



Customer Success Guide

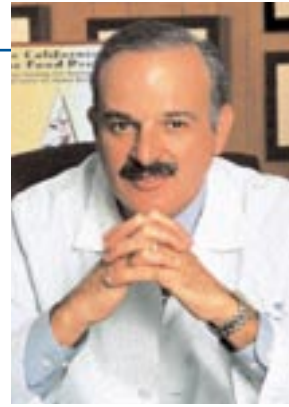


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Foreword



My experience with thousands of patients over the past 25 years has taught me that a one-size weight-loss plan does not fit all. Individualized approaches to getting into shape work best—approaches in which people use programs customized to their own shapes and body composition, approaches that fit their lifestyles and their personalities.

My theories and philosophies of weight loss are reflected in the ShapeWorksSM program. A healthy diet is one in which you eat an amount of protein in your diet that is matched to the protein needs of your body. And it helps you build or maintain lean muscle, which burns calories and helps keep your metabolic rate up. You learn to watch the calories you burn at rest and how fast you can lose weight on the number of calories in your personalized weight-management program. You also learn what your target weight (based on the proper ratio of fat to lean) should be and see how it compares to what you think you should weigh.

If you tried to get all the protein you needed from foods such as meats, you would consume too many calories, because protein usually comes with extra fat calories in these foods. But by using a variety of delicious, protein-enriched meal-replacement shakes, you can easily obtain the protein your body requires to build or maintain lean muscle mass and feel full and satisfied. High-protein shakes, along with healthy meals and exercise, can help you realize easy and lasting weight loss. A healthy meal also is rich in colorful fruits and vegetables. This is because the substances that give fruits and vegetables their “color” (called phytonutrients) may provide a number of health benefits. In addition, this program guide also discusses the role of exercise in building lean body mass (muscle) and in reducing stress.

In my practice at UCLA, I have helped people learn about their individual bodies and, based on that, how to eat better and lose weight.* Today, I am proud to be the Chairman of the Scientific and Medical Advisory Boards for Herbalife International, one of the largest distributors of high-quality meal replacements in the world. Herbalife has embraced the ideas and the science that I have used in my practice. I hope this program helps you achieve your goals and your ideal weight.

A handwritten signature in blue ink that reads "David Heber M.D. Ph.D.".

David Heber, M.D., Ph.D.

Los Angeles, California

March 2004

*Dr. Heber's title is for identification purposes only. The University of California does not endorse specific products or services as a matter of policy.

Cellular Nutrition and the Power of Protein

At Herbalife, we understand the challenges you face when it comes to losing weight. That's why we've created the ShapeWorks™ Program. A breakthrough in weight loss, the ShapeWorks™ Program combines our 25-year heritage of weight loss with the latest in scientific research. By combining Cellular Nutrition and the power of protein, you experience more energy and control hunger while you lose weight. The ShapeWorks™ Program is simple, healthy, and best of all-it works.

It's as easy as 3-2-1:

3

Times
A Day



Take your supplements three times daily to enhance your health and give your body the benefits of Cellular Nutrition.



2

Shakes, Personalized



Enjoy two meal-replacement shakes, personalized to the protein needs of your body, plus protein snacks to keep your metabolism up and hunger at bay. No need to count calories. Shakes are simple, delicious and fun.

1

Colorful Meal



Eat a healthy meal including plenty of colorful fruits and vegetables.



Delicious and Nutritious
2 shakes a day + 1 colorful meal
+ protein snacks



A close-up photograph of a person's hands holding a green measuring tape around their waist. The person is wearing a white t-shirt. The background is a solid blue color. The text "KNOW YOUR BODY" is overlaid in white, bold, sans-serif font across the center of the image.

KNOW YOUR
BODY

What shape are you?

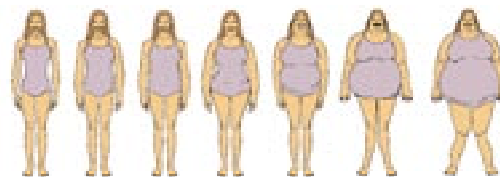
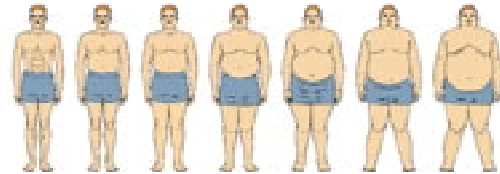
Shape and weight are related, but they're not the same thing. You have inherited one of the natural body shapes, depending on whether you tend to carry weight in your upper body or lower body or put on weight proportionately.

What Your Shape Means

Upper

You carry fat in your upper body: face, neck, chest and waist. Includes women and almost all men.

- *Upper-body* fat is usually caused by diet and lack of exercise.
- Fat around the waist usually means that there is also internal fat, which may cause serious health problems.
- Reducing internal fat can dramatically improve your health.
- Cutting calories alone will not eliminate upper body fat.
- To lose this weight, remodel your percentage of lean body mass with calorie management, protein and exercise.

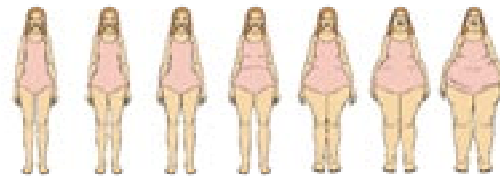


Upper

Lower

You carry fat in your lower body: hips and thighs. Predominately women.

- *Lower-body* fat is partially inherited, partially a result of diet.
- This type of fat does not cause specific health problems.
- Cutting calories and increasing exercise may not be sufficient to reduce lower-body fat.
- Eat more protein and include lower-body exercises in your workout.

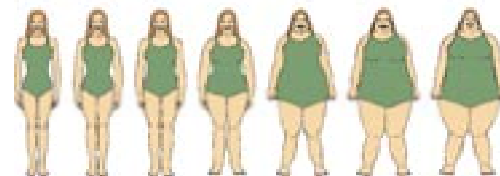


Lower

Proportional

When you put on weight, it is spread proportionately throughout your body.

