

BUSINESS

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Today

products
news
health

Meet Blake Morgan


The newest
Chairman's Club member

Extravaganza Las Vegas

Qualify for the biggest
event of the year

Women's Health

Nutritional support
for all ages

 **HERBALIFE®**

“You can’t stop a good idea from taking hold and spreading.”

–Mark Hughes



THE DREAM LIVES ON

For more than 23 years, Herbalife has been affecting people around the world. It’s incredible to think about the success stories we have seen and heard because of the products and the business opportunity. Millions of lives have been changed because one man—Mark Hughes—had a dream.

Few of us are aware of the moment that destiny sets a series of events into motion. For Mark, there was no question. Even at the age of 18, Mark was concerned about people who damaged their bodies through unhealthy dieting practices. As a result, he committed himself to finding a safe and effective way for people to lose weight and improve their health, and at the same time offering a financial opportunity to those who wanted a better life.

Mark learned everything he could about nutrition, herbs, dieting and wellness. And he mastered the business of multilevel marketing. As a result, he developed the best weight-loss and

wellness products, as well as the best marketing plan in the industry. His marketing tools were simple—the product, the marketing plan and the “Lose Weight Now, Ask Me How[®]” button. Any obstacles Mark faced in the early days only made him work harder because he saw a future no one else even imagined.

Mark’s limitless imagination, boundless energy and enthusiasm, and his unwavering belief in the products and the opportunity, were what captured the spirit of everyone who wanted to be a part of Herbalife. Mark may have had the dream, but it was his Distributors that helped him turn his business into a multibillion-dollar international company.

It is our responsibility to carry on what Mark started. Distributor by Distributor and customer by customer, we can take this dream beyond even what Mark could have ever imagined.



Blake Morgan

Herbalife's 20th Chairman's Club Member

Blake Morgan was watching the news in Canada some 20 years ago when a segment about the Herbalife opportunity caught his eye. Intrigued, he called right away to learn more. But because he was just 17 years old, the person he got on the other end of the line was more interested in signing up his parents.

“They didn’t take me seriously, but I wouldn’t give up.”

At the time, Blake was a high-school dropout making about \$300 a month mowing lawns and working as a busboy. He had even tried his hand at chicken catching. He looked at Herbalife as an opportunity to earn enough gas money for his '67 Camaro. But two years later, when he totaled the car while drag racing, he decided it was time to get serious about life and Herbalife.

“Once I committed myself to the business, I owned my hometown of Vancouver, B.C.”

So how did this self-described “brat” become Herbalife’s 20th Chairman’s Club member? Blake put himself on a rigorous schedule. He worked 16 hours a day, seven days

a week for the first year, delivering products and getting himself to Herbalife Opportunity Meetings in a beat-up Datsun that he couldn’t even afford to park on city streets. “I worked very hard in those first few years because I didn’t bring any real skills to the business,” Blake says. “But you don’t have to work that many hours to achieve success. That’s the beauty of Herbalife. You decide how much you want to earn.”

“The only thing you need to succeed at Herbalife is determination.”

On Friday nights, instead of going out with his buddies, Blake stayed in for what he affectionately calls, “Friday night at the movies with the Herbalife Broadcast Network (HBN). At the start, Blake committed himself to
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From top right: Blake enjoys his Lamborghini. Blake suns himself aboard the Princess Lauren. Blake visits St. Mark's Square in Venice.



passing out 600 recruiting flyers and 400 retail flyers a day. In fact, in the beginning, because he didn't have the money to make photocopies, he hand drew flyers.



"I never doubted success. I always knew it was possible with Herbalife."

During the second year, Blake committed himself to a work schedule of 16 hours a day, but six days a week. He followed this plan of action for the next few years. When his monthly income was over \$10,000, he took his business beyond the Canadian border.

He started with Seattle, then Los Angeles, then Dallas, among other cities. Blake moved to each location to help train each organization and get them off the ground. Not only did it set the stage for how he would develop an international business in countries as far away as Chile, the Philippines and Italy, to name a few, it inspired others in his organization to follow his lead.

"You can build your business by traveling to places or you can do it from your home base."

Blake attributes his hard work and perseverance in the early years to his current success. Today he has an international organization that includes more than 140,000 Distributors! Best of all, now he decides when and how much he will work.

"The success I've experienced though duplicating myself has allowed me to retire three times."

Today, Blake enjoys working with and teaching other Distributors what he has learned, while taking pleasure in the Herbalife lifestyle. He now owns a home overlooking the high school he was thrown out of in ninth grade. And he also owns homes in Florida and the Bahamas. He jet sets around the world on the Concorde, and has developed incredible friendships with people everywhere. But most important to Blake: he's living debt-free.

"I've paid cash for everything—houses, my Porsche, Lamborghini, vacations—everything!"

Additionally, Blake receives tremendous satisfaction from taking care of his family, which he has done financially since he was 21. Blake bought his parents a home and has taken them on many trips that they otherwise could not afford. And he's been able to buy his brother a restaurant in Canada. "I know my group and myself will accomplish even greater things in the next 20 years," Blake says.

In fact, as a "thank you" to many of his top Distributors and leaders from around the world—and his family—Blake took them on an all-expense-paid trip around the Caribbean onboard the *Princess Lauren*, a four-story yacht whose guest book is a who's who of the rich and famous. The price tag for the trip: \$300,000. And he paid cash.

"I take great pride in being able to help my family and others."

For a man who no one took seriously in the beginning, a man who had \$100 in the bank when he opened for business, Blake Morgan is living proof that dreams can come true with Herbalife. Many people didn't think Blake would make it in the business, but he did. Some people didn't think he would qualify for President's Team, but he did. Others didn't think he'd make Chairman's Club, but he did. At President's Summit 2003, Blake announced that he was working on achieving Founder's Circle next. And if his track record is any indication of what's to come, there's nothing to keep him from achieving his dream!*



There's still time to qualify!

Don't Miss the Biggest Event of the Year

June 4-8



As Extravaganza draws nearer, thousands of Distributors are gearing up to attend Herbalife's biggest and most celebrated event of the year. But if you haven't already qualified, there's still time! Here's a look at what you can expect:

Extravaganza Celebration & Training

Friday, June 6 – Sunday, June 8

Qualify for the Extravaganza Celebration & Training and get ready to:

- Have a chance to be one of our 23 prize winners and you may drive away in a 2003 Porsche Carrera Convertible or enjoy \$10,000 in cash, a large flat panel TV and many more exciting prizes!
- See the "big picture" and pump up your earnings potential in just days
- Learn from the masters how to build your downline and take your business to the next level
- Get retail and recruiting tips you just can't get anywhere else
- Celebrate into the early hours at a spectacular Friday-night party open to all qualifiers
- Check out more than 25 incredible booths in the Expo Area

Open to all newly qualified Supervisors from February through May 2003, plus any existing Fully Qualified Supervisors who achieve 2,500 Total Volume Points in one calendar month from February through May 2003.

Extravaganza Leadership Events

Wednesday, June 4 – Friday, June 6

Qualify for up to three incredible leadership days with the Extravaganza 2003 Leadership Retreat so you can:

- Enjoy non-stop fun, adventure and excitement
- Be pampered and rewarded for your hard work and commitment to Herbalife
- Build lifelong relationships with other Distributors who are as serious about success as you are
- Meet Herbalife's top producers and share business-building techniques
- Experience special training to get to the next level

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