



NUTRITION
E-SSENTIALS

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Dr. David Heber
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The Perfect Plant Protein: Soy

As doctors we know the critical importance of maintaining a healthy diet and exercising regularly and are obliged to propagate the same for our patients. For me, as a medical doctor, who early in my career chose to focus on understanding nutrition's impact on our bodies, I am a proponent of a balanced diet that includes healthy plant-based foods – especially soy protein.

Obesity is linked to many potentially **lethal health conditions**¹ including heart disease, high blood pressure and diabetes. In Asia and the Pacific, at least two out of five adults are **overweight and obese**² and this is of significant concern for individuals, communities, healthcare providers and public health experts alike. As the founding director of UCLA's Center for Human Nutrition, I have spent decades researching the impact of plant-based proteins – **such as soy** – on patients vs. a meat-based protein diet. Substituting soy protein and other plant proteins for high-fat animal meats can result in better weight control and lower cholesterol and blood pressure levels, although changing one's diet is not a substitute for seeking medical advice or treatment for these conditions. Reducing extra calories, saturated fat, and cholesterol from meats and substituting soy protein in shakes and foods can help our patients maintain a healthy weight, which will also support them in healthy immune function.

1. Weight problems take a hefty toll on body and mind -
Harvard T.H. Chan School of Public Health

2. Wealthy but unhealthy - Overweight and obesity in Asia and the Pacific -
Asian Development Bank, 2018

Choosing the source of protein that's best

With consumers seeking more plant-based proteins and many choices, including rice, beans, quinoa, pea, soy, and others, it can be tough for consumers to know which plant-based proteins are best for them. The truth is, not all plant-based proteins are created equal. Unlike the other plant-based proteins, soy is the only one considered a complete protein. Soy contains **all 21 amino acids**, including the nine essential amino acids that the body cannot make. The essential amino acids can come from the foods we eat. Soybeans are also a good source of fiber, minerals, and complex carbohydrates. Soy protein contains phytonutrients called soy isoflavones, which act as antioxidants, and they feed healthy gut bacteria, making them “prebiotics.” Soy may also benefit the heart. Some studies have shown that **25 grams of soy protein a day**, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease, although the total scientific evidence is not conclusive.

Several years ago, there were reports that soy had a link to breast cancer. However, scientific research has **debunked** this premise, and there is no evidence linking soy consumption to breast cancer. Based on several studies, the **American Cancer Society** concludes there is no harm from eating soy protein or soy foods, and there is mounting evidence that nutrients in soy foods may lower the risk of **breast cancer**³.



Soy has its share of bad rap when it comes to men's health but extensive clinical data shows that neither soy foods nor isoflavones affect testosterone and estrogen levels in men. Research has also

“Soy, beef and chicken contain about 80-85% as many BCAAs as whey. Most plants contain even less BCAAs, and this is one reason vegans or vegetarians might want to supplement their diet with BCAAs.”

- Dr. John Heiss, (PhD)

Sr. Director - Worldwide Product Marketing Innovation, Herbalife Nutrition

Once believed myths about soy, no longer hold true

Though soy isoflavones are beneficial to the human body as stated above, there are numerous myths surrounding them. The root concern is that isoflavones have chemical structure like estrogen, a hormone produced by our body, which when exceeded can be detrimental to the balance of our system. The critical difference to note here is that the effects from these phytoestrogens are different on the human body than that of the hormone estrogen and consuming soy does not expose the body to flooding of estrogen into our system.

negated the myth that soy consumption could cause enlarged breasts in men. In fact, research indicates soy may reduce the risk of **prostate cancer** in men.

On the contrary to these common myths, soy protein supports muscle building and recovery especially when training with resistance and weights. Soy is also a better option for environmentally-conscious individuals, as going green prevents disruption of the food chain and keeps our body healthy and happy.

Now that we have unravelled the joy of soy, there are many ways patients can

include these nutritious and tasty beans into their diet. They can be directly consumed from food rich in soy such as edamame (whole soybeans), tofu, tempeh, or a convenient, on-the-go option, a soy protein meal replacement shake. Soy is truly the perfect choice of protein in comparison to animal sources and other plant options. Soy is not only of high-quality and a complete source of protein but also offers health benefits such as lowering LDL (low-density lipoprotein) and keeping HDL (high-density lipoprotein) stable.

Soy is also the best option for vegans and those who cannot consume dairy. As the medical community continues to study how people can best protect themselves against any viral infections now or in the future, in addition to frequent handwashing, face masks, and social distancing, a balanced diet and lifestyle that includes healthy proteins like soy and regular exercise should also be shared as part of our daily consultations to patients to enable them to keep fit and strong.