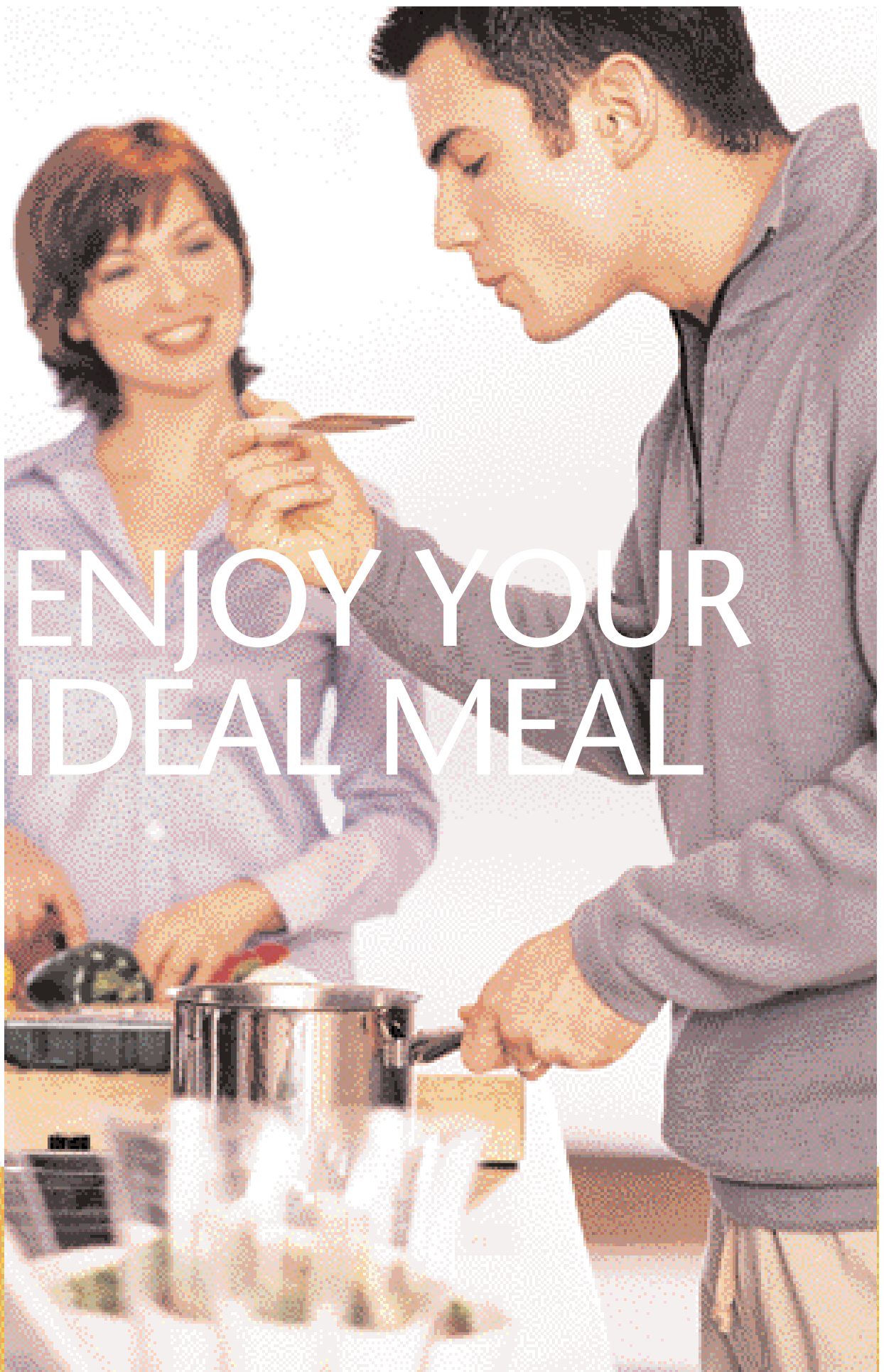
- You may not notice weight gain because it's spread throughout.
- Suggest overall body conditioning.



Proportional

It's Not Just Your Weight. It's Your Body Composition.

Healthy target weight is based on your lean body mass, which includes your muscles, bone, minerals and other nonfat tissue in your body. The more muscle mass you have, the more calories your body burns. Remember, you need a certain amount of body fat for good health. It stores the energy your muscles need and serves as your body's shock absorber. Too little body fat can be as unhealthy as too much.



ENJOY YOUR
IDEAL MEAL

Personalization is the Key

Increase protein to control appetite and maintain lean body mass.

The more lean body mass you have, the higher your metabolism and the more calories you'll burn. Eating more protein helps control your appetite, making weight loss easier.

Protein + healthy carbohydrates = success.

The right amount of protein combined with healthy fruits and vegetables results in less hunger and a more balanced approach to losing weight.

You need protein to stay strong and healthy.

If you don't eat enough of it every day, your body will steal protein from your muscles and organs.

Remember, not all protein is created equal.

15% to 35% of your diet should be lean protein that doesn't contain significant levels of fat. The ShapeWorks™ personalized high-protein, low-fat program makes burning calories easy, tasty and satisfying.

The Herbalife Difference

ShapeWorks™ helps you customize your protein intake and control hunger with delicious, meal-replacement shakes.

- **Formula 1 Shake** is loaded with heart-healthy soy protein. It offers you all the nutrition of a meal with a minimum of calories.

- **Formula 3 Personalized**

Protein Powder is our own proprietary blend of whey and soy proteins. Add it to your Formula 1 Shake to increase your protein intake with minimal additional calories.

And don't forget Formula 2 Multivitamin Complex for nutritional support, especially when you're on a weight-loss program.

RMR

Your Resting Metabolic Rate (RMR) is the number of calories you burn at rest. Your RMR helps determine how many calories you can eat per day and still lose weight.



Soy protein

is the highest-quality plant protein available. It's an excellent source for the amino acids your body needs, as well as antioxidants to help you maintain healthy cells. Soy protein is long-acting and slowly metabolized.

Whey protein

provides amino acids and mixes well with nonfat (skim) milk or soy milk to create creamy, delicious shakes. Whey protein is fast-acting and quickly metabolized.



Enjoy Your Ideal Meal

Ideal Meal–Formula 1 Shake

ShapeWorks™ is based on Herbalife's delicious, easy-to-use meal-replacement shakes, made with Formula 1 Nutritional Shake Mix and Formula 3 Personalized Protein Powder. Some potent advantages of this plan are:

- Helps control hunger and boosts energy*
- Contains soy protein, which is good for your heart as well as satisfying your hunger
- Low in saturated fat, cholesterol and calories
- A good source of fiber
- Easily digestible
- Includes a variety of flavors, so you'll never get bored

MAKE A MEAL IN TWO MINUTES

Try various Formula 1 Shake flavors with your favorite fruits for flavor variety. A few minutes of preparation will build a lifetime of benefits.



Make a Shake

In a blender, combine:

- 1 cup of nonfat or soy milk
- 2 scoops of Formula 1 Nutritional Shake Mix
- Your personalized amount of Formula 3 Personalized Protein Powder
- 1 cup fruit

Blend well and enjoy.

If you like your shakes thick and extra cold, add one-half cup of crushed ice to the blender and/or use frozen fruit.

Protein Snacks

ShapeWorks™ helps you create a healthy lifestyle without making you feel hungry or deprived. You don't even have to give up snacks, thanks to these Herbalife alternatives.

Craving sweets? Treat yourself to one of the several flavors of an **HPLC Bar** or an **HPLC Shake**. Either will satisfy your sweet tooth and provide extra protein to help reduce your hunger and maintain your energy.

Do you have the urge for chips or nuts? Grab a handful of **HPLC Roasted Soy Nuts**. They're sprinkled with Cardia® Salt, which contains 54% less sodium than regular salt. So, you can enjoy the crunch and taste that you want without falling off the wagon.

Want a beverage for a quick pick-me-up? Power up with a refreshing **HPLC Drink**, or iced **Herbal Concentrate** or **N-R-G Tea**.

Need a warm snack on-the-run? Stir up a nutritious cup of **HPLC Soup** in minutes. Just add hot water and stir for a quick snack or as part of a nutritious meal.

*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.

reality check

If you burn 1,200 calories per day, a 600-calorie cola is half of your daily limit.



Carbohydrates: A Rainbow of Foods



Colorful fruits and vegetables are the foundation of your daily menus. Full of vitamins and minerals, they help maintain your organs and immune system, keeping your body strong as the weight comes off.

ShapeWorks™ makes it easy to choose the right fruits and vegetables for your meal plan by organizing them into seven unique color groups. Both men and women should include at least one serving from each group every day.

Simply eating more fruits and vegetables is not the answer— they must be the right fruits and vegetables. Starchy vegetables such as peas or lentils (200 to 250 calories per cup) are healthy, but they contain more calories than you may want. If you need to eat more to satisfy your hunger, add low-glycemic-load vegetables. For example, spinach and asparagus are better choices than higher-calorie corn and peas. A cup of spinach topped with 1/2 cup of tomato sauce has only about 90 calories, but it gives you nutrients from two color groups.

