



Herbalife Launches New Products Including Allergen-Free Protein Shake and CoQ10 Plus Nutritional Supplement

LOS ANGELES, Oct 24, 2010 (BUSINESS WIRE) --

Herbalife Ltd. (NYSE:HLF) announced the launch of three new products: Formula 1 Allergen-Free Protein Shake, CoQ10 Plus, and a limited-edition Formula 1 Pumpkin Spice Protein Shake. The products were introduced at the company's annual North America celebration in Los Angeles.

Formula 1 Allergen-Free protein shake is a perfect nutritional solution for those with common food allergies, as it is soy, dairy and gluten free. It also contains 20 vitamins and minerals, and has nine grams of non-GMO protein from rice, pea and sesame sources and over two servings of fruits and vegetables.

CoQ10 Plus is an exclusive blend of CoQ10, Vitamin D, and non-fish DHA from algae to support heart health.* It works in the body to convert fats and carbohydrates into energy for the heart and is also known to help regenerate other essential antioxidants, like Vitamin E.*

For the first time, the company launched a limited edition seasonal flavor of its signature Formula 1 protein shake, Pumpkin Spice, available for the holiday season. Formula 1 protein shakes offer nine grams of protein and are an ideal breakfast at only 200 calories.

All Herbalife products are available exclusively through Herbalife independent distributors. These product launches are only for the U.S. market. Suggested retail prices are Formula 1 Allergen Free Protein Shake (30 servings), \$37.85; CoQ10Plus (30 soft gels), \$39.95; Formula 1 Pumpkin Spice Protein Shake (30 servings), \$34.40.

Suggested Herbalife links: [Facebook](#), [Twitter](#), [YouTube](#)

About Herbalife

[Herbalife Ltd.](#) (NYSE:HLF) is a global network marketing company that sells weight-management, nutrition, and personal care products intended to support a healthy lifestyle. Herbalife products are sold in 73 countries through a network of approximately 2.1 million independent distributors. The company supports the [Herbalife Family Foundation](#) and its Casa Herbalife program to help bring good nutrition to children. Herbalife's website contains a significant amount of information about Herbalife, including financial and other information for investors 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.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6480365&lang=en>

SOURCE: Herbalife Ltd.

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