Herbalife Nutrition Myth Survey Insights



The 2020 Nutrition Myths survey was conducted by Herbalife Nutrition among 5,500 consumers and 250 healthcare practitioners in Asia Pacific.

Proteins - A Vital Nutrient to Health and Fitness



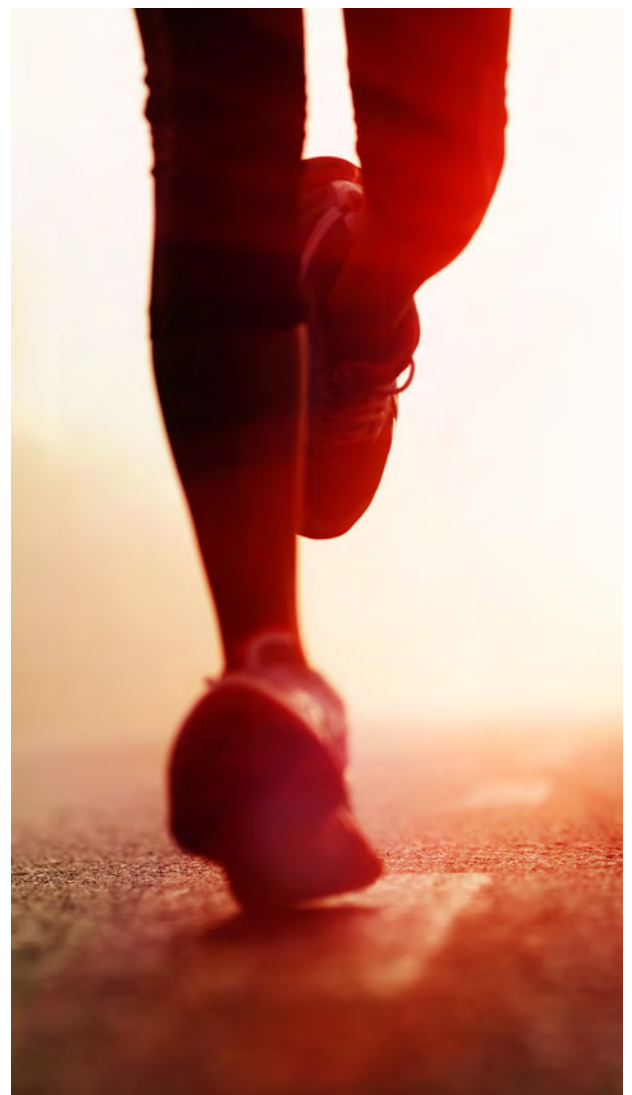
Research shows muscle protein turnover is the greatest after we engage in workouts.

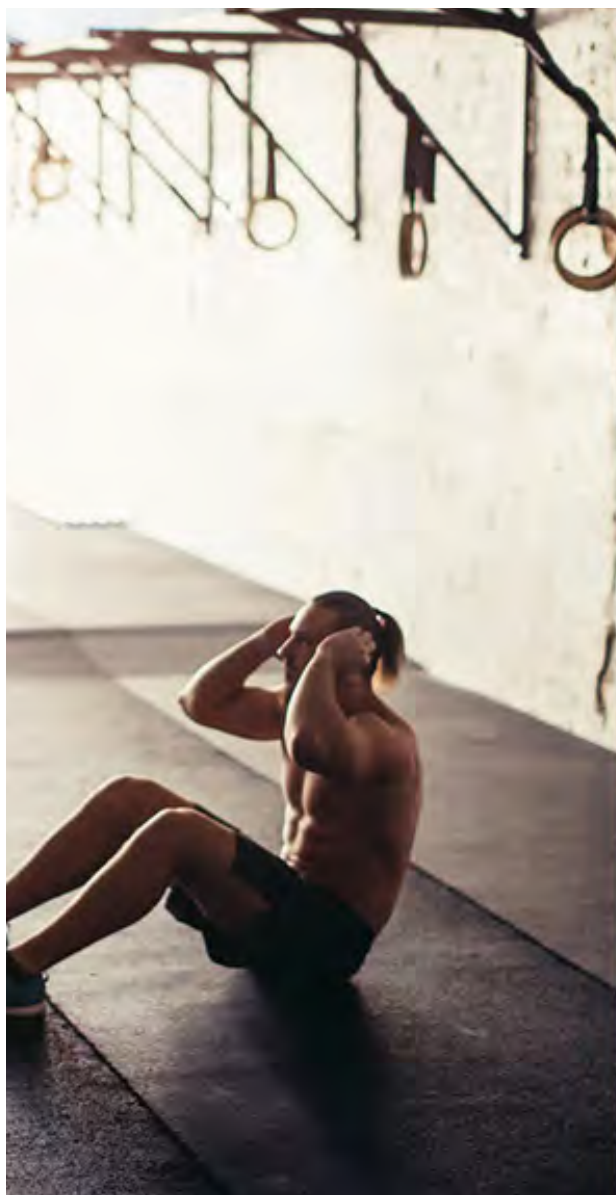
As the world slowly eases out of the pandemic, it has become even more critical to maintain a strong and healthy immunity, which means an active lifestyle coupled with appropriate nutrition. As stated by O'Donnell¹, promoting optimal health is the science and art of helping people change their lifestyle. During quarantine, many of us have lapsed behind in our exercise regime, but we no longer have excuses. As recreational and sports centres will be re-opening, we need to toughen up and get moving. The fitness-inclined amongst us who have taken to the roads to get their daily dose of cardio, can soon hit the gym.

