



Nature's Way Brands

Rich Brand & Quality Heritage Established in Health Food Channel, Building Enhanced Reach with Purpose



OVER
50
YEARS
Heritage

Family
Owned

Trusted

Quality /
Regulatory

Natural

Self
Manufacture
(Vertically Integrated)

Pioneers
(Herbal Supplements)

Strong
Innovation

Certified

1969





OUR PURPOSE: Nourish Human Potential

*We believe that NATURE is the Best Pharmacy in the world.
Nature's Way connects with consumers at an emotional level to
help them realize their FULL POTENTIAL.*

*We believe "**Nature** is the **WAY**" to **NOURISH HUMAN POTENTIAL**.*

Raising the Bar on Dietary Supplements

When it comes to quality, we don't follow the crowd... we lead the industry.



Rigorous Testing

PROVEN BY RIGOROUS TESTING

Half of our 75 quality experts have been with Nature's Way for 10+ years. Here's what they do every year.*

170+

different raw materials are sourced and tested.

2,000 hours

are spent reviewing suppliers and material quality.

7,200 samples

are tested to ensure ingredient identities, potency, purity, safety, and consistency.

100,000 tests

are conducted, all with test methods and data recorded.

*Numbers are based on annual averages.

Gold Standard Ingredients

In-Process Testing

Performs end-to-end testing every few minutes throughout manufacturing.

Analytical Lab

Ensures product is free from harmful levels of contaminants and flawlessly formulated to perform as claimed.

Microbiology Lab

Verifies products are pathogen free and that all materials meet quality standards.

Stability Testing

Proves products will perform effectively through the expiration date.

Certified by Regulators



Our in-house testing and quality control labs are 100% conformant with high international standards.



We were among the first to earn a third-party Good Manufacturing Practices certification from NSF.



Our facilities are certified by NSF/ANSI 455-2 Good Manufacturing Practices for dietary supplements.



Our liquid & tablet facility is certified organic by Quality Assurance International to meet USDA NOP standards.

Sourcing Excellence

Although we rely on long-established, trusting partnerships with suppliers and all our materials come with a certificate of analysis confirming they conform to our specifications, we still test raw materials in our labs for a variety of characteristics.

We also have 50 years of knowledge in our back pocket—about global markets, adulteration, quality, and pricing—to inform our sourcing choices and evaluate the impact on individual farms, families, and communities.

We invite and welcome your team to our facilities for a full tour—anytime!

Discover more on [NaturesWay.com](https://www.NaturesWay.com)



Nature's Way has a vast portfolio with nearly 1,000 items across 20+ Categories

Combined Multis



Gummies & Tablets with high potency B Vitamins + Fruit & Veggie Blend

Basic VM



A-Z Vitamins & Minerals to support functional daily health needs

Mood & Stress



Find your calm with supplements designed to support your mood and help your body adapt to daily stress.*

Sleep



A good night's sleep means a better tomorrow. Get your ZZZs with traditional herbs and other formulas for sleep.*

Immune, CCF



Daily Immune Support with multiple formats & usage occasions

Cough, Cold & Flu



Homeopathic Cold, Flu & Cough Relief in a variety of forms & age ranges

Herbs & Oils



A-Z Herbal Remedies allowing consumers to personalize their approach

Digestive



Probiotics & Digestive Herbs & Enzymes for digestive care & symptom relief

Joint, Muscle, Bone



Keep moving with supplements designed to support your bones, joints, and muscles.*

Blood Sugar



Support blood sugar metabolism within healthy levels.*

Weight Wellness



Whatever path you're taking toward your weight management goals, we have products that complement a healthy lifestyle.

Brain & Cognitive



Supplements designed to support brain health, focus, and cognitive function.*

Providing quality solutions to consumers for ALL health needs

Alive! Multivitamins



15904 13662 15903 15900 15902 13661 13663 13660 14618 11534 14620 15788

15904	17083	Nature's Way Alive! Women's 50+ Gummy Vitamins
13662	17082	Nature's Way Alive! Women's 50+
15903	17084	Nature's Way Alive! Women's Gummy Vitamins
15900	17080	Nature's Way Alive! Men's Gummy Vitamins
15902	17079	Nature's Way Alive! Men's 50+ Gummy Vitamins
13661	17078	Nature's Way Alive! Men's 50+
13663	17081	Nature's Way Alive! Women's
13660	17077	Nature's Way Alive! Men's 50 tabs 3/band
14618	17086	Nature's Way Alive! Zero Sugar Wmn Multi Gummy
11534	17076	Nature's Way Alive! Hair, Skin & Nails Gummies
14620	17085	Nature's Way Alive! Zero Sugar Men Multi Gummy
15788	17075	Nature's Way Alive! Gummies Multi-Vitamin for Children



