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Herbalife CEO Launches Mission for Nutrition

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Ltd. (NYSE: HLF) Chairman and CEO [Michael O. Johnson](#) will begin a seven-city U.S. tour to promote the company's business opportunity for part time income and health benefits of its nutrition products.

"We're reading headlines about Americans putting on 'recession pounds' in the midst of staggering unemployment numbers," said Johnson. "That doesn't have to happen. With our nutrition products and income opportunity, people have an opportunity to come out of this recession in better-than-ever shape physically and financially. Herbalife has been helping people improve their health and finances for nearly 30 years and we have many Herbalife independent distributors who started during tough times. They're passionate about teaching others how to reach a healthy weight and earn extra income. It's our mission for nutrition."

In an unstable economic market where unemployment has reached a decade-high level, Herbalife offers an entrepreneurial opportunity to supplement earnings with part-time income or to develop a full-time income. At the same time, obesity continues to pose health problems for a wide U.S. demographic, including children.

The benefits of the company's signature product, Formula 1 Nutritional Shake Mix, have been shown in [two clinical studies](#) (University of California, Los Angeles, and University of Ulm, Germany) to promote the loss of weight and body fat. A serving costs less than \$2 and provides nutrients and protein for a healthy meal.

Johnson's tour will visit Dallas, January 19; Phoenix, January 20; LA, January 21; Chicago, January 27; New York, January 28; Miami, January 29; and Sacramento, January 30.

All seminars are free and open to the public. For seminar information, the public can call 1-888-4-HERBAL.

According to the Direct Selling Association, the direct-selling industry generated sales of \$30.8 billion with a sales force of 15 million in 2007.

Technorati Tags: [Herbalife](#), [nutrition](#), [obesity](#), [direct-selling](#)

Suggested Links: [Herbalife's Delicious page](#), [Why Herbalife/Why Now video](#)

About Herbalife Ltd.

[Herbalife](#) (NYSE: HLF) is a global network marketing company that sells weight-management, nutritional supplements and personal care products intended to support a healthy lifestyle. Herbalife products are sold in 70 countries through a network of more than 1.9 million independent distributors. The company supports the [Herbalife Family Foundation](#)

and its Casa Herbalife program to help bring good nutrition to children. Please visit [Investor Relations](#) for additional financial information.

Source: Herbalife Ltd.