



The Herbalife Health & Happiness Report

Contents

Introduction
Page 2

01 Happy & Healthy
Page 3 – 6

02 Health Perceptions
Decrease with Age
Page 7 – 9

03 Mind & Mood Over
Sports Performance
Page 10 – 12

04 Re-thinking
What’s Healthy
Page 13 – 15

05 Solo Wellness is Out,
Connection is In
Page 16 – 17

06 Sweet Tooth
Page 18 – 20

07 Sleep Studied
Page 21 – 23

Conclusion
Page 24



This report explores the attitudes, challenges and aspirations of the general public in relation to their health and lifestyles – based on consumer research commissioned by Herbalife and conducted in June 2023 by IPSOS. In particular, the report addresses consumer attitudes to exercise and diet, their wellbeing habits and motivations and the impact of work on their health and happiness.

The research covered 1,000 consumers in each of nine European countries: Belgium, France, Germany, Italy, Poland, Romania, Spain, Turkey and the UK, and the data is broken down by age to assess differences across the generations.

Health

= Happiness

When it comes to wellbeing (the state of feeling comfortable, happy and healthy), it's clear that there's an inseparable link between emotional and physical health – with both needing support and nourishment to allow people to thrive.

The Herbalife Health and Happiness Report takes an in-depth look at which elements contribute to achieving complete wellness, shedding light on the importance of approaching health with a holistic outlook that considers long-term wellbeing goals over short-term results.

The findings offer insights into the health perceptions, exercise habits, dietary choices, sleep patterns and overall happiness of people in each country, whilst analysing this data against macro health trends for cultural context.

The report builds on Herbalife's mission to help everyone 'live their best life', which it does by bringing together high-quality, scientifically-backed products and personalised wellbeing plans. This includes good nutrition and exercise, delivered one-to-one by its independent distributors who motivate and support their customers to reach their health and wellness goals.



An astounding

84%

of people who consider themselves happy also perceive themselves as healthy, suggesting a connection between the two. Delving into this data, we can see that looking after our bodies helps us to look after our minds - with the link between happiness and perceived wellbeing visible across much of Europe.

01
Healthy
& Happy

But what does it mean to be healthy?

When polled, the research revealed that people are deemed to be living a healthy way of life when they exercise regularly, maintain a balanced diet, take dietary supplements and get enough sleep.

Despite the link between physical health and emotional fulfilment, when respondents were asked about what would increase their happiness, **48% said 'more disposable income', whilst 'better health' (36%), 'more time for myself' (36%) and 'more time to spend with family' (35%) followed closely behind.** It's clear that people can see a correlation between the role physical health can play in elevating their happiness. However, amid the cost-of-living crisis, financial security still plays a pivotal role and remains front of mind. There is a job to be done

in showing individuals why health should sit firmly at the top of their priority list.

Likewise, governments and public health bodies should be exploring this connection to ensure that everyone is given the support they need to enhance their wellbeing to create a happier, more productive nation. After all, a healthier population is also beneficial to economic growth. **In fact, the Universal Health Coverage Coalition estimates that every \$1 invested in health can result in a return of up to \$20 in full-income countries through increased productivity⁽¹⁾.** It's evident that we need a united effort to ensure everyone understands why health should be a core priority for all and the benefits to both individuals and countries as a

People in the UK reported one of the highest levels of self-perceived good health (78%) and were found to also have the highest levels of happiness (70%). On the other hand, people in Germany were most likely to rate their overall health as 'poor' (15%) and also ranked lower when it came to happiness - appearing in the bottom three for this measure of 'emotional wellbeing'.



Whilst the correlation between physical health and happiness is layered, we should consider that exercise is proven to help the release of mood-enhancing endorphins including serotonin, whilst reducing stress and anxiety, suggesting that those who move more (a key component of health) are likely to experience a lifted outlook. When we experience chronic illness or pain it naturally impacts mood. Being free from these ailments encourages feelings of optimism. Looking after your physical appearance is linked to enhanced self-esteem and self-confidence, both of which give our internal narrative a boost.

(1) <http://healthforall.org/why-health/#:~:text=Every%20%241%20that%20a%20country,coverage%20pays%20a%20resilience%20dividend.>



“

We can see that there's a symbiotic relationship between good physical health and good mental health. Whilst the current economic climate may see many of us focus on our finances and their impact on our happiness, it's incredibly important that we understand the power of our health and the effect it has on us for our entire lives.

