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# Herbalife Receives Direct Selling Association's 2025 Vision for Tomorrow Award for its Casa Herbalife Program

*Recognized for global impact in nutrition, education and community empowerment*

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Ltd. (NYSE: HLF), a premier health and wellness company, community and platform, is proud to announce that it has received the Direct Selling Association's (DSA) prestigious 2025 Vision for Tomorrow Award for its Casa Herbalife Program, a signature initiative of the Herbalife Family Foundation (HFF). This award recognizes the company's ongoing commitment to empowering communities worldwide through nutrition-driven wellness programs.

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

<https://www.businesswire.com/news/home/20251030793111/en/>

Herbalife Receives Direct Selling Association's 2025 Vision for Tomorrow Award for its Casa Herbalife Program. Pictured (from left): Stephan Gratziani, CEO of Herbalife; Dave Grimaldi, President and CEO of the Direct Selling Association; and Rob Levy, Herbalife Family Foundation Board Member and President, Herbalife.

The Casa Herbalife Program provides children with access to nutritious meals, educational resources, and safe,

nurturing environments. Since its inception in 1998, the program has grown to support more than 170 nonprofit organizations across 62 countries and territories, reaching over 200,000 children each year. This impact is made possible through the generosity and commitment of Herbalife independent distributors and employees, whose contributions not only fund the program but also strengthen a global network of partners dedicated to improving the lives of children and families in underserved communities.

"We are deeply honored to be recognized by the Direct Selling Association for the work we've accomplished through our Casa Herbalife Program," said Rob Levy, Herbalife Family Foundation Board Member and Herbalife President. "For more than 30 years, our independent distributors and employees have supported the Herbalife Family Foundation and its programs with their generosity, passion, and commitment, helping make a lasting impact in the lives of children and families around the world."

The Vision for Tomorrow Award recognizes programs that go beyond business objectives to create meaningful, long-term community and industry impact. This honor highlights companies that demonstrate leadership in ethics, consumer protection, best practices, and social responsibility. More broadly, the DSA Awards celebrate organizations that set the standard for excellence and integrity in the direct selling industry while safeguarding consumer trust and promoting sustainable growth.

“We are proud to highlight the work of companies like Herbalife, whose initiatives not only drive business success but also contribute to meaningful, positive change in the world,” said Dave Grimaldi, President and CEO of the Direct Selling Association. “These programs are setting a new gold standard for transparency, innovation, and consumer-centered service in the direct selling industry.”

The Casa Herbalife Program is the flagship program of HFF, a nonprofit created to improve the lives of children and families in underserved communities. HFF brings together Herbalife independent distributors and employees to fund and support programs that focus on nutrition, education, and overall well-being. Since its founding in 1994, HFF has contributed more than \$60 million to nonprofit organizations worldwide and continues to respond to communities in need, helping create safe, supportive, and sustainable opportunities for children to thrive.

For more information on HFF, its initiatives, and how to get involved, visit [herbalifefamilyfoundation.org](http://herbalifefamilyfoundation.org).

### **About Herbalife Ltd.**

Herbalife (NYSE: HLF) 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 <https://ir.herbalife.com/>.

### **About the Herbalife Family Foundation**

The Herbalife Family Foundation (HFF) is a 501(c)(3) global nonprofit inspired by Herbalife Founder Mark Hughes’ vision to uplift underserved communities. HFF is dedicated to supporting transformative programs that directly enhance children’s well-being, focusing on nutrition and education. Herbalife independent distributors and employees drive the fundraising efforts for HFF. Since 1994, HFF has contributed over \$60 million to nonprofit organizations around the world. HFF also actively engages in global relief efforts, responding to communities affected by natural disasters.

For more information, please visit [herbalifefamilyfoundation.org](http://herbalifefamilyfoundation.org) and follow us on Instagram and Facebook @Herbalifefamilyfoundation.

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