Why Not Brown and Beige?

When considering which foods to enjoy sparingly, also use color as a guideline. Many brown and beige carbohydrates, like pasta, beans and potatoes, while healthy, also tend to be high in calories.

Color Counts:

2 cups of spinach = 80 calories

2 cups of rice or potatoes = 500 calories

the doctor says

Colorful foods provide nutrition from the family of chemicals called phytonutrients or “plant” nutrients. These substances contribute to your healthy-food program.



Making Sense of Carbohydrates

Your body converts carbohydrates into sugar, which gives you energy. That’s the good news. The bad news is that some carbohydrate foods turn into too much sugar too fast, with too many calories. You can identify which carbohydrates are good for you and which to avoid by checking their glycemic index and glycemic load.

Glycemic Index measures how fast the carbohydrates in a food turn into sugar in the body. Foods with a high-glycemic index convert into sugar very quickly, with negative physical effects. Foods with a low-glycemic index turn into sugar gradually, helping maintain your body’s chemical balance. In general, foods with a low index are preferable.

Glycemic Load measures the amount of sugar a food actually releases in the body. Foods with a low-glycemic load usually have a low-glycemic index. They are good choices for your meal plan. Foods can have a high-glycemic index, yet still have a low-glycemic load. Other foods have both a high index and a high load. You should avoid high-load foods as a regular part of your meal plan.

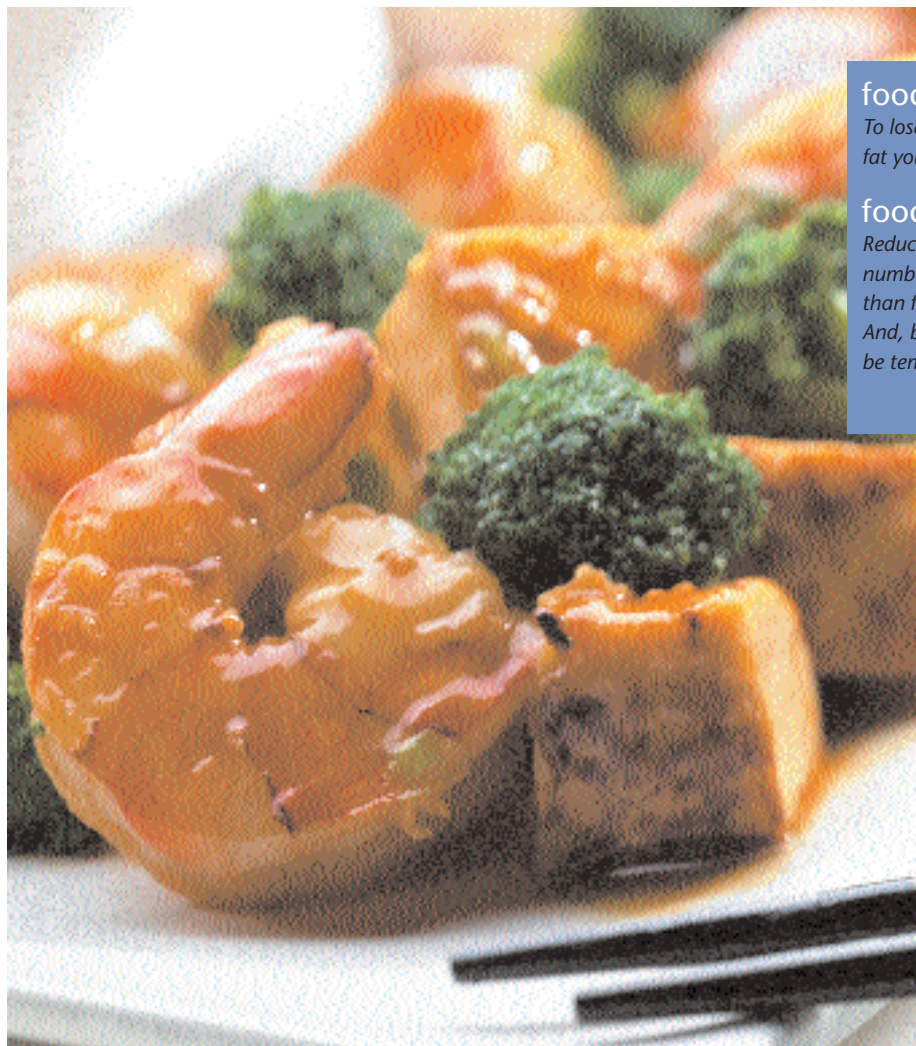
When you choose carbohydrate foods, always check both their glycemic index and glycemic load. Detailed tables with this information are widely available. Use the chart below to get started.

Like carbohydrates, fats can have a positive or a negative effect. Good fats can lower your risk of heart disease. Good fats are found in olive oil, fish, olives, avocados and walnuts. But remember, even good fats have a lot of calories, so use sparingly!

GLYCEMIC INDEX	High-Glycemic Index		Medium-Glycemic Index		Low-Glycemic Index	
	Fruits and Vegetables	Starches	Fruits and Vegetables	Starches	Fruits and Vegetables	Starches
	Corn	Bagel	Apricot*	French Fries	Apple*	Barley*
	Cranberry Juice	Bread (white)	Grape*	Oatmeal	Asparagus*	Black Bean*
	Orange Juice*	Refined Cereal	Pineapple*	Pita Bread	Broccoli*	Kidney Bean*
	Raisin	Granola	Watermelon	Waffle	Brussels Sprout*	Lentil*
		Muffin			Cauliflower*	Pea*
		Pasta			Celery*	
		Potato			Cherry*	
		Pretzel			Cucumber*	
		Rice			Grapefruit*	
		Tortilla (flour)			Green Bean*	
					Green Pepper*	
					Kiwi*	
					Lettuce*	
					Mushroom*	
					Onion*	
					Orange*	
					Peach*	
					Plum*	
					Spinach*	
					Strawberry*	
					Tomato*	
					Zucchini*	

*Low glycemic-load foods.

Your Meal Plan



food myth

To lose weight, you need to cut out all the fat you eat.

food fact

Reduced-fat foods often have the same number of calories, or even more calories, than full-fat products due to added sugar. And, because they are “low-fat,” you may be tempted to eat a larger serving.

A 25–30 gram protein portion

is a serving of lean meat about the size of your palm or a Formula 1 Shake made with nonfat milk or plain soy milk and adding two tablespoons of Formula 3 Personalized Protein Powder.

A portion of fruits or vegetables is about the size of your fist.

These **guidelines** are, of course, not exact. A palm-sized protein portion will range between 25 and 30 grams of protein.

In addition to your two Formula 1 Shakes, enjoy a healthy, well-balanced meal.





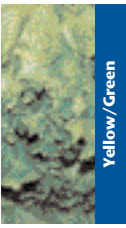
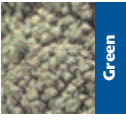

Now that you know your nutritional needs, you can create a personal meal plan with the right amounts of protein, fruits, vegetables, whole grains and fiber.

Did you ever think that a personalized ideal-meal plan would let you eat a vegetable salad, barbeque chicken, corn-on-the-cob and sliced kiwi with strawberries and a drizzle of chocolate? Colorful eating is about good choices, not about doing without.


Pick the foods and flavors that you enjoy. Remember that protein plus healthy carbohydrates will help you burn calories and keep you feeling full. In the following pages, you'll learn more colorful ways to meet your food requirements and learn more about other Herbalife products that will support your ShapeWorks™ Program.