Whether it's reducing stress, spending more time with loved ones, eating to nourish our minds and bodies or improving our fitness, when we look at these statistics, the age old saying of 'health is wealth' has never been truer.

”

Professor Marion Flechtner-Mors

Nutritionist & University Professor &
Herbalife Nutrition Advisory Board Member
– Germany, Switzerland & Austria

“

Herbalife is built on the concept that health and happiness is intrinsically linked. The company focuses on how nourishing the body can help to nourish the mind, with Herbalife independent distributors providing comprehensive wellbeing plans that integrate exercise and good diet into our lives while addressing broader lifestyle habits. These personalised plans empower individuals to stay committed to their health and wellness goals, even during life’s most demanding moments.

”

Professor Marion
Flehtner-Mors

Nutritionist & University Professor &
Herbalife Nutrition Advisory Board Member
– Germany, Switzerland & Austria

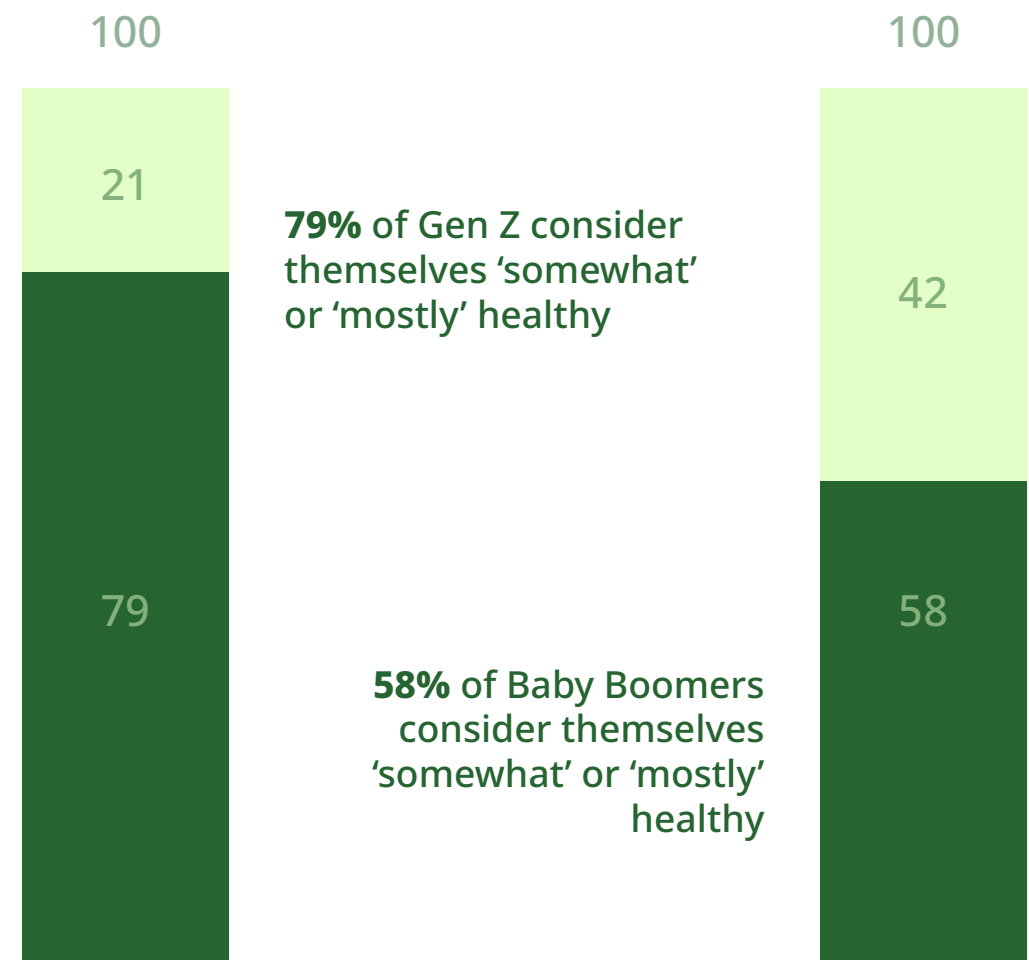




02

Health Perceptions Decrease with Age

When it comes to perceptions of being healthy, geographical differences were just the start. Diving into generational disparities, we can see the data reveals that younger people tend to perceive themselves as healthier with this perception decreasing as age advances.



