



Press release

“On a mission for nutrition”: EU nutrition experts call for effective nutrition policies and better promotion of healthier lifestyles around Europe

BRUSSELS, 26 September 2019: Yesterday, Herbalife Nutrition invited more than 50 stakeholders to a cocktail reception in Brussels to discuss the future of nutrition and health in Europe. The event, which gathered EU policy-makers, academics, NGOs and businesses, coincided with the European Week of Sport, an initiative taking place every year to promote better, healthier lifestyles for citizens. Participants at the event agreed to put Europe “on a mission for nutrition” and to make healthy lifestyles the social norm in Europe.

The event featured a panel of speakers including **Yves Le Lostecque**, Head of the Sport Unit in the European Commission, **MEP Lukas Mandl**, Vice-President of SME Connect, **Floriana Cimmarusti**, Secretary General of Safe Food Advocacy Europe, and Prof. **Ian Rowland**, Head of Unit of Human Nutrition at the University of Reading.

Julian Cacchioli, Vice President for Corporate Affairs of Herbalife Nutrition EMEA and India, opened the event calling on EU policy-makers to play an active role to promote nutrition education and facilitate access to healthy choices.

The European Week of Sport is a timely reminder of the role of sport and good nutrition in keeping Europeans healthy. *“Physical activity and healthy nutrition are two sides of the same coin. The European Week of Sport is the right moment to change our habits and to adopt healthier lifestyles,”* said Yves Le Lostecque.

MEP Lukas Mandl emphasised how SMEs have a key role to play in addressing global food challenges such as a growing and aging population, rising obesity rates, and increased healthcare costs: *“European companies are already among the leaders in this sector, but they need the support of EU policy-makers to create the right environment”*. The MEP called for a fair, transparent, and harmonised approach to food safety assessment, legislation that allows food operators to communicate the benefits of food supplements to consumers, and the promotion of high-quality production standards.

Several other major themes emerged during the event, such as the relation between poor nutrition and health issues. Floriana Cimmarusti provided an overview of the health risks related to sugar overconsumption, such as obesity and diabetes. Prof. Ian Rowland also stressed the connection between dietary patterns and cancer and promoted plant-based eating to reduce the risk of heart diseases. *“There is extensive scientific evidence that adopting more healthy dietary patterns can substantially reduce the high incidence and mortality from cardiovascular disease, type 2 diabetes and cancer in the EU,”* he said.

Herbalife Nutrition is now looking forward to continuing this debate and collaborating with both EU policy-makers and other stakeholders to push for more ambitious EU nutrition policies.



For more information, please contact herbalife@grayling.com

Notes to editors:

- *[Herbalife Nutrition](#) is a global nutrition company whose purpose is to make the world healthier and happier. The company has been on a mission for nutrition - changing people's lives with great nutrition products and programs - since 1980. Herbalife Nutrition offers high-quality, science-backed products, one-on-one coaching with an Herbalife Nutrition independent distributor, and a supportive community that inspires customers to embrace a healthier, more active lifestyle. Herbalife Nutrition's targeted nutrition, weight-management, energy and fitness and personal care products are available through its independent distributors in more than 90 countries. Herbalife Nutrition supports the Herbalife Nutrition Foundation, a nonprofit organization that assists community organizations focused on providing good nutrition. Herbalife Nutrition is also proud to sponsor more than 190 world-class athletes, teams and events around the globe. Herbalife Nutrition has more than 8,300 employees worldwide. To learn more, visit IAmHerbalifeNutrition.com. You can find our Manifesto with our calls for action to EU decision-makers [here](#).*
- *[SAFE](#) is a non-profit independent organisation based in Brussels whose main objective is to ensure that consumers' health and concerns remain at the core of the EU food legislation. To date, its membership collectively represents the voice of more than 2.500.000 European consumers.*
- *[SME Connect](#) is the new network of SMEs and their supporters. It seeks to maximise the impact of SMEs on the EU level. It is non-political but advised by a non-profit board of politicians made up of all constructive political groups.*
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