



Herbalife Nutrition Launches Product Line to Meet Consumer Demand for Alternative Proteins

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LOS ANGELES--(BUSINESS WIRE)--Mar. 19, 2019-- [Herbalife Nutrition](#) (NYSE: HLF), a premier global nutrition company, today launched Formula 1 Select Meal Replacement shake and Protein Drink Mix Select. The two new plant-based nutrition mixes, formulated with a high-quality blend of pea, quinoa and rice proteins, are the perfect nutritional solution for those with common food allergies such as soy, dairy or gluten, and meet the needs of today's health conscious consumers who seek alternative sources of protein.

"There is a growing trend of health conscience consumers looking for wholesome, plant-based ingredients, and we are excited to provide two new protein-rich options," said Ibi Montesino, senior vice president and managing director for North America, Herbalife Nutrition. "Our new products provide a perfect blend of key nutrients to help consumers maintain a healthy, balanced diet."

The proportion of U.S. consumers that adhere to a vegetarian or vegan diet is growing, as is the desire for consumers to consume more protein. A Nielsen Homescan survey last year found that 39 percent of Americans are actively trying to eat more plant-based foods¹ and 60 percent want to get more protein in their diets.²

Formula 1 Select is a high-protein, healthy meal crafted with no artificial flavors or sweeteners, it provides an ideal balance of key nutrients for optimal nutrition and is formulated with 10 grams of easily-digestible plant protein (pea, rice and quinoa), 5 grams of fiber and 6 grams of sugar.

To complement the launch of the Formula 1 Select shake, which contains 10 grams of plant-based protein and 21 vitamins and minerals, the Company also launched Protein Drink Mix Select, a great-tasting, high-protein snack that boosts your protein, with 15 grams of protein, 3 grams of sugar and 24 grams of vitamins and minerals per serving. For added protein, add the Protein Drink Mix Select to the Formula 1 Select shake for a healthy meal.

The Formula 1 Select shake and Protein Drink Mix Select product line benefits include:

- Non-GM ingredients
- Vegetarian Certified
- Kosher Certified
- Gluten-free
- Low glycemic and suitable for diabetics

To learn more about the product, please visit [Herbalife.com](#).

¹ <https://www.nielsen.com/us/en/insights/news/2018/plant-based-food-options-are-sprouting-growth-for-retailers.html>

² The NPD Group/National Eating Trends® (NET®), years ending February

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 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 non-profit 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 [IAmHerbalife.com](#).

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