Food Charts


	Food Item	Portion	Calories	Food Item	Portion	Calories
 Red/Purple	Beets, cooked	1 C	75	Prunes	3 whole	60
	Eggplant, cooked	1 C	30	Red Apple	1 medium	100
	Red Cabbage, cooked	1 C	30	Red Pear	1 medium	100
	Blackberries	1 C	75	Red Wine	4 oz. glass	80
	Blueberries	1 C	110	Strawberries	1 C, sliced	50
	Grapes	1 C	115	Peppers, red, chopped	1 C	30
	Plums	2 small	70			
 Red	Tomato Juice	1 C	40	Pink Grapefruit	½ fruit	40
	Tomato Sauce or Puree	1 C	100	Pink Grapefruit Juice	½ C	50
	Tomato Soup, made w/ water	1 C	85	Watermelon	1 C balls	50
	Tomato Vegetable Juice	1 C	45	Tomatoes, raw, chopped	1 C	40
	Tomatoes, cooked	1 C	70			
 Orange	Acorn Squash, baked	1 C	85	Apricots	3 whole	50
	Carrots, cooked	1 C	70	Cantaloupe	1 C cubes	55
	Pumpkin, cooked	1 C	50	Mango	½ large	80
	Sweet Potato	1 C	200	Carrots, raw	1 C	50
	Winter Squash, baked	1 C	70			
 Orange/Yellow	Nectarine	1 large	70	Peach	1 large	70
	Orange	1 large	85	Pineapple	1 C, diced	75
	Orange Juice	½ C	50	Tangerine	1 medium	45
	Papaya	½ large	75	Yellow Grapefruit	½ fruit	40
 Yellow/Green	Collard Greens, cooked	1 C	50	Avocado	½ average fruit	80
	Corn	1 ear	75	Honeydew	1 C cubes	60
	Green Beans, cooked	1 C	45	Kiwi	1 large	55
	Green Peas	1 C	140	Cucumber	1 C	15
	Mustard Greens, cooked	1 C	20	Pepper, green, chopped	1 C	30
	Spinach, cooked	1 C	40	Pepper, yellow, chopped	1 C	30
	Turnip Greens, cooked	1 C	30	Romaine Lettuce	1 C	10
	Zucchini, with skin, cooked	1 C	30	Spinach, raw	1 C	10
 Green	Broccoli, cooked	1 C	45	Chinese Cabbage, cooked	1 C	20
	Brussels Sprouts	1 C	60	Kale, cooked	1 C	35
	Cabbage, cooked	1 C	35	Swiss Chard, cooked	1 C	20
	Cauliflower, cooked	1 C	30	Cabbage, raw	1 C	20
 White/Green	Artichoke	1 medium	60	Mushrooms, cooked	1 C	40
	Asparagus	1 C	45	Onion, cooked	1 C	105
	Celery, diced	1 C	20	Endive, raw	1 C	10
	Leeks, cooked	1 C	30			

Food Charts




Protein Foods

Food Item	Portion	Calories	Protein (gm)
Egg Whites	7 whites	115	25
Nonfat Cottage Cheese	1 C	140	28
Formula 1 + Nonfat Milk + PPP	2 scoops Formula 1 + 1 C Nonfat Milk + 2 tbsp PPP	220	29
Soy Canadian Bacon	4 slices	80	21 (varies)
Soy Cereal	½ C	140	25 (varies)
Formula 1 + Soy Milk + PPP	2 scoops Formula 1 + 1 C Soy Milk + 2 tbsp PPP	220	29
Turkey Breast	3 oz (cooked wt.)	135	25
Chicken Breast	3 oz (cooked wt.)	140	25
Lean Red Meat	3 oz (cooked wt.)	145–160	25
Ocean-Caught Fish	4 oz (cooked wt.)	130–170	25–31
Shrimp, Crab, Lobster	4 oz (cooked wt.)	120	22–24
Tuna	4 oz, water pack	145	27
Scallops	4 oz (cooked wt.)	135	25
Soy Hot Dog	2 links	110	22 (varies)
Soy Ground Round	¾ C	120	24
Soy Burgers	2 patties	160	26
Tofu, firm	½ C	180	20 (varies)



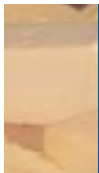
Herbalife Proteins

Food Item	Portion	Calories	Protein (gm)
Formula 1 Shake	2 scoops	90	9
Formula 3 Personalized Protein Powder	1 tbsp	20	5
HPLC Shake	2 scoops	110	15
HPLC Drink	1 packet	70	15
HPLC Soup	1 packet	70	15
HPLC Bar	1 bar	150	12
HPLC Roasted Soy Nuts	1 packet	110	11



Starchy/Grain

Food Item	Portion	Calories	Protein (gm)
Cooked Beans	½ C, cooked	115–140	7
Brown Rice	½ C, cooked	110	3
Lentils	½ C, cooked	115	9
Whole-Grain Pasta	½ C, cooked	85	3
Shredded Wheat, bite size	1 C	110	5
High-Fiber Bran Cereal	½ C	90–120	4
Oatmeal	1 C, cooked	130	6
Bread, Whole Grain	1 slice	100	5
Bread, Sprouted Wheat	1 slice	80	4
Bread, Sprouted Multigrain	1 slice	60	3
Cheese, reduced fat	1 oz	50–80	2–5



Taste Enhancers

Food Item	Portion	Calories	Protein (gm)
Cheese, Parmesan	3 tbsp	80	5
Nuts	½ oz	80–100	6–11
Olive Oil	1 tbsp	40	4
Olives	10 large	50	7
Pine Nuts, sesame seeds	1 tbsp (40 nuts)	50	4–7



7-Day Meal Plan



1,200 calories
100 grams of protein

	Breakfast	Lunch	Snack	Dinner
Day 1	2 scoops French Vanilla Formula 1, 2 tbsp Formula 3, 1 cup blueberries, 1 cup soy or nonfat milk	2 scoops French Vanilla Formula 1, 2 tbsp Formula 3, 1 peach, 1 cup soy or nonfat milk	1 HPLC Bar	Open-faced soy burger w/soy cheese and condiments (single-side multi-grain roll or bun), ½ sliced tomato, dark green salad with pine nuts and low-fat dressing
Day 2	2 scoops French Vanilla Formula 1, 2 tbsp Formula 3, 1 cup blueberries, 1 cup soy or nonfat milk	Stew with 3 oz. chicken breast, vegetable broth, sliced carrots, sliced celery, summer squash, onions and green beans, dark green salad with reduced-calorie dressing	Carrot sticks, celery sticks, broccoli spears, 3 oz. sliced turkey breast	2 scoops French Vanilla Formula 1, 2 tbsp Formula 3, 1 cup strawberries, 1 cup soy or nonfat milk
Day 3	7 egg-white omelet, 1 C salsa, ½ C broccoli, ½ C diced tomato, 1 C spinach, 1 slice whole-grain toast	2 scoops Dutch Chocolate Formula 1, 2 tbsp Formula 3, ½ banana, 1 cup soy or nonfat milk	1 HPLC Bar 1 apple	4 oz. crab meat, ½ avocado, dark green salad greens, grated reduced-fat cheese, sliced mango and reduced-calorie dressing, 1 sliced apple
Day 4	2 scoops French Vanilla Formula 1, 2 tbsp Formula 3, 1 cup nonfat milk or soy milk, 1 cup mango chunks	2 scoops French Vanilla Formula 1, 2 tbsp Formula 3, 1 cup nonfat milk or soy milk, ½ kiwi and ½ cup strawberries	1 packet HPLC Soup	3 oz. chicken breast with BBQ sauce, tossed salad with lowfat dressing, 2 cups steamed spinach with vinegar, 1 cup melon balls
Day 5	1 cup nonfat cottage cheese 1 cup mixed berries 1 cup tomato juice	2 scoops Cookies 'n Cream Formula 1, 2 tbsp Formula 3, 1 cup nonfat milk or soy milk ½ banana, dash of cinnamon	1 packet HPLC Soup, 1 chopped vegetable salad (tomato, carrot, cucumber, peppers) with low-fat dressing	2 scoops French Vanilla Formula 1, 2 tbsp Formula 3, 1 cup nonfat milk or soy milk, 3 diced apricots, dash of almond extract
Day 6	2 scoops Dutch Chocolate Formula 1, 2 tbsp Formula 3, 1 cup nonfat milk or soy milk, ½ banana, sprinkle of instant coffee crystals	1 cup tomato soup, 4 oz. water-packed tuna mixed with 2 cups chopped vegetables, ¼ avocado and light Italian dressing	1 HPLC Bar	2 scoops French Vanilla Formula 1, 2 tbsp Formula 3, 1 cup nonfat milk or soy milk, ½ cup mandarin orange segments, dash of coconut extract
Day 7	2 scoops French Vanilla Formula 1, 2 tbsp Formula 3, 1 cup nonfat milk or soy milk, 1 cup blackberries, dash of orange extract	2 scoops Dutch Chocolate Formula 1, 2 tbsp Formula 3, 1 cup nonfat milk or soy milk, 1 cup strawberries	1 packet HPLC Soy Nuts 1 cup tomato juice	2 soy-protein burger patties, grilled peppers, onion and eggplant, tossed green salad with low-fat dressing, 1 baked apple