Nature's Way Herbs



2070



15387



13920



62400



13100



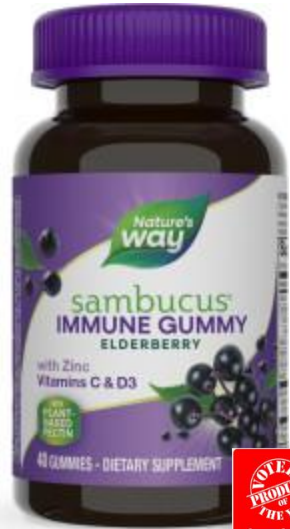
14601



2070	17074	Nature's Way Activated Charcoal
15387	17087	Nature's Way Ashwagandha Premium Extract
13920	17097	Nature's Way Sleep Well Gummy
62400	17091	Nature's Way Milk Thistle Premium Blend
13100	17089	Nature's Way Ginger Root
14601	17090	Nature's Way Magnesium Gummy
12800	17088	Nature's Way Fenugreek Seed
62700	17093	Nature's Way Reishi Premium Extract



Nature's Way Sambucus Immune & Probiotic



12345	17094	Nature's Way Sambucus Immune Gummy
12346	17095	Nature's Way Sambucus Kids Gummies Immune Support
14616	17096	Nature's Way Sambucus Zero Sugar Elderberry Gummy
14719	17098	Nature's Way Women's Probiotic Gummy

VOTED #1 PRODUCT OF THE YEAR

Immunity

#1
ELDERBERRY
GUMMY™



Nationally Featured



40,000 Consumer Votes

TRUSTED



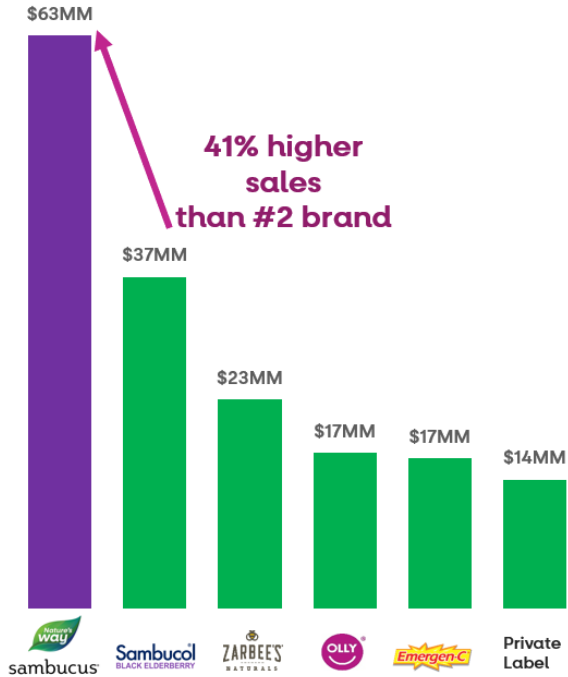
GLOBAL



Nature's Way Sambucus is #1 Elderberry Brand



Market Leader and Gaining Share



\$ Sales 52 Week TTL Universe

Nature's Way Sambucus brings loyal consumer and builds baskets

	HH Penetration Rank	Repeat Rate	Buy Rate	Avg. Basket Size
	#1	30%	\$31	\$114
	#2	20%	\$19	\$76
	#4	23%	\$26	\$93

Superior Efficacy

High Potency

Powerful antioxidant action from 3,200mg of elderberry equivalence per serving

Immunity Focus

Excellent source of zinc high potency vitamin C and Vitamin D for total immune support*

Premium Extract

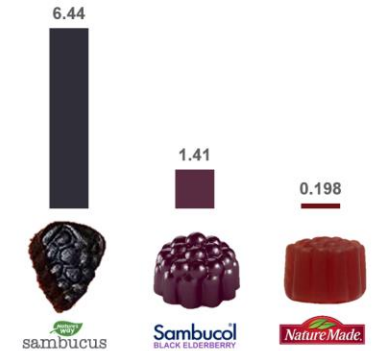
Highly concentrated 64:1 elderberry extract. Packed with natural antioxidants from elderberry anthocyanins

THE CLUE IS IN THE COLOR

"I would tell consumers that one of the easy things to watch for is if the product is not very dark purple, it's likely not elderberry."

