






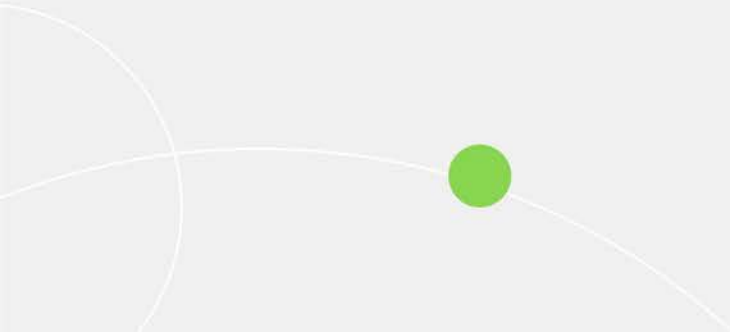
HERBALIFE NUTRITION PHILOSOPHY



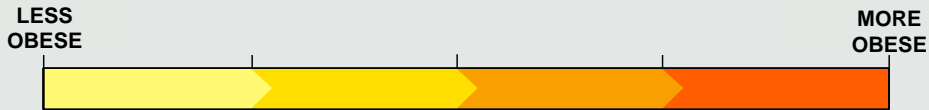
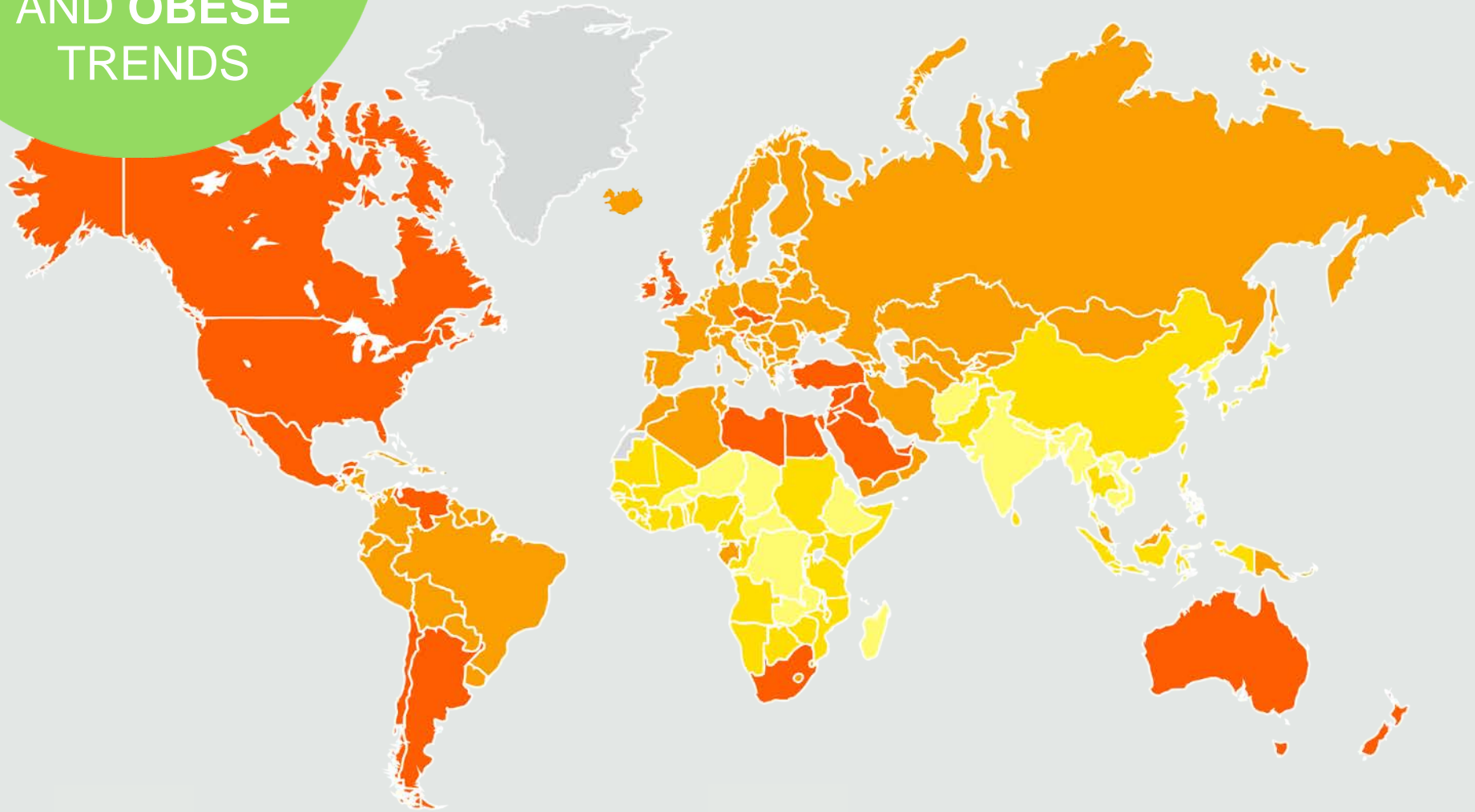
This presentation was created by the Herbalife Nutrition Advisory Board. It is intended to provide you with some basic information regarding the Herbalife Nutrition Philosophy. The purpose of these materials is to inform and educate, and does not validate or endorse the features or benefits of Herbalife products, or encourage their use.



This presentation should not be used to promote Herbalife or any Herbalife products.