Enjoy Your Ideal Meal

7-Day Meal Plan

1,500 calories
150 grams of protein

	Breakfast	Snack	Lunch	Snack	Dinner
Day 1	2 scoops French Vanilla Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, 1 cup blueberries	1 HPLC Bar	2 scoops French Vanilla Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, 1 diced peach, ginger to taste, dash of almond extract	1 packet HPLC Soy Nuts 1 apple	Open-faced 6 oz. turkey burger on ½ whole-grain bun with condiments, tossed salad with tomato and avocado and lowfat dressing, 2 cups steamed, mixed vegetables
Day 2	2 scoops French Vanilla Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, 1 cup blackberries	1 packet HPLC Soup with 1 cup chopped mixed vegetables	2 scoops French Vanilla Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, ½ mango, dash of coconut extract	1 HPLC Bar 1 orange	Stew with 6 oz. chicken breast, vegetable broth, celery, squash, onions and green beans, tossed green salad with low-fat dressing, 1 fresh pear
Day 3	7 egg-white omelet with 1 cup steamed spinach, tomatoes, salsa, 1 slice whole-grain toast, ½ grapefruit	1 HPLC Bar 1 cup diced pineapple	2 scoops Cookies 'n Cream Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, ½ banana	1 packet HPLC Soy Nuts 1 cup tomato juice	2 scoops Dutch Chocolate Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, 1 cup strawberries
Day 4	2 scoops French Vanilla Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, 1 cup mango chunks	1 HPLC Bar 1 fresh nectarine	2 scoops French Vanilla Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, ½ kiwi and ½ cup strawberries	1 packet HPLC Soup 2 plums	6 oz. chicken breast with BBQ sauce, tossed salad, low-fat dressing (sparingly), 2 cups steamed spinach with vinegar, ½ cup brown rice, 1 cup melon balls
Day 5	1 cup nonfat cottage cheese, 1 cup mixed berries, 1 slice whole-grain toast, 1 cup tomato juice	1 HPLC Bar 1 fresh pear	2 scoops Cookies 'n Cream Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, ½ banana, dash of cinnamon	1 packet HPLC Soup + 3 oz. diced, cooked chicken breast mixed in, 1 chopped vegetable salad (tomato, carrot, cucumber, peppers) with low-fat dressing	2 scoops French Vanilla Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, 3 diced apricots, dash of almond extract
Day 6	2 scoops Dutch Chocolate Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, ½ banana, sprinkle of instant coffee crystals	1 packet HPLC Soy Nuts, 1 cup spicy-mixed vegetable juice	1 cup tomato soup, 6 oz. water-pack tuna mixed with chopped vegetables, ¼ avocado, ½ cup cooked pasta and light Italian dressing, 1 cup melon balls	1 HPLC Bar ½ fresh papaya with lime juice	2 tbsp French Vanilla Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, ½ cup mandarin orange segments, dash of coconut extract
Day 7	2 scoops French Vanilla Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, 1 cup blackberries, dash of orange extract	1 packet HPLC Soup with ½ cup brown rice with 1 cup cooked spinach mixed in	2 scoops Dutch Chocolate Formula 1, 3 tbsp Formula 3, 1 cup nonfat milk or soy milk, 1 cup strawberries	1 packet HPLC Soy Nuts 1 apple	6 oz. grilled halibut with teriyaki sauce, grilled peppers, onion and eggplant, tossed green salad with low-fat dressing, 1 poached pear with cinnamon

Enjoy Your Ideal Meal



A man and a woman are walking a small white dog on a leash along a gravel path. The woman is on the left, wearing a maroon sleeveless top and light-colored pants. The man is on the right, wearing a light blue short-sleeved polo shirt and light-colored shorts. They are both smiling and looking at each other. The background is a blurred outdoor setting.

OPTIMIZE YOUR SUCCESS

Trigger Foods

Trigger foods are the ones that you love and crave. They make you feel good while you eat them. Then, you feel guilty because you know they're sabotaging your results.

Have you ever started with just one potato chip or one chocolate-chip cookie and ended up eating the whole bag? Those little snacks can add up to big doses of fat and calories.



Healthy Alternatives

Once you settle into the healthy eating habit, you'll start thinking of the nutritious option first. These are a few suggestions to get you started.

INSTEAD OF	CHOOSE
creamy salad dressing	balsamic vinegar, rice vinegar or reduced-calorie dressing
red meat	white chicken meat with steak sauce
colas	water with a slice of lemon
orange juice	an orange
double cheeseburger	grilled chicken sandwich with no mayonnaise
pasta	spaghetti squash or whole-wheat pasta with sauce
ice cream	mixed fruits & berries with a drizzle of chocolate syrup
corn chips	raw vegetables

INSTEAD OF	CHOOSE
chocolate bar	Dutch Chocolate Formula 1 Nutritional Shake
peanuts	HPLC Roasted Soy Nuts
potato soup	HPLC Cream of Chicken Soup
candy bar	HPLC Chocolate Fudge Bar

Look at the damage that trigger foods can do to your meal plan:

- peanuts (1 cup) 835 calories, 71 grams of fat
- corn chips (7 ounces) 1,065 calories, 66 grams of fat
- chocolate-chip cookies (6 small) 350 calories, 16 grams of fat

Overcoming Hurdles

As you begin eating healthier, your body may need time to adjust to new amounts and types of foods. Most ShapeWorks™ users don't have any problems. They simply notice how much better they feel. But, as with any weight-loss plan, you may encounter an occasional bump in the road. These are some common problems experienced by any dieter and solutions.

Energy

- Sometimes when you're on a diet, you may feel more tired as your body adjusts to less calories.

Solution:

Eat every meal and shake on time. Don't skip meals, be sure you are following your program as outlined and get plenty of rest. If you need extra energy, try Herbal Concentrate or N-R-G Tea.

Hunger

Occasionally, you may feel more hungry.

