



NUTRITION
E-SENTIALS

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Collaboration: The Key to Nutrition Awareness in APAC



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Asia Pacific (APAC) region is home to some of the world's fastest growing economies and ironically more than half of the undernourished children on the planet too. In the wake of the pandemic, government priorities are very much centered on containing the outbreaks, vaccine rollouts and economic support measures, while healthcare systems continue to operate under immense stress. It is not unexpected then that the current health crisis has sidelined less "urgent", longer term agendas like advancing public nutrition awareness and education and multi-sector collaboration to strengthen the overall health system.

However, the task of achieving superior healthcare is not achievable without active involvement and contribution of key stakeholders. Within healthcare, nutrition is one important factor of health which has been less understood and emphasized. A Herbalife Nutrition survey showed that multiple myths* around nutrition existed amidst consumers and the gap in accurate nutrition knowledge was wide. In addition, consumers pointed to healthcare practitioners (HCPs) as the most credible sources of nutrition information. The survey also involved HCPs and about 80% of them believed that, nutrition companies should take a larger role in spreading accurate, credible, and timely nutrition information.

The issue of nutrition awareness

According to The Lancet 2019 Global Burden of Disease Study of 195 countries, dietary factors are the single leading cause of death, exacting an even greater health burden than smoking¹. Excessive consumption of cheaper and unhealthy processed foods which offer little beyond salts, sugars and carbohydrates is on the rise. A few countries like Indonesia, Vietnam and Philippines are fighting the triple burden of malnutrition which essentially implies the coexistence of obesity and undernutrition and micronutrient deficiencies. In such a scenario, it's imperative to make people across the region understand the importance

* Herbalife Nutrition's 2020 Nutrition Myth survey with 5,500 consumers and 250 healthcare professionals from 11 countries

of nutrition and the actions that can be taken to improve the situation.

Apart from the lack of awareness about the science of nutrition, several food and nutrition related myths are also prevalent in the region. For instance, one in three people in APAC believes the false idea that our body requires less protein as we grow older; nearly two out of three people believe the myth that carbohydrates makes one gain weight, and one in three people holds to the myth that eating saturated fat raises “good” cholesterol. The wide existence of these myths is a testimony of the prevalence of inaccurate and potentially harmful nutrition habits amidst consumers in the region.

Collaborate for success

Collaboration is key to achieving the desired state of nutrition awareness and knowledge in APAC. Multiple sectors and economies are witnessing and experimenting with innovative collaborations and partnerships in the healthcare and technology space. A few of these possible collaborations to bringing about an **effective, significant, and agile change** now include not one or two but, multiple stakeholders playing a part in the food and nutrition supply chain. The quality and nutritional content of food right from the cultivation stage impacts the eventual state of nutrition in a country. Food manufacturers, suppliers, nutrition companies, advocates and most importantly HCPs who, according to the Herbalife Nutrition Myth survey top the credibility chart, make the most critical peg in the scheme of collaboration.

A study conducted in 2015 revealed that collaboration is beneficial in healthcare systems². Over the past year, we have witnessed first-hand the significance of effective collaboration in the healthcare sector. During the COVID-19 pandemic, global collaboration between public and private sectors helped build efficiency and resilience in our healthcare systems.

Discussing lessons learned from international collaborations at the World Health Summit in October 2020, panelists unanimously agreed that solutions which apply only within one national border or sector is not useful. As such, healthcare solutions must work on a global scale and involve contribution from multiple sectors³.

Drivers of collaboration

I believe there are a few key drivers for collaboration in a region as diverse as Asia Pacific. It starts with a willingness to spark conversations with groups and communities that are outside our usual networks, fusing different perspectives to form innovative solutions in ways we have never considered before. The rapid development, testing and treatment options for COVID-19, for instance, speaks volumes to the power of widespread collaboration among an unlikely group of innovators and investors in addressing a global healthcare challenge.

The pandemic has transformed the way people connect but fundamentally, effective collaborations across sectors and regions need common communications and educational platforms enabled by technology. Technologies for educating consumers about food labeling has helped to educate individuals to reduce the harmful effects of uncontrolled or excessive caloric consumption. According to researchers from the American Journal of Preventive Medicine, specific food labeling has helped reduce consumers’ intake of calories by 6.6.%, total fat by 10.6% and other unhealthy food options by 13%. This area needs more collaborative efforts from all stakeholders in the food and nutrition supply chain.

