

Herbalife to Expand Personalised Nutritional Supplement Capabilities through Planned Acquisition of Bioniq

27 March 2026 | News

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Herbalife Ltd., a premier health and wellness company, community and platform, announced an agreement to acquire certain assets from Bioniq, a UK-based personalised supplements company focused on making health more accessible and actionable. The transaction advances Herbalife's vision of becoming a technology-enabled, data-driven health and wellness platform.

"The future of health and wellness is becoming more personalised and informed by data," said Herbalife Chief Executive Officer, Stephan Gratziani. "By combining Bioniq's personalised supplement technology with Pro2col and the power of our global distributor network, we are expanding our ability to deliver personalised wellness at a global scale."

Bioniq develops personalised supplement formulas using its patented product personalisation engine, an individual's health background, and a proprietary database of biomarkers. Bioniq's personalised supplement formulations are designed for a broad range of individuals, from everyday wellness consumers to elite athletes, including Cristiano Ronaldo.

Bioniq will complement Herbalife's prior acquisitions of Pro2col and Link BioSciences by enabling Herbalife to offer a broader range of personalised nutritional supplements across multiple delivery formats. Combining Bioniq's offering with

Herbalife's global manufacturing expertise will enable the Company to expand personalised nutrition at scale and speed.

"I founded Bioniq in 2019 with a vision to help people optimise their wellbeing through a science-driven approach to nutrition that incorporates biomarker and lifestyle data," said Vadim Fedotov, Founder and President of Bioniq. "I am excited to join Herbalife with its global distributor network and commitment to advancing wellness at scale."

As a long-time global nutrition partner of Herbalife and Bioniq shareholder, Cristiano Ronaldo shares Herbalife's vision to accelerate the availability of personalised nutritional supplements at scale through its global distributor network.

"Throughout my career, biometrics and personalised nutrition have been central to helping me perform and compete at the highest level. As a longtime Herbalife and Bioniq user, I've experienced firsthand how a tailored approach to nutrition can help optimise performance," said Cristiano Ronaldo. "I'm delighted to see Bioniq's personalised supplements become part of Herbalife's expanding access to nutritional supplements, helping people take a more informed approach to their health, wellness and performance."

The transaction is expected to close in the second quarter of 2026, subject to customary closing conditions and regulatory approvals. The \$55 million purchase price will be paid over five years, including an initial payment of \$10 million at closing. In addition, the transaction value includes up to \$95 million of contingent payments based on future performance.