- Are you really hungry or just craving certain foods?
- Are you eating the right amount of protein for your body's needs?

Solution:

Be sure you are drinking the shakes as directed with the Formula 3 Personalized Protein Powder. If you don't want to eat more, try Total Control™ or Snack Defense™.

Digestive Upset

- Do you experience mild indigestion, gasiness or bloating?

Solution:

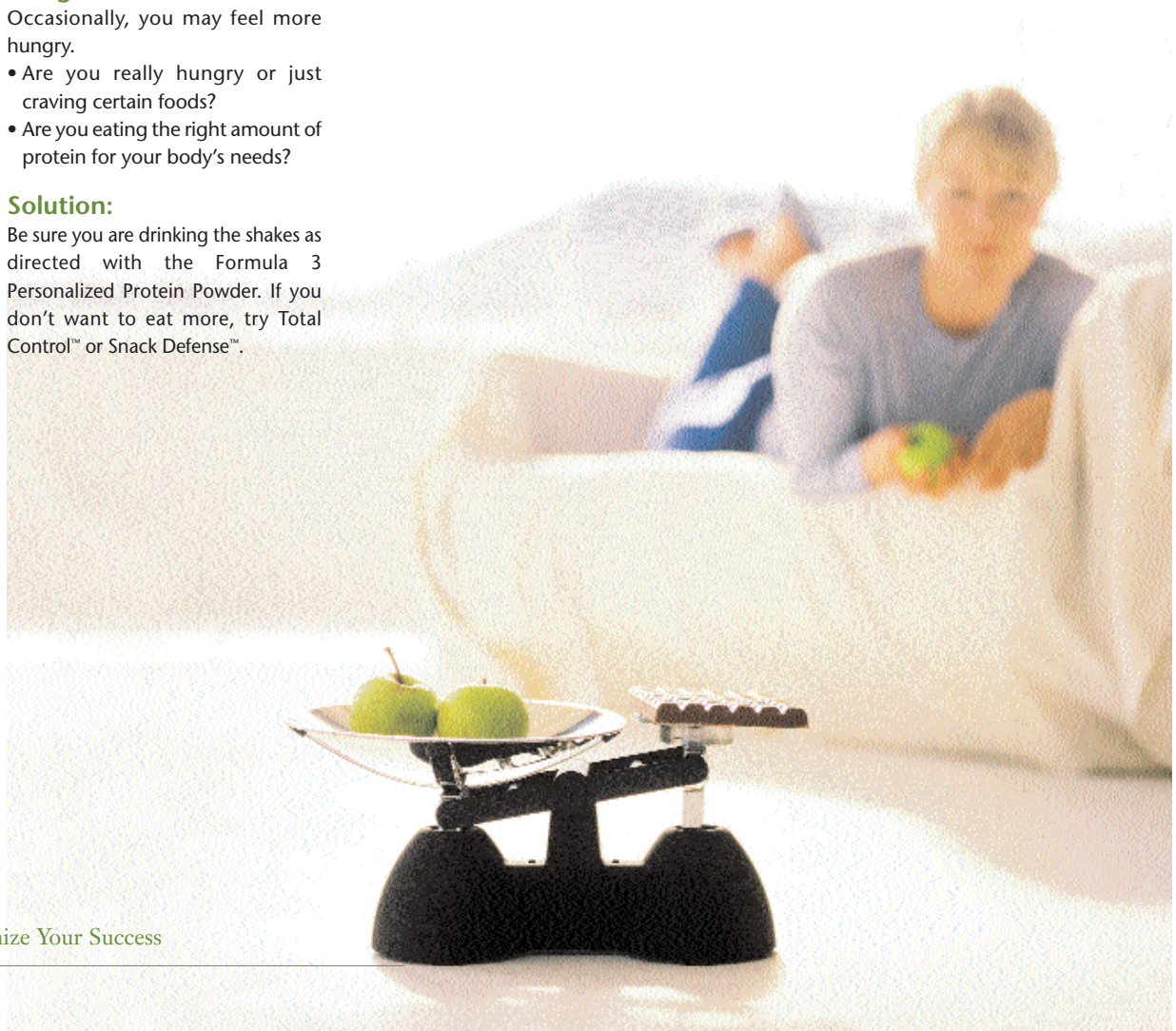
Herbal Aloe Drink and Aminogen® can also help your digestive system.

Regularity

- Do you have a change in your digestive functions?
- Is the problem constipation?

Solution:

If taking some fiber each day does not solve constipation problems, try Herbalife Active Fiber Powder or 21-Day Herbal Cleansing Program.



Your Personal Vision of Success

As you begin your personalized ShapeWorks™ program, look ahead toward your destination. Write down your goals. When you compare the “Starting You” to the “New You,” you’ll be amazed at the ShapeWorks™ difference!

Starting You	New You
<u>Measurements</u>	
Chest/Bust _____	_____
Waist _____	_____
Hips _____	_____
Thighs _____	_____
<u>Sizes</u>	
Pants _____	_____
Shirt/Blouse _____	_____
Dress _____	_____
Shoe _____	_____
Men’s inseam trouser length: _____	_____
Current Weight: _____	My reasons for wanting to lose weight.
Target Weight: _____	1. _____
Dress-size Goal (Woman): _____	2. _____
Waist-size Goal (Man): _____	3. _____
Date: _____	4. _____



Shape Up Every Day

Exercise is just as important as your eating plan for losing weight and improving your health. Maximize your ShapeWorks™ progress with a personal fitness plan that includes both aerobic and anaerobic exercise.

Aerobic Exercise

Aerobic exercise involves large muscle movements over a sustained period of time. Running, fast walking and exercise classes are good examples. You breathe harder, your heart beats faster and great things may happen.

- Your metabolic rate increases and you burn more calories.
- You build muscle as you lose fat.
- Your heart and cardiovascular system become much healthier.
- Your mood improves, as exercise relieves feelings of stress and frustration.

Anaerobic Exercise

Anaerobic exercise includes activities such as lifting weights and resistance training. This kind of workout builds new muscle and has some great benefits.

- More muscle mass burns more calories.
- Building muscle tones and reshapes your body.

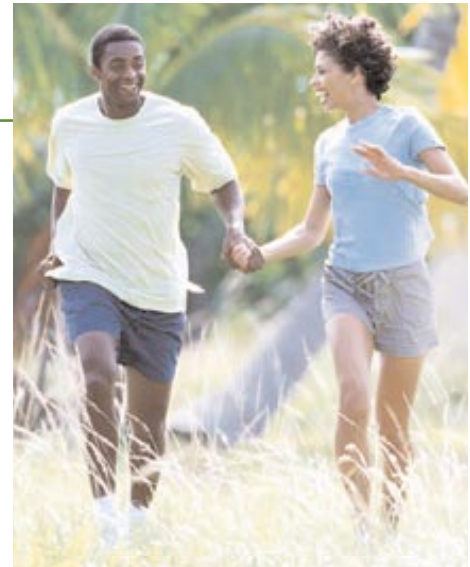
Only 20 minutes of anaerobic exercise per day can make a dramatic change in your body's shape and condition. Combine it with a daily aerobic workout and your ShapeWorks™ meal plan, and you'll reach your weight-loss goals faster.

Exercise Programs

- stationary bicycling
- martial arts
- aerobics class
- walking/running on treadmill
- circuit training
- weightlifting

Sports

- golf
- basketball
- tennis
- volleyball
- racquetball
- soccer
- bowling
- softball



The National Academy of Sciences recommends 30 to 60 minutes of vigorous exercise every day.

