

The Herbalife Price List Explained (November 2013)

This document is intended to answer the main questions about the price list.

Question 1: How is the suggested selling price calculated?

Answer: It is the basic retail price plus 2.45% (freight) plus VAT (20%) on the total. Note that some products have VAT e.g. Formula 2, whereas Formula 1 and Formula 3 don't.

Question 2: How are the wholesale prices (25% to 50%) calculated?

Answer: The amount of the discount is calculated as Suggesting Selling Price minus discount percentage times Earn Base. For example if the Suggested Selling Price is £15, the earn base 10 and the discount 25%, the discount would be £2.50 ($10 * 25\%$), so the wholesale price would be £12.50.