

Herbalife International Inc in Consumer Health (USA)

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Abstracts

Herbalife is a global nutrition company founded in 1980 by Mark Hughes. It focuses on offering nutritional and weight management and supplements to 80 countries. It works under a direct selling distribution model wherein 64% of its sales come from weight management, 23% from targeted nutrition (age/gender specified vitamin supplements) and 5% from sports nutrition. Herbalife positions its products as lifestyle compliments intended for daily consumption.

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