We know the life expectancy of Europeans has been increasing over the last decade. **Statistics from the WHO European Region Project revealed that, by 2030, we will have 247 million people aged 60 or over - a massive rise of 32 million since 2021⁽²⁾.** This will put a significant strain on the healthcare system and increases the urgency to enable those living longer to maintain their wellbeing as they age. Specifically, governments and individuals alike need to adopt a preventative approach to health that seeks to empower everyone to stay well for longer, rather than tackling issues as and when we fall ill.

When we look at exercise habits, we see a correlation that could touch on the cause of this generational health perception disparity. **The data revealed that gym memberships decline significantly with age; only 10% of Baby Boomers have memberships, compared to 40% of Gen Z and 34% of Millennials, which means as we age, we're potentially exercising less.** We know that a reduction in movement can lead to a variety of wellbeing concerns including weight gain (recent data from Eurostat showed that obesity rates increase as we age)⁽³⁾ all of which could be leading to older generations living with poor health. Helping everyone to maintain some form of exercise regime as they age is pivotal to future proofing our ageing population.

At a governmental level, ensuring our older generations are healthier has significant benefits for the economy. After all, better health means individuals can work for longer, with less reliance on state funding and support.

Interestingly, the parallels between perceived health and happiness were once again evident in this data; **65% of Gen Z and 69% of Millennials claim to be happy, with the number declining to 59% for Boomers.** This further highlights the correlation between health and happiness and the need to maintain one in order to have the other.

Looking at what makes us happy, we can also see a generational shift in perspectives. As we age, 'better health' becomes more important with **44% of Boomers citing this as being key to happiness, compared to just 28% of Gen Z. On the flipside, 'a change to my physical appearance' (i.e. losing weight) increased in importance for younger demographics.** This could suggest that Gen Z audiences are looking at wellbeing from a purely aesthetic point of view, perhaps missing out on the wider holistic wellbeing benefits that living a healthier life can bring.

(2) https://www.who.int/europe/health-topics/ageing#tab=tab_1

(3) https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Overweight_and_obesity_-_BMI_statistics#:~:text=Obesity%20by%20age%20group,-



“

The findings highlight the importance of proactive health management at all stages of life to ensure wellbeing for both body and mind. It's important to note that, whilst younger people report higher levels of perceived health (and therefore happiness) this should be contrasted with the fact that, as we age, we often think more about our health, enhancing our awareness of our own ailments and, therefore, reported health. So often, our approach to health can be retrospective and we seek to 'fix' problems once they appear. However, prevention is a much better approach, and we should look to act earlier to ensure our long-term wellbeing. Focusing on the right supplements, diet and exercise routines for each decade of our lives is essential for long-term health and happiness; governments and individuals alike need to develop approaches that look at 'prevention' over 'cure'.

”

Likewise, there is a job to be done in helping to educate younger individuals on looking at health from a holistic point of view. Whilst losing weight and being considerate of your nutrition for aesthetic reasons is of course beneficial to our self-esteem and, in turn happiness, the wider benefits to our wellbeing shouldn't be ignored and encouraging all ages to see living a healthier life as something that will help them for decades to come is key.

Herbalife's approach to wellbeing supports this much needed strategy of 'prevention over cure' with its independent distributors providing tailored nutrition and fitness plans that meet their customers' needs now and in the future. They're on hand to help you navigate your wellbeing, recommending the right products and regimes as you transition through life's various stages. In addition, Herbalife independent distributors recognise the need for flexibility in how their customers access information and support, tailoring their approach to consumers at different junctures in their lives. Younger generations may opt for engagement through social media and digital platforms, while older customers may prefer the warmth of face-to-face support at fit clubs and nutrition clubs that foster community bonds.

Professor İsmet Tamer

Doctor of Medical Science & University Professor &
Herbalife Nutrition Advisory Board Member – Turkey



Throughout the report, we can see the link between health and happiness and how a holistic approach to wellness which focuses on both factors is essential. This is also true when we analyse why people choose to take nutritional supplements.