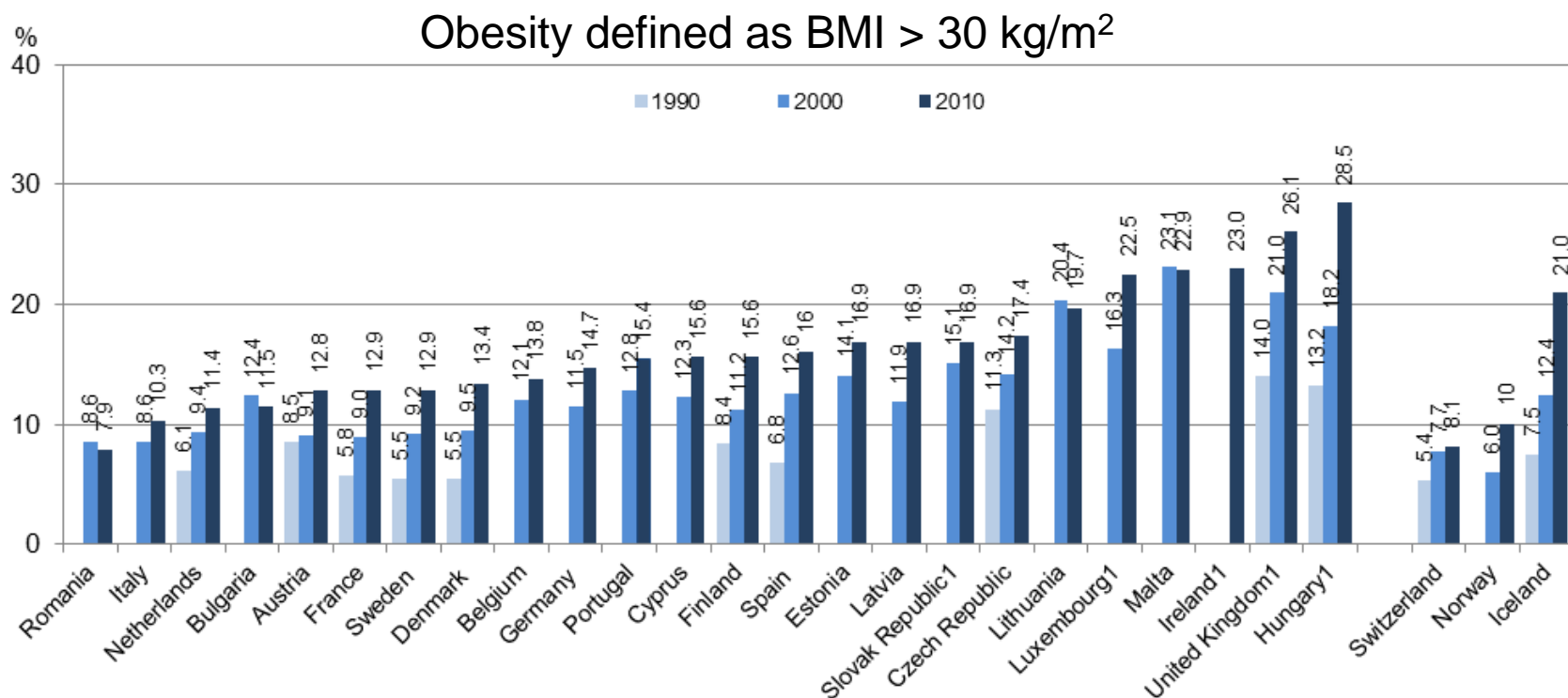


# INCREASING OVERWEIGHT AND OBESE TRENDS



Source: World Health Organization, Prevalence of Obesity, 2008.

