

New England *Natural Sales*

Lots of new stuff happening at New England Natural Sales, mostly NEW items within existing brands that you already carry! Sun Warrior has a multitude of new SKUs and promos. Wild Carrot is the hottest new skin care/body care line to launch in the East. Inesscents has some cool new items, and The Organic Skin Care Line has started performing very well and can be combined with a Sun Warrior order! PLUS CBD has some very innovative and healing formulas! So make sure to check out this newsletter and also pay attention to any email from my inside sales manager, Aly, as she keeps track and sends reminders to all INFRA and NCG accounts, as well as the total independents, about deals.

2026 is going to be a great year of all of you and us, as we continue to bring some the best products in the industry to you, that pass our test of quality, integrity, sourcing, effectiveness and sales worthy! We appreciate you all so much and looking forward to a great 2026. Always feel free to reach out to us for any questions, including sometimes just tracking down an order. We know your time is scarce in the stores and the demand you face, we are here for you.

Body and Facial Care:

The three best new and up-and-coming brands in the industry are Wild Carrot, Inessence, and The Organic Skin Care Line.

Wild Carrot: A woman-owned amazing company with absolutely incredible hand-poured, hand-picked, and intentional spirit into every jar, every bottle, every product.

Inesscents. A truly out-of-body experience, there is nothing like this on the market.

The Organic Skin Care Line (also under the Growve/Sunwarrior brand of products)

Trilogy Powerful, potent & natural skincare. Clean, natural skincare that works. Tried, trusted & loved around the world.

Protein

Sun Warrior - remains the dominant protein in the industry. they have so many skus now and all seem to do super well and customers LOVE them. With new products every month, this brand will never go stale...

Sprout Living:

an amazing alternative for your super ingredient-savvy customers there is not ONE ingredient in these formulas that is for just taste or filling - it's 100% functional and clean.

Lifestyle/Homegoods

This is the fastest growing category in Health food stores as customers have continued to make you a one-stop shop do make sure you have some "surprises" in the store to add to your customer's cart:

Our top lines:

Boody Wear, Peepers, Pranarom, and Koo Shoo

These brands add SO much incremental profit dollars to your store and customers LOVE THE BRANDS. All eco eco-friendly, beautiful, and unique.

Supplements

CV Sciences

we have many new formulas in both personal and pet. They are a full-service company that offers many formulas, some with CBD, some without, some with THC enhanced. There is something to offer all of your customers.

Youth Theory:

THEY HAVE EVERYTHING! CAN'T GET IN A SKU FROM ANOTHER BRAND?
TRY YOUTH THEORY - NEW SKUS LAUNCH EACH MONTH.

Sun Warrior:

Pay extra special attention to the new items and promos for the end of Q4 and beginning of Q1! Many amazing new SKUs.

Vitanica:

This is the go-to brand for ANYTHING relating to women's health.

Grocery

Yes, these lines are unique, clean and plant-based:

Organic Traditions:

NOT just grocery items but a lot of super grocery and supplement type skus like matcha, fiber items, and yes the best selection of nuts, seeds, dried fruits, smoothies, you name it they got it and they are in Threshold as well as direct.



Body and Facial Care:

trilogy®

Intelligent, potent formulations with no fillers.

FORCE OF NATURE

SINCE 2002

CORE COLLECTION

The Essential Trilogy Assortment for a Strong Sell-Through





a landscape of beauty®

Wild Carrot Herbals is a wild-woman, mama-owned company rooted in the very remote town of Enterprise, Oregon. They stand for integrity, authenticity, compassion, and a deep connection between nature and well-being. Rooted in tradition, They infuse whole medicinal plants into their oils by hand. Their skincare is free from gluten, GMOs, parabens, phtalates, and always cruelty-free.



Borage Butter Face Cream
BENEFITS

- Calming
- Anti-Inflammatory
- Hydrating
- Balancing



Neroli Night Cream
BENEFITS

- Regenerative
- Tightening
- Nourishing
- Soothing



Saffron Seal Nutrient Cream
BENEFITS

- Hydrating
- Regenerative
- Protecting
- Soothing



Vanilla Bean Luscious Face Cream
BENEFITS

- Plumping
- Moisturizing
- Soothing
- Hydrating



Wild Rose Hydrating Eye Cream
BENEFITS

- Hydrating
- Anti-Inflammatory
- Repartive
- Protective



Soulshine Day Cream
BENEFITS

- Plumping
- Hydrating
- Protecting
- Soothing



Love in a Mist Facial Toner
BENEFITS

- Soothing
- Brightening
- Toning
- Hydrating



Sun Salutation Serum

A soothing serum that protects, hydrates, and nourishes your skin before and after sun exposure.



