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Herbalife Launches Performance Nutrition Line in Canada

New product line designed to meet the needs of the 24-hour athlete

Third-party tested for banned substances

LOS ANGELES--(BUSINESS WIRE)-- [Herbalife Ltd.](http://www.herbhalife.com) (NYSE:HLF) announced today the Canadian launch of its Herbalife24™ product line, a comprehensive performance nutrition program designed to meet the nutritional needs of the 24-hour athlete.



Herbalife24™ consists of five products that allow athletes to customize their nutrition program based on their specific sport, day-to-day needs and training demands. Each product is tested for banned substances by an independent third-party laboratory (NSF International, Inc.*) assuring athletes that what they put into their bodies is exactly what is listed on the

Herbalife 24- Canada (Photo: Business Wire)

label. Herbalife24™ products do not contain any artificial flavors or sweeteners and include:

Formula 1 Sport: Dairy-based protein meal replacement shake with carbohydrates, and 20 vitamins and minerals, which lays a solid nutritional foundation for performance.

Hydrate: Advanced hydration product with minerals that help in replenishing and rehydration following exercise-induced dehydration and with less than 15 calories and only 1g of sugar.

Prepare: Pre-workout product with creatine, which supports muscle strength, power and performance in repetitive bouts of brief, high-intense activity.

Rebuild Strength: Post-workout muscle building product with a blend of free amino acids, whey and casein proteins, along with vitamins and minerals to help rebuild

muscle and repair body tissues after exercise.

Restore: Night time product which helps in connective tissue formation and supports immune function with provitamin A.

"We are excited to launch Herbalife24 in Canada, a sports performance line that satisfies a need in the market; designed with the unique demands of athletes in mind," said Ibi Fleming, senior vice president and managing director for Herbalife North America. "It also furthers our commitment to continue introducing high quality products in the Canadian market with even more targeted nutrition to meet the demanding needs of sports and fitness enthusiasts."

"We understand that there is more to performance nutrition than pre-, during, and post-workout products," said John Heiss, Ph.D., director, sports and fitness for Herbalife. "This enables us to support all athletes to take their training and performance to the next level," concluded Heiss.

Herbalife24™ products are available exclusively through a network of Independent Herbalife Members. Herbalife24™ products have a suggested retail price starting at \$38.60 CAD. To find an Herbalife Member or learn more about the products, please visit www.Herbalife24.ca.

Product photography is available upon request.

About Herbalife Ltd.

Herbalife Ltd. (NYSE:HLF) is a global nutrition company that sells weight-management products, nutrition supplements and personal care products intended to support a healthy lifestyle. Herbalife® products are sold in more than 90 countries to and through a network of Independent Herbalife Members. The company supports the Herbalife Family Foundation and its Casa Herbalife program to help bring good nutrition to children. The Herbalife website contains a significant amount of financial and other information about the company at <http://ir.Herbalife.com>. Herbalife encourages investors to visit its website from time to time, as information is updated and new information is posted.

* All Herbalife24™ products are tested by NSF International, Inc. and are Certified for Sport.® based on the following criteria:

Tested - Clean of athletic banned substances;

Verified - Meets label claims and contaminant test criteria; and

Audited - Manufacturing facility is GMP compliant.

Photos/Multimedia Gallery Available:

<http://www.businesswire.com/multimedia/home/20140909006488/en/>

Herbalife

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