# Increasing obesity rates among adults in European countries, 1990, 2000 and 2010 (or nearest years)

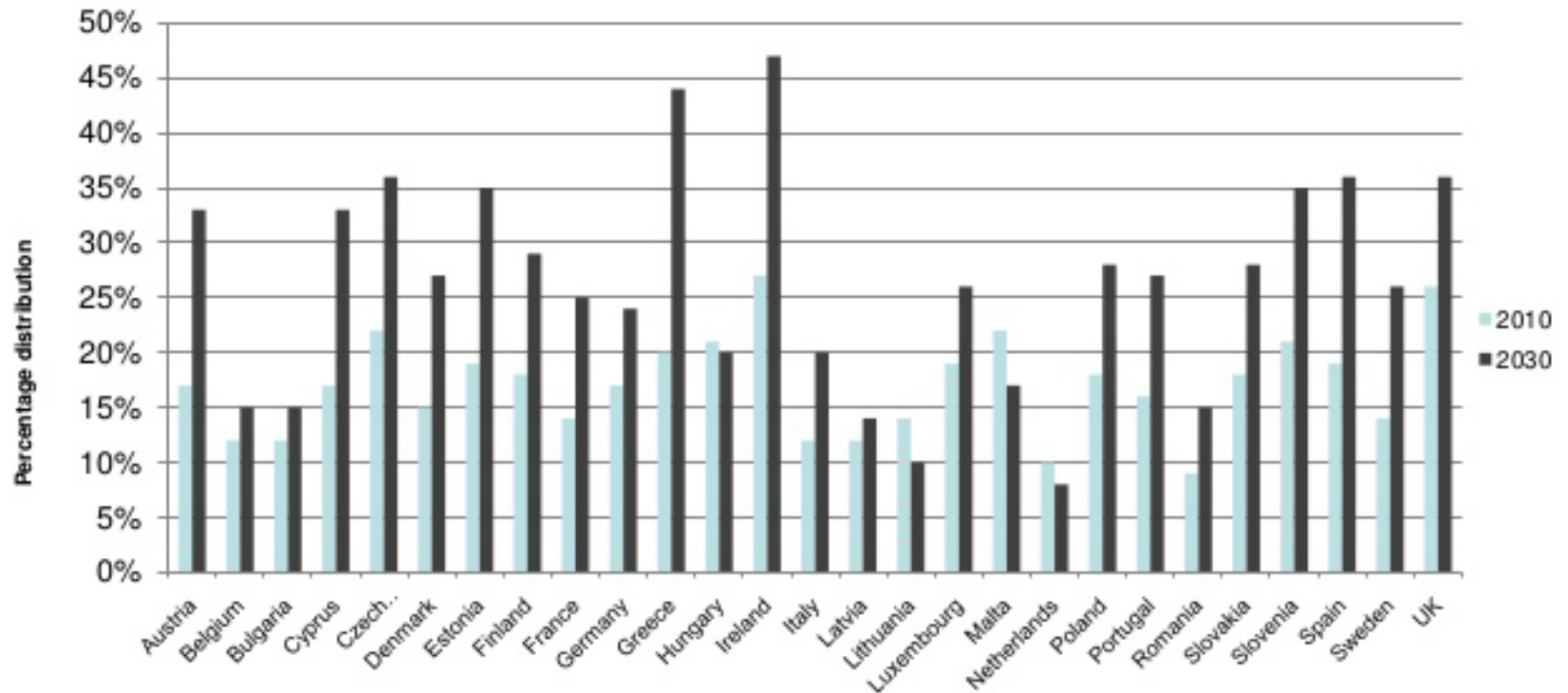


1. Hungary (1988, 2009), Ireland (2007), Luxembourg, Slovak Republic (2008) and United Kingdom figures are based on health examination surveys, rather than health interview surveys.

Source: OECD Health Data 2012; Eurostat Statistics Database; WHO Global Infobase.

# Projected obesity for 2030

WHO Modelling obesity Project 2013 together with UK Health Forum – NOPA II



# CVD TRENDS INCREASING

High cholesterol is a risk factor in the development of Cardiovascular Disease (CVD).

- An elevated Triglyceride /HDL-Cholesterol ratio is a good predictor of the development of CVD ([Salazar et al., 2013](#)).
- A report from the WHO ([WHO, 2014](#)) stated that:
  - A 10% reduction of blood cholesterol levels results in a 50% reduction in heart disease in men of 40 years old in the next 5 years, and a 20% risk reduction in those who are 70 years old.
  - Certain countries (such as Ireland and Finland) who have been successful in reducing their population's blood cholesterol, have also reduced their mortality rates from heart diseases.

## High cholesterol increases risk of



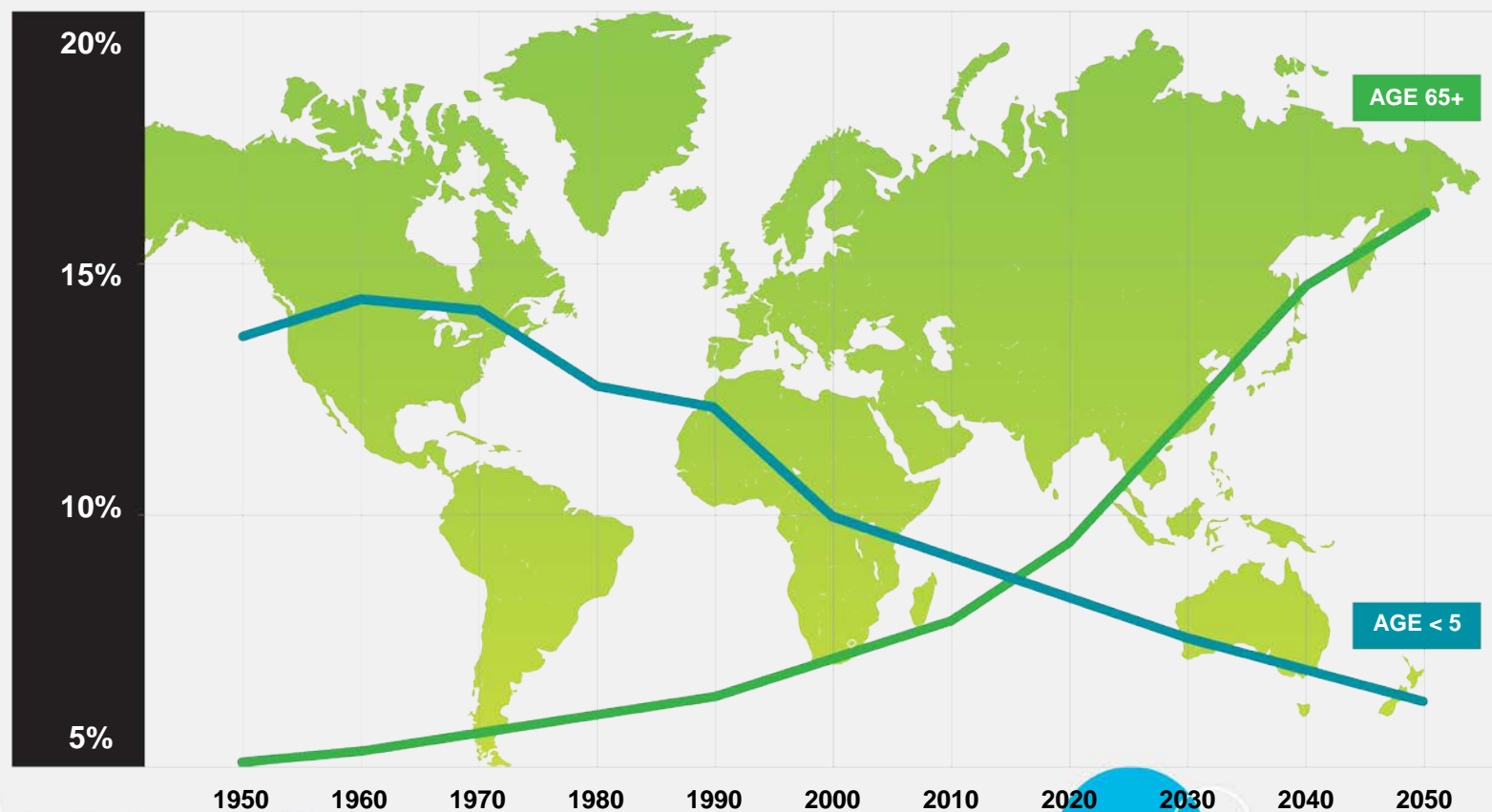
## Main causes





# GLOBAL POPULATION

YOUNG CHILDREN AND OLDER PEOPLE AS A PERCENTAGE OF GLOBAL POPULATION



Source: United Nations Department of Economic and Social Affairs, Population Division.  
*World Population Prospects. The 2004 Revision.* New York: United Nations, 2005.

up to  
**30%**  
FATS  
from food and  
supplements

# BALANCED NUTRITION

**40%**  
CARBOHYDRATES  
from food and  
supplements

up to  
**30%**  
PROTEIN  
from food and  
supplements



OMEGA-3

up to  
**30%**  
FATS  
from food and  
supplements

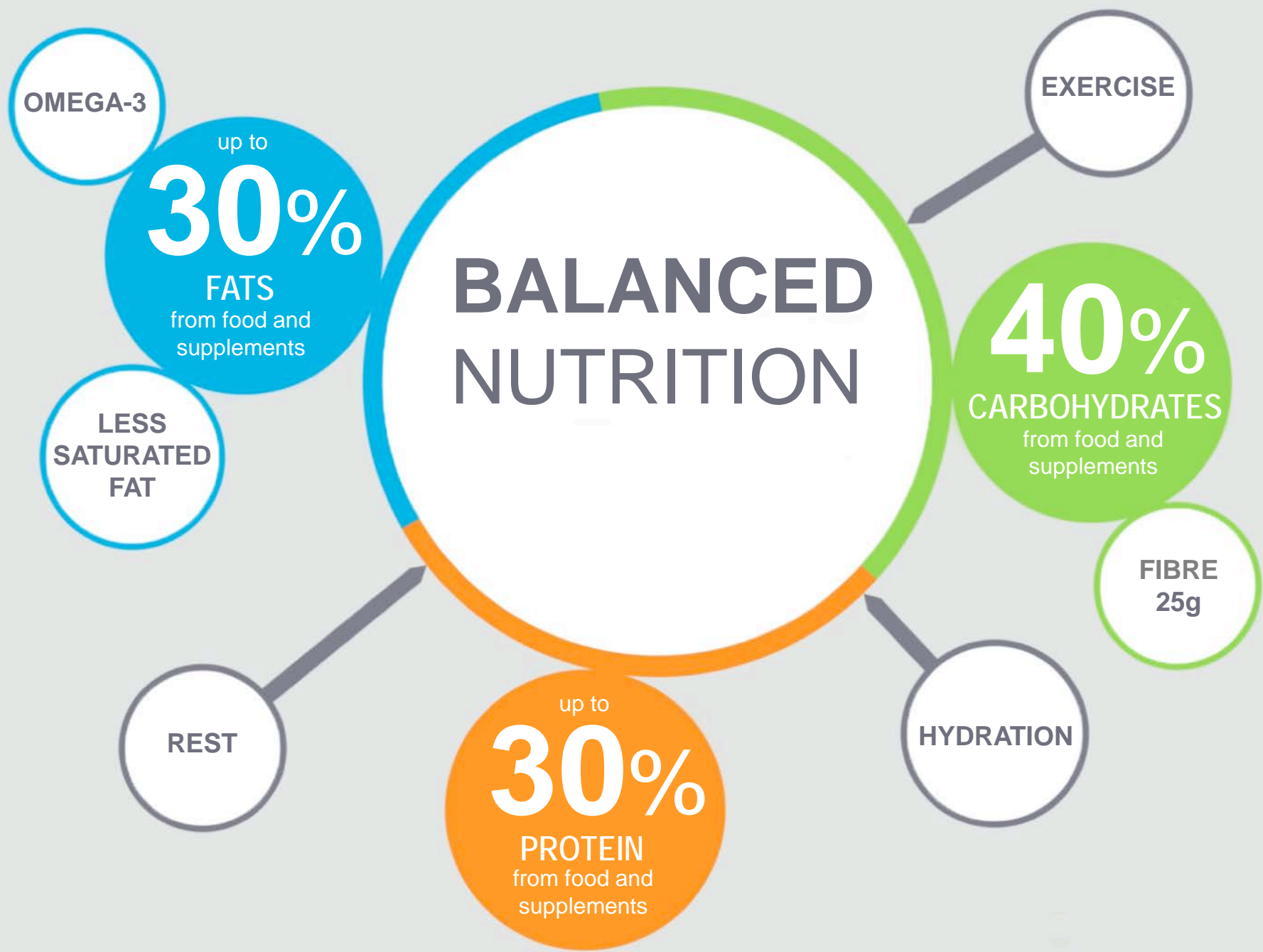
**LESS  
SATURATED  
FAT**

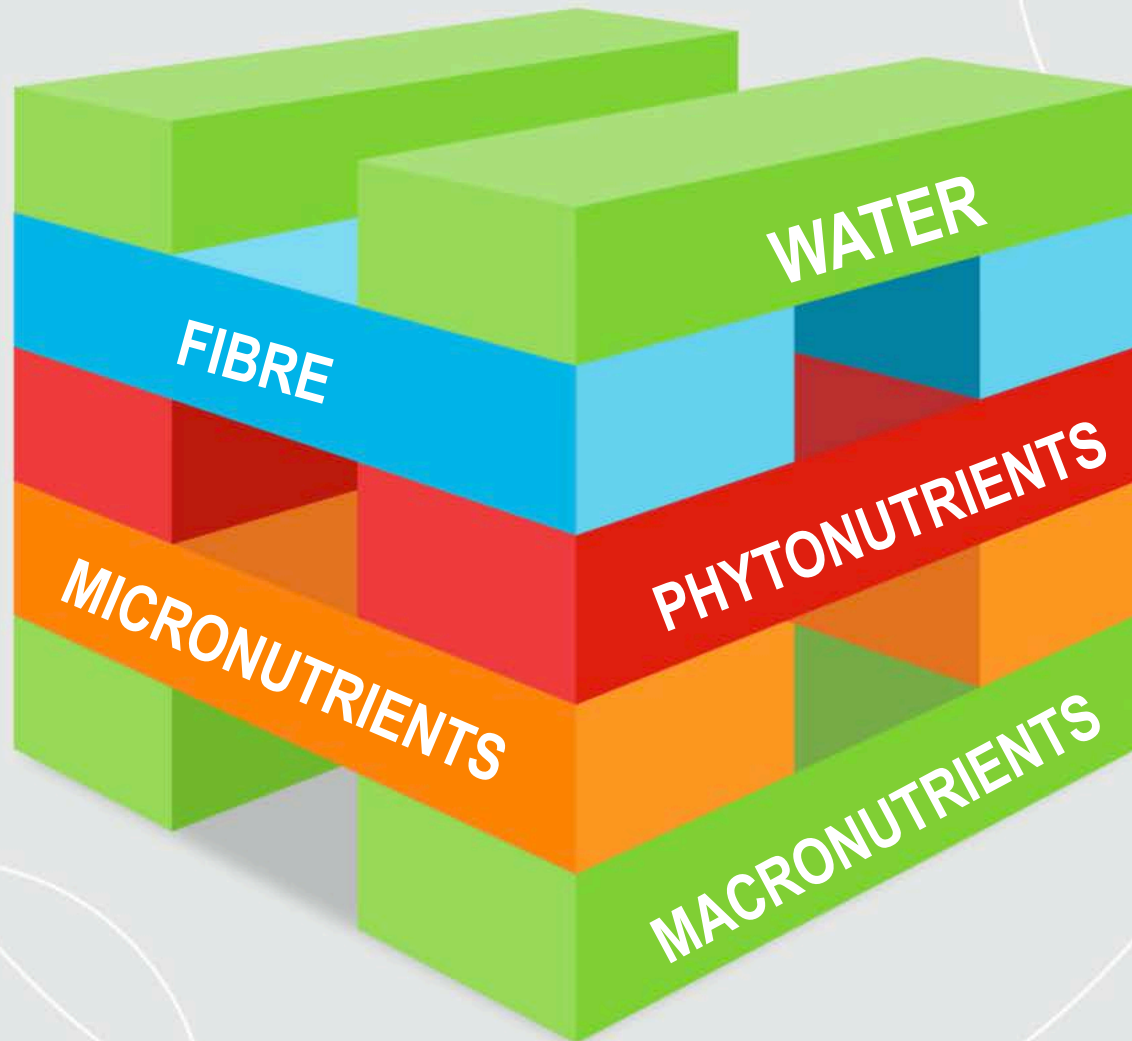
# BALANCED NUTRITION

**40%**  
CARBOHYDRATES  
from food and  
supplements

**FIBRE**  
25g

up to  
**30%**  
PROTEIN  
from food and  
supplements





# BREAKFAST



# THE MOST IMPORTANT MEAL OF THE DAY

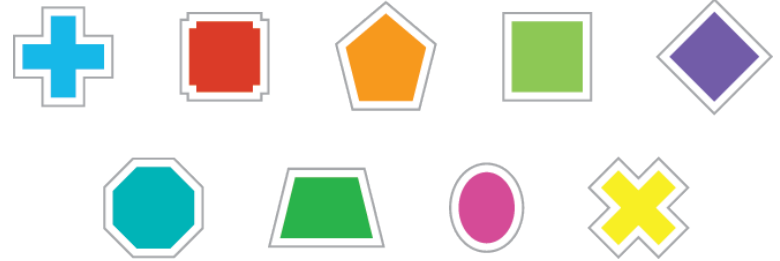
Jakubowicz, D., Froy, O., Wainstein, J., & Boaz, M. (2012). Meal timing and composition influence ghrelin levels, appetite scores and weight loss maintenance in overweight and obese adults. *Steroids*, 77(4), 323-331. doi: 10.1016/j.steroids.2011.12.006

Leidy, H. J., Bossingham, M. J., Mattes, R. D., & Campbell, W. W. (2009). Increased dietary protein consumed at breakfast leads to an initial and sustained feeling of fullness during energy restriction compared to other meal times. *Br J Nutr*, 101(6), 798-803.

Jakubowicz D, Barnea M, Wainstein J, Froy O. High Caloric intake at breakfast vs. dinner differentially influences weight loss of overweight and obese women. *Obesity (Silver Spring)*. 2013 Dec;21(12):2504-12. doi: 10.1002/oby.20460.

