

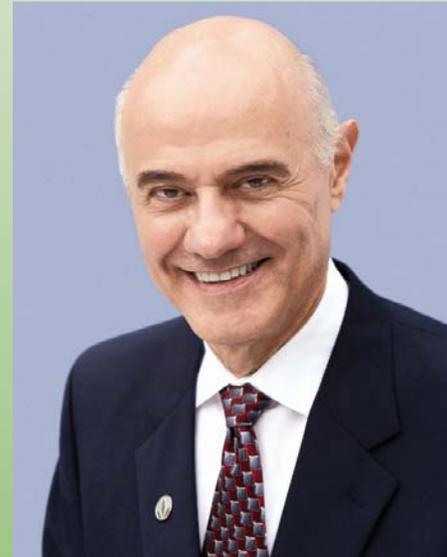
# Steve Henig

Chief Scientific Officer,  
Herbalife international

***Smart Science =  
Great Products<sup>2</sup>***

# Steve Henig, Ph.D

- **Chief Scientific Officer**
- **Leads Herbalife's Scientific Advisory Board (SAB)**
- **Nutrition Advisory Board (NAB)**



# ***My Role: “The Interactor”***

**The  
Science**

**The  
Research**

**NA**

**B**

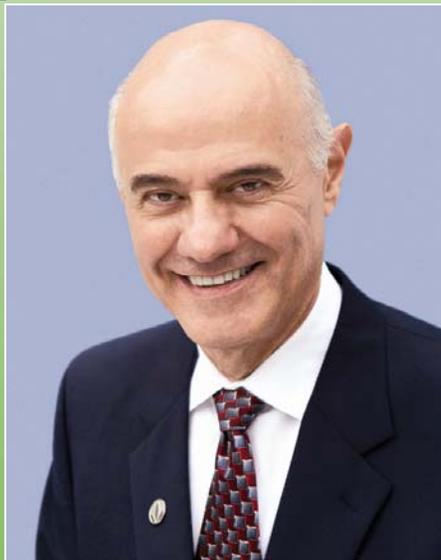
**SA**

**B**

**MOJ**

**Distributor**

**S**



**The  
Products**

# Setting the Product Vision

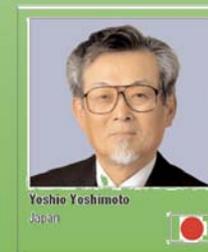
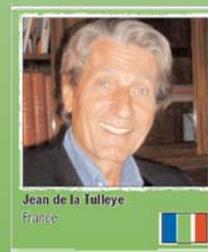
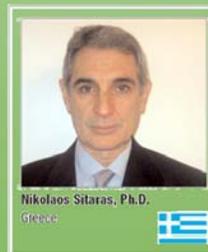
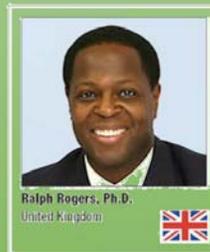
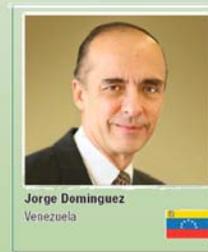
- **Create an environment in which science can flourish**
- **Turning this great science into tangible products that you can distribute**
  - **Identifying future growth areas to ensure product lines are more robust than ever before**
  - **Focussing on keeping existing products powerful**

# Why Herbalife?

Have worked at many blue chip companies, but:

- Science matters at Herbalife
- Herbalife is a leader in nutritional science
- Herbalife uses scientific research to push the scientific edge in our products
- Working with the best people
- Science to develop products that actually make a difference to peoples' lives

# Introducing your NAB



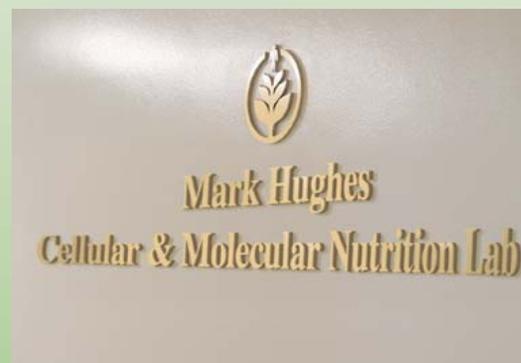
# What Drives our Product Development Strategy?

- New science and research
- Strong internal development process
- Consumer needs, market opportunities
- Legislation
- *And how do we do it?*

# Product Development Based on Science



***Herbalife Science and Product Center***



***Mark Hughes Cellular & Molecular Nutrition Lab***



***The National Center of Natural Products at the University of Mississippi***

# Turning Science into Products

*Selection of quality and key ingredients*



*Botanical evaluation of these select ingredients*



*Scientific substantiation of our products*



*Claims substantiation*

# 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 – helping to fight the international epidemic of obesity



# Turning scientific studies into products



- ***Nitric Oxide, a naturally occurring gas, promotes good vascular & normal blood circulation***
- ***Niteworks® contains L-Arginine - can help Nitric Oxide production with healthy active lifestyle***

- ***Formulated with an advanced glucosamine complex***



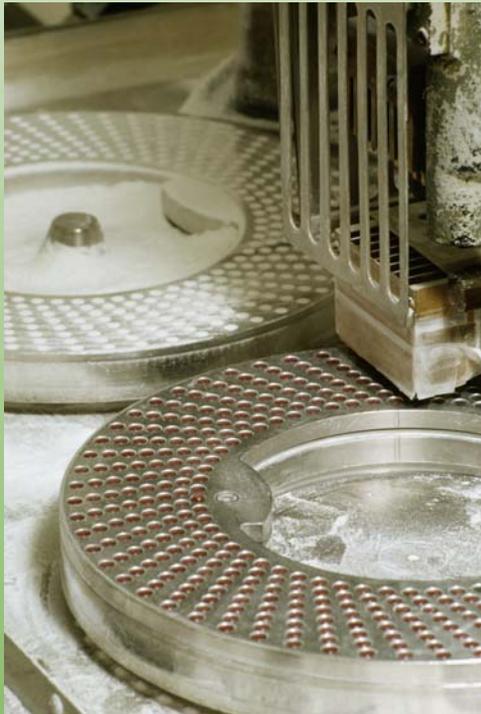
- ***Using Isomaltulose, a naturally derived source of sugar***

# Consulting with Distributors

- **Assessing market demand**
- **Sharing ideas with Distributor focus group**
- **Product details – USP, segment, pricing**
- **Taste testing**
- **Making it simple for you to deliver the products**

# Launch of Products

## *Manufacturing & Production*



## *Commercial Opportunity & Economics*



## *Training*



# Globally Affiliated Scientific Excellence

