

MLM Company Profile: Herbalife International of America, Inc.



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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

Herbalife International of America is a global network marketing company that was established in 1980.

The founder (www.mlmllegal.com) of the company is Mark Hughes. He studied health and herbs in China and returned to the United States to work with health experts to create the company's product line. He was not only the founder, but the first distributor of the company. He was so influential that Herbalife International of America helped establish the Mark Hughes Cellular and Molecular Nutrition Laboratory at UCLA in 2003.

The company presents a brief timeline:

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1982- Herbalife goes international.

1986- The Company opens trading on the NASDAQ exchange.

1988- Herbalife expands further internationally.

1992- The launch of cutting-edge products.

1994- Hughes unveils the Herbalife Family Foundation.

1996- The Company reaches the \$1 billion milestone.

1998- The Company launches 19 new products.

2000- Herbalife celebrates their 20 th anniversary.

2002- Herbalife goes private with major investors.

2003- Herbalife sales exceed \$1.8 billion.

2004- The Company launches ShapeWorks™ and goes public.

2005- Herbalife's Silver Anniversary.

2006- The Company expands beyond 60 countries.

Impact on the Industry

Herbalife International of America is a member of the Direct Selling Association and supports the Herbalife Family Foundation and its Casa Herbalife program that works to bring good nutrition to children. The company sponsors sporting events and work to support community social efforts.

Discussion of Products

Herbalife International of America sells Core Products as well as products in specific categories, such as Heart Health, Women's Solutions, Men's Solutions, Children's Health, Healthy Aging, Digestive Health, Immune Solutions, and Stress Management. It also sells personal care items for various skin types, Anti-Aging, Body Essentials, Hair Essentials, Fragrances, and Skin Revitalizers.

Discussion of Opportunity

Over 25-percent of (www.mlmllegal.com) distributors reach the rank of supervisor and higher. The annual gross compensation paid to distributors during 2006 averaged \$2,200. Active leaders earn annual gross compensation of \$5,100 during 2006.

The company offers distributor training, which includes the following:

- *Training that supports growing your business through Distributor calls and events, along with advanced marketing materials and tools, including a helpful, easy-to-use Distributor website.*
- *An opportunity to take charge of your life by learning the skills that can help you run a successful and profitable business.*
- *Simple, easy-to-duplicate business programs that are continually redeveloped and refined.*

- Support that requires the application of the highest standards of business ethics, conduct and accountability to all Herbalife Independent Distributors.

For more information, one must contact the company.

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Discussion of Distributor Base and Sales Volume in U.S.

Herbalife International of America has more than 2.3 million independent distributors in more than 75 countries and record retail sales of \$4.3 billion in 2010. Some of the countries in which the company operates in include: United States, Argentina, Australia, Austria, Belgium, Bolivia, Botswana, Brazil, Canada, Chile, China, Colombia, Costa Rica, Croatia, Cyprus, Czech Republic, Denmark, Dominican Republic, El Salvador, Estonia, Finland, France, Germany, Greece, Hong Kong, Hungary, Iceland, India, Indonesia, Ireland, Israel, Italy, Jamaica, Japan, Latvia, Lesotho, Lithuania, Macao, Malaysia, (www.mlmlegal.com) Mexico, Morocco, Namibia, Netherlands, New Zealand, North Korea, Norway, Panama, Peru, Philippines, Poland, Portugal, Puerto Rico, Russian Federation, Singapore, Slovakia, South Africa, Spain, Swaziland, Switzerland, Taiwan, Turkey, Ukraine, and United Kingdom.

Company Website: <http://www.herbalife.com/>

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmlegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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