03

Mind & Mood Over Sports Performance

Use of supplements have often been regarded as a preference of the fitness fanatic with images of weightlifters using protein powders and drinks. However, the data shows this to be an outdated view with **66% of people using them for general health and wellbeing**, **43% for 'mind and mood'** and **only 23% for sports**. Interestingly, people aged 25 to 34 ranked the highest for using supplements to boost their wellbeing, mind and mood at 45% - compared to 39% of 55 to 60-year-olds - suggesting this shift in perception around supplements is being driven by younger generations.

When we drill down further, we can see that **Baby Boomers are more likely to use supplements for preventing illness at 28%, compared to 8% of 18 to 24-year-olds**. Whilst this is perhaps unsurprising, it highlights a lack of awareness with younger demographics around the need to 'prevent and protect' at all stages of life. Whilst illness may not be front of mind to a fit and healthy 20-year-old, we know that prevention is always better than cure and supplements are something that should be used to support wellbeing sooner rather than later.

Use of Supplements:

66%

for general health & wellbeing

43%

for 'mind & mood'

23%

for sports



“

Whilst a balanced diet is essential for keeping our bodies and minds healthy and happy, supplements play an important role in filling the gaps we're not getting from our diets in a quick and convenient way. There's been a significant shift in mind set when it comes to supplements and more people are realising the power they can have on their wellbeing – be it for anti-ageing, illness prevention, targeted health needs or generally enhancing mind and mood - with all ages and stages of fitness understanding how they can enhance their wellness with these products.

”

Dr Jacques Manic

Sports Doctor and Trauma Specialist &
Herbalife Nutrition Advisory Board Member – France



A collage of fresh green vegetables and fruits arranged on a white background. The items include a head of green cabbage, a bunch of green broccoli, two green apples, a cucumber, a zucchini, and a small green pepper. The text '04' is prominently displayed in a large, dark green font on the left side of the image.

04

Rethinking
What's
Healthy

Perceptions about supplements aren't the only ones to have shifted; the traditional concept of a healthy diet is also **evolving.**

Just 29% of those polled think eating three meals a day contributes to a healthy balanced diet which could suggest that we’re beginning to view the traditional model of eating as no longer right for us or the busy lifestyles that many lead. This group was more inclined to emphasise balanced nutrition throughout the day, including fruit and vegetable intake, hydration and the right balance of proteins, carbohydrates and fat. This shift is evident in Herbalife’s sales results; Herbalife is the #1 brand in the world in meal replacements and protein supplements combined, with 5 million shakes consumed daily worldwide⁽⁴⁾, giving convenient nutrition to many people.

The data also revealed a knowledge gap around plant-based food with only 19% thinking that it can contribute to a healthy diet. A lack of awareness about the benefits to the body and planet was evident and is something we need to learn about more. Herbalife recognises the power of plant-based proteins and has used them throughout its 40-year history.



“

As our lifestyles evolve, we need to re-think how we’ve always done things. Nutrition shouldn’t look the same for each person and we need to discover what works for each of us in the context of the lives we lead. What may work for one person won’t work for another and it’s great to see from the research that we’re beginning to re-examine the how and when of our diets.

With our lives becoming busier and work hours ever extending, we’re all looking for new ways to get the nutrition we need. The rise of meal replacement shakes, for example, is a clear sign that people are looking for tailored nutrition in an easy format that complements their hectic lifestyles. And they want it tailored to their individual needs.

”

Dr Julian
Alvarez Garcia

Doctor of Medicine (MD & PhD), Sports Medicine Specialist, Expert in Exercise Physiology, Sports Nutrition Specialist & Herbalife Nutrition Advisory Board Member – Spain

(4) <https://www.bloomberg.com/press-releases/2022-01-28/euromonitor-international-ltd-ranks-herbalife-nutrition-world-s-1-health-shake-and-top-brand-across-six-health-categories->

A man and two women are sitting on a grassy lawn in a park, surrounded by lush green trees. The man, on the left, is wearing a light blue t-shirt and is looking towards the women. The woman in the middle is wearing a pink tank top and is smiling. The woman on the right is wearing an orange tank top and dark blue leggings. They are all holding white or black Herbalife water bottles. The scene is bright and sunny, with sunlight filtering through the leaves of the trees.