Yarrow & Pomegranate Firming Eye Cream



a landscape of beauty®



BENEFITS

- Soothing
- Moisturizing
- Softening
- Protective



BENEFITS

- Resurfacing
- Exfoliating
- Smoothing
- Gold Mica Sparkle



BENEFITS

- Soothing
- Calming
- Moisturizing
- Nourishing



BENEFITS

- Hydrating
- Soothing
- Restorative
- Balancing



BENEFITS

- Calming
- Moisturizing
- Soothing
- Promotes restful sleep



Lip Balm

- Grapefruit Rose
- Douglas Fir
- Blue Tansy



BENEFITS

- Hydrating
- Moisturizing
- Soothing
- Lubricating



BENEFITS

- Pain Reducer
- Anti Inflammatory
- Stimulates Blood Flow
- Warming



BENEFITS

- Soothing
- Calming
- Helps to Decongest
- Helps Ease Coughing



Supports a healthy scalp



Strengthens & helps rebuild



Encourages Growth





HAPPY SKIN. HAPPY PLANET

NON-GMO CO2 EXTRACTION
CERTIFIED ORGANIC INGREDIENTS

THE ONLY GLOW
TINTED FACE OIL
Available in three easily
blended shades

THE GOOD OIL
HONEYSUCKLE AND TURMERIC
FACE OIL
Aromatic and restorative,
for the perfect glow.



VITAMIN SEA
NEW ZEALAND MARINE AND
VITAMIN C SERUM
Life's a beach, thanks to this
hydrating, brightening, and
plumping vitamin C face serum.



THE DREAM CREAM
NEW ZEALAND MARINE &
VITAMIN C MOISTURIZER



CLEAN SLATE
FRUIT ACID COMPLEX CLEANSER



SET THE TONE
HYDRATING ROSE MIST TONER



DAILY RITUALS
SEA BUCKTHORN AND
ROSEHIP MOISTURIZER
An everyday angel boosted with
antioxidants, for bright and happy skin.



SOOTHE OPERATOR
CALMING TURMERIC AND
CALENDULA BALM



PRIMP N' PRIME
PRIMER AND TINTED
MOISTERIZER



HYDRATION AGENT
VANILLA AND AMARANTH
MOISTURIZER



COMING UP ROSES
ROSE AND BAMBOO
EXFOLIATING MASK

TASK FORCE NINE
TURMERIC AND
CALENDULA
CALMING CREAM



This product line is taking off in the health food channel, offering a truly unique scent and sensory journey with each unique SKU, crafted with LOVE and delivering amazing results. Each raw material we use has its own sourcing story. Our local organic herb farm where our calendula flowers are grown, our organic almond farm in California who grow + cold-press our almond oil or the villages in West Africa where village women produce our shea butter according to traditional methods; Every farmer and processor matters to us. These small producers help ensure vibrancy and vitality of the ingredients they produce, while being provided living wages and fair market prices which are vital to a thriving economy within these communities.



Protein

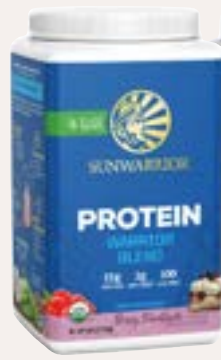


SUNWARRIOR

Sunwarrior is here for every step as you take your nutritional journey to light, energy, and love. We believe the answers to optimal health are found in nature. Our vision is to taste better and be healthier so that we can accomplish our mission to help you be your best self, performing at your optimum and living your best life. We do this by offering clean, high-quality, plant-based ingredients from nature.



