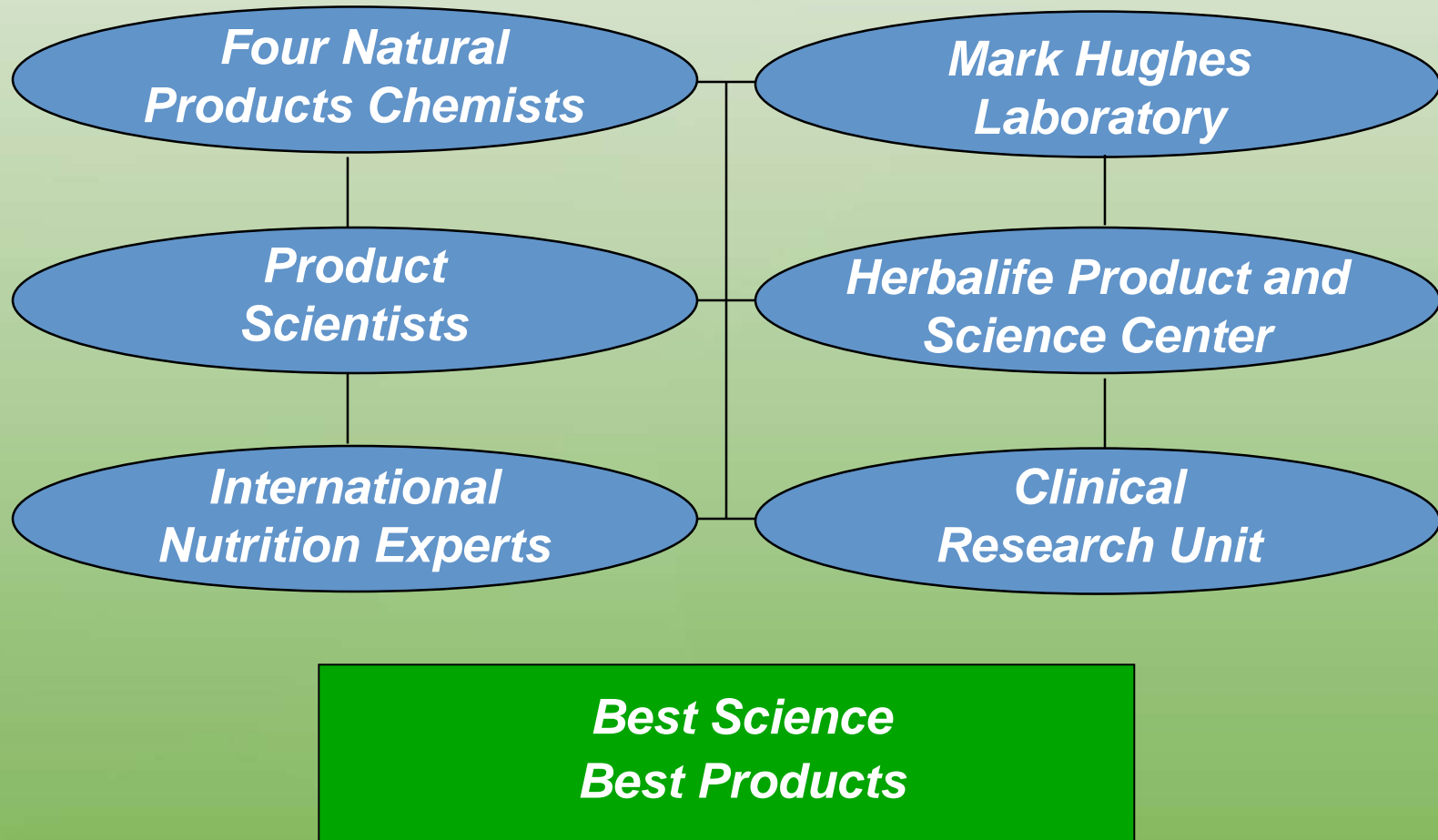
My Life

- Humble beginnings but always at the head of the class
- Worked for a Nobel Prize winner in Chemistry for three years discovering Lower Atmosphere of Venus at UCLA
- Entered Harvard as first student from UCLA since 1920. Returned to Los Angeles after Internship in Boston
- Always wanted to teach at UCLA and achieved my dream by founding The Center for Human Nutrition
- International Authority on Nutrition
- Found my *Mission for Nutrition* at Herbalife in 2003



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Researching with Global Experts

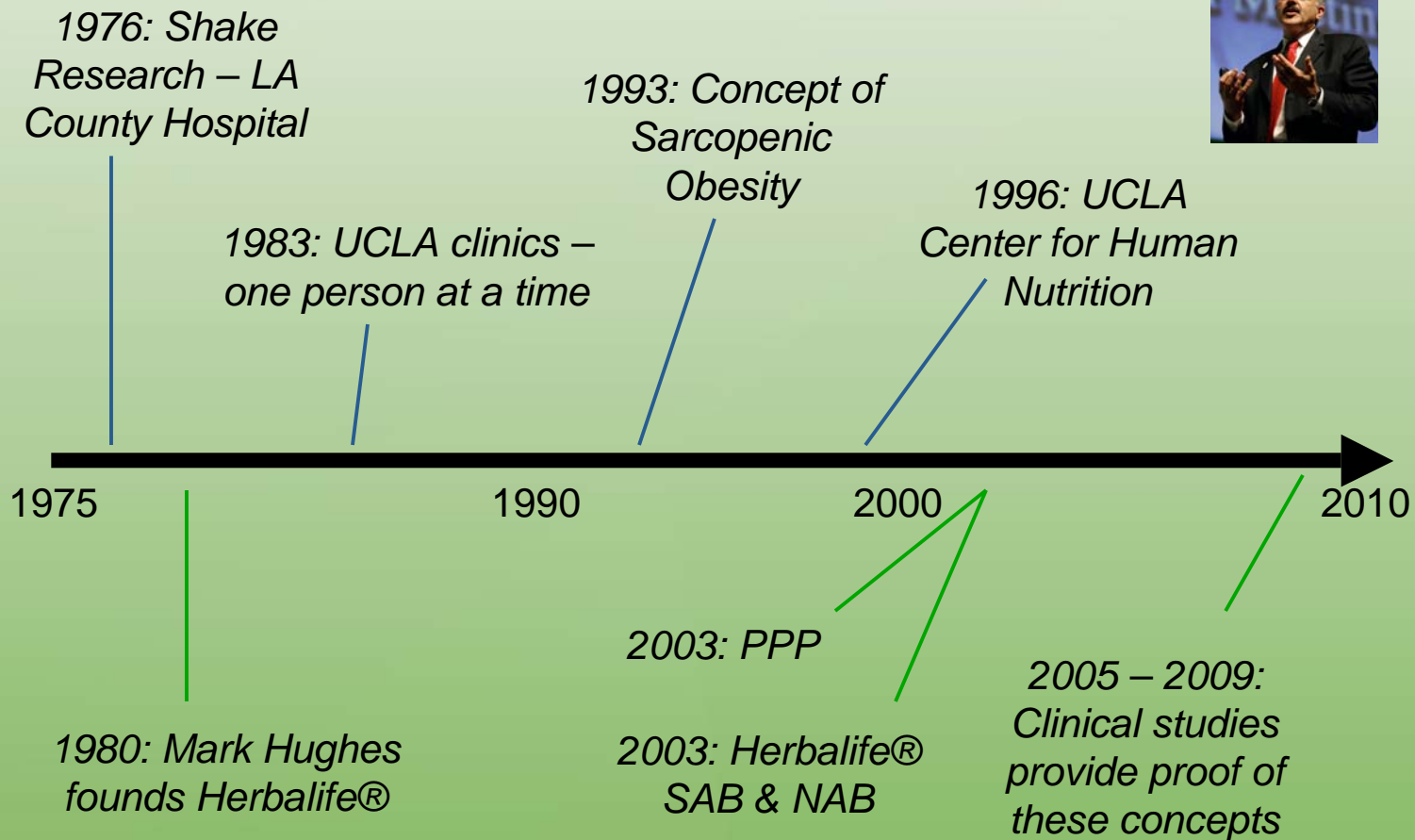


A Journey into Herbalife Science

- Cutting edge research:
 - *We are the first to identify the many powers of new plant nutrients such as those in the Pomegranate*
 - *Power of green tea properties*
- 150,000 plants on Earth – researching those which have the power to make a difference
- Testing products and ingredients using the latest technology
- Hundreds of studies of health benefits in humans – fighting the international epidemic of obesity



Herbalife – Ahead of the Times



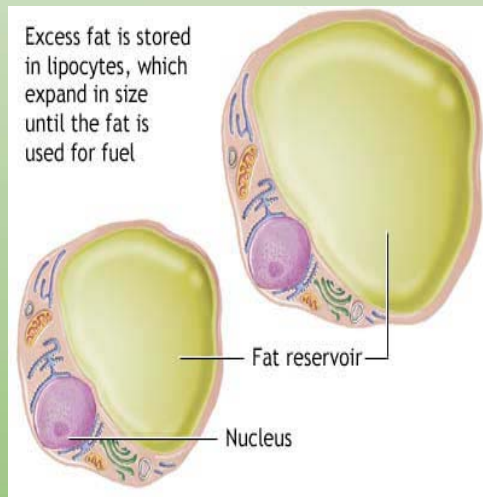
Sarcopenic = *loss of muscle*

Obesity = *increase in fat percentage*

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Fat Is Stored in Fat Cells



- When it comes to fat you are what you eat. If you eat too much fat your body will have too much fat
- If you eat the wrong types of fats, the bad fat stored in your body takes about one year to clear out
- You can lose your extra fat in a healthy way by eating less fat and calories
- The body releases the fat for energy when it is needed and that is how you lose the excess fat from your body
- You don't want to have zero fat, but need a certain amount for health
- The average percent body fat for men and athletic women is 15 to 20 percent, and for inactive women it is normally between 22 and 28 percent

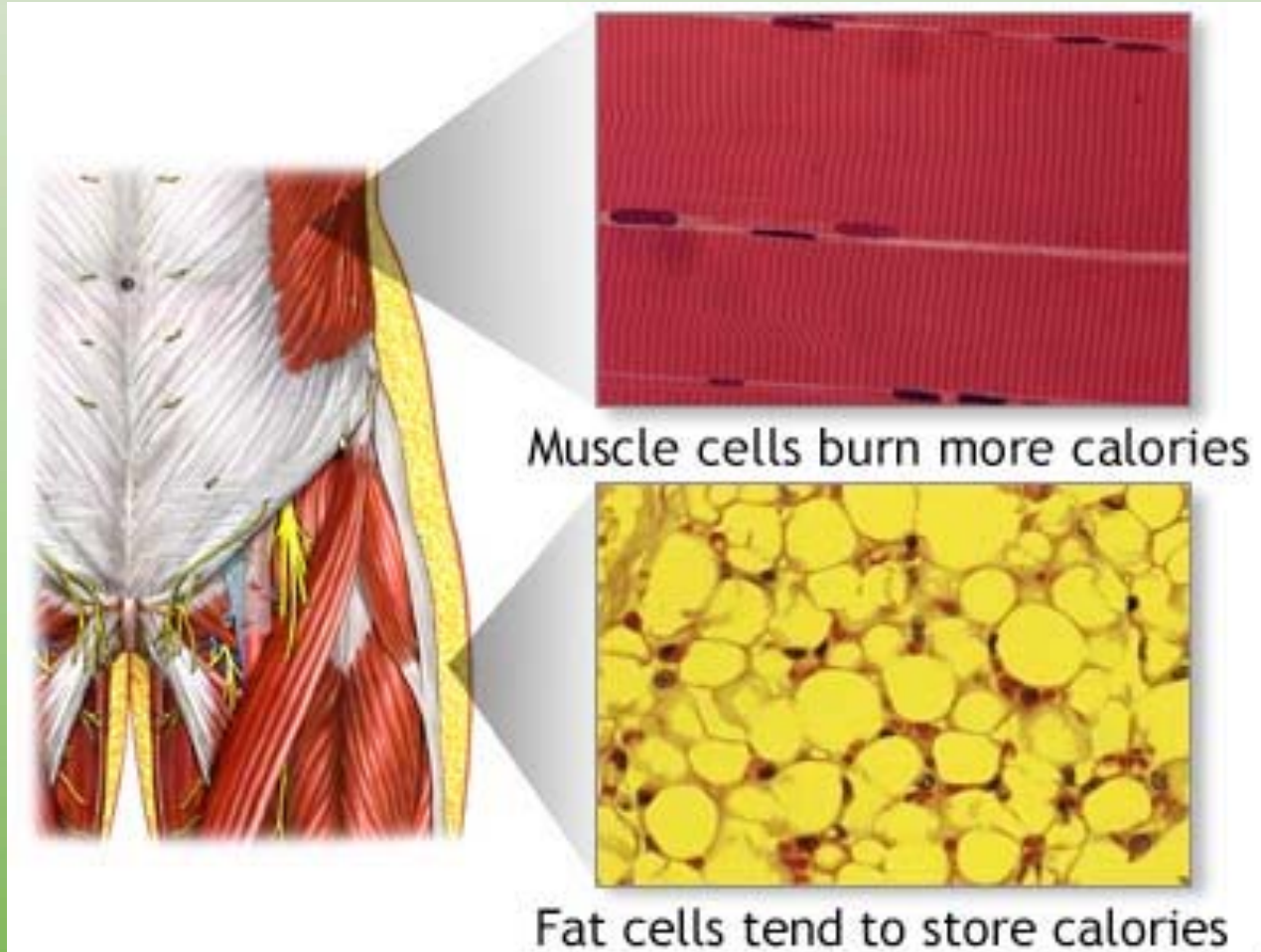
Body Protein

- Protein is stored in the cells of your muscles and organs
- If you don't eat enough protein, your body will break down the protein in your muscles and organs to produce energy
- When you cut calories you must still meet your protein needs
- By eating enough protein and exercising you can build muscle and change your shape forever

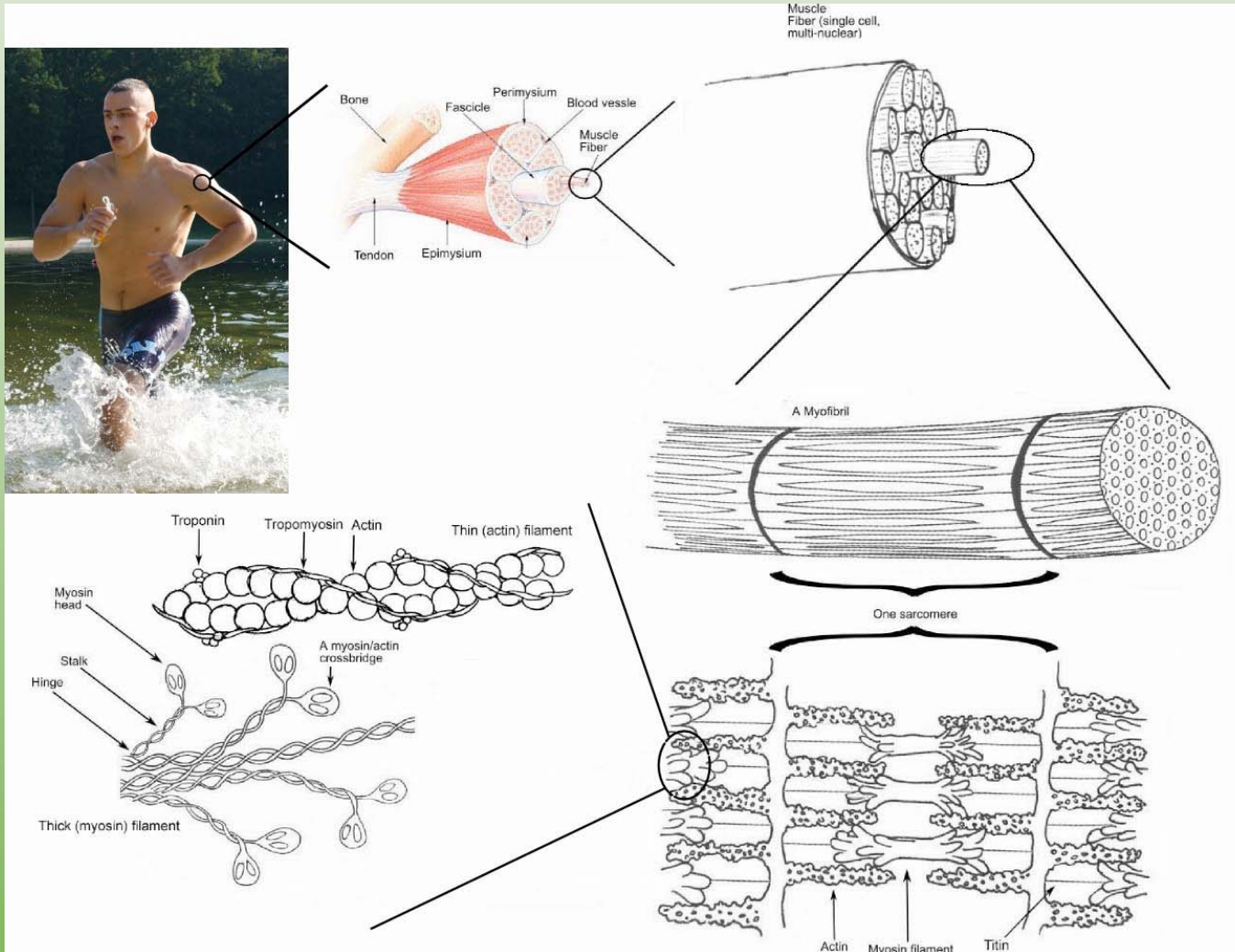
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The Difference Between Muscle and Fat Cells



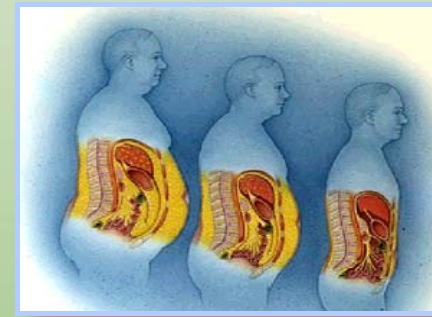
Muscles are Adapted for Exercise



Even if you look thin you can be fat

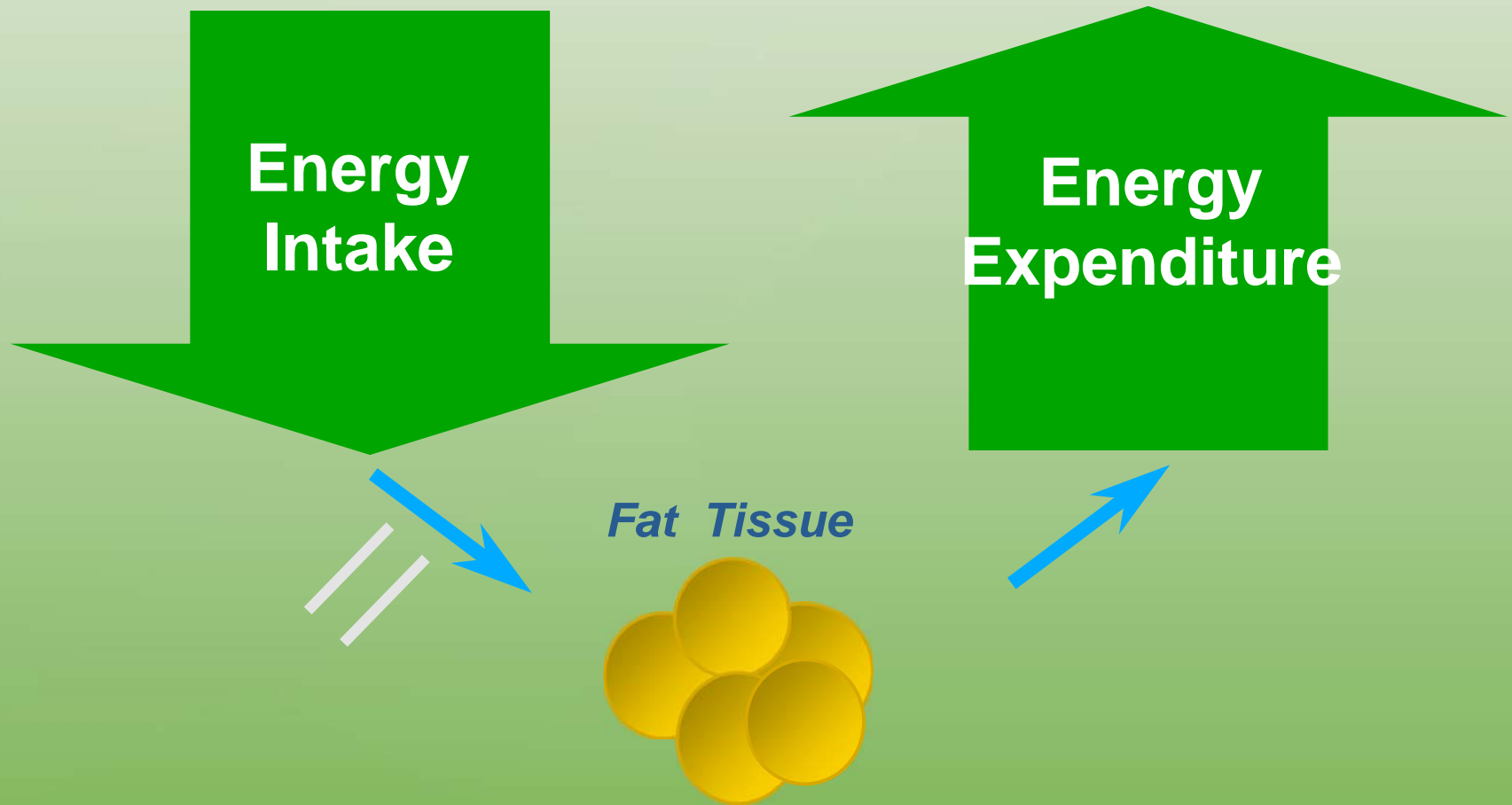


MRI reveals fat around the Heart, Liver and Intestine in individuals with Normal Waist Circumference



- Of the women scanned as many as 45 percent of those with normal BMI scores (20 to 25) actually had excessive levels of internal fat
- Among men, the percentage was nearly 60 percent. This is due to lack of exercise and too little protein in the diet

To Lose Fat Cells You Need to...



Proving, Testing and Providing Powerful Results Today

- Clinical trials to demonstrate the science behind our products
- 3 studies on F1, PPP and the power of protein (in Germany, USA, Korea). In Germany:

“Drinking protein-enriched meal replacement shakes lead to more effective weight-management than limiting calories alone”



“64% of those in the high protein group were considered to be at much lower risk of common health problems associated with being over-weight, compared with 41% who consumed the standard amount of protein”

Why Herbalife?

“I have a *DREAM*...”

- I see people maintaining their health
- I see Herbalife challenging obesity trends
- I see less people being overweight
- I see a formula for change

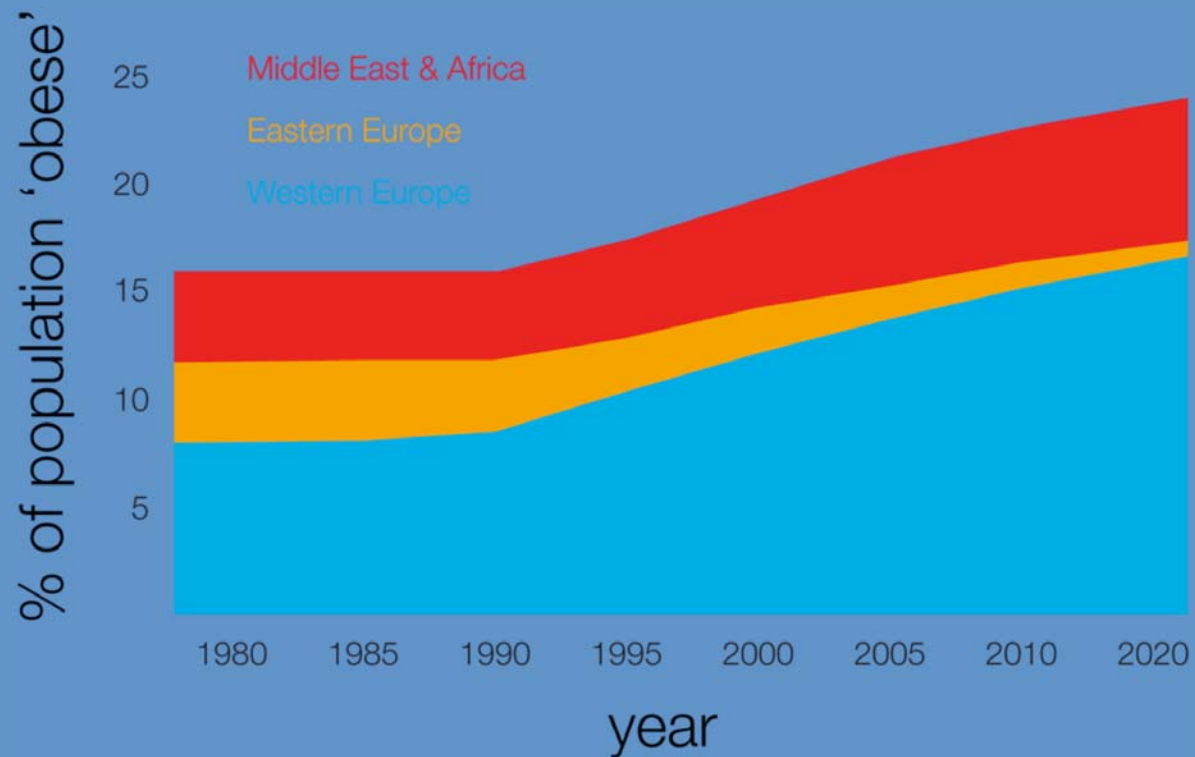
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Why Now?

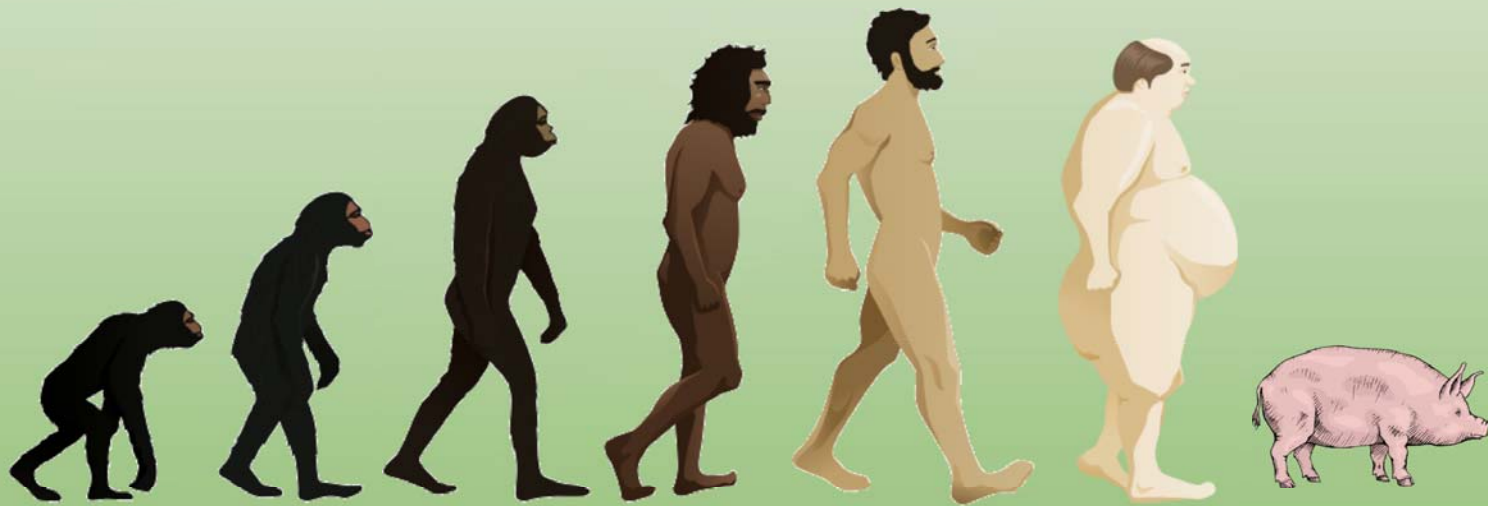


World Health
Organization



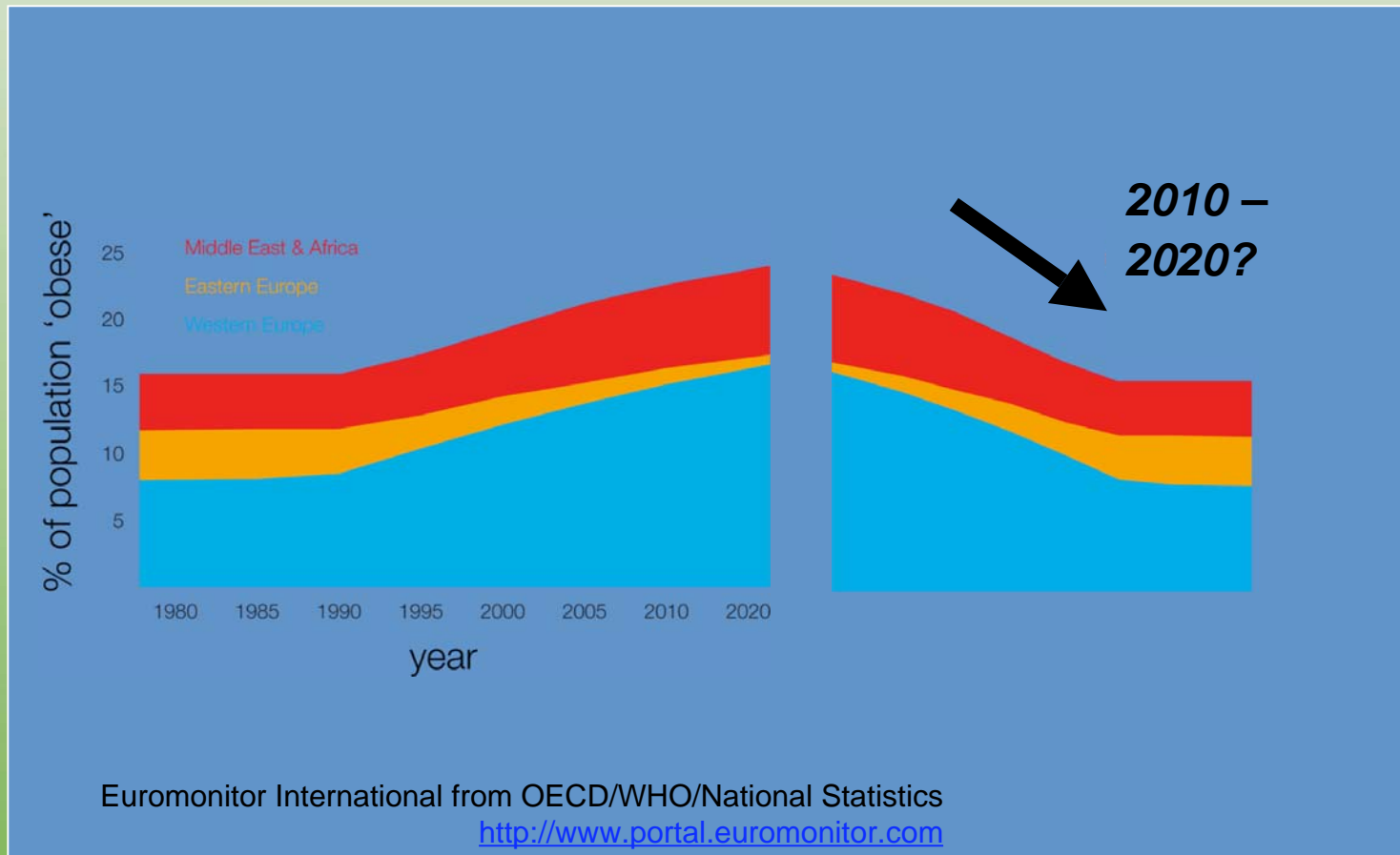
Euromonitor International from OECD/WHO/National Statistics
<http://www.portal.euromonitor.com>

