



DISTRIBUTOR  
REFERENCE  
GUIDE

HERBALIFE

# Heart Health

PRODUCTS



HERBALIFE.

Put the power of Heart Health in your hands.

# Herbalife Has You Covered

Herbalife's Heart Health products are the most advanced and comprehensive line of supplements to support heart health!\*

- Exclusively endorsed by Dr. Lou Ignarro, Nobel Prize-winning scientist
- Developed with cutting-edge science that includes Neptune Krill Oil (NKO®)† and Nitric Oxide
- Combine Herbalife's Heart Health products with Herbalife's other Cellular Nutrition products for optimal nutrition

## What are Herbalife Heart Health Products? And How Do I Sell Them?

The best way to determine which products are right for your customers is to understand the product benefits and match them with your customers' needs. Below are a few recommendations:

### For customers who want basic heart health protection\*

IMPROVED



NEW



#### Herbalifeline®

- Exclusive blend of high-quality Omega-3 fatty acids
- Maintains cholesterol and triglyceride levels already within a normal range\*
- Now with 50% more Herbalifeline® per softgel

#### Tri-Shield™

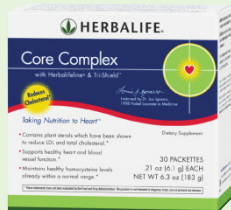
- 100% pure Neptune Krill Oil provides Omega-3 fatty acids, phospholipids and antioxidants, for enhanced nutrient absorption and antioxidant protection\*
- Helps maintain cholesterol and triglyceride levels already within a normal range\*

#### Mega Garlic Plus

- Supports healthy circulation and a healthy heart\*
- Garlic supports and enhances your body's immune function\*
- Helps provide antioxidant protection\*

### For customers who want advanced heart health protection\*

NEW



OR



#### Core Complex

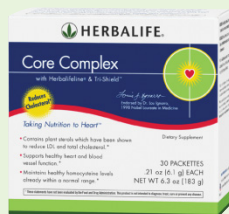
- Each packette contains plant sterols, mixed tocopherols, quercetin, alpha lipoic acid, B vitamins, plus Herbalifeline® and Tri-Shield™ softgels
- The only Herbalife Heart Health product with plant sterols, which are shown to reduce LDL and total cholesterol††
- Provides superior antioxidant protection, which supports circulation and strengthens blood vessels\*
- Helps maintain homocysteine levels already within a normal range\*

#### Niteworks®

- Proprietary combination of L-Arginine and L-Citrulline to produce more life-supporting Nitric Oxide\*
- Keeps blood vessels toned, flexible and youthful for improved circulation\*
- Enhances blood flow, supporting function of the heart, brain and other organs\*
- Helps support healthy blood pressure levels already within a normal range\*

### For customers who want ultimate heart health protection\*

Core Complex



Niteworks®

†NKO® is a registered trademark of Neptune Technologies & Bioresources, Inc.  
 †† Foods containing at least 0.65 gram per serving of plant sterols, eaten twice a day with meals for a daily intake of at least 1.3 grams, as part of a diet in saturated fat and cholesterol, may reduce the risk of heart disease. A packette of Core Complex supplies 1.3 grams of plant sterols.

\*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.

## Selling Tips

Who to target?	Existing Heart Health customers	Existing Weight Management customers	Existing Energy & Fitness customers	All adults—whether in their 20s, 40s or 60s	People with stressful lifestyles
Why heart health products?	These customers already value heart health and now you can offer even more advanced protection.	Persons who are or have been overweight have an increased chance of heart disease.	Heart health maintenance is essential for optimum performance.	Heart health awareness is higher for age 50+, but adults at any age should be concerned about heart health.	Stress at any age is a contributing factor to heart disease.

## Know Your Risk Factors

The first step in heart health is understanding risk factors such as:

- **Total Cholesterol:**  
A type of fat made by your body and found in foods
- **HDL (“good” cholesterol):**  
Removes excess cholesterol from your arteries
- **LDL (“bad” cholesterol):**  
Contributes to the build-up of fat in your arteries, which can cause decreased oxygen and nutrients to your heart and other organs
- **Triglycerides:**  
Another form of fat that can indicate other potential problems such as high cholesterol
- **Homocysteine:**  
In excess, this amino acid is another risk factor for heart disease
- **Blood pressure:**  
An indicator of how hard your heart is pumping; high blood pressure can lead to heart attacks or stroke

### ♥ What are desirable numbers?

	Desirable*
Total Cholesterol (TC)	< 200 mg/dL
HDL	> 40 mg/dL
LDL	< 130 mg/dL
Triglycerides (TRG)	< 150 mg/dL
Homocysteine	< 6.3 mmol/L <sup>†</sup>
Blood Pressure	< 120 / 80 mmHg <sup>§</sup>



Do You  
Know Your  
Numbers?

\* Based on NCEP ATP III †Based on Circulation 1995 § Based on JNC7

## Fast Facts

- Heart Disease is the #1 killer globally.<sup>1</sup>
- You can control certain heart health risk factors, such as cholesterol, blood pressure, stress, obesity and smoking.
- There are heart health risk factors you cannot control; family history, sex, race and age all play a role.

## The Opportunity

- 50% of US men and 41% of women have undesirable LDL cholesterol levels.<sup>2</sup>
- Heart disease is projected to be the fastest-growing health condition in the US between 2003-2013 for men and women.<sup>3</sup>

<sup>1</sup> World Health Organization, 2005 <sup>2</sup> Nutrition Business Journal, 2004 <sup>3</sup> American Heart Association, 2004

# Distributor Tools



## Heart Health Customer Brochure

English (Set of 20)

#6797; \$2.25

Spanish (Set of 20)

#6798; \$2.25

Use this brochure as a leave-behind or to introduce customers to Herbalife's Heart Health products and the amazing benefits they have to offer!



## MyHerbalife.com

- Heart Health
  - Learn the basics of heart health so that you can coach your customer on the importance of taking care of their heart today.
  
- Downloadables
  - Access a variety of tools that will help grow your business!
  - Customer Brochure
  - Product Fact Sheets
  - Ingredient Chart
  - Distributor Reference Guide

# Order Your Products Today!



### Core Complex

30 packettes per carton;  
6 softgels per packette  
#0073  
\$84.95

### Tri-Shield™

30 softgels per bottle  
#0100  
\$35.50

### Niteworks®

Lemon-flavored powder mix  
10.6 oz  
#0036  
#1156 (Kosher)  
\$89.95  
5.3 oz  
#3150  
#3147 (Kosher)  
\$48.75

### Improved Herbalifeline®

Now with 50% more Herbalifeline®  
per softgel!  
60 softgels per bottle  
#0065  
\$25.75

### Mega Garlic Plus

30 tablets per bottle  
#0032  
\$12.95