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Survey Reveals That Only Twelve Percent of Americans Use Sun Protection Year Round

Herbalife Promotes Sun Protection Year Round as Surgeon General Issues a Call to Action for Serious Public Health Concern

LOS ANGELES--(BUSINESS WIRE)-- [Herbalife Ltd.](#) (NYSE:HLF), a global nutrition company, concluded an Omnibus survey¹ that revealed only twelve percent of Americans use sun protection year round and yet an overwhelming majority of consumers (83%) realize that the use of SPF protection is a healthy practice that, according to U.S. Department of Health and Human Services, could guard against the occurrence of skin cancer.

In a recent *Call to Action* issued by the Surgeon General of the U.S. Department of Health and Human Services, it was revealed that the number of Americans who have been diagnosed with skin cancer at some point in the past three decades is estimated to be higher than the number of all other cancers combined, with the incidence rates of skin cancer increasing continuously in recent years. One of the main objectives of the Surgeon General's *Call to Action* is to increase awareness of skin cancer and to advocate practices to reduce the risk.

In the survey sponsored by Herbalife, only about one-quarter of adults are aware that skin cancer had the highest incidence of any type of cancer in the United States.

The US Department of Health and Human Services acknowledges that understanding the risk of UV exposure is crucial to protecting skin from irreversible sun damage, and underscores why the Surgeon General's *Call to Action to Prevent Skin Cancer* recommends that for adequate protection, sunscreen should have an SPF of 15 or higher. Additionally, according to the U.S. Department of Health and Human Services, sunscreen is one of the most common methods of sun protection used by Americans, and when used as directed, broad-spectrum sunscreen with an SPF of 15 or higher helps prevent sunburn, and reduces the risk of early skin aging and skin cancer associated with UV radiation.

"Every year in the United States, nearly 5 million people are treated for skin cancer, at an estimated cost of \$8.1 billion. Melanoma, the most deadly form of skin cancer, causes nearly 9,000 deaths each year. Despite recent efforts to address risk factors, skin cancer rates continue to rise," States Howard K. Koh, M.D., M.P.H., assistant secretary of health for the U.S. Department of Health and Human Services.²

Ideal sun protection tips recommended by the World Health Organization include:

- Wearing tightly woven protective clothing that adequately covers the arms, torso, and legs.

- Wearing a hat that provides adequate shade to the whole of the head.
- Seeking shade whenever possible.
- Avoiding outdoor activities during periods of peak sunlight (such as midday).
- Using sunscreen (in conjunction with the aforementioned sun protection behaviors).

As a global leader in nutrition and personal care products, Herbalife is committed to bringing the highest quality products to market. As part of its mission of promoting healthy and active lifestyles, Herbalife joins the Surgeon's General's *Call to Action* in creating awareness about the importance of sun damage prevention, not only during the summer season, but all year round. Among its recent product launches in the U.S., Herbalife has added two broad spectrum SPF 30 products to its Herbalife SKIN™ and Herbal Aloe lines for UVA and UVB protection.

The Herbal Aloe Face & Body Sunscreen Broad Spectrum SPF 30 helps protect skin from the sun's damaging UVA/UVB rays and prevents sunburn. It doubles skin's moisture for eight hours³, contains no added paraben, is dermatologist tested, and is recommended by the Skin Cancer Foundation.

The Herbalife SKIN™ Protective Moisturizer Broad Spectrum SPF 30 Sunscreen, exclusively formulated with Vitamin B3, antioxidant Vitamins C and E, Aloe Vera, Sunflower seed oil, and other botanical ingredients, contains no added paraben and is a dermatologist-tested moisturizer, while providing broad spectrum UVA/UVB protection against the sun's damaging rays.

All Herbalife products are sold worldwide exclusively through a network of independent Herbalife Members.

About Herbalife Ltd.

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy, sports and personal care products are available exclusively to and through dedicated Independent Herbalife Members in more than 90 countries. We are committed to fighting the worldwide problems of poor nutrition and excess weight by offering high-quality products, one-on-one coaching with an Herbalife Member and a community that inspires customers to live a healthy, active life.

We support the Herbalife Family Foundation (HFF) and its Casa Herbalife Program to help bring good nutrition to children in need. We also sponsor more than 250 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and champions in many other sports.

The company has over 7,400 employees worldwide, and reported net sales of \$4.8 billion in 2013.

To learn more visit herbalife.com or iamherbalife.com

¹ TNS Omnibus Survey: Total sample n = 1000 consumers, representative of US individuals on Age, Income and Geographic Region according US Census data. The sample carries a

+/- 3% error range.

² From U.S. Department of Health and Human Services web site

³ Tested on subjects, measuring skin moisture levels at eight-hour intervals. Skin of 86% of subjects showed double the moisture levels over baseline after eight hours.

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