The importance of dietary protein for athletes

As sports enthusiasts restart their exercise routines, it's important to kick-start on the right note with the necessary dietary support that can fuel their athletic endeavors. Many consumers in Asia Pacific lack knowledge on nutrition in general and are primarily dependent on healthcare professionals (HCPs) according to a recent nutritional myth survey done by Herbalife Nutrition. More than 65% were interested in receiving nutritional information from their HCPs and 72% were confident on the accuracy of information from these healthcare partners.

So, for anyone engaging in active sports, HCPs would need to furnish them with adequate information about sports nutrition and particularly protein. In general, exercise has a profound impact on our bodies, as any form of physical activity results in structural, metabolic, hormonal, neural and molecular adaptations that increase the level of force or power that is sustained by our muscles.² Protein is an invaluable nutrient for muscle growth and recovery. According to research published by the American College of Sports Medicine, muscle mass is built when the net protein balance is positive, in other words, when muscle protein synthesis exceeds muscle protein breakdown.





Dietary protein for active people play an integral part in growth and repairing damaged cells and tissues, synthesising hormones and enabling a variety of metabolic activities in their body. According to Nicolette Leffler (MS, RDN), Sports Performance Dietitian and Education Coordinator, Herbalife Nutrition, “Protein promotes satiety, or the feeling of fullness, more than both carbohydrates and fat. This can be beneficial for athletes who are often fuelling their bodies for long stretches of time.” Protein can also boost metabolism as protein has a higher thermic effect than carbohydrates and fats, which further escalates the metabolism rate in the body. As mentioned above, protein not only aids muscle recovery and growth, but also keeps them intact and prevents muscle wastage.

It is critical for people engaging in sports to take in high-quality protein as they contain all the essential amino acids that are rich in branched-chain amino acids (BCAAs). Leucine, one of the BCAAs, is known to play a major role in growth and recovery after resistance and or endurance training. High-quality protein exists in animal-based foods (for example, lean poultry, beef, fish, dairy, egg products, and whole eggs) and plant-based options like soybeans and tofu. Then, there is also the choice of dietary supplements. In today’s world, dietary supplements that are [NSF Certified for Sport Program](#) are rigorously tested and are readily available to support elite and everyday athletes in achieving their personalized fitness goals.

Protein supplementation

Experts reveal that the consumption of good quality protein supplements can produce benefits for both health and sporting performance. Science-based evidence backs the idea that protein supplementation can help to minimize the loss of muscle mass in old people or help those who practise sports in which strength is important to achieve an optimized level of muscle performance.³ The most common form of supplementation would be protein powder and whey protein and plant-based proteins such as soy or pea have been shown to most effectively promote muscle growth and recovery. Protein shakes are convenient and useful for active individuals and athletes who are on-the-go, especially post-exercise when real food sources of protein tend to be less accessible.



“Adding soy foods to your diet could boost your intake of vitamins, such as folate and vitamin K, as well as minerals like calcium, magnesium, and iron.”

Susan Bowerman (M.S., RD, CSSD, CSOWM, FAND)
Sr. Director, Worldwide Nutrition Education and Training, Herbalife Nutrition

The most critical knowledge about protein and protein supplementation is to understand the science behind BCAAs. As stated, earlier, BCAAs play a major role in muscle growth and recovery after workouts. Unlike other amino acids, BCAAs are broken down in the muscle, and not in the liver, as a study published in Oxford's Journal of Nutrition confirmed. This makes them a much more readily available source for protein synthesis, which is the process of creating muscle.⁴ According to Dana Ryan (PhD, MBA, M.A.), Director of Sports Performance and Education, Herbalife Nutrition, “These unique amino acids also act as markers of the initiation of protein synthesis, thus activating enzymes responsible for building muscle. BCAA increases the rate of protein synthesis and decreases the rate of protein degradation in the muscles.

