



Herbalife Nutrition Partners with American Red Cross on Missing Types Campaign to Increase Awareness for Much Needed Blood Donations

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LOS ANGELES--(BUSINESS WIRE)--Jun. 14, 2019-- Herbalife Nutrition (NYSE:HLF), a premier global nutrition company, today announced it will join the American Red Cross and other organizations, celebrities and influencers in support of the Missing Types campaign by removing the letters representing the main blood groups — A, B and O — from its logo, to illustrate the critical role blood donations play in patient care. The Campaign runs from June 11 through June 30. The Company will also help raise awareness for the blood donation need through its social media channels, and among its employees, independent distributors and customers.

"For more than 20 years, Herbalife Nutrition has proudly supported the American Red Cross with local, national and global initiatives, fostering a partnership built on the shared principles and values of helping others," said Dr. John Agwunobi, co-president and chief health and nutrition officer at Herbalife Nutrition.

According to the Red Cross, only three out of 100 people in the U.S. give blood. Compounding the shortage, summer is one of the most challenging times of the year to collect blood and platelet donations because schools that host blood drives are on summer break. Yet patients do not get a vacation from needing lifesaving blood during the summer months. Blood and platelets are needed for accident and burn victims, heart surgery and organ transplant patients, and those receiving treatment for leukemia, cancer or sickle cell disease.

"The American Red Cross relies on blood donations to ensure lifesaving blood is available to patients whenever and wherever they may need it," said Neal Litvack, chief marketing officer at the American Red Cross. "We're so grateful to have partners like Herbalife Nutrition supporting our Missing Types campaign to help educate broad audiences on the importance of donating blood to help save lives."

To ensure that lifesaving blood products are available when and where they are needed, Herbalife Nutrition urges individuals to roll up a sleeve and give by regularly hosting blood collection events at its offices. In conjunction with the Missing Types campaign, there are four blood collection events scheduled in the United States, two in South America, and nine in the Company's Asia Pacific region. A [virtual blood drive](#) will direct employees, distributors and other donors, who are not able to attend one of the scheduled events, to a donation center nearest to them. Current scheduled events in the United States include:

United States Blood Drives

- **Friday, June 7** at the Torrance offices in Torrance, CA: 9:30 am - 3:30 pm
- **Thursday, June 13** at LA Live in Downtown Los Angeles: 10:00 am - 4:00 pm
- **Tuesday, June 18** at Carson Distribution Center in Carson, CA: 9:30 am - 3:30 pm
- **Tuesday, June 18** at Herbalife Innovation & Manufacturing, Winston-Salem, NC: 9:00 am - 6:00 pm

Support for the American Red Cross and those they help extends beyond financial support with Herbalife Nutrition employees having participated in more than 60 blood drives held at Herbalife Innovation and Manufacturing facilities in Lake Forest and Winston Salem, Carson Distribution Center, Torrance and LA Live offices. Results from these drives, combined with the donations collected from Herbalife Nutrition's sponsorship of a bloodmobile that serves Southern California, could potentially save thousands of lives.

In addition to supporting the campaign, Kristy Appelhans, MS, NMD and senior director of global post-market medical surveillance at Herbalife Nutrition, serves as a member of the American Red Cross Los Angeles Regional Board of Directors, and the Company provides in-kind donations of Protein Deluxe Bars to 120 Red Cross blood donation service centers across the U.S. The Company's independent distributors and employees also generously donate to support U.S. and international relief efforts.

To receive the latest company updates from Herbalife Nutrition, follow [@Herbalife](#).

About Herbalife Nutrition Ltd.

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 [IAmHerbalifeNutrition.com](#).

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