- Travis Borchardt, VP of Regulatory

POTENCY MATTERS



Tested amount of anthocyanins	6.44mg	1.41mg	0.198mg
Elderberry Extract on Label	50mg	50mg	100mg
Elderberry Extract Concentration	64:1	34:1	Unknown
Made with X mg of Elderberries	3200mg	1700mg	Unknown



Winner of Product of the Year 2024

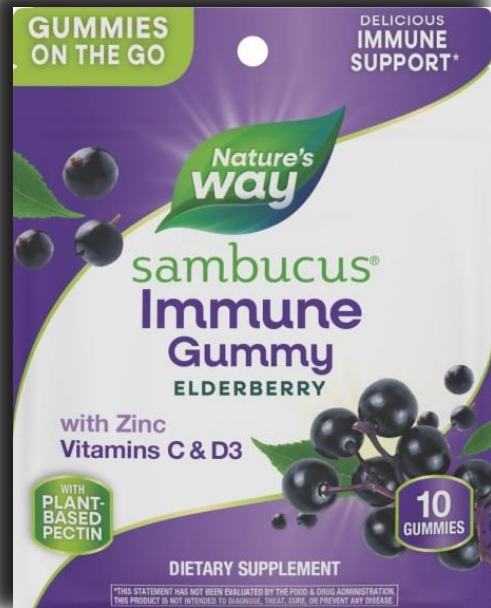
Nature's Way Sambucus Gummies + Sambucus KiDS Gummies won **Product of the Year 2024** in the Immunity Category!



Nature's Way Small Size Pouches

Trial & Travel + Check Lane Opportunity

SRP: \$5.99
10ct Pouch
10 Pouches per Tray
3 Trays per Case
Peggable Pouch



Immune Support

Elderberry = Anti Oxidant Support
+
Zinc = Immune Support
+
Vitamins C & D = 100% & 150% Daily Value



Fast Acting Calm Product

L-Theanine = Fast Acting, will help promote relaxation within 30-60 Minutes
+
Ashwagandha = Relaxes Mind & Body



3-in-1 Sleep Support

Melatonin = Fall Asleep Faster
+
Magnesium = Stay Asleep Longer
+
Ashwagandha = Relaxes Mind & Body



Thank you!

Appendix



Nature's Way Approach UNITES "Our House of Brands" Under One Simplified Masterbrand

- ✓ Vivid, consistent look, contemporary brand
- ✓ Easier to shop, elevated potential for increased basket size
- ✓ Sustainability: 50% PCR content across the portfolio
- ✓ Increased perceptions of brand & product quality



Current



New

Nature's Way Legacy of Excellence

Independently Owned 50+ Years of Experience



Founded by the Murdock family in 1968. Schwabe group, **family-owned** business since 1866.



One of the **largest independently owned** supplement manufacturer in the USA.



We are **leaders** of groups including the Council of Responsible Nutrition, organizations that continue to elevate dietary supplement standards to **ensure better products for all**.

Manufacturing Excellence



Leading manufacturing capabilities. We are proud to be a **Drug GMP** audited facility.



We were the **first** recognized **Good Manufacturing Practices (GMP)** facility by NSF and continue to set the bar for the industry today.



In Green Bay, WI we have a state of the art 250,000 square foot production facility where **we produce most of our supplements**.



Trusted Leader in Quality



Quality starts at the source. We travel the globe to bring the **best possible ingredients**.



For **over 50 years**, we've partnered with farmers, gatherers, and suppliers. Our ingredients are grown and harvested with respect for the planet



We approach quality from **all angles**, meticulously implementing chemical, identity, microbiological testing and more.



First in-house lab to achieve ISO accreditation! ISO accreditation is globally recognized for robustly verifying the ability of a lab to provide accurate and reliable test data to regulatory bodies, customers and retailers.



Since **1969**



2024 Nature's Way Learnings: Path To Purchase



Nature's Way Goal:

To lead with insights in our retailer partnerships and specifically around the VMS Path to Purchase to drive category optimization and shared growth

Research Focus: Understanding Total Shopper Journey



Includes Shoppers from Multiple Retailers Across All Channels



Output: Key Findings to Share with Retailers