05

Solo Wellness is Out,
Connection is In



A third (32%) of Europeans exercise consistently (more than three times a week), but how they're exercising is changing. Whilst the pandemic saw many of us exercise alone, post-COVID there's been a resurgence of 'togetherness', with 'connection' and 'community' cited as integral to wellness. **The data reinforces this, with 44% noting they use their gym membership because they like being in a group setting as it motivates them, whilst 37% like the community aspect.** People in Turkey (55%) and Belgium (51%) were the most motivated by a group setting, whilst those in Germany (38%), UK (41%) and Spain (40%) don't require group support as much.

When it comes to how much people are exercising, the results showed that those in the UK are doing the most (45%), followed by Spain (40%). Meanwhile, Poland and Germany ranked the lowest at 26% and 23% respectively. Again, this highlights the healthy = happy connection. Those in the UK deemed themselves to be both one of the healthiest and happiest nations and exercise certainly contributes to this. Meanwhile Poland and Germany ranked in the 'bottom 5' for feeling happy and healthy.



“

When you surround yourself with a supportive fitness community, you tap into a powerful source of accountability, inspiration and camaraderie. Whether you're pushing through a tough workout or celebrating a fitness milestone together, the collective energy boosts your commitment and keeps you on track. The social aspect of exercise enhances your overall wellbeing by reducing stress, improving mood and increasing your likelihood of sticking to a healthy routine.

Herbalife has long believed in the power of community to help you achieve your wellness goals. Having a one-on-one connection with a distributor means each customer has dedicated support, motivation, encouragement and accountability. At the same time, there are 67,000 nutrition clubs worldwide which bring people together, alongside fit clubs which are a great way to turn fitness into genuine fun. Achieving health goals doesn't have to be lonely. Herbalife wants to make these lifestyle changes have 'staying power' by creating an environment their customers love and feel a sense of community within.

”

Dr Richard Allison

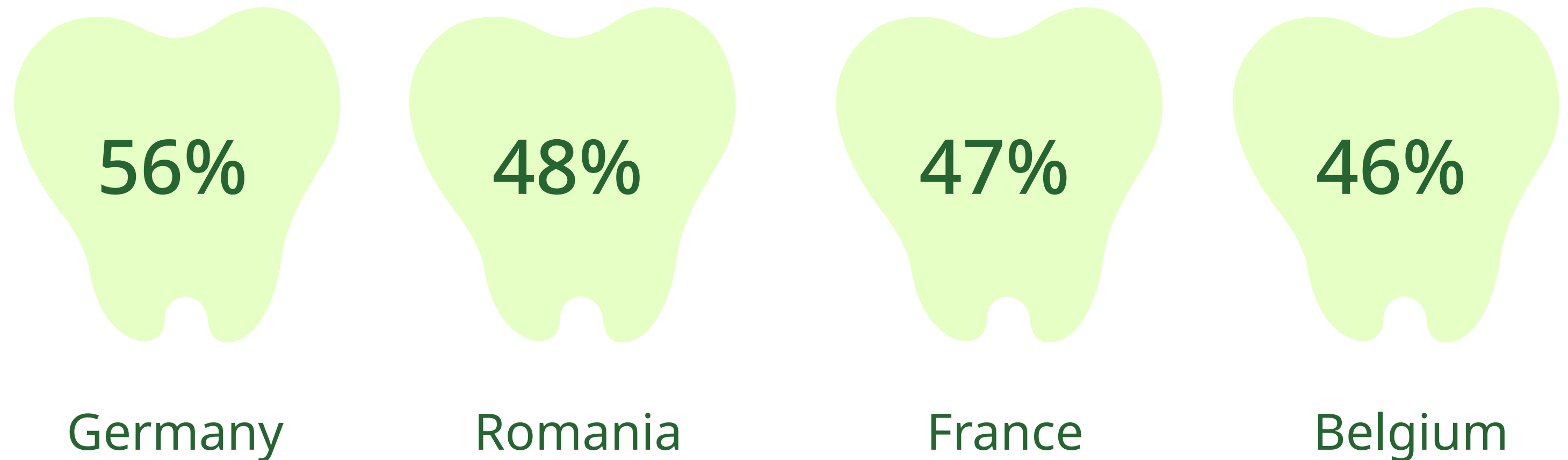
Registered Dietician, Sports Performance Specialist &
Herbalife Nutrition Advisory Board Member – UK



06

Sweet Tooth

Who has Europe's sweetest tooth?



