



FOR IMMEDIATE RELEASE

## Herbalife Philippines Launches Premier Sports Nutrition Product Line Herbalife24

**Manila, PHILIPPINES** (March 15, 2017) – Herbalife, a global nutrition company, has recently launched its premier sports nutrition product line Herbalife24 in the Philippines, following a survey that revealed the Philippines leads purchase of sports nutrition products across Asia Pacific.

Herbalife24 is a comprehensive performance nutrition line, especially formulated for people who do regular exercise, workouts, and are sports enthusiasts, especially those who take part in competitions. Two key products introduced during the launch were:

**Formula 1 Sport:** Dairy-based protein meal replacement shakes. It contains carbohydrates, proteins, vitamins and minerals which help sustain energy, support immune function, and helps maintain muscle mass.

**Rebuild Strength:** Post-workout whey and casein protein product which is a perfect to drink after exercise. Rebuild Strength's carbohydrate blend helps enhance muscle recovery by supporting the delivery of amino acids for muscle synthesis.

"We are very excited to introduce Herbalife24 to a wide spectrum of consumers, including fitness enthusiasts, casual and professional athletes alike," said Herbalife Philippines general manager Rosalio Valenzuela. "They can use these products to help customize their nutrition programs, based on their specific sports, day-to-day needs and training demands."

The Herbalife Asia Pacific Sports Nutrition Survey, conducted among 5,500 respondents across 11 countries, revealed that Filipinos are more likely to purchase sports nutrition products - with seven out of 10 Filipinos saying they have purchased sports nutrition products in the past six months. This underscores the potential for Herbalife24 to make a big impact in the market.

The survey findings further disclosed that the key motivation of Filipinos in consuming these products is an understanding of their benefits and how such products can improve their well-being.

The Herbalife24 media launch was also attended by Herbalife's Philippine Fitness Ambassador Chappy Callanta; and triathletes Julian Valencia and Jayline Balatibat.

"Personally, I like Rebuild Strength," said Chappy Callanta. "Since it's always part of my routine to lift weights, I have a nutritional requirement that includes protein in my diet, and I can get substantial amount of this from Rebuild Strength."

Valencia, the Herbalife's triathlon team captain, revealed how having the right kind of nutrition helps him perform better.

"People have this notion that because you work out, you engage in strenuous exercise, it's a license for you to eat more - which was my view before I discovered Herbalife. I trained but then I also ate a lot," he said. "When Herbalife became a part of my active lifestyle, it was really the good nutrition that made the difference. I have more energy during and post-training and I have a better understanding of how sports nutrition can help me compete better."

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#### **About Herbalife:**

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy and fitness and personal care products are available exclusively to and through dedicated Herbalife Independent Members in more than 90 countries. We are committed to fighting the worldwide problems of poor nutrition and obesity by offering high-quality products, one-on-one coaching with an Herbalife Member and a community that inspires customers to live a healthy, active life.

We support the Herbalife Family Foundation (HFF) and its Casa Herbalife programs to help bring good nutrition to children in need. We also sponsor more than 190 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and champions in many other sports.

The company has over 8,000 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of US\$4.5 billion in 2016. The Herbalife website contains a significant amount of financial and other information about the company at <http://ir.Herbalife.com>. The company encourages investors to visit its website from time to time, as information is updated and new information is posted. To learn more, visit [Herbalife.com](http://Herbalife.com) or [IAmHerbalife.com](http://IAmHerbalife.com).

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