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Herbalife® Nutrition Introduces New Simply Probiotic to Help Balance Digestive Health

LOS ANGELES--(BUSINESS WIRE)-- In an effort to help the more than 74 percent of the United States population experiencing intestinal imbalances, global nutrition company Herbalife (NYSE:HLF) announced today the launch of Simply Probiotic, a science-backed, easy-to-use powder probiotic that delivers one billion active probiotic cultures per serving to support gut balance.

Simply Probiotic is designed to keep up with people's busy lifestyles. The powder is portable, requires no refrigeration or special storage. It mixes easily with hot, cold or frozen foods and beverages such as water, tea, coffee or Formula 1 Healthy Meal replacement shakes. It contains zero calories per serving, with no artificial flavors, colors, or added sweeteners, and is made with non-GMO ingredients.

"Simply Probiotic is an easy to use solution to promote the growth of beneficial bacteria in the intestines for those who want to maintain a healthy digestive system," said Dr. John Agwunobi, M.D., M.B.A., M.P.H., Chief Health and Nutrition Officer, Herbalife Nutrition. "Our new probiotic powder can be added to any diet to promote beneficial bacteria in the gut."

Simply Probiotic is formulated with GanedenBC³⁰[®], a patented, shelf-stable probiotic strain that can survive the acidic gastric passage to germinate in the intestines. Probiotics can assist individuals who experience daily gut discomfort due to poor diet, an on-the-go busy lifestyle, lack of exercise, or stress, and those who want to maintain a healthy digestive system.

In addition to Simply Probiotic, the Company's other digestive health products include [Active Fiber Complex](#), [Herbal Aloe Powder](#), and [Herbal Aloe Concentrate](#). For more information or to purchase the products, visit [Herbalife.com](#).

*GanedenBC³⁰ is a registered trademark of Ganeden.

About Herbalife

Herbalife Nutrition is a global nutrition company whose purpose is to make the world healthier and happier. We have been on a mission for nutrition - changing people's lives with great nutrition products & programs - since 1980. Together with our Herbalife Nutrition independent distributors, we are committed to providing solutions to the worldwide problems of poor nutrition and obesity, an aging population, sky-rocketing public healthcare costs and a rise in entrepreneurs of all ages. We offer high-quality, science-backed products, most of which are produced in Company-operated facilities, one-on-one coaching with an Herbalife Nutrition independent distributor, and a supportive community approach that inspires customers to embrace a healthier, more active lifestyle.

Our targeted nutrition, weight management, energy and fitness and personal care products are available exclusively to and through dedicated Herbalife Nutrition distributors in more than 90 countries.

Through our corporate social responsibility efforts, Herbalife Nutrition supports the Herbalife Family Foundation (HFF) and our Casa Herbalife programs to help bring good nutrition to children in need. We are also proud to sponsor more than 190 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy, and numerous Olympic teams.

Herbalife Nutrition has over 8,000 employees worldwide, and is traded on the New York Stock Exchange (NYSE: HLF) with net sales of approximately \$4.5 billion in 2016. To learn more, visit [Herbalife.com](#) or [IAmHerbalife.com](#). Financial information is available on [ir.herbalife.com](#).

About Ganeden

Ganeden is at the forefront of probiotic research and product development with an extensive library of published studies and more than 135 patents for probiotic technologies in the food, beverage, animal health, sports nutrition and personal care ingredients markets. Ganeden is best known for GanedenBC³⁰ (*Bacillus coagulans* GBI-30, 6086), its patented, FDA GRAS, non-GMO, highly stable probiotic ingredient that can be found in more than 750 leading products around the world. For more information about Ganeden and licensing opportunities visit [GanedenProbiotics.com](#).

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