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Herbalife Nutrition Hong Kong and Po Leung Kuk Set New World Record in Launching Healthy Active Lifestyle Mobile App

HONG KONG--(BUSINESS WIRE)-- Herbalife Nutrition Hong Kong and the charity organization Po Leung Kuk set a new world record, with "the most people launching a Healthy Active Lifestyle mobile app together." The world record-breaking event, held at the Hong Kong Science and Technology Park, brought together 1,015 people interested in living a healthy, happy and active lifestyle. Together, they launched the new mobile app that includes BMI measurement, aerobic dance, healthy recipes and balanced nutrition information.

This press release features multimedia. View the full release here:

<http://www.businesswire.com/news/home/20171208005133/en/>



More than 1,000 people came together to launch the Healthy Active Lifestyle mobile app. (Photo: Business Wire)

knowledge of healthy active lifestyle and computer programming, Herbalife Nutrition Hong Kong sponsored Po Leung Kuk to hold a mobile app course for students from 16 primary and secondary schools. The course was conducted at Po Leung Kuk Cheung Hong Youth Development Centre during the summer.

"Through the launch of the Healthy Active Lifestyle mobile app, we hope to provide a tool to help people adopt positive nutrition and lifestyle habits in daily living. We believe these simple lifestyle habits can have significant benefits to our overall well-being in the long run," said Steven Sze, General Manager of Herbalife Nutrition Hong Kong and Macau.

To empower teenagers with

The Healthy Active Lifestyle mobile app launch and the mobile app course are the latest co-operations between Herbalife Nutrition and Po Leung Kuk. Since 2013, Herbalife Family Foundation – a non-profit organization dedicated to improving nutrition for children in need, has been supporting Po Leung Kuk Cheung Hong Youth Development Centre to implement “The World of Healthy Growth” program. This aims to boost students’ and parents’ awareness of the importance of healthy breakfast. To date, more than 14 schools have participated in the program, benefitting 2,000 students.

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 members, 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 member, 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 members 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 US\$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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