Leadership is another driver and we need more pivotal leaders in the nutrition, health, and wellness space to identify a common purpose and convene others to share best practices for the larger good. For example, there is immense value in

the closely-aligned, public private partnerships on nationwide healthcare policies in countries such as Vietnam, Indonesia, and Thailand. Looking further, nutrition companies can initiate longer-term collaborations with nutrition foundations and educational societies, to unlock synergies between the former's commercial and research insights, and the latter's acumen of grassroots issues.

HCPs and hospitals have a linchpin role to play. Hospital staff like nurses, nutrition consultants and treating physicians; and hospital management, need to work

towards optimizing nutrition care in hospitals to improve the prevention, detection, and treatment of malnutrition. For example, there are many ways nurses can teach their patients about proper nutrition, including giving talks at community health centers and health fairs. Nurses who work in hospitals and clinics are likely more concerned with nutrition related to recovery from illness, surgery, or other treatments. They can explain the nutrition in special meals that will aid a patient's recovery and provide supporting literature when patients are discharged.

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Herbalife Nutrition Dialogue Series - Vision of a Healthier APAC Through Nutrition Awareness

The Herbalife Nutrition Dialogue Series is a compilation of nutrition-related video dialogues with renowned experts, which aims to equip consumers with accurate nutrition information.

Watch Dr Kent Bradley (Chief Health and Nutrition Officer, Herbalife Nutrition) and Dr Jeremy Lim (CEO and co-founder, AMiLi) discuss "The Collaborative Road to Nutrition Awareness".



The Caffeine Fix to Fuel Fitness Regimes



Alex Teo

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In Asia Pacific, the caffeinated beverage markets expected to grow at a CAGR of 8.3% during 2019-2025⁴. The increase in the awareness of the health benefits of coffee compared to aerated and sweetened beverages has driven the Asia Pacific ready to drink coffee market in recent years. While the consumption of tea still dominates in this region, the projections do indicate that coffee beverages has been making strong inroads.

The stimulant and its ways

Apart from tea and coffee beans, caffeine is obtained from over 60 different types of plants worldwide. Caffeine is usually ingested and soluble in water and lipids, easily crosses the blood-brain barrier, and can be found in all body fluids, including saliva and cerebrospinal fluid. It acts by blocking the action of adenosine on its receptors, reversibly and consequently, prevents the onset of drowsiness induced by adenosine. Adenosine is a molecule involved in numerous biochemical pathways, mostly for energy transfer (in the form of adenosine triphosphate, the basic fuel of cells) and signaling.

Caffeine is more prevalent than we know

As most of us know, caffeine is a common substance in coffee, tea, chocolate drinks, energy drinks, dark chocolate, and all baked goods that contain cocoa. It is also found in many new trending products, including energy drinks, sport gels, alcoholic beverages and diet aids.

Role of caffeine in fitness regimes

A review including more than 300 primary studies with more than 4,800 participants revealed that improvements in sports performance following caffeine intake can range from 2% to 16%⁵. For competitive sports, relatively small improvements in performance can make a huge difference. The review found caffeine can enhance our ability to run and cycle for longer periods, or to complete a given distance in a shorter time frame.

Multiple resources and data have also attracted the attention of researchers, given that they may provide rapid absorption of caffeine in the body. For example, following the consumption of a caffeine-containing gum, increase in caffeine levels in plasma are observed within 5 minutes! This rapid absorption may lead to a faster ergogenic effect, which subsequently may be useful in sport and in exercise settings. According to a study conducted in 2012, it was deduced that caffeine can be a powerful ergogenic aid at levels that are considerably lower than the acceptable limit and could be beneficial in training and in competition. Caffeine is a common substance in the diets of not just athletes but doctors too. A very interesting study conducted on practicing physicians and surgeons by British Medical Journal revealed that these experts too rely on caffeine to match the demands of their stretched schedules, long hours and persistent focus.

Caffeine innovations

The global market is gearing up for innovation in this space. For example, products combining coffee, an on-trend energizing beverage, with protein, as one way to offer the best of both the worlds to fitness conscious and sports individuals.