Why Now?

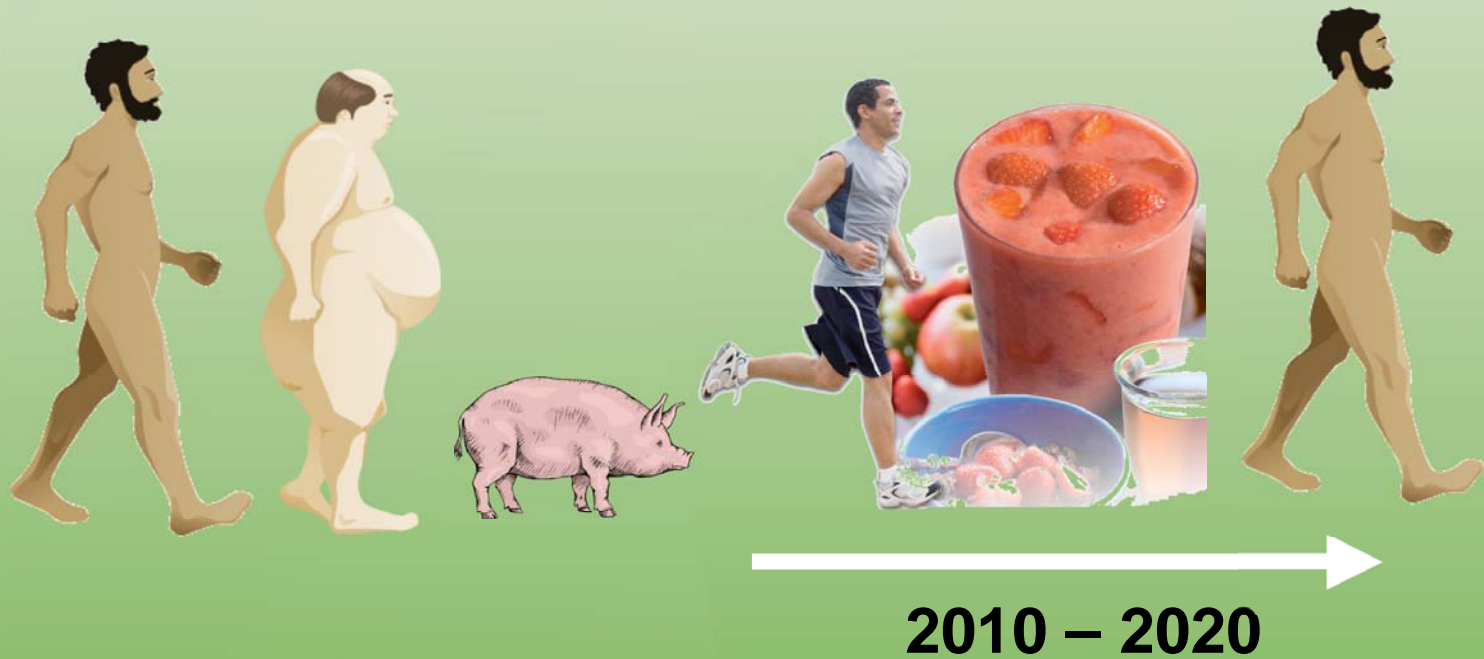


Today = More Overweight People than Underweight

“I have a dream: I see Herbalife leading the way in challenging WHO obesity statistics”



I have *a DREAM...*



**I
have
a
DREAM...**



You are the vehicle to this change



***Product quality and unique combinations of ingredients
create opportunities for Herbalife's 1.9 million "Agents of
Change" to change people's lives***

We're just getting started...



***1.9 million? 3 million agents of change...
A promise for the future***

***“Where else can
everybody come
together at one time
with one common
bond to help people
with better nutrition
and help people better
their lives?”***
Mark Hughes