In the end, it's a simple equation: if protein synthesis is greater than protein degradation, muscles grow.”

Taking BCAAs during exercise can help limit the entry of another amino acid – tryptophan – into our brain. Tryptophan is converted to serotonin, a brain chemical that contributes to fatigue during exercise. Furthermore, a study published by the Journal of Exercise Nutrition & Biochemistry found that BCAAs also help preserve our stores of glycogen, which is our muscles' preferred fuel source to produce energy.⁵ Having a reliable source of energy while working out can help active people and athletes go stronger for longer. BCAAs are beneficial for anyone involved in strength training or prolonged exercise.

Recommended intakes of protein

In general, it is recommended that 10-35% of our daily energy intake should be from protein. It is evident that individuals who are engaged in intense training require more dietary protein than sed-entary counterparts, (e.g. 1.4 - 2 grams per kg/day).⁶ A moderately active adult should consume between 1.1-1.7 grams of protein per kilogram of body weight. If anyone is doing resistance train-ing, they should consume between 1.8 - 1.9 grams of protein per kilogram of body weight. "Timing of protein intake is especially important for athletes or anyone trying to build muscle. Aim to con-sum-e at least 20 grams of high-quality protein within 30 minutes of exercising," Leffler adds. As the community steps up with their exercise routines and gets moving again, let's also encourage consumers to choose nutritional diets and supplements wisely, in ways that continue to build on their immunity and strength.



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2. G. Bogdanis "Effects of Physical Activity and Inactivity on Muscle Fatigue", Front Physiol., May 2012
3. University of Seville "The Quality of Protein Supplements for Athletes", ScienceDaily, Sep. 2018
4. Y. Shimomura, Y. Yamamoto et al "Nutraceutical Effects of Branched-Chain Amino Acids on Skeletal Muscle", The Journal of Nutrition, Feb. 2006
5. Seok-Hwan Kim "Effect of BCAA intake during endurance exercises on fatigue substances, muscle damage substances, and energy metabolism substances", Journal of Exercise Nutrition and Biochemistry, Nov. 2013
6. R. Kreider, B. Campbell "Protein for Exercise and Recovery", The Physician and Sportsmedicine, 2009

Purpose-Driven Nutrition: Casa STAR Program



Since 2006, Herbalife Nutrition Malaysia has supported various non-governmental organizations through the Herbalife Nutrition Foundation (HNF), a global non-profit foundation established in 1994 by Herbalife Nutrition Founder Mark Hughes.

HNF gives grants to four Malaysian charitable organizations* under its Casa Herbalife Nutrition Program and supports a total of 37 charities across 13 countries in Asia Pacific. Together with our partners, we provide good nutrition and nutrition education to more than 57,000 children daily.

In addition to the annual grant to the Casa Herbalife Nutrition partners, Herbalife Nutrition Malaysia successfully launched the inaugural **Casa STAR Program**, an initiative that aims to encourage the Casa Herbalife Nutrition children to adopt healthy eating habits and to lead an active lifestyle.

According to the United Nation's Food and Agriculture Organization (FAO), obesity rates among children in Asia Pacific are rising at a rapid rate, with a 38% increase in the number of overweight children under five between 2000 and 2016. In Malaysia, the 2015 National Health and Morbidity Survey (NHMS) found that 11.8% of children below 18 years of age were obese.

To combat this problem, local nutrition experts stress the importance of educating children about following a balanced diet, with food portions in accordance to their age and gender, on top of regular physical activity.



“During our visits and from the ongoing discussions we have with the Casa Herbalife Nutrition administrators, we realized that there’s a need to inculcate healthy eating and active lifestyle habits in the children. Even though the children were informed of the values, it has not converted into actions, much less habits. The **Casa STAR Program** was created with these goals in mind,” said Steven Chin, General Manager/ Director of Herbalife Nutrition Malaysia.

Launched in March 2019, a total of 70 children participated in the 12-week program. Each child received a progress booklet which was divided into two categories i.e. good nutrition and active lifestyle.

Each category has a set number of activities that the children can complete to collect star-shaped reward stickers. Activities include drinking sufficient water, eating all their vegetables and fruits, exercising daily, and refraining from junk food and canned drinks. The children were given sports and healthy food items to motivate them throughout the program. A prize presentation ceremony was held at each Casa Herbalife Nutrition at the end of the program, with our independent distributors leading a group exercise session.

The program garnered positive feedback from the Casa Herbalife Nutrition administrators.