Coffee helps boost physical activity by accelerating metabolism, energizing, and alleviating muscle pain. Protein on the other hand, plays a key role in muscle repair and growth that's integral to maintaining a well-toned and strong athletic body geared up for endurance. Dietary protein for athletics plays an integral part in growth and repairing of their damaged cells and tissues, synthesizing hormones and enabling a variety of metabolic activities in their body. Protein can also boost metabolism as protein has a higher thermic effect than carbohydrates and fats, which further escalates the metabolism rate in an athletics body. Like carbs, protein consumption if timed right can show desired results.

The ingestion of protein immediately after exercise and throughout a prolonged recovery period is essential to stimulate muscle protein synthesis rates to facilitate re-modelling and repair.

Multiple researches conducted in this field now suggest that caffeine consumption does not increase the risk of cardiovascular diseases and cancers. In fact, consumption of 3 to 5 cups of coffee daily has been consistently associated with a reduced risk of several chronic diseases⁶. However, a large body of evidence suggests that some individuals may not tolerate higher amounts of caffeine due to symptoms of jitteriness, anxiety, and insomnia.

Caffeine will be a hot spot in beverage innovation as well as research in the coming years. Its benefits in asthma, liver fibrosis, erectile dysfunction, cataracts and Alzheimer's are being studied and, seems to have far more benefits than we already know of.



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Food Insecurity

Experienced in Asia Pacific During Pandemic



A recent survey* delved into family nutrition trends during the pandemic among **2,500 consumers** in **Hong Kong, Philippines, South Korea, Taiwan, and Vietnam**.

68%



Consumers who faced food insecurity dealt with it for the first time

62%



Consumers said the pandemic has made it difficult to have a healthy and balanced diet

Parents faced more challenges compared to **non-parents** due to lack of:

	 Access to fruits and veggies	 Safe options to get food	 Money for food needed
	40%	39%	33%
	24%	26%	22%

63%



Parents worried their children were not getting enough nutrients due to online learning

90%



Parents worried there will be lasting health effects on their children

Consumers shared **key factors** to ensure children have a **balanced diet**

55%



Government to promote flexible working hours

43%



Schools to provide healthy meal recipes for parents

31%



Food delivery to increase healthy food options

The Zero Hunger Challenge in Asia Pacific



Stephen Conchie

Senior Vice President and
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Herbalife Nutrition

There is a threat to our food security through the impact of decreasing access to nutritious food. After decades of steady decline, world hunger has slowly been on the rise since 2015. Today, two billion people worldwide do not have regular access to sufficient, nutritious food, according to the United Nation's State of Food Insecurity 2020 (SOFI) report⁷.

Global policy leaders have recognized this important issue and have laid out a bold call to action to eliminate hunger and food insecurity by 2030 as part of the United Nation's Sustainable Development Goals.

Hunger is a complex issue

Asia Pacific is home to more than half of the world's undernourished people. Aside from this, overweight and obesity rates are on the rise among both children and adults in Asia Pacific, negatively affecting health and well-being. The consequences of diet-related non-communicable diseases like diabetes, respiratory problems and high blood pressure, is placing a huge strain on healthcare budgets and causing productivity losses.

While the statistics are concerning, hunger is a complex problem and there is more than meets the eye.

Consider the triple burden of malnutrition:

- Undernutrition
- Micronutrient deficiency
- Obesity

Complex issues are rooted in more than just one cause. These are some of the reasons why the Zero Hunger goal is in jeopardy:

Healthy diets are unaffordable to many people

We live in a world where calorie-rich foods are cheap and more accessible, but they lack the nutrients critical to growth, development, and overall health. According to the 2020 SOFI report, healthy diets are estimated to be five times more expensive than diets that meet dietary energy needs through high-calorie, high-fat foods.

In addition, more than 3 billion people in the world cannot afford a healthy diet, and almost two-thirds of these people are in Asia Pacific⁸. The high prices of fruits, vegetables and protein-rich foods making it nearly impossible for vulnerable communities to have healthy diets, which can be up to nine times more than the basic starchy staples.