Core Protein Set



PREMIUM OMEGA-3 DHA & EPA + 6, 7, 9 WITH CHLOROPHYLL

HEART & MIND
HIGHER ABSORPTION THAN FISH OIL

SUNWARRIOR ACTIVE PERFORMANCE ACTIVE NUTRITION FOR ACTIVE PEOPLE



WARRIOR BLEND PERFORMANCE ORGANIC PROTEIN LINE NEW FORMULA

PROTEIN FUSION ELEVATED

- PLANT-BASED PROTEIN
- PERFORMANCE & RECOVERY
- PURE BLEND
- IMPROVED TASTE & TEXTURE

Flavors: Vanilla Chocolate Unflavored DUBAI CHOCOLATE LIMITED TIME



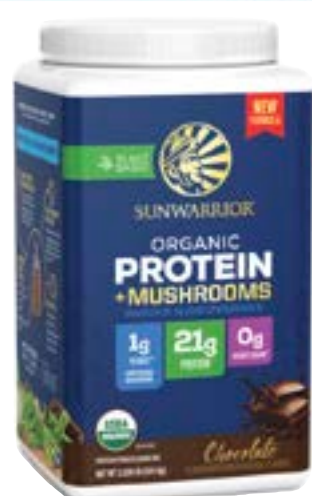
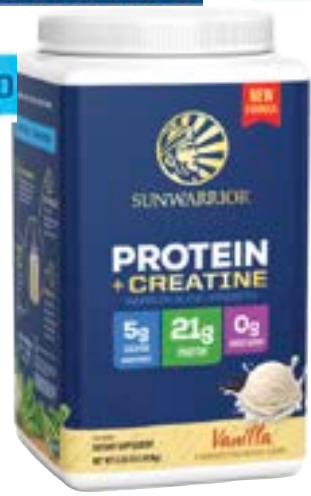
WARRIOR BLEND PROTEIN STRENGTH + CREATINE

WARRIOR BLEND PROTEIN ENDURANCE + MUSHROOMS

MUSCLES AND MIND, ALIGNED

- COGNITION SUPPORT
- BUILD MUSCLE
- IMPROVED TASTE & TEXTURE
- PURE PURE

Flavors: Vanilla Chocolate Unflavored UNWEETENED



- BUILD MUSCLE
- PURE FUEL
- B ADAPTOGENIC MUSHROOM BLEND
- IMPROVED TASTE & TEXTURE

ENGINEERED FOR ENDURANCE

Flavors: Vanilla Chocolate



This super clean protein will be a game changer for your protein customers! perfect line for sensitive individuals and those who want to avoid any and all added ingredients except the protein and functional ingredients.

They make innovative products of exceptional quality made with thoughtful formulas from wholesome ingredients by a passionate team in the kitchen (not a lab.) Phew!

Because of this, everything they make avoids a lot of unnecessary additives you find in plant nutrition: **no gums, no "flavoring"** and **absolutely nothing synthetic**.



1 LB Bags



1 Serving Packets

Introducing Colorful Functional Drink Mixes



2026 Promo Schedule

March	April	May
<p>20% OFF All 2 LB Protein + Colorfuel</p> <p><i>Epic Protein 2lb, Simple Protein 2lb, Colorfuel</i></p> <p>Buy-In 2/23- 3/22</p>	<p>20% OFF All Singles and Display Boxes</p> <p><i>Epic Protein and Simple Protein, Free Path Whey Protein</i> New</p> <p>Buy-In 3/23-4/22</p>	<p>20% OFF Line Drive - All retail SKUs</p> <p><i>Excludes 5LB bags, 50LB bags & Probiotic Almonds</i></p> <p>Buy-In 4/23-5/22</p>



Boody® BOODY MAKES IT OUR MISSION TO CREATE THE BEST underwear out there. No frills, no fuss, just supreme softness and function. As we've grown, so has our product offering.

Consciously crafted in organically grown bamboo viscose, our products help you live a little easier, and a lot comfier

Thoughtful, Sustainable Essentials



COMFORT FIRST, RIGOROUS TESTING, SOFTER WITH EVERY WASH!





We are family! Peepers is a 4th generation family run company that is continuously reinventing the spectacle, and we have fun doing it!

Enhancing the way you live and work in the digital world starts with exceptional lens technology. Our proprietary, baked-in 7 LAYER lens formula works together to prevent symptoms of digital eye strain, help reduce the chance of headaches, and help alleviate tired eyes.

BLUE LIGHT FILTERING, ULTRA-COMFORTABLE AND CLEARLY FASHIONABLE

Our company began with a quest to find upbeat eyewear, and that light-hearted spirit is embedded in everything we do. From our unique designs to a caring customer experience, our family's legacy is dedicated to the pursuit of fashion as its most fun.



Ultra-Comfortable

Blue light filtering

May reduce[†] reflections (glare) on the surface of the lens—enhancing contrast and visual acuity[†].

Peepers Blue Light Focus™ lenses filter over 40% of high-energy visible blue light[†].



PRANARŌM

From single notes to wellness blends, combo blends, diffusion blends, hydrosols, meditation blends, specialty roll-ons, and topicals PRANAROM has ECOCERT, 100% organic, highest quality essential oil formulas.



KOOSHOO



Need a small holder/display to hold your Koo Shoo product? Simply ask us for some and we will send ASAP. Once you try Koo Shoo you will never use another hair tie!



the world's first plastic-free hair tie!

Supplements

CV Sciences is a consumer wellness company specializing in nutraceuticals and plant-based nutrition. Supporting your mind-body connection is critical to keeping you focused and feeling your best. +PlusCBD products can help manage your stress response, soothe occasional soreness, support restful sleep, and more.



Wellness Blends

CBD + ADDED WELLNESS INGREDIENTS



SLEEP GUMMIES

- 10 mg CBD with Melatