

Guillermo Luna & Carola Lichtman

New Chairman's Club members



QUALIFIED: JANUARY 2008

As a struggling medical student in Venezuela, Guillermo Luna knew he wanted to help people, but he also needed to provide for himself. He would stand in line for as long as two hours just to get a free lunch at the university, to enable himself to stay in school and become a physician.

Guillermo was first introduced to Herbalife during his summer break in 1992. His Sponsor, Alejandro Riviello, introduced him to someone who had a profound influence on his life—Chairman's Club member Fernando "Nani" Rancel. Hearing Alejandro talk about the business with such enthusiasm convinced Guillermo that this was an opportunity he couldn't afford to miss. He borrowed the money to buy an International Business Pack (IBP), and jumped right in. Guillermo immediately started to have doubts, though. "I was afraid I couldn't sell," he remembers.

A turning point came in 1993 when Guillermo scraped together enough money to go to Miami to hear Mark Hughes speak at an event. That's when he made a 100% commitment to Herbalife. "I knew then that if they were willing to teach me, I was willing to learn," he says.

Carola Lichtman was born in a small town in northern Bolivia called Riberalta. As she was growing up, her home lacked some material goods, but was filled with plenty of love, dreams and high aspirations. Once she finished high school, Carola decided to study business administration in the city of Santa Cruz de la Tierra. When she was getting ready to graduate with her MBA, she found the opportunity to make her dreams come true with Herbalife, because of a flyer.

Guillermo met Carola at an Herbalife meeting. "We are a perfect combination," Guillermo says. "Carola taught me not to work for the money, but for the people."

Today, Guillermo and Carola reside in Santa Cruz, Bolivia, and enjoy the lifestyle they had always dreamed of. They are also deeply committed to helping others. Carola says, "We follow Mark Hughes' example of giving back to people."*

success tips:

- Be an example. Use the products. Look impeccable.
- Make a plan and stick to it. Use the promotions to increase your business and inspire your organization to do the same.
- You're 100% responsible for your business. You're the one who is going to make it happen.
- Have people at the next event. One more person can make a difference.

*Incomes applicable to the individuals (or examples) depicted and not average. For average financial performance data, see the Statement of Average-Gross Compensation for U.S. Supervisors at www.herbalife.com and www.myherbalife.com.