

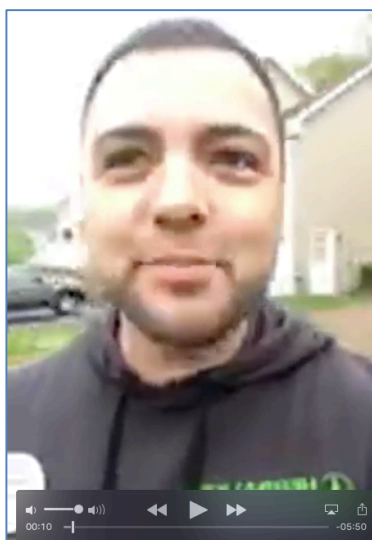
Orion Research, LLC

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Millionaire Team Member David Najera Tells Distributors Attendance at STS Events is “Non-Negotiable,” Despite FTC Requirement That All Training Costs Be Disclosed Upfront

In a video, posted on Facebook, Herbalife Ltd. Millionaire Team member David Najera tells distributors that they need to attend an upcoming Success Training Seminar (STS) in Minnesota to hear President’s Team member Mette Hyldagaard speak. These tickets cost around \$30.00.

“Get your tickets.” “You’ve gotta be there.” “It’s non-negotiable.” “If you want to build this business for yourself, your family.”



David Najera STS Video.mp4 or <https://vimeo.com/226625738>

In a Consent Order, the Federal Trade Commission last year required Herbalife to disclose all information material to participants concerning the business opportunity, such as “the total costs to participate, including trainings, brochures, and sales aids.”

Not only does Herbalife fail to disclose the cost of attending training events, but the company states that such costs do not exist and may not be imposed. “To become an Herbalife distributor, succeed in the business, advance in the Sales and Marketing Plan, or receive upline training or support, you are NOT required to buy any amount of

materials, products, or services, either those produced by Herbalife or by a party other than Herbalife, or to attend any seminars, meetings, or events.”

Najera states that distributors who attended previous events at which Hyldagaard spoke saw a dramatic improvement in their businesses. What techniques of a practical nature they were taught are not disclosed; Najera makes only vague promises of increased motivation, if those listening to him buy the tickets and attend.

The information Mette shared at a previous event allowed Najera’s group to generate 20,000 volume points and Najera qualified for a trip to Hawaii, he states in the video.

His repeated implication is, it is easy – if one buys the ticket and attends. “I applied what she taught us.” “That following month I ended up doing 20,000 volume points.” “I was on a Hawaiian vacation.”

“The month after she came, 152,000 (volume points) org.” “Guys, it’s been insane since she came.” “You’ve got to get your tickets.”

Mette’s teachings helped distributors reach higher levels of the marketing plan, Najera claims.

“She came to Boston again.” “The whole team applied (her) teaching.” “We ended up smashing through our cuts to Millionaire Team.”

Over and over, Najera tells distributors that it is crucial for their business to attend Hyldagaard’s training.

“You gotta get to the next event.”

Najera also speaks about his own success, never stating that the success he is describing is not typical. In fact, his comments imply that others can obtain the same kind of success by attending events.

“I am a Millionaire Team member.” “This house right here, we actually just purchased it.”