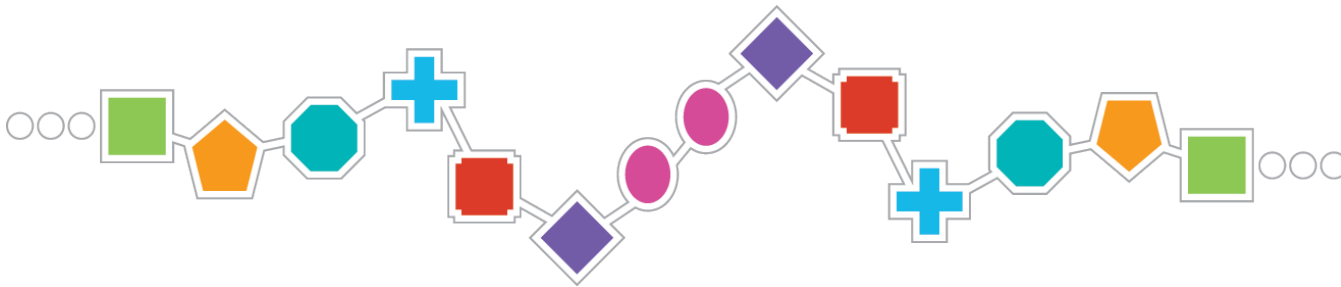
Morgan LM, Shi JW, Hampton SM, Frost G. Effect of meal timing and glycaemic index on glucose control and insulin secretion in healthy volunteers. *Br J Nutr* 2012;108:1286-1291.

# AMINO ACIDS AND PROTEIN



## AMINO ACIDS

## PROTEIN

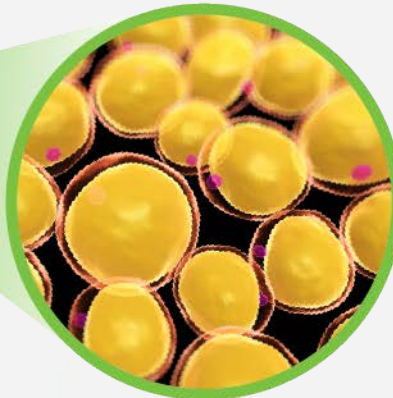
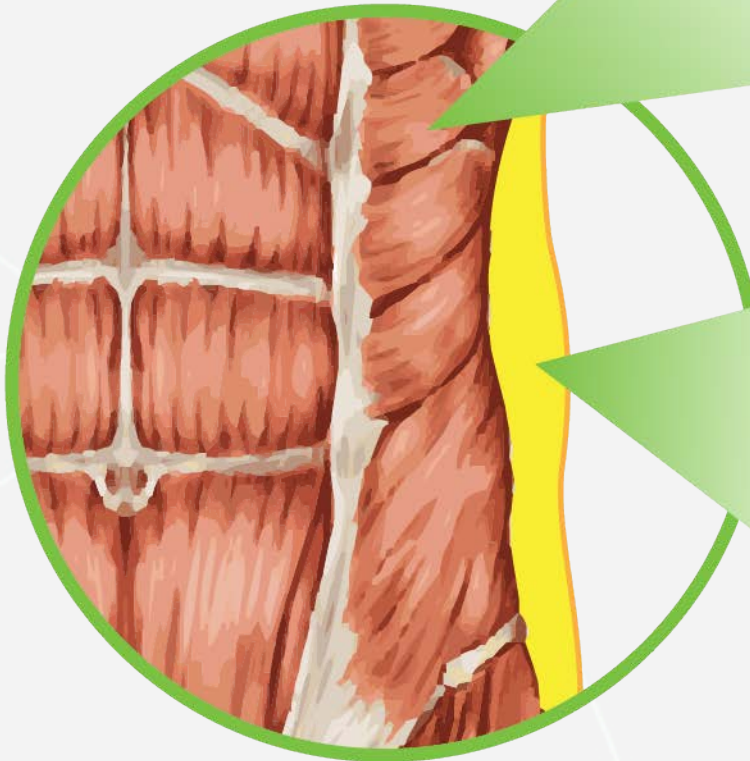


# MUSCLE AND FAT CELLS



Muscle cells  
**BURN MORE CALORIES**  
than fat cells.

**Muscle burns about  
13 kcal/kg/day**



Fat cells tend to  
**STORE** energy.

