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Herbalife Introduces Essential Nutrition for Kids

LOS ANGELES--(BUSINESS WIRE)--

Herbalife Ltd. (NYSE:HLF), a global nutrition direct selling company, announced the launch of Herbalife Kids, a new line of nutrition products which includes shakes and multivitamins with protein, fiber, and 100 percent of key nutrients kids need daily.

Healthy nutrition for children and adolescents provides them with the nutrients they need for healthy development.

Herbalife's Kids(TM) Shakes in vanilla, chocolate or strawberry offer a healthy alternative to salty treats, sweets and non-nutritious beverages and are designed to be part of a healthy meal or enjoyed as a snack for four year olds to 18 years. Each shake has 17 essential vitamins and minerals, 15 grams of protein (6 g from powder, 9 g from milk), calcium and fiber, along with a unique blend of herbs and botanicals designed for children.

Multivites vitamins are chewable sport-shaped tablets in grape and raspberry for children from four to 13 years. Each daily serving (two tablets) provides 100 percent DV of 16 essential vitamins with a unique blend of herbs and botanicals designed for children.

Kindermins(R) Liquid Multivitamins for children aged three and younger has been reformulated with 11 essential vitamins.

The entire Herbalife Kids product line contains no preservatives, artificial flavors or coloring. The herbs and botanicals used are at safe levels which are acceptable for consumption by children. Acerola and rosehips are natural occurring sources of antioxidant vitamins. Chamomile is soothing and calming to the body, and ginger helps to aid digestion.

Herbalife sells its new Kids line at the following prices:

Shakes \$29.95 (14 packets per carton); \$19.95 for canister (18 servings); Multivites \$17.50 (60 tablets); Kindermins \$15.25 (29 ml., each serving is 1 ml.)

All Herbalife(R) products are sold through independent distributors, who can be found at Herbalife.com or by calling 1-888-4-HERBAL.

Note to Editors: Product photography and samples are available upon request.

About Herbalife

Herbalife Ltd. (NYSE:HLF) (www.herbalife.com) is a global network marketing company that sells weight-management, nutrition, and personal care products intended to support a healthy lifestyle. Herbalife(R) products are sold in 65 countries through a network of more

than 1.5 million independent distributors. The company supports the (<http://www.herbalifefamily.org/>) Herbalife Family Foundation and its Casa Herbalife program to bring good nutrition to children. Please visit Herbalife Investor Relations at <http://ir.herbalife.com> for additional financial information.

Source: Herbalife Ltd.