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Herbalife Launches New Skin® Collagen Beauty Booster That Nourishes Younger Looking Skin**

LOS ANGELES--(BUSINESS WIRE)-- Herbalife (NYSE: HLF), a global nutrition company, today announced its newest skin product in the U.S., the Herbalife SKIN Collagen Beauty Booster, formulated with Verisol®* Collagen, which tests have shown support for skin elasticity and reduction of fine wrinkles within four to eight weeks.[†]** The Bioactive Collagen Peptides®§ can also diminish signs of cellulite.**

Herbalife is mining its expertise in nutrients to satisfy rising consumer demand for new innovative skin care products. U.S. sales for this industry are expected to rise to \$16.5 billion in 2018, up from \$15.6 billion in 2015, according to Euromonitor International.

“We pride ourselves in working with our team of experts from around the world to create high-quality and innovative products,” said Ibi Fleming, senior vice president and managing director, Herbalife North America Region. “Our scientifically formulated Herbalife SKIN line offers advanced healthy skin maintenance and anti-aging products that inspire healthy looking, radiant skin for inner and outer body nutrition.”

The clinically tested ingredients in the SKIN Collagen Beauty Booster provide the nutrients needed to maintain youthful and radiant skin.** It is a low-calorie powder dietary supplement with no artificial flavors or sweeteners, and mixes easily with water, tea, aloe or Formula 1 shakes. The product, which can be taken daily, is gluten free and contains Vitamins A (as beta-carotene), C and E, which help prevent free radical cell damage that ages your skin. It also supports strong nails and healthy hair with selenium, zinc and biotin.**

This is the newest addition to the Herbalife SKIN line, which also includes these 10 products for improving your skin: Soothing Aloe Cleanser, Polishing Citrus Cleanser, Energizing Herbal Toner, Line Minimizing Serum, Firming Eye Gel, Hydrating Eye Cream, Daily Glow Moisturizer, Replenishing Night Cream, Protective Moisturizer Broad Spectrum SPF 30 Sunscreen and an Instant Reveal Berry Scrub and Purifying Mint Clay Mask.

Herbalife SKIN also offers three skin care programs: Basic, Advanced or Ultimate. These programs combine products from the Herbalife SKIN line to address specific skin care concerns and deliver tailored results.

For more information or to purchase the products, visit Herbalife.com

*Verisol is a registered trademark of GELITA AG.

[†]Based on an 8-week study in 62 healthy women of 35-55 years of age, showing a

statistically higher level of skin elasticity in subjects receiving 2.5 g Verisol by an average of 10.3% at 4 weeks and 7.6% at 8 weeks when compared to those receiving placebo.

††Based on an 8-week study in 110 healthy women of 45-65 years of age, showing a statistically significant reduction in eye wrinkle volume in subjects receiving 2.5 g Verisol by an average of 7.1% at 4 weeks and 20.1% at 8 weeks when compared to those receiving placebo.

§Bioactive Collagen Peptides® is a registered trademark of GELITA AG.

**These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

About Herbalife:

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy and fitness and personal care products are available exclusively to and through dedicated Herbalife Independent Members in more than 90 countries. We are committed to fighting the worldwide problems of poor nutrition and obesity 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 programs to help bring good nutrition to children in need. We also sponsor more than 190 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 8,000 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of \$4.5 billion in 2015. The Herbalife website contains a significant amount of financial and other information about the company at <http://ir.Herbalife.com>. The company encourages investors to visit its website from time to time, as information is updated and new information is posted. To learn more, visit Herbalife.com or IAmHerbalife.com.

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