



## MEDIA RELEASE

### **Herbalife Nutrition Announces Sports Nutrition Tour and Herbalife24 Program in Australia and New Zealand**

**Australia, October 19 2016**, Herbalife, a global nutrition company, is introducing the Herbalife24 Program for Australia and New Zealand and a six-city Sports Nutrition Tour by a well-known advisor to football players and other athletes.

[Dr. Darren Burgess](#), head of High Performance at Port Adelaide Football (AFL) Club and the first Australian member of the Herbalife Nutrition Advisory Board, will be discussing how nutrition can improve sports performance during events from October 24-30 in Adelaide, Sydney, Melbourne, Brisbane, Perth and Auckland. Dr. Burgess previously was head of Fitness and Conditioning at Liverpool Football Club (EPL) and has worked with many other top Australian national and regional sporting organizations.

As part of the Sports Nutrition tour, Herbalife Nutrition is introducing the Herbalife24 Program for the first time in Australia and New Zealand. The program specifically assists active adults in training, performance and recovery. The products are customizable, based on specific training and performance needs, backed by proven science and independently tested.

“When engaging in intense physical activity, it is important to properly fuel your body,” Dr. Burgess said. “Sports drinks like CR7 Drive are great ways to ensure optimal energy and hydration levels. Knowledge on how nutrition works will certainly aid performance in sporting and fitness events.”

The complete Herbalife24 Program includes the Herbalife Formula 1 Sport for the right amount of protein prior to workouts, the Herbalife CR7 Drive to help energize workouts, the Herbalife Hydrate to replenish the body with electrolytes and the Herbalife Rebuild Strength, which provides immediate and sustained muscle recovery taken after exercises.

Each Herbalife24 product pack includes a Herbalife24 branded draw string bag and a Sports Nutrition brochure. For tour dates and locations visit [herbalife.com.au/](http://herbalife.com.au/)

“Through these efforts, we hope to equip people with the right tools to collectively build a greater knowledge of sports nutrition across Australia and New Zealand,” said Rod Taylor, general manager, Australia and New Zealand, Herbalife Nutrition.

The Sports Nutrition Tour is similar to the Herbalife Asia Pacific Wellness Tour where five experts on the Herbalife Nutrition Advisory Board tour 21 Asian cities in October to share information with both Herbalife Nutrition members and the general public about the nutritional requirements of a healthy active lifestyle and the benefits of effective supplementation.

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Notes for editor:

### **Herbalife Sports Nutrition Tour Dates**

- **MONDAY 24TH OCTOBER - ADELAIDE**  
InterContinental Adelaide, North Terrace,  
Adelaide, SA, 5000
- **TUESDAY 25TH OCTOBER - SYDNEY**  
Herbalife Sydney Centre  
Suite G.01 Ground Floor Quad 1, 8 Parkview Drive,  
Sydney Olympic Park, Sydney, NSW
- **WEDNESDAY 26TH OCTOBER - MELBOURNE**  
The Park Event Space  
36 Lakeside Drive, Albert Park, VIC, 3206
- **THURSDAY 27TH OCTOBER - AUCKLAND**  
Grand Millennium Hotel  
71 Mayoral Drive, Auckland, 1010  
New Zealand
- **SATURDAY 29TH OCTOBER - BRISBANE**  
Pullman King George's Square  
Corner Ann and Roma Streets, Brisbane, QLD, 4000
- **SUNDAY 30TH OCTOBER - PERTH**  
Perth Convention & Exhibition Centre  
14 Mill Street, Perth, WA 6000

### **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 a 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](http://Herbalife.com) or [IAmHerbalife.com](http://IAmHerbalife.com).