Walking is a great calorie burner. A recent research study found that women who walked one mile in 20 minutes burned just as many or more calories than those who ran one mile in 12 minutes. A 150-pound person can burn 132 calories on a fast 20-minute walk.



Recreational Exercise

- snow skiing
- ice skating
- water skiing
- roller skating
- bicycling
- hiking
- swimming
- rowing

Lifestyle Exercise

- walking
- use stairs not elevators
- gardening
- yard work
- dancing
- yoga
- walk your dog

remember:

If you're not already in a supervised exercise program, check with your doctor before substantially increasing your daily exercise.

Tools for Success

What kind of support works best for you? Your ShapeWorks™ coach is your #1 source for encouragement, motivation and information. Here are some useful tools your coach can offer you to optimize your program:

- 30-Day Success Tracker helps you track your weight loss and identify eating patterns.
- Colorful Dining Guide is an excellent resource for recipes and nutritional information.
- Shapeworks.com is all ShapeWorks™, all the time.

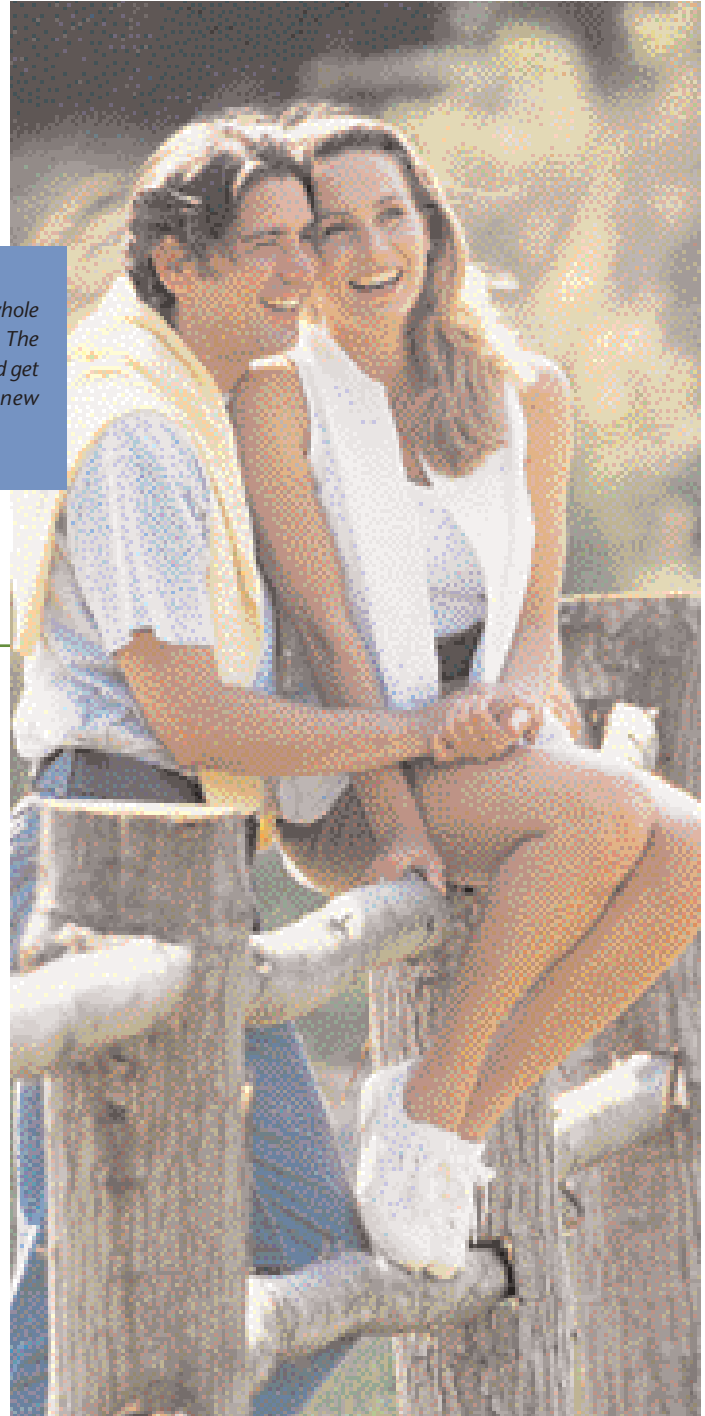
remember:

A lapse or two won't sabotage your whole plan or cancel what you have achieved. The important thing is to forgive yourself and get back on your plan. Every day is a new opportunity.

Reward Your Success

A new weight, a new shape and a healthy new life are the ultimate rewards of your ShapeWorks™ program. But don't forget to celebrate small victories along the way.

- Use your ShapeWorks™ 30-Day Success Tracker to write down realistic goals that you want to celebrate.
- When you meet a goal, give yourself permission to let loose a bit.
- Concentrate on the next goal, achieve it and give yourself another reward, such as a new CD or a movie ticket.
- Put a couple of dollars in a jar for each day that you stick to your plan. When the jar is full, reward yourself with a little luxury, such as a new pair of shoes or short weekend trip.
- Use your savings from meal replacements instead of expensive fast food. Buy yourself a piece of exercise equipment.



Tips for Healthy Living

You're changing your shape and your lifestyle—now reorganize some regular routines to support your new life.

Shape Up Your Kitchen

Your kitchen pantry can support or sabotage your weight-loss plan. If a high-fat snack is the first thing you see when you open a cabinet, it can undermine your best intentions.

The ShapeWorks™ Kitchen Rule: "If you don't have it, you can't eat it."

Go through your cabinets and refrigerator and get rid of the foods

that don't match your healthy new lifestyle. That will make room for delicious and nutritious alternatives.

Some ideas to get you started. . .

- Keep an HPLC Bar handy for a quick snack. It will fill you up without filling you out.
- Dump those fattening chips and replace them with crunchy, salty HPLC Roasted Soy Nuts.

- Get rid of the ice cream and replace it with fresh or frozen sweet berries or fresh fruit for snacks or as fruits to accompany your shakes.

- Rework your cooking staples. Herbs, spices, nuts, seeds and small amounts of olive oil will enhance your meals with contrasting flavors. Salsa and chili peppers add a nutritious snap to any dish, and citrus fruits add a sweet and tangy twist.

Stock Up for a Healthy Life

Once you have your kitchen in shape, keep it filled with healthy foods by using these simple tips.

3 tips

• Always shop with a list

When you have a list, you can simply walk on by your trigger foods!

• Never shop hungry

Do your shopping right after you've had a meal, a Formula 1 Shake or a protein snack.

• Know what you're buying

Use the food charts on pages 14 & 15 to help you identify the right, low-calorie foods.

Prioritize your shopping

Start with the produce section and choose plenty of low-calorie fruits and vegetables. Always buy whole fruit rather than higher-calorie fruit juices. Next, pick up the low-calorie proteins on your list. Save the grains for last and buy fewer of them.

Spice it up

Stock up on spices and other low-calorie flavor enhancers that can liven up a meal without fattening it up.

- balsamic, rice, tarragon vinegars
- chicken or vegetable broth
- Dijon mustard
- salsas and relishes
- dried herbs and spices
- garlic
- red-pepper flakes

food myth

Frozen fruits and vegetables aren't as good as fresh.

food fact

Fruits and vegetables selected for freezing are picked ripe and frozen immediately. This may make them more nutritious than those harvested before ripening and placed in the produce section.

Healthy Holidays & Special Occasions

Many of us celebrate holidays and occasions such as birthdays and anniversaries with big meals and parties. You can still enjoy these events by using some simple strategies.

- Plan holidays and occasions around special activities instead of elaborate meals.
- At turkey dinners, choose white meat with real cranberry sauce instead of gravy. Enjoy vegetable and fruit dishes. Keep sweets and starches to a minimum.
- Drink sparkling water with lime or a glass of red wine rather than hard liquor or beer at parties.
- Drink a Formula 1 Shake or HPLC Drink before going out. It will fill you up and make it easier to resist snacking and overeating.



Dining Out and Traveling

You can still have a great time and maintain your program by learning to eat smart when you eat out.

- Don't eat chips or bread brought to the table before the meal. If you ask, some restaurants will substitute cut-up vegetables or crudités. If alternatives aren't available and you're really hungry, ask for water or iced tea while you wait.
- Order a salad with dark greens rather than iceberg lettuce. If it includes colorful raw vegetables, that's even better. Request wine vinegar or rice vinegar rather than vinaigrettes or creamy dressings.
- Order a low-fat meat entrée, such as chicken, turkey or white fish—always broiled or baked. Eat only a standard portion and take the rest home.
- If your meal is served with potato or rice, skip that starch and double the vegetables instead.
- Order fresh fruit such as strawberries, raspberries or kiwi for dessert.

Try these tips for eating while traveling.

- Avoid alcohol and sodas. Ask for spicy tomato juice or water.
- Turn down complimentary snack chips and nuts. Bring an HPLC Bar or Roasted Soy Nuts to tide you over.
- If you eat an airline meal, take high-fat items off the plate so that they won't tempt you.
- Avoid airport fast-food locations. Find a deli with healthy fare or enjoy a protein snack to take the edge off until you reach your destination.
- Bring Formula 1 Nutritional Shake mix and combine with nonfat (skim) milk or plain soy milk for breakfast.
- Have a bowl of fruit and a serving of scrambled egg whites or a portion of lean meat as another breakfast alternative. Stay away from high-fat meats, fried eggs, pancakes or potatoes.
- Keep fruits, raw vegetables, HPLC Bars or HPLC Roasted Soy Nuts in your room for snacking.
- Stock up on bottled water, so you can stay away from the soft drink machine.

Hotel living can challenge your meal plans, but you can stick with your ShapeWorks™ program with good planning.



“My husband can’t stop complimenting me on how great I look!”

With three young children under three years old, Elaine Nevin needed all the energy she could muster just to keep up. But at 221 pounds, Elaine’s energy level was consistently low, and she wasn’t able to fully enjoy time with her kids. “I needed to do something about it.”

THE NEVINS SAY THEY’RE FEELING MORE ENERGETIC THAN EVER AND LOVE THEIR ACTIVE LIFESTYLE.

With ShapeWorks™ products, Elaine found the solution that would change her life—and the lives of the entire Nevin family. After seeing her husband’s impressive results—Tom lost 25 pounds—Elaine gave the products a try. Her results were astounding: she dropped 91 pounds,

shed 44 inches and went from a size 16 to a size 2! “The protein helps keep me feeling satisfied, so I don’t need to snack,” she says.

Today, Elaine and Tom are thrilled with their weight loss. “I’m smaller today than the day Tom and I met,” Elaine happily remarks. ShapeWorks™ has also given them the energy to enjoy their lives more than they ever have. As for Elaine keeping up with her kids—problem solved. “I have so much energy, my kids ask me to slow down,” she says.*

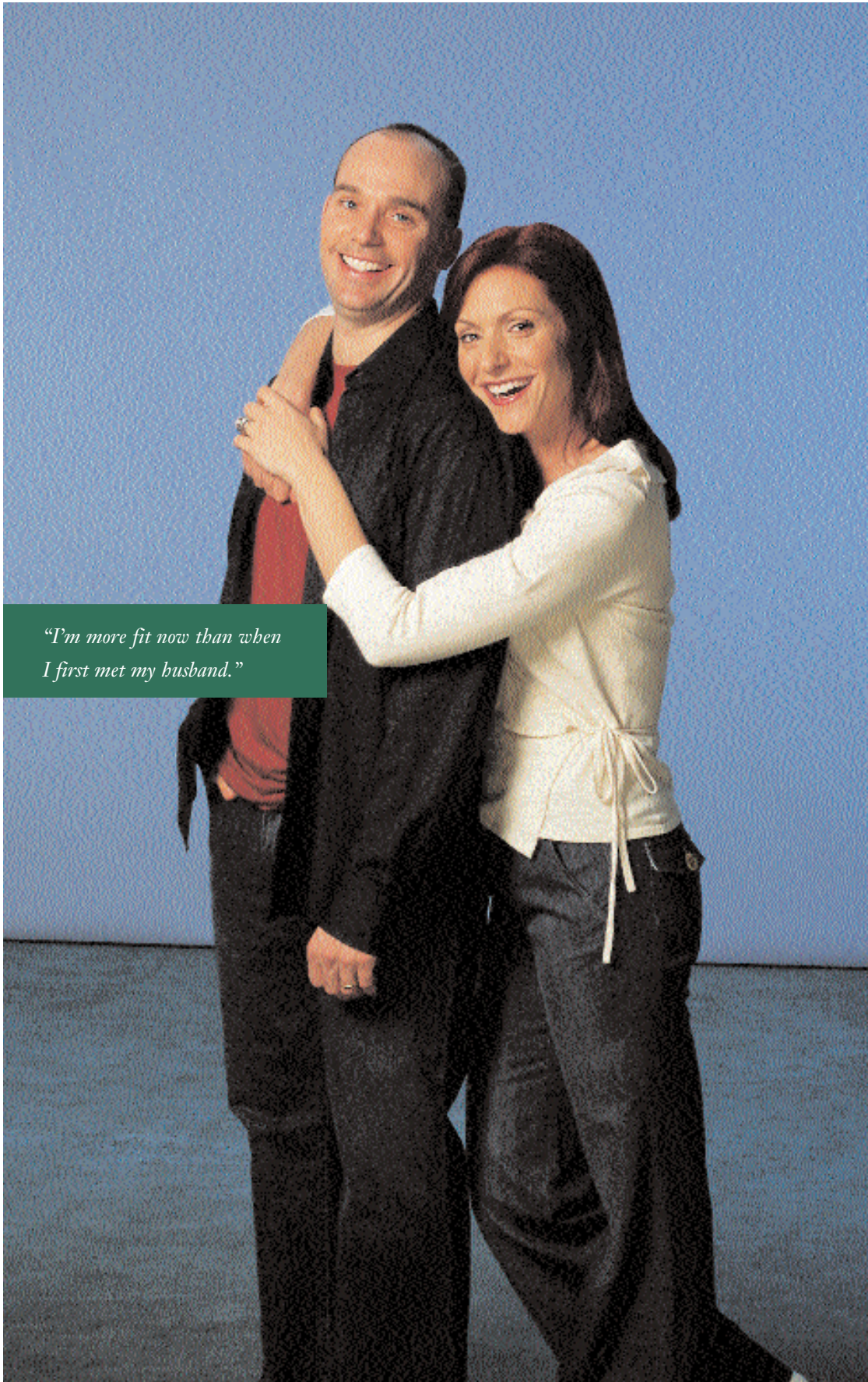
**Results not typical.*

**ELAINE & TOM NEVIN
116 TOTAL POUNDS LOST**

**ELAINE
BEFORE: 221 POUNDS
AFTER: 130 POUNDS**

**TOM
BEFORE: 195 POUNDS
AFTER: 170 POUNDS**





*"I'm more fit now than when
I first met my husband."*





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