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Herbalife® Nutrition Introduces Protein Bites Variety Pack, the Healthy, Fun Size Treats in Time for Halloween

LOS ANGELES--(BUSINESS WIRE)-- Just in time for Halloween, premier global nutrition company, Herbalife (NYSE:HLF), launched today its new Protein Bites Variety Pack, fun-size treats that satisfy the trickiest of candy cravings. According to the National Retail Federation, the average American will consume 3.4 pounds of candy during Halloween. With the Protein Bites Variety Pack, consumers can now make good snack choices during Halloween and forgo the guilt of overindulgence. This new seasonal offering was developed to keep up with today's busy lifestyles and for those who crave choice and a convenient source of protein, furthering the Company's purpose of making the world a healthier and happier place.

"A healthy snack should deliver a good amount of protein without too much carbohydrate," said Dr. John Agwunobi, M.B.A., M.P.H., Chief Health and Nutrition Officer, Herbalife Nutrition. "Snacking, when done right keeps energy levels up between meals and helps control hunger, which makes Protein Bites a perfect go-to-snack to satisfy chocolate cravings."

The Protein Bites Variety Pack contains 28 individually wrapped pieces in the following flavors: Crunchy Caramel Vanilla, Crunchy Caramel Lemon, Dark Chocolate Coconut, and Dark Chocolate Orange. The fun-size bites each contain four grams of high-quality protein and no artificial sweeteners, and range from 55-65 calories per piece. The four flavor Variety Pack is available for \$27.15.

Additionally, on October 5, the Company for a limited time only will launch its Formula 1 Trial Size Variety Pack, which retails for \$41.95 and includes three, 10-serving size canisters in Dutch Chocolate, Pumpkin Spice and Banana Caramel flavors. Each canister contains nine grams of high-quality protein, 21 vitamins and minerals and other essential nutrients.

For more information visit MyHerbalife.com.

About Herbalife Nutrition

Herbalife Nutrition is a global nutrition company whose purpose is to make the world healthier and happier. We have 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, sky-rocketing public healthcare costs and a rise in entrepreneurs of all ages. We offer 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.

Our 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. Through our corporate social responsibility efforts, Herbalife Nutrition supports the Herbalife Family Foundation (HFF) and our Casa Herbalife programs to help bring good nutrition to children in need. We are 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 8,000 employees worldwide, and is traded on the New York Stock Exchange (NYSE: HLF) with net sales of approximately \$4.5 billion in 2016. To learn more, visit Herbalife.com or IAmHerbalife.com. Financial information is available on ir.herbalife.com.

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Herbalife Nutrition

Anna Garcia, 213-745-0542

Annaga@herbalife.com

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