

February 9, 2011



## REPLACING PHOTO Herbalife Launches Dual Action Booster for Signature Protein Shake

-- Clinically tested ingredients to control hunger and reduce body fat\*  
-- Stimulant-free

LOS ANGELES--(BUSINESS WIRE)-- Please replace the photo with the accompanying high-resolution photo.

New Prolessa Duo, Herbalife's New Dual Action Booster for Its Signature Protein Shake (Photo: Business Wire)

The release reads:

### HERBALIFE LAUNCHES DUAL ACTION BOOSTER FOR SIGNATURE PROTEIN SHAKE

-- Clinically tested ingredients to control hunger and reduce body fat\*  
-- Stimulant-free

Herbalife Ltd. (NYSE:HLF) announced the launch of Prolessa(TM) Duo, a stimulant free, dual-action, weight management product aimed at reducing hunger and promoting weight loss.\* It's designed to be used as a booster with the company's flagship Formula 1 Protein Shake for the U.S. market.

[Prolessa\(TM\) Duo](#) powder provides a sense of fullness and prolonged satiety. The name refers to a proprietary blend of ingredients that have been shown individually in several human clinical studies to increase satiety by triggering the body's natural appetite control mechanisms, the ileal brake. The ileal brake is a physiologic mechanism that controls appetite and food intake, and helps suppress hunger. The fat reduction ingredients are designed to help one lose fat while increasing lean body mass, and lowering BMI.\*

All Herbalife products are available exclusively through independent Herbalife distributors. Suggested retail price \$ 24.95 for 7-day supply; \$94.95 for 30-day supply.

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

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

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 74 countries through a network of approximately 2 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.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6605175&lang=en>

Source: Herbalife Ltd.