Just one in ten (11%) Europeans think that they always keep to a healthy, balanced diet whilst 10% say they rarely or never do this. When looking at why this might be the case, 45% said it was their sweet cravings and excessive sugar consumption. Germany (56%) reported the sweetest tooth in Europe, followed by Romania (48%), France (47%), Belgium (46%), Spain (45%), the UK (42%), Turkey (41%), Italy (38%) and Poland (38%).

These findings highlight the need for two things to be made clearer. Firstly, we need to understand that snacks are not the enemy. No food should be banned, and extreme restrictions can ultimately lead to bingeing on the items you're being denied, undoing all your hard work. Secondly, healthier snack options need to be put in place that allow us to enjoy these moments of indulgence without steering too far away from our nutritional needs. Herbalife's range of tasty protein bars and chips are a great example of how you can 'snack' in a way that meets your nutrition requirements, rather than consuming too much fat, salt and sugar.



“

You don't have to sacrifice indulgences or your sweet tooth to adhere to your diet plan. Giving yourself the freedom to savour the things you love in moderation is an important aspect of your wellbeing programme; restriction and denial won't be something many can stick to for long. Herbalife is all about long-term changes that balance happiness with health.

”

Susan Bowerman

Dietitian & Senior Director of Worldwide Nutrition
Education and Training at Herbalife & Herbalife Nutrition
Advisory Board Member – Global

Interestingly, whilst certain countries revealed they felt that they over-indulged in sugar, this data didn't correlate to national statistics for obesity.⁽⁵⁾ **For example, France had the third sweetest tooth in Europe though they have one of the lowest levels of obesity in Europe at 21.6%. On the other hand, people in UK and Turkey rated their sweet tooth lower, yet these countries have some of the highest rates of obesity at 27.8% and 32.1% respectively.** These findings suggest that there is disconnect between understanding what a safe level of sugar intake is and how this impacts wellbeing.

In recent years, there have been crack downs on nutritional labelling and initiatives to help tackle our addiction to foods that contribute towards obesity. Consider the UK ban of the promotion of HFSS (high fat, salt or sugar foods) which saw these products removed from peak advertising slots and high-profile placements in supermarkets (near aisle ends and checkouts). Whilst these initiatives are a step in the right direction, fundamentally we need to enhance the volume of education around this subject. Governments need to take a long-term approach with educational reform that places a priority on helping young people know how to take care of their bodies (and minds) from the get-go - key to transforming the health of every nation.

This also includes educating on the balance between naturally occurring sugars (those found in fruit for example) and refined sugars. A nuance which is often lost in the existing national guidelines many countries across Europe share.

At Herbalife, this educational aspect is where the 'Herbalife distributor difference' makes a real impact. The coaching they provide helps to make nutrition clearer and easier to follow, enabling consumers to take control of their wellbeing for the long term.

(5) <https://www.worldobesity.org/resources/resource-library/world-obesity-atlas-2023>

07

Sleep Studied





“

Sleep is a critical pillar for achieving your nutritional and fitness goals; it regulates hormones that influence appetite and cravings, making healthy eating easier. During rest, your body repairs and builds muscles, enhancing the benefits of exercise and reducing injury risk. Additionally, adequate sleep improves cognitive function and decision-making, helping you stick to your wellness plans. Prioritising good sleep habits can truly be a game-changer in achieving and maintaining a balanced, healthy lifestyle.

Likewise, prolonged stress can lead to a cascade of adverse effects, including increased risk of chronic conditions such as heart disease, obesity and diabetes. Stress also weakens the immune system, making the body more susceptible to illness. On an emotional level, high stress levels can lead to anxiety, depression and a reduced quality of life. Moreover, it impairs cognitive functions, affecting decision-making and problem-solving abilities. By actively managing and reducing stress through practices like meditation, exercise and relaxation techniques, individuals can enhance their physical and mental health, leading to a more balanced, productive and fulfilling life.

