



Herbalife® Nutrition Launches Herbalife24 ACHIEVE Protein Bar, a Convenient Snack for Long-Lasting Energy

August 2, 2018

LOS ANGELES--(BUSINESS WIRE)--Aug. 2, 2018-- [Herbalife Nutrition](#) (NYSE: HLF) announced today the launch of the [Herbalife24](#) Achieve Protein Bar, the Company's first protein bar to offer 20 grams of high-quality whey and milk protein, made with whole food derived ingredients. This new product was developed to meet the demands of all athletes including elites, weekend warriors and the everyday looking to live a healthier and happier life.

"We are excited to expand the Herbalife24 product selection with this Protein Bar, which complements the line as a whole and helps address the gap for a high protein snacking and anytime, on-the-go solution suitable for both performance athletes and the everyday active person," said Dana Ryan, Ph.D., director, Sports Performance and Education, Herbalife Nutrition. "With 20 grams of protein, simple, clean ingredients, no artificial sweeteners, and only four grams of sugar, the Protein Bar provides all-day energy and promotes recovery after exercise without the added guilt."

The Herbalife24 Achieve Protein Bar is ideal for increasing overall protein intake, as well as optimizing workout recovery and rebuilding muscle. The bars complement any healthy, active lifestyle and are available in two flavors, chocolate chip cookie dough and dark chocolate brownie. These bars represent an option for those who want to indulge their sweet tooth without sacrificing their nutritional values.

Like all Herbalife24 products, the ACHIEVE Protein Bar is [NSF Certified for Sport](#)® and free from athletic banned substances; all claims made on the label have been independently verified. The Herbalife24 Achieve Protein Bar and all Herbalife24 products are available exclusively through Herbalife Nutrition independent distributors.

To learn more about the product, please visit www.Herbalife24.com.

About Herbalife Nutrition

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 & programs – since 1980. Together with our Herbalife Nutrition independent distributors, we are committed to providing solutions to the worldwide problems of poor nutrition and obesity, an aging population and skyrocketing public healthcare costs, while supporting the rise in entrepreneurs of all ages. Herbalife Nutrition offers high-quality, science-backed products, most of which are produced in Company-operated facilities; one-on-one coaching with an Herbalife Nutrition independent distributor; and a supportive community approach 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 exclusively to and through dedicated Herbalife Nutrition distributors in more than 90 countries.

As a global supplier of herbal supplements, Herbalife Nutrition uses more than 150 botanical ingredients, including soybeans, tea and aloe. The company has a robust, science-based product development process guided by a team of more than 300 scientists, 36 of them Ph.D.s, to assure the quality of the products. The Company has invested more than \$300 million during the past six years in its manufacturing facilities and now makes approximately 65 percent of all its nutrition products in-house.

Through its corporate social responsibility efforts, Herbalife Nutrition supports the Herbalife Family Foundation (HFF) and its Casa Herbalife Nutrition programs to help bring good nutrition to children in need. Herbalife Nutrition is also proud to sponsor more than 190 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and numerous Olympic teams.

Herbalife Nutrition has over 8,300 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of approximately \$4.4 billion in 2017. To learn more, visit Herbalife.com or IAmHerbalife.com.

Herbalife Nutrition also encourages investors to visit its investor relations website at ir.Herbalife.com as financial and other information is updated and new information is posted.

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Source: Herbalife Nutrition

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