The COVID-19 crisis increased food insecurity

A preliminary projection of the Food and Agricultural Organization of the United Nations suggests that the COVID-19 pandemic may add an additional 83 to 132 million people to the total number of undernourished in the world in 2020. Additionally, disruptions to food supply and the reduction of income due to the massive economic losses caused by COVID-19 mean that households worldwide are experiencing more challenging

circumstances, making it more difficult for vulnerable communities to acquire or have access to nutritious foods. A recent survey by Herbalife Nutrition and Feed the Children found that food insecurity has impacted parents more during the pandemic because they lacked safe options to get fresh and healthy foods, and had not enough money to buy the food needed. Many parents were also worried about the pandemic's lasting health impact on their children.

Steps we can take to achieve Zero Hunger

Urgent action is needed to get back on track to achieving the Zero Hunger goal. Making nutritious food available should be the priority which will require countries to rebalance agricultural incentives and investments and policies that foster behavioral change towards healthy diets.

There are steps that can be taken to end hunger and all forms of malnutrition:

Reduce food waste

According to the Food and Agriculture Organization, an estimated one-third, or about 1.3 billion tons, of all food produced globally is lost or goes to waste, which contributes to global food insecurity⁹.

Fresh food spoils over time and in certain environmental conditions. Thus, innovation of how to create more sustainable, cost-effective, and nutrient-dense diets, as well as support and improvements in the supply chain are needed.

Support organizations that address hunger-related issues

Herbalife Nutrition's Nutrition for Zero Hunger initiative (NFZH) partners with organizations focused on addressing hunger, food insecurity and malnutrition. Herbalife Nutrition works with organizations – such as Feed the Children, The Hunger Project – who are doing the work on the ground to help support access to nutritious foods and working to address systemic food insecurity and malnutrition.

Promote nutrition education

Nutrition and a healthy, active lifestyle can greatly impact health, and starting the nutrition education early amongst children can encourage them to adopt good habits for life. For example, the NFZH Star Program in Asia Pacific is one such program that teaches children to take charge of their health by making simple, positive changes such as eating more vegetables, drinking enough water and doing regular exercises.

Bringing hunger and malnutrition to an end will require a collective effort where policymakers, civil society, and the private sector come together.

Each person can be a part of the global calling for **#NutritionforZeroHunger** by learning more, raising awareness, and getting involved. Every effort counts when it comes to tackling such a pressing global issue like hunger.

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The Truth about Soya Protein



Assoc Prof Dr Hasnah Haron
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When you hear the word “protein”, what is the first thing that crosses your mind? Most people would associate protein with foods like chicken, beef or fish and how it functions to build our muscles. But protein is so much more than that. Protein is the building blocks of life! In fact, protein is the second most abundant compound in the body after water. It is a type of macronutrient that is essential at every stage of life and serves many important roles in our body.

For example, receiving enough protein during infancy and childhood ensures child’s healthy growth and development. Protein also plays a role in maintaining numerous vital functions. It allows key chemical reactions to take place within the body, replace or repair old or damaged cells or tissues, build structural tissues and support immune health. And true enough, protein is essential in building muscle mass. Even as we age, protein continues to be important in maintaining our muscle mass and strength so that we can stay active. Indeed, starting in early 40s, we may begin

to experience a gradual, progressive loss of muscle mass and function if we fail to sustain our optimum protein intake.

Interestingly, despite the important roles that protein play, the [Herbalife Nutrition Asia Pacific Nutrition Myths Survey 2020](#), indicated that up to 37% of Malaysians believe that our body requires less protein as we grow older. This shows that many still have mixed misconceptions about protein. This article aims to shed light on protein, especially concerning soya, which is also a substantial source of protein in our diet.

Protein: It’s not just meat

Our body does not store protein like how it can store fats and carbohydrates. Excess protein is converted into fat or excreted from the body. Thus, protein needs to be constantly supplied from dietary sources, through consumption of foods containing protein.

However, it was found that the overall prevalence of Malaysian adults meeting the recommended protein intake was only 40.4% of the population¹⁰. This means that more than half of the population does not consume enough protein in their diet.

Moreover, when talking about protein in the diet, most people tend to focus only on animal sources, such as beef, mutton, poultry, fish, eggs and cow milk. In truth, the Malaysia Dietary Guideline actually also encourages the consumption of protein from plant sources, such as legumes. Soya bean and products are legumes!

The goodness of soya

One such source of plant-based protein is soya protein. Soya protein refers to the protein that is found in soya beans and its numerous products, e.g. tofu, tempeh, soya milk, soya protein powder, etc. Interestingly, the Nutrition Myths Survey 2020 also indicated that 47% of Malaysians believe that protein powder is not a healthy source of protein compared to protein found in natural foods. Depending on the needs of an individual, soya protein powder can also be a good option if derived from high quality sources.

Soya protein is a high quality and complete protein that can provide all the essential amino acids (what proteins are made of) that our body needs. The good thing about soya protein is that it is packed with a phytonutrient called isoflavones, which has potential antioxidant properties.

Whole soya foods also contains both soluble and insoluble fiber, has no cholesterol and is low in saturated fat. On top of that, it is also a good source of iron, potassium, zinc, omega-3 and omega-6 fatty acids, as well as B vitamins.

Soya protein also serves as the perfect protein source for vegetarians and vegans in helping them to meet their protein needs

and gain health benefits of protein. For those who are lactose intolerant or allergic to cow's milk, calcium-fortified soya milk and its products are a good milk alternative to include in their diet. A clinical study on calcium absorption from tempeh compared to milk using dual stable isotopes technique among Malay postmenopausal women showed that calcium absorption from tempeh (36.9%) did not differ significantly from milk (34.3%). Tempeh may provide readily available calcium for this population of women at risk for low bone mass.

Moreover, soya protein has been shown to provide various potential health benefits. Adding soya protein to diet benefits the heart health and grants protective properties against cardiovascular diseases by lowering low-density lipoproteins and increasing high-density lipoproteins.

Soya-based foods have also been found to provide high-quality protein and easily-absorbed calcium, and this contributes to bone health. The consumption of soya protein also improves body weight and body composition.

However, soya has often been the target of several unfounded myths and it is important to debunk such myths that may discourage people from consuming soya protein. Soya and soya products are good sources of complete protein, packed with diverse nutrients and should be included as part of our healthy diet. The quoted evidences against soya are often baseless compared to the numerous credible studies on the benefits of soya. The fact is soya has been part of the Asian diet for centuries and proven to be safe for consumption for most people.

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★ More information on the debunked soya myths [here](#)

Herbalife Nutrition in the News

Herbalife Nutrition garnered coverage amongst key nutritional topics in top publications across the APAC region.



Healthcare practitioners' role in keeping stress at bay

Asian Hospital and Healthcare Management, April 2021

Dr Kent Bradley, M.D., MBA, MPH

(Chief Health and Nutrition Officer, Herbalife Nutrition)



Start early for successful brain aging, expert says

Business Mirror, April 1, 2021

Dr Gary Small, M.D.

(Herbalife Nutrition Advisory Board member)



Switching to plant-based diets may help manage weight issues better

HealthCare Asia, March 24, 2021

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

(Senior Director, Worldwide Education and Training, Herbalife Nutrition)



The body's nutritional intake needs to be considered to maintain immunity

Antaranews.com, March 21, 2021

Dr Rimbawan, Ph.D

(Herbalife Nutrition Advisory Board member)

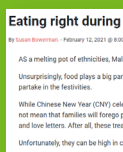


Food and nutrition trends in Asia-Pacific

Food & Beverage Asia, Feb/Mar 2021

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

(Senior Director, Worldwide Education and Training, Herbalife Nutrition)



Eating right during festivities

New Straits Times, February 12, 2021

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

(Senior Director, Worldwide Education and Training, Herbalife Nutrition)



Collaboration to drive nutrition awareness in Indonesia

The Jakarta Post, January 25, 2021

Andam Dewi

(Senior Director and Country General Manager, Herbalife Nutrition Indonesia)

Company Highlights

Excellence Awards Received in Asia Pacific



Vietnam – 2021 Golden Products for Public Health Award for 16 products by Vietnam Association of Functional Foods



Korea – Grand Prize at the 2021 Korea Top Brand Awards (Innovative Brand category) for four consecutive years



Vietnam - 2021 Golden Dragon Award (Top Nutritional Supplement Brand category) by Vietnam Economic Times



Notes