**Fat burns about  
4.5 kcal/kg/day**

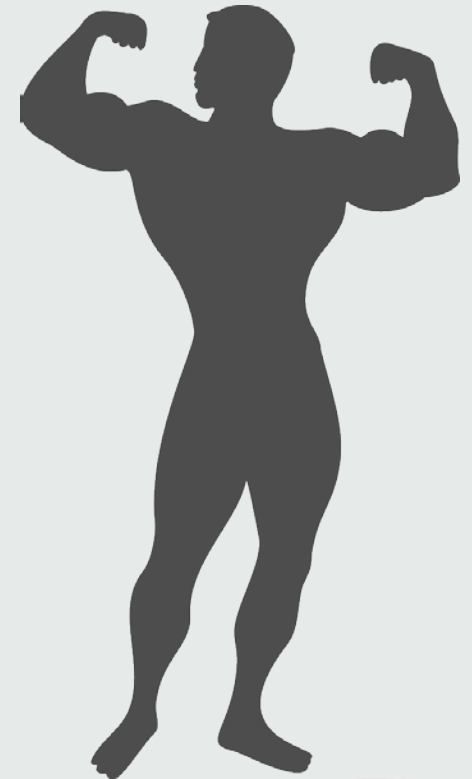


# BODY COMPOSITION



Height: 5'4"  
Weight: 180 lbs  
BMI: 31 kg/m<sup>2</sup>

# BODY COMPOSITION IS MORE IMPORTANT THAN BODY WEIGHT



Height: 6'0"  
Weight: 225 lbs  
BMI: 31 kg/m<sup>2</sup>



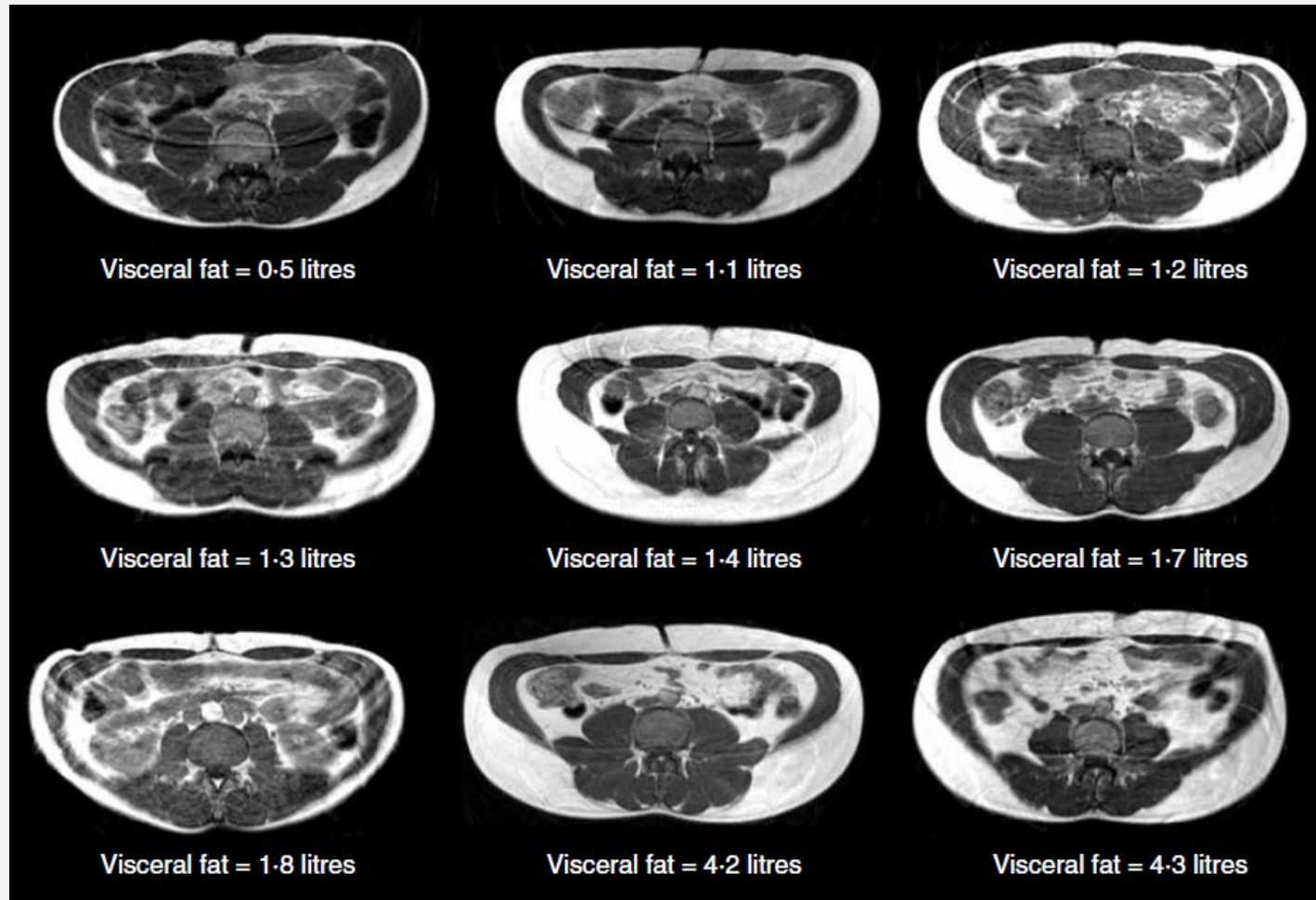
**BMI**

**WAIST  
CIRCUMFERENCE**

**HOW TO  
ESTIMATE  
BODY  
COMPOSITION**


**BIOIMPEDANCE**

# SKINNY ON THE OUTSIDE



# FAT ON THE INSIDE

# BALANCING YOUR FATS



CUT DOWN ON  
SATURATED  
FATTY ACIDS and  
TRANS FATTY  
ACIDS



INCREASE  
OMEGA-3



# WHAT IS THE DIFFERENCE?





**FIBRE**  
25g



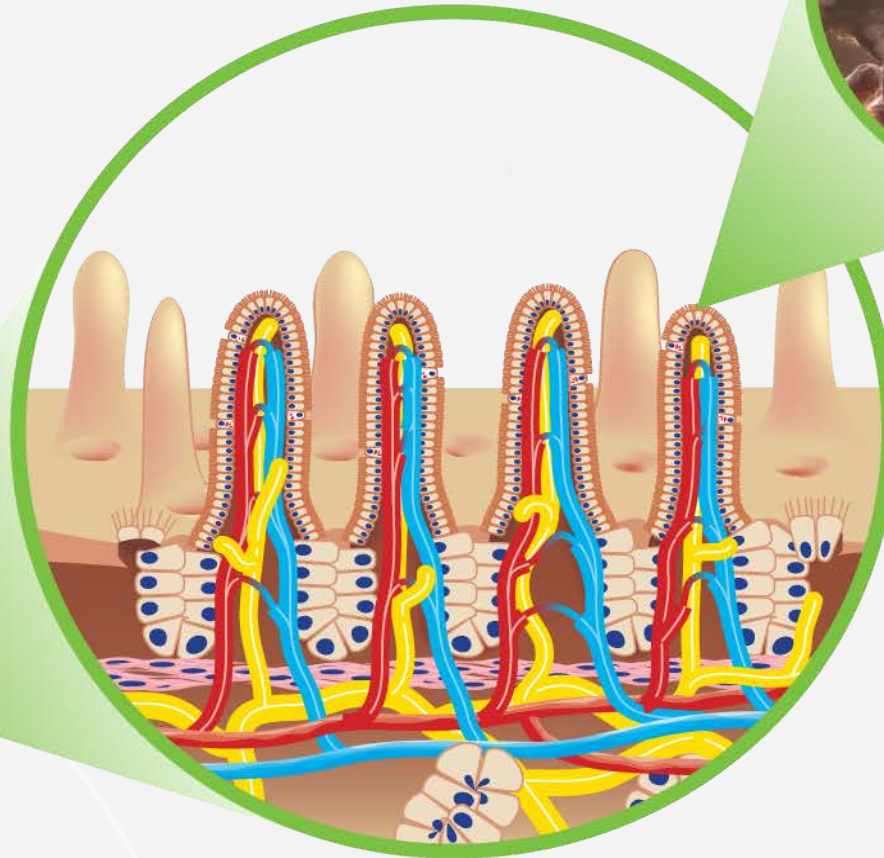
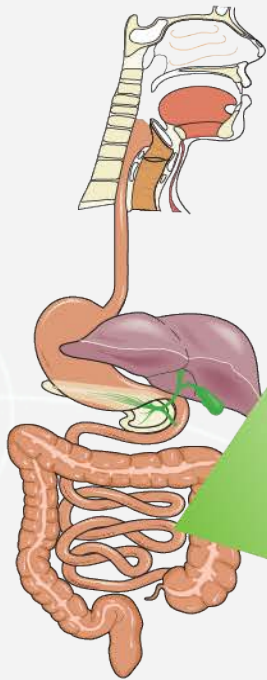


# WATER IS YOUR BODY'S PRINCIPAL COMPONENT

**IT MAKES  
UP 60%-70%  
OF YOUR  
BODY MASS**