“The program was a fun way to encourage children to eat healthily and exercise. Even after the program ended, the children continued the habit of drinking enough water, exercising regularly, and avoided unhealthy food. The children themselves see the difference – many of them are fitter and have healthier complexions,” said Chong Tzer Bin, Principal of Amitabha Charitable Orphanage, a partner organization.

Herbalife Nutrition will be introducing this program to other countries in Asia Pacific and the Malaysia team intends to continue with **Casa STAR Program 2.0** once the children are settled in the routine of the new normal.

*Our four Casa Herbalife Nutrition partners are Good Samaritan Home (Selangor); Amitabha Charity Orphanage (Johor); Pusat Jagaan Kanak-Kanak Yatim/ Miskin Rukaiyah (Selangor); and Yayasan Chow Kit (Kuala Lumpur)



Herbalife Nutrition in News



Support beyond medication

Asian Hospital and Healthcare Management, August 5, 2020

Dr. Kent L. Bradley (M.D., MBA, MPH)

(Chief Health and Nutrition Officer, Herbalife Nutrition)



The new normal in food safety and regulations

Physician's Weekly, July 7, 2020

Dr. Kent L. Bradley (M.D., MBA, MPH)

(Chief Health and Nutrition Officer, Herbalife Nutrition)



The stress response: Understanding & reducing its effects on your health

Business Mirror, May 21, 2020

Dr. Kent L. Bradley (M.D., MBA, MPH)

(Chief Health and Nutrition Officer, Herbalife Nutrition)



The newer normal for good nutrition

The Malaysian Reserve, May 14, 2020

Susan Bowerman (M.S., RD, CSSD, CSOWM, FAND)

(Sr. Director, Worldwide Nutrition Education & Training, Herbalife Nutrition)



How athletes maintain physical fitness during pandemic

Manilastandard.net, May 12, 2020

Dana Ryan (PhD, MBA, M.A.)

(Director, Sports Performance and Education, Herbalife Nutrition)



Get through pandemic with nutrition, fitness and supportive community

The New Paper, May 11, 2020

Stephen Conchie

(Senior Vice President & Managing Director, Asia Pacific, Herbalife Nutrition)



Diabetes: The Tricky Devil in times of Covid-19

Physician's Weekly, May 8, 2020

Dr. David Heber (M.D., PhD, FACP, FASN)

(Chairman, Herbalife Nutrition Institute)



Exercises can alleviate mental health during pandemic

NuFFoods Spectrum, April 6, 2020

Samantha Clayton (OLY, ISSA-CPT)

(Vice President, Worldwide Sports Performance & Fitness, Herbalife Nutrition)

Company Highlights

Excellence Awards Received in Asia Pacific (Q2 2020)

Korea



Grand Prize at the 2020 Korea Top Awards (Innovative Brand Category) for three consecutive years

Korea



Grand Prize at the 2020 National Sustainability Management Conference for five consecutive years

Vietnam



Golden Product for Public Health Award 2020 for 16 products by Vietnam Association of Functional Food

Herbalife Nutrition Scientific Publications in H1 2020

Development and validation of a probe-based qPCR method to prevent parsley leaf material misidentification.
Fitoterapia.

Quan, Z.; Yang, Z.; Chua, T.; Zhang, Y.; Babajanian, S.; Chua, T.; Chang, P.; Swanson, G.; Lu, Z. (2020).

Single-laboratory validation study of a proton NMR method for the determination of L-arginine, L-citrulline, and taurine contents in dietary supplements.
Journal of AOAC International.

Lee, I.; Vo, J.; Gao, Q.; Purohit, P.; Zarraga, V.; Babajanian, S.; Chang, P.; Swanson, G. (2020).

A randomized placebo-controlled clinical trial to evaluate the medium-term effects of oat fibers on human health: the Beta-glucan Effects on Lipid profile, glycemia and inTestinal Health (BELT) study.
Nutrients.

Cicero, A.F.G.; Fogacci, F.; Veronesi, M.; Strocchi, E.; Grandi, E.; Rizzoli, E.; Poli, A.; Marangoni, F.; Borghi, C. (2020).

Development of validation of a UPLC-DAD method for quantitative analysis of coumarin, trans-cinnamic acid, trans-cinnamaldehyde, and eugenol in encapsulated cinnamon flavoring powder.
Journal of AOAC International.

Cao, C.; Liu, W.; Babajanian, S.; Zhang, Y.; Chang, P.; Swanson, G. (2020).

Q2 2020
(Global)
Net Sales

**\$1.3
billion**

**Q2 2020
Earnings**

**\$284
million**

Q2 2020
(Asia Pacific)
Net Sales