Herbalife’s independent distributors are on hand to provide tailored plans that take a holistic view of overall wellbeing, including adequate sleep and reducing stress levels. This rounded approach is integral to creating long term good health that can carry us through all stages of life.

”

Dr Corina Zugravu

Doctor of Medical Sciences, University Professor, Primary Care Physician in Food Hygiene & Nutrition & Herbalife Nutrition Advisory Board Member – Romania



Work

This takes us back to the health v happiness findings where Germany, one of the nations reporting the worst sleep quality, also reported low levels of happiness. By contrast, the UK that claimed better sleep, ranked amongst the happiest.

Sleep is often an overlooked aspect of health. When we consider that sleep related health issues, including decreased productivity due to fatigue, result in substantial economic costs to European countries, it's something that impacts every nation on a macro level and therefore should be something we take seriously.

Work/life balance also played into feeling rested. **The UK felt they had the best work-life balance (51% compared to the average of 46%) whilst Belgium (41%), France (44%) and Germany (44%) ranked at the bottom for this indicator.**

These findings were interesting given that those countries who ranked poorly for work/life balance are those that have implemented robust rules to help prevent burnout. In Germany, this includes capped working hours and a strict prohibition on working on Sundays, whilst in France, the 'right to disconnect' laws made it illegal to contact employees out-of-hours. From the data, it might conclude that these laws are not driving the change we need and, when we consider that the European Agency for Safety and Health at Work estimates that work-related stress cost EU countries around €617 billion annually⁽⁶⁾, it only reinforces why we need to take wellbeing seriously from a policy perspective.

/Life

(6) <https://osha.europa.eu/sites/default/files/cost-of-work-related-stress>.

Conclusion

The profound connection between physical health and mental wellbeing, notably happiness, was clearly evident in our research; it underscores the importance of prioritising health and how exercise, nutrition, supplements, stress and sleep collectively contribute to long-term wellness.

Whilst we are living in uncertain times where financial insecurity is often a dominant focus in the media and cultural conversation, it's clear we need to shift the narrative to ensure that health does not get put on the back burner. Individuals need to be educated and supported on how to approach their wellbeing for the long haul to ensure they can live healthier, happier lives for decades to come. Meanwhile, governments need to nourish the communities they serve to empower those within their country to have the education, tools and support they need to maintain their wellbeing.

We know the health of European residents is in decline. **According to the World Health Organization, almost 60% of adults worldwide are either overweight or obese⁽⁷⁾, despite the many health interventions and policies having been put in place to tackle the problem. On top of that, the World Obesity Federation Europe believes that obesity is expected to increase by 7% among women and 13% among men between 2020-2035⁽⁸⁾.** We are living through an obesity epidemic which is set to get even worse. The impact of this on the health (and happiness) of both individuals and the economy is something we simply cannot ignore.

The findings in this report offer motivation for individuals and societies to embrace a long-term perspective on wellness, from young to old, paving the way for healthier and happier lives. This shift towards early intervention and approaching health from a holistic point of view that looks at everything from how we move, to how we eat and how we rest, to how we work has never been more pivotal. Our culture of 'cure and treat' over 'prevent and protect' needs to change or we will face a health care crisis of gigantic proportions.

Herbalife has been taking this holistic approach to wellbeing for over 40 years through personalised nutrition and fitness plans and its network of supportive communities where connection and a shared motivation has achieved some wonderful results. By redefining wellness as a dynamic, individual journey, Herbalife welcomes people of all ages to begin their wellness journeys where health and happiness are not separate ideas but intertwined.

More companies and governmental bodies need to refine their approach to empower individuals to take ownership of their health (and happiness) to help us make the shift. With the ageing population across Europe, expanding the focus on living well for longer is something we embrace and support.

(7) <https://www.who.int/europe/publications/i/item/9789289057738#:~:text=Overweight%20and%20obesity%20affect%20almost,pressure%2C%20dietary%20risks%20and%20tobacco.>

(8) <https://www.europeactive.eu/news/world-obesity-atlas-2023-quantifies-economic-impact-inaction#:~:text=In%20Europe%2C%20obesity%20is%20expected,and%2039%25%20males%20being%20obese..>



Herbalife

Live your best life