



NUTRITION  
**E-SSENTIALS**

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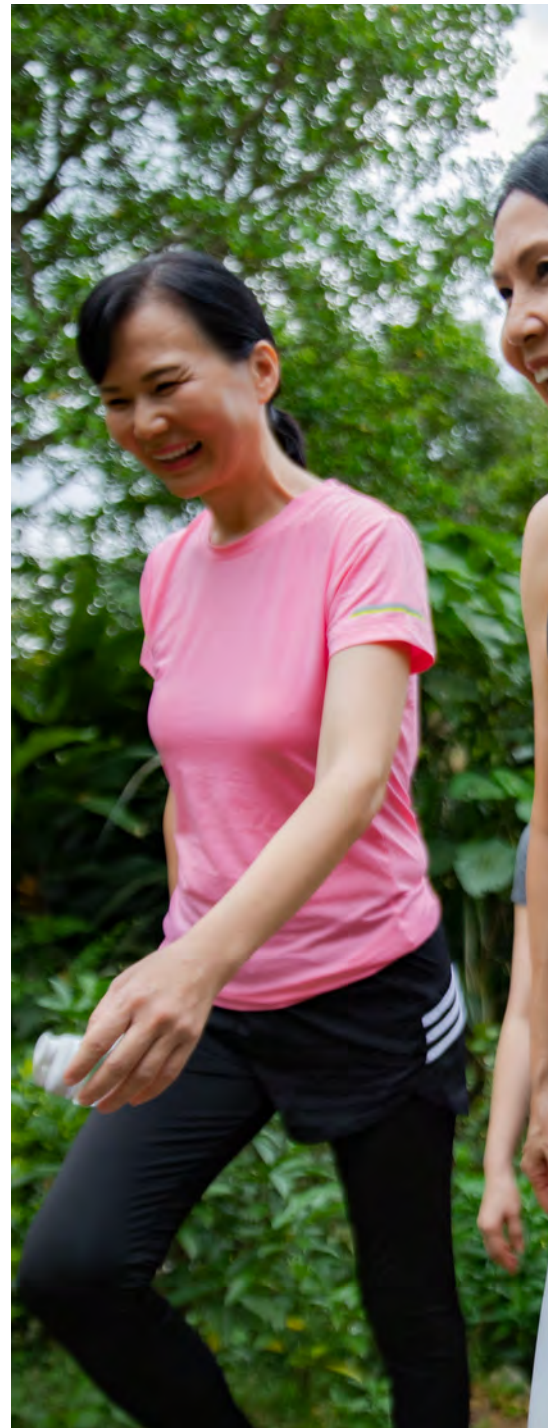
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## Living the Good Life Through the Golden Age: Well-being and comfort to lead a healthy and fulfilling life

As doctors, we know that living a good life is acquiring quality health especially through the golden and productive age; ensuring well-being and comfort through the less active years. According to WHO, healthy aging is defined “as the process of developing and maintaining the functional ability that enables well-being in older age.” In order to lead a healthy and fulfilling life, a complete functional ability is needed so that individuals can meet their basic needs, are mobile, continue to learn, and maintain healthy relationships and contribute to society.

While nutrition for healthy aging has yet to receive the necessary focus, resources, and attention, the ideal ability is attained through mental and physical capacities of an individual. As such, many healthcare professionals have expressed their need for more education on the nutritional status of the elderly. Moreover, nutrition has come to be recognized by experts as one of the most critical contributors to healthy aging. Optimum nutrition in this case, is imperative for health in persons over the age of 65 and malnutrition in the elderly is highly prevalent and often underdiagnosed. In addition, an in-depth study has revealed that 35% of community-dwelling elderly are nutritionally deficient in protein, calories, minerals and vitamins. Lack of proper amounts of protein and sedentary lifestyles can lead to loss of muscle and gain of fat. In fact, there are also hidden aspects of malnutrition with 20% - 65% of hospitalized elderly suffering from nutritional deficiencies. The prevalence of malnutrition in long-term care facilities is estimated to be between 30%–60%. With the elderly population in Asia becoming more conscious of their nutrition needs and are turning to functional foods that aim to promote better health and longevity by keeping chronic diseases at bay.

## Challenge in healthy aging and nutrition

Globally, the population of “older person”<sup>1</sup>, aged 60 years or above showed an upsurge from 9.2% to 11.7% during 1990 – 2013. By 2050, this number is estimated to be at 21.1%<sup>2</sup> and according to a United Nations Report on world population, aging elderly population will be nearly 2.1 billion<sup>3</sup>. If we observe this trend in Asia, by 2050, older persons are expected to account for 24% of the population. In addition, developing nations in Asia are experiencing a much more rapid rate<sup>4</sup> of population aging compared with developed nations. An online survey conducted by Herbalife Nutrition in May 2020 among 5,500 respondents in 11 countries (i.e. Australia, Hong Kong, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam) revealed that people are concerned about aging healthily, yet are not confident to do so.

The majority of respondents had a negative outlook about their health and believe that they would likely suffer from chronic or acute illnesses or ailments. It is also notable that the current set-ups are lacking and focus on pharmaceuticals and housing and assisted devices. Various surveys and research projects indicate that concern surrounding aging stem from the **gaps in healthcare systems and lack of standard practices and guidelines in these program areas to care for elderly.**

Across Asia, efforts for integration between primary care and hospital care are underway to help relieve the health care burden, especially in the setting of increasing non-communicable diseases burden. It is a big challenge, but a step-wise, practical solution towards better integrated care can start on a smaller

scale: the patients, the healthcare providers and the community. In particular, community-based and commercial programs can address the underlying issues of sedentary lifestyle and poor nutrition. Hospitals and elderly care centers are the places where senior patients can be screened for their body’s nutritional quotient using validated tools, but malnutrition management has not been considered as an integral part of patient care.

## How aging happens

There is an internal process in cells that is genetically based with some individuals aging faster than others called “Intrinsic Aging”. At the same time, there are factors that affect aging in a process called “Extrinsic Aging”. With this, ultraviolet light, environmental pollutants, and cigarette smoke interact with the genetic factors controlling the aging process and as such, aging is a complex process which varies in the ways it affects individuals and body functions from person to person. Heredity, external environment, lifestyle, diet, exercise and leisure, past illnesses, existing conditions, both genetic and acquired and many other factors determine individual rates of aging.



## References

1. <http://www.un.org/en/development/desa/population/publications/pdf/ageing/WorldPopulationAgeing2013pdf>
2. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4440357/#b1-rmhp-8-081>
3. [https://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2017\\_Highlights.pdf](https://www.un.org/en/development/desa/population/publications/pdf/ageing/WPA2017_Highlights.pdf)
4. <https://www.unescap.org/resources/ageing-asia-and-pacific-overview>



## Way forward: 10-step integrated care framework for older persons

According to Aging International<sup>5</sup>, a 10-step framework to implement integrated care for older persons can be hugely beneficial for countries. Based on this framework, the first and the most critical step and role is of the **governance in establishing requisite structures followed by an in-depth evaluation of the demographics, current as well as future**. The healthcare systems, including local care resources and care pathways specific to older age group form

the backbone of this integrated framework. It is also critical to **start the health and nutrition journey earlier**. Beyond the 50s, it is important to consciously try to keep both the body and mind active through community and social engagements. The contribution of healthcare professionals in this regard can be immense in helping individuals work towards their older age, early.



### References

5. [https://www.researchgate.net/journal/1936606X\\_Ageing\\_International#:~:text=Published%20quarterly%2C%20Ageing%20International%20offers,service%20delivery%20and%20policy%20making](https://www.researchgate.net/journal/1936606X_Ageing_International#:~:text=Published%20quarterly%2C%20Ageing%20International%20offers,service%20delivery%20and%20policy%20making)

## Food Labeling Instrumental in Keeping NCDs at Bay



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As a doctor myself, I understand the challenges that healthcare professionals (HCPs) are facing today. These are challenging times and HCPs are positioned as trusted advisors where we have an opportunity to adopt the “whole person” approach where, patients are treated holistically<sup>6</sup> – catering for their physical, mental and social needs. Attempting to better understand not only the patients’ sickness, but also their social, cultural and economic profiles and, above all, their expectations, can greatly help doctors improve the lives of their patients.

Specific to upkeeping a healthy lifestyle during this current pandemic, most of us have been drawn towards products labeled as organic, natural, trans-fat free and gluten free. But do we wonder how many consumers truly understand these labels and their importance well?

Research<sup>7</sup> has revealed that the consumer's understanding of the various kinds of food labeling like Nutrition Facts Table, Front-of-Package Labeling, Health Star Rating, Guidelines Daily Amounts, Multiple Traffic Lights and Warning Labels, is variable and unclear. Very few consumers realize that a **good grasp of food labeling** on the foods that they consume regularly can help them maintain good health and keep non-communicable diseases (NCDs) at bay.

### The evolving system of food labeling

Codex Alimentarius Commission is the body that establishes international food labeling

standards. The Food and Agricultural Organization of United Nations (FAO) works closely with WHO to help this body on technical and policy matters. The Codex labeling standard is used by all countries as guidance for uniformity and harmonization and has also been used as the basis for the development of new food labeling policies.

Each country has their own set of regulations when it comes to food labeling. For this reason, food regulatory agencies in the Southeast Asia<sup>8</sup> region have evolved regulations to govern food and nutrition labeling in their countries. Most countries have followed the Codex Guidelines in preparing their regulations, namely Indonesia, Singapore, Malaysia, Brunei Darussalam, Laos, Vietnam and Cambodia. Conversely, to some extent, Thailand and Philippines have adapted the U.S. nutrition labeling guidelines.



#### References

6. <https://apps.who.int/iris/bitstream/handle/10665/205942/B5022.pdf?sequence=1&isAllowed=y>
7. <https://ijbnpa.biomedcentral.com/articles/10.1186/s12966-019-0842-1>
8. <http://apjcn.nhri.org.tw/server/APJCN/20/1/1.pdf>



## Why the fuss?

According to the WHO<sup>9</sup>, 71% of all deaths are due to NCDs and its rise has been driven primarily by four major modifiable behavioural risk factors: tobacco use, physical inactivity, the harmful use of alcohol and unhealthy diets. Nutrition labeling is considered a population-based approach, and if well designed, can potentially have a positive influence on the diet of consumers, and therefore contribute to the achievement of public health objectives. Food and nutrition education<sup>10</sup> too is globally recognized as the most efficient tool for reducing the risks of NCDs.

**The prevention of obesity and chronic diseases can be supported by choosing nutritious diets.** Therefore, most governments have made it mandatory to include at

least one type of food labeling system on packaged foods to promote healthy eating. Highlighting “calories” and “servings”, declaration of “added sugar” grams and calorie and nutritional information for both “per serving” and “per package” are of immense help in making consumption decisions. The inclusion of updated daily values for nutrients such as sodium, dietary fibre and vitamin D, as well as separate listing of “total fat”, “saturated fat” and “trans-fat” is beneficial too. The health-conscious community is increasingly looking for information about the food they are purchasing, and food labels are an immediate source. In most countries, if companies adhere to the basic, desired composition of fat, saturated fat, sodium, cholesterol and beneficial nutrients like protein, fibre, vitamin A, vitamin C, calcium or iron, they can label their food as “healthy”.



## References

9. [https://www.who.int/nmh/publications/ncd\\_report\\_full\\_en.pdf?ua=1](https://www.who.int/nmh/publications/ncd_report_full_en.pdf?ua=1)
10. <https://www.semanticscholar.org/paper/Nutrition-Labeling%3A-Educational-Tool-for-Reducing-Chavasit-Kriengsinyos/08000ecd8b5f980c3e23d36651b845dadb160fdc>

## HCPs as credible sources of advice

As such, consumers in general tap into multiple resources to learn about nutrition. However, nutritional labeling can provide consumers with invaluable information at the point of purchase and HCPs too can play a significant role in educating clients on nutrition labeling, and how to utilize this information to make healthier food choices. In fact, most consumers are also unaware about the authentic sources of getting right information on food and nutrition labeling. HCPs can refer and share a few standard and credible sources with their health-conscious consumers. As each country has its own list of credible sources, Singapore, for example, has very high standards of food safety and makes the information about Food and Nutrition labels available on their government

websites like the Singapore Food Agency, Health Promotions Board and Health Hub<sup>11</sup> by the Ministry of Health Singapore.

Most governments and regulators are still structuring their food and nutrition labels for better consumer comprehension and therefore, there will be ample opportunity for continued debate on this topic. The current pandemic has brought back immense focus and attention to NCDs, as the affected people are considered more susceptible to complications. The global rise of diet-related NCDs plus the double burden of obesity and malnutrition means that it is imperative that all HCPs provide at least basic, evidence-based nutrition advice. This also implies that HCPs can help consumers in their journey of keeping NCDs at bay by educating consumers on food labeling.

## The 2020 Herbalife Nutrition Asia Pacific Healthy Aging Survey



The 2020 Herbalife Nutrition Asia Pacific Health Aging Survey revealed top consumer views including 2 out of 3 people say aging is a key concern for them and nearly 3 out of 4 are not confident of aging healthily. Watch the video for more insights. The survey was conducted among 5,500 respondents across 11 countries in Asia Pacific in May 2020.

### References

<sup>11</sup>. <https://www.healthhub.sg>



## Herbalife Nutrition in News

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



### **Healthcare Strategy: Herbalife Outlines Plan to Work With Professionals to Drive Nutrition Education in APAC**

NutraIngredients Asia, November 18, 2020

**John Hellmann**

(Vice President, Government Affairs- Asia Pacific, Herbalife Nutrition)



### **Healthcare Professionals Top Credibility Score in APAC: Herbalife Nutrition Survey**

NuFFoodS Spectrum Asia, October 19, 2020

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

(Chief Health and Nutrition Officer, Herbalife Nutrition)



### **The Role of Nutrition in Healthy Ageing**

Asian Hospital and Healthcare Management, October, 2020

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

(Chairman, Herbalife Nutrition Institute)



### **The Caffeine Fix to Fuel Fitness Regimes**

NuFFoodS Spectrum Asia, October, 2020

**Alex Teo**

(Director, Research Development and Scientific Affairs-Asia Pacific, Herbalife Nutrition)



### **Herbalife on Sarcopenia and Heart Health as Key Emerging Women's Health Issues in APAC**

NutraIngredients Asia, September 7, 2020

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

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



### **Support Beyond Medication**

Asian Hospital and Healthcare Management, August, 2020

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

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### **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)



### **Managing Your Diet According to Age**

The Star, July 6, 2020

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## Company Highlights

### Malaysia



2019 Malaysia Health & Wellness Brand Awards, organized by Sin Chew Daily & Life Magazines, and endorsed by the Ministry of Health Malaysia

### Vietnam



2020 Saigon Times CSR Awards, presented by The Saigon Times

### Thailand



AMCHAM CSR Excellence Award, presented by American Chamber of Commerce



### Korea

- Grand Prize at the 2020 Master Consumer, presented by the Korea Brand Management Association
- Outstanding Enterprise Award at the 2020 Fourth Industrial Revolution Power Korea, presented by Association of Korea Journalists and National Assembly Fourth Industrial Revolution Forum
- 2020 National People of Empathy Management Award, presented by Dong-A Ilbo

Q3 2020  
(Global)  
Net Sales

**\$1.5  
billion**

**Q3 2020  
Earnings**

**\$356  
million**

Q3 2020  
(Asia Pacific)  
Net Sales



## One Year After the Launch of Nutrition for Zero Hunger



Partnered & working alongside  
**10+** leading organizations  
who are supporting more than  
**114 Million**  
people in over **120** countries  
worldwide

#NutritionForZeroHunger

**Nutrition for  
ZERO  
HUNGER**  
HERBALIFE  
NUTRITION

Herbalife Nutrition is commemorating the first year of its [Nutrition for Zero Hunger](#) initiative. Nutrition for Zero Hunger is a global program that is aligned with the second United Nation's Sustainable Development Goal, which seeks to end hunger in all its forms by 2030 and to achieve food security and improved nutrition.

Globally, more than 2 billion people worldwide do not have access to enough nutritious food. The global population continues to grow, with the need for food expected to increase accordingly. Through the Nutrition for Zero Hunger initiative, Herbalife Nutrition is [working with partners to provide resources, meals and education to help feed those in need](#). In support of Herbalife Nutrition non-profit partners' critical programs and education campaigns, Nutrition for Zero Hunger to date has:

- Made available nearly 700,000 nutritious meals to children and families
- Delivered more than 500,000 servings of donated products and 3,500 pounds of food to families in need

- Provided 47,000 women with breast-feeding and nutrition education for healthy child development
- Provided 40,000 children with essential dietary supplements to reduce nutrient deficiency and support healthy child development

"Herbalife Nutrition's Nutrition for Zero Hunger initiative has been helpful in alleviating hunger, but we have a long way to go in building a world where everyone has access to quality food," said Alan Hoffman, Executive Vice President, Global Corporate Affairs, Herbalife Nutrition. "Eradicating hunger will take the combined efforts of governments, non-profits and corporations working together and we will continue working with all interested parties to ensure everyone has access to nutrition."

In its first year, the initiative announced partnerships with global non-profit partners who are recognized for their impact in addressing world hunger, including Feed the Children, The Hunger Project, Chrysalis, National Hispanic Council on Aging and the Chinese Red Cross Foundation.

## Herbalife Nutrition Partners with Nutrition Society of Malaysia to Improve Nutrition Education

In October 2020, Herbalife Nutrition embarked on a year-long collaboration with the Nutrition Society of Malaysia to promote good nutrition and healthy, active lifestyle to Malaysians. The collaboration will combine mutual expertise from both parties to benefit the public – for example, educational material on various subject matters like nutrition, health and wellness will help the public better understand the role of good nutrition in reducing diet-related diseases.

These types of collaboration are especially welcome at a time when the health of local people is a cause for national concern. According to the National Health and Morbidity Survey (2019), 1 in 2 adults were either overweight or obese while diabetes, hypertension and high cholesterol are among the main non-communicable diseases prevalent amongst Malaysians. In addition, close to 80% of consumers say they are not well-informed on nutrition knowledge and the majority of them are interested in receiving more nutrition advice from healthcare professionals.\*

*\*Herbalife Nutrition Myth Consumer Survey, March 2020*





