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Herbalife Named to Three 2026 USA TODAY Most Trusted Brands Lists

Recognitions reflect consumer confidence in the company's quality, reliability, and wellness leadership across generations

LOS ANGELES--(BUSINESS WIRE)-- [Herbalife Ltd.](#) (NYSE: HLF), a premier health and wellness company, community and platform, has been named to three 2026 USA TODAY Most Trusted Brands lists, including [Most Trusted Brands](#), [Brands Most Trusted by Parents](#), and [Brands Most Trusted by Senior Citizens](#). The recognitions reflect consumer confidence in Herbalife's science-backed products and commitment to supporting healthy, active lifestyles across generations.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20260603147461/en/>

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“Trust is foundational to our relationship with our distributors

and consumers,” said Hanan Wajih, chief marketing officer at Herbalife. “Being recognized across these USA TODAY lists reflects the confidence people place in our science-backed products, our distributor community, and our ongoing commitment to helping individuals and families live healthier, more active lives.”

The USA TODAY Most Trusted Brands lists are based on independent consumer sentiment studies conducted in partnership with Plant-A Insights Group. The studies evaluated thousands of consumer brands using large-scale national surveys, online reviews, and publicly available data to measure perceived trustworthiness among U.S. consumers, parents, and seniors. For USA TODAY's Most Trusted Brands 2026, more than 23,000 U.S. consumers evaluated over 4,800 brands between September 2025 and October 2025. Separate studies for Brands Most Trusted by Parents 2026 and Brands Most Trusted by Senior Citizens 2026 surveyed more than 5,000 recent parents and more than 6,000 adults age 60 and older, respectively.

For over 45 years, Herbalife has empowered millions of people to reach their nutrition, health and wellness goals using science-backed products and the individual coaching provided by our network of independent distributors. With approximately 8,500 employees globally and more than 2 million independent distributors across more than 90 markets, the company has built a community that empowers people to live their best lives. The dedication and collaboration of its employees and distributors have propelled Herbalife to become the #1 active and lifestyle nutrition brand in the world¹ and sell the #1 protein shake in the world².

For more information about Herbalife, visit www.herbalife.com.

(1) Source: Euromonitor; CH2026ed, active & lifestyle nutrition as weight management & wellbeing, sports nutrition and vitamins & dietary supplements definitions; combined % RSP share GBO for 2025.

(2) Source: Euromonitor; CH2026ed, protein shake as sports protein powder, sports protein RTDs, meal replacement, supplement nutrition drinks & protein supplements; combined % RSP share GBO for 2025.

RSP = Retail Selling Price; GBO = Global Brand Owner; RTD = Ready to Drink

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>.

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