November 19, 2026

Herbalife Launches Fuel Her Power, a Nutrition Guide for Active Women

Fuel Her Power provides practical nutrition guidance, drawing on more than 20 years of Herbalife's experience working alongside female athletes

LOS ANGELES--(BUSINESS WIRE)-- Herbalife today announced the launch of "Fuel Her Power," a nutrition guide for active women designed to help better understand their unique nutrition needs and how to support energy, performance, recovery and overall wellness. The guide is part of Herbalife's Fuel Her initiative, which builds on more than 20 years of experience working alongside female athletes to make sports nutrition knowledge more accessible to women and girls at every level of sport and activity.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20261119793622/en/

Fuel Her Power Nutrition Guide by Herbalife

Women's participation in sports continues to grow, yet nearly half of all female athletes aren't getting enough energy to fuel their performance[1]. With only 6% of athletic performance studies focused exclusively on women[2], significant gaps remain in understanding women's unique fueling, recovery and performance needs. As a result, many women are left navigating nutrition decisions without guidance that reflects their physiology, life stages and athletic goals, with consequences that can impact energy, recovery, and long-term wellness.

"Fuel Her Power" translates sports nutrition science into practical guidance covering fueling, hydration, recovery, hormone health and women's evolving nutritional needs. It is designed to make insights gained through elite sport relevant to active females everywhere, whether they compete professionally, participate in recreational sports, train for personal goals or simply want to stay active and feel their best. The guide was officially introduced Nov. 12 during a Fuel Her event hosted by Herbalife and Break Sports in Los Angeles. The event brought together female athletes, nutrition experts and community members to celebrate the guide's release and advance the conversation around women's sports nutrition.

As part of the "Fuel Her Power" guide launch event, Herbalife also recognized four accomplished female athletes whose careers reflect the dedication, resilience and adaptability required to compete at the highest levels of sport. The athletes recognized included:

- **Heather Jackson:** An ultra-trail runner, gravel cyclist and former elite triathlete, Jackson has six IRONMAN victories, 16 Half IRONMAN wins and four top-five finishes at the IRONMAN World Championship. She most recently won the Javelina Jundred 100-mile race and has been a Herbalife-sponsored athlete for nearly 15 years.

- **Flavia Castro:** An accomplished triathlete, Castro made history as the first woman from Bolivia to win gold at the World Triathlon Development Regional Cup and the first to reach the overall podium at an IRONMAN 70.3 event. She studies biochemistry and pharmacy and has been a Herbalife-sponsored athlete for three years.
- **Arianna Fontana:** The most decorated Italian Olympian in history and the most successful short track speed skater of all time, Fontana has won 14 Olympic medals, including three golds, across six consecutive Winter Olympic Games. She has been a Herbalife-sponsored athlete for nearly a decade.
- **Emma Harvey:** An Olympian and one of Bermuda's top female swimmers, Harvey represented her country at the Paris 2024 Olympic Games in the 100-meter backstroke. A national record-holder across multiple swimming disciplines, she has also represented Bermuda at the Commonwealth Games and World Championships.

Herbalife supports more than 120 professional athletes, teams and sports organizations across more than 35 sports, including partnerships with elite female athletes across multiple disciplines.

To learn more about Fuel Her and access educational resources, visit FuelHer.com.

[1] Gallant, T. L., Ong, L. F., Wong, L., Sparks, M., Wilson, E., Puglisi, J. L., & Gerriets, V. A. (2025). Low Energy Availability and Relative Energy Deficiency in Sport: A Systematic Review and Meta-analysis. *Sports medicine (Auckland, N.Z.)*, *55*(2), 325–339. https://doi.org/10.1007/s40279-024-02130-0

[2] Cowley, E. S., Olenick, A. A., McNulty, K. L., & Ross, E. Z. (2021). “Invisible Sportswomen”: The Sex Data Gap in Sport and Exercise Science Research. *Women in Sport and Physical Activity Journal*, *29*(2), 146-151. Retrieved Nov 2, 2026, from https://doi.org/10.1123/wspaj.2021-0028

About Herbalife

Herbalife is a premier health and wellness company, community and platform that has been changing people's lives with great nutrition products and a business opportunity for its independent distributors since 1980. The Company offers science-backed products to consumers in more than 90 markets through entrepreneurial distributors who provide one-on-one coaching and a supportive community that inspires their customers to embrace a healthier, more active lifestyle to live their best life.

For more information, visit Herbalife.com.

About Break Sports

Break Sports makes racquet sports and golf approachable for everyone by removing the membership, cost and confidence barriers that keep people off the court. Its Break the Love community includes more than 360,000 players across more than 20 cities.

View source version on businesswire.com:
https://www.businesswire.com/news/home/20261119793622/en/

media@herbalife.com

Source: Herbalife