# IMMUNITY AND THE MICROBIOME

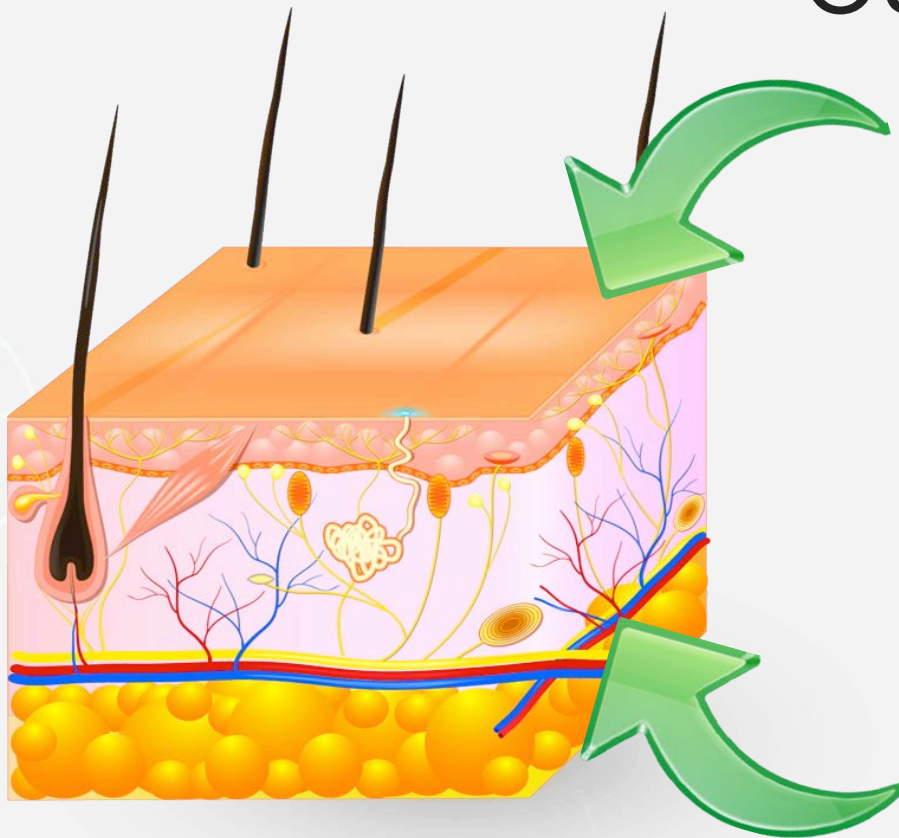


Schnorr, S. L., Candela, M., Rampelli, S., Centanni, M., Consolandi, C., Basaglia, G., . . . Crittenden, A. N. (2014). Gut microbiome of the Hadza hunter-gatherers. *Nat Commun*, 5, 3654. doi: 10.1038/ncomms4654  
Ridaura, V. K., Faith, J. J., Rey, F. E., Cheng, J., Duncan, A. E., Kau, A. L., . . . Gordon, J. I. (2013). Gut microbiota from twins discordant for obesity modulate metabolism in mice. *Science*, 341(6150), 1241214. doi: 10.1126/science.1241214



HEALTHIER-  
LOOKING  
SKIN

# THE SCIENCE OF OUTER NUTRITION



## OUTER NUTRITION

Vitamins B, C, E,  
and botanical components  
such as aloe vera

## INNER NUTRITION

The skin is the largest organ of the  
body. Consuming a healthy  
balanced diet plays a large role in  
maintaining healthy skin.