

Herbalife expands Liftoff energy line with new flavours

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Herbalife, a premier health and wellness company, community and platform, announced the expansion of its Liftoff energy product line with two new flavours: Cola and Ginger Beer. The zero-sugar, low-calorie mental-focus and energy-boosting supplement combines the effervescent taste of classic sodas with science-backed ingredients. Available exclusively through Herbalife's Independent Distributors, the new flavours come in convenient stick packs for active, on-the-go consumers and are available exclusively in the United States and Puerto Rico.

The U.S. energy drink market is projected to grow to \$41.4 billion by 2033, driven by rising demand for functional beverages¹. Amid that growth and since its introduction in 2005, Liftoff stands out as a low-calorie option that combines popular flavours with science-backed nutrition. Each serving contains 75 mg of caffeine to feel energised and focused, Panax ginseng to support mental alertness², vitamin C for antioxidant protection, and a full spectrum of B vitamins for energy metabolism support.

Liftoff is ranked among Herbalife's top-selling products. Its popularity is driven by the company's large network of Independent Distributors and their customers who trust and enjoy the product because of its proven benefits. The success of Liftoff can be attributed to its heavy adoption in the community of Herbalife's network of over 10,000 nutrition clubs in the U.S. These independently owned health and wellness centres provide a space where consumers can connect with a community of like-minded people, health-focused products, and receive personalised support. At nutrition clubs, Liftoff is a popular selection that supports overall health and wellness goals.

"Liftoff represents Herbalife's commitment to formulating products that combine convenience, functionality and scientific validation," said Vicki Alaniz, Vice President of Marketing, Herbalife North America. "These new flavours bring popular, soda-inspired tastes to the functional beverage space, helping our Independent Distributors introduce Liftoff to an even wider audience, especially those embracing wellness trends."