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# Herbalife Nutrition Goes Back to School with Innovative Activewear Design Challenge

## Global Nutrition Brand Partners with World-Renowned FIDM

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Nutrition (NYSE: HLF), a premier global nutrition company whose purpose is to make the world healthier and happier, today announced a design competition in collaboration with the prestigious Fashion Institute of Design & Merchandising (FIDM). Kicking off with the new school year, the design challenge is part of a special Advanced Study Program, International Manufacturing & Product Development, where FIDM students will develop a line of activewear for Herbalife Nutrition's independent distributors.

Participating FIDM students will be divided into teams and challenged to design and build a cohesive activewear collection that embodies a healthy and active lifestyle. The students will present their designs, inclusive of theme, colors, fabric, and production and sourcing strategy, to the Herbalife Nutrition team and FIDM faculty members. The students' final challenge will require the entire team to demonstrate how they will merchandise the individual student concepts as a cohesive collection. In addition to the group projects, each student will have the opportunity to participate in creating their own design.

"FIDM is one of the top design and fashion schools in the world, and shares a like-minded commitment to innovation and excellence, making them an exciting partner for this design challenge," said Rich Goudis, CEO, Herbalife Nutrition. "Our collaboration on this project provides an opportunity for the next generation of creatives to develop apparel inspired by our entrepreneurs and employees who are purpose driven to help people lead a healthier and happier life.

More than 15 students were selected by FIDM faculty and staff to participate in International Manufacturing & Product Development. The program has begun and continues through late spring 2019.

"This is the 26th year that FIDM has partnered with a global brand to create a design competition for our students," said Barbara Bundy, vice president, Fashion Institute of Design & Merchandising. "Herbalife Nutrition joins companies such as Nike, who have educated and challenged our students in new and inspiring ways, and we are excited to work with the Herbalife Nutrition team to develop activewear that underscores the optimism and empowerment consumers garner from living their best, healthy and active life."

As part of the project, students will immerse themselves in the global consumer marketplace and conduct in-depth research to wholly understand the millennial customer, the lifestyle of the Herbalife Nutrition Independent Distributor and the global reach and influence of athletes.

As part of the course, students will have the opportunity to travel to global design hubs – from Milan to Paris, participate in working sessions with Herbalife Nutrition, as well as speak with Herbalife Nutrition leaders from around the globe and attend the Company's annual meeting in Houston.

### **About Herbalife Nutrition**

Herbalife Nutrition is a global nutrition company whose purpose is to make the world healthier and happier. The Company has been on a mission for nutrition – changing people's lives with great nutrition products & programs – since 1980. Together with our Herbalife Nutrition independent distributors, we are committed to providing solutions to the worldwide problems of poor nutrition and obesity, an aging population and skyrocketing public healthcare costs, while supporting the rise in entrepreneurs of all ages. Herbalife Nutrition offers high-quality, science-backed products, most of which are produced in Company-operated facilities; one-on-one coaching with an Herbalife Nutrition independent distributor; and a supportive community approach that inspires customers to embrace a healthier, more active lifestyle. Herbalife Nutrition's targeted nutrition, weight-management, energy and fitness, and personal care products are available exclusively to and through dedicated Herbalife Nutrition distributors in more than 90 countries.

As a global supplier of herbal supplements, Herbalife Nutrition uses more than 150 botanical ingredients, including soybeans, tea and aloe. The company has a robust, science-based product development process guided by a team of more than 300 scientists, 36 of them Ph.Ds., to assure the quality of the products. The Company has invested more than \$300 million during the past six years in its manufacturing facilities and now makes approximately 65 percent of all its nutrition products in-house.

Through its corporate social responsibility efforts, Herbalife Nutrition supports the Herbalife Nutrition Foundation (HNF) and its CasaHerbalife Nutrition programs to help bring good nutrition to children in need. Herbalife Nutrition is 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 approximately 8,300 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of approximately \$4.4 billion in 2017. To learn more, visit [Herbalife.com](http://Herbalife.com) or [IAmHerbalife.com](http://IAmHerbalife.com).

Herbalife Nutrition also encourages investors to visit its investor relations website at [ir.Herbalife.com](http://ir.Herbalife.com) as financial and other information is updated and new information is posted.

### **About FIDM**

FIDM (Fashion Institute of Design & Merchandising) is an internationally recognized college with 4,772 students and over 70,000 graduates. A private institute for specialized professional education, FIDM is accredited by the Western Association of Schools and Colleges Senior College & University Commission (WSCUC) and the National Association of Schools of Art and Design (NASAD). FIDM offers degrees in 32 disciplines, including a Master of Business Administration (MBA).

The college is headquartered in downtown Los Angeles, with other campus locations in

Orange County, San Diego and San Francisco.

FIDM is the home of “Project Runway Junior” on Lifetime Television. Other shows to call FIDM their West Coast home include “Project Runway” and “Project Runway: Under the Gunn”, as well as “Design School” an original series on HGTV featuring FIDM Interior Design students. FIDM was featured on MTV’s “The Hills,” starring FIDM student, Lauren Conrad.

### **FIDM Museum**

FIDM Museum & Galleries has one of the nation’s finest costume collections of more than 15,000 objects, dating from the 18th century, and yearly presents major exhibitions.

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