

futurefortified



## The Global Alliance for Improved Nutrition (GAIN) Announces *Future Fortified* Campaign

*With Initial Commitments From Herbalife and DSM, GAIN Seeks to Support Millions of Women and Children Around the World With Improved Nutrition*

NEW YORK CITY — Sept. 21, 2011 — For Immediate Release — The Global Alliance for Improved Nutrition (GAIN) is announcing a new campaign, Future Fortified, to help millions of women and children around the world access the essential nutrients they need to lead healthy, enriched lives. The global nutrition campaign was unveiled today during the annual meeting of the Clinton Global Initiative in New York City.

Through the Future Fortified campaign and with an initial, joint commitment from Herbalife (NYSE: HLF) and DSM, GAIN will help ensure that pregnant women, new mothers and their young children receive the critical nutrients they need (such as vitamin A, iodine, iron, zinc and folic acid) for healthy pregnancies and optimal growth and development.

"Investments in improved nutrition for women and children during the 1,000-day period from pregnancy to two years are critical, as nutrition is the basic building block for the success of many health and development interventions," stated Marc Van Ameringen, GAIN's executive director. "As we kick off the Future Fortified campaign, we are eager to engage individuals, businesses and organizations to prevent malnutrition around the world, particularly for the most vulnerable populations of women and children."

Herbalife, a global nutrition company, and DSM, a leading producer of vitamins and a broad range of nutritional ingredients, have provided the first commitment to GAIN's Future Fortified campaign with a contribution of 20 million micronutrient powder MixMe packets. These cost-effective nutrition packets will provide the essential vitamins and minerals for mothers to improve their children's diets by adding vital nutrients to meals prepared at home.

In response to the current crisis in the Horn of Africa, where over 12 million people are at risk of disease and widespread malnutrition due to drought, escalating food prices and conflict, DSM and Herbalife's joint contribution will be distributed in Ethiopia and Kenya to enhance food assistance and fill basic nutritional gaps.

"The acute nutritional needs brought on by the humanitarian crisis unfolding in the Horn of Africa will now be aided by the Herbalife family of distributors and employees who are committed to improving the nutritional habits for people around the world," stated Michael O. Johnson, Herbalife's chairman and CEO. "We are honored to be working in partnership with GAIN and DSM to both address the immediate nutrient needs of hundreds of thousands of women and children, while simultaneously exploring long-term, sustainable approaches to address the underlying causes of malnutrition in the region."

An estimated two billion people around the world lack access to the nutrients they need for proper physical and cognitive development. Poor nutrition in mothers and children is the underlying factor of over 35% of all childhood deaths each year. Through Future Fortified, GAIN seeks to assist 50 million women and children gain access to affordable and improved nutrition through innovative approaches such as home nutrition packets.

“DSM is committed to help alleviate micronutrient deficiencies around the world, especially among those women and children most in need,” stated DSM’s Managing Board Member, Stephan Tanda. “Working in partnership with GAIN and Herbalife through the Future Fortified campaign, we will help address today’s crisis and highlight to policy makers and the public at large the importance of nutrition for the sustainable development of healthy and productive societies.”

GAIN’s Future Fortified campaign will make it easy for individuals and organizations to get involved in the global effort to improve nutrition by *informing* their networks of global nutrition challenges and solutions, *investing* in sustainable solutions and *influencing* policy makers to make improved nutrition a global development priority.

To learn more visit: [www.FutureFortified.org](http://www.FutureFortified.org)

About Herbalife:

[Herbalife Ltd.](http://www.Herbalife.com) (NYSE: HLF) is a global network marketing company that sells weight-management, nutrition, and personal care products intended to support a healthy lifestyle. Herbalife products are sold in 76 countries through a network of approximately 2.3 million independent distributors. The company supports the [Herbalife Family Foundation](http://www.HerbalifeFamilyFoundation.com) and its Casa Herbalife program to help bring good nutrition to children. Herbalife’s website contains a significant amount of information about Herbalife, including financial and other information for investors at <http://ir.Herbalife.com>. The company encourages investors to visit its website from time to time, as information is updated and new information is posted.

About DSM:

Royal DSM N.V. is a global science-based company active in health, nutrition and materials. By connecting its unique competences in life and materials sciences, DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, pharmaceuticals, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM’s 22,000 employees deliver annual net sales of about €9 billion. The company is listed on NYSE Euronext. More information can be found at [www.dsm.com](http://www.dsm.com).

About GAIN & the Future Fortified campaign:

Future Fortified is a campaign of the Global Alliance for Improved Nutrition (GAIN), which was created in 2002 at a Special Session of the U.N. General Assembly on Children and is driven by the vision of a world without malnutrition. GAIN supports public-private partnerships to increase access to the missing nutrients in diets necessary for people, communities and economies to be stronger and healthier. With a current reach of over 400 million people (half of whom are women and children) in more than 30 countries, GAIN’s goal is to improve the lives of one billion people within the most vulnerable populations around the world through access to sustainable nutrition solutions. For more information, visit: [www.GainHealth.org](http://www.GainHealth.org) and [www.FutureFortified.org](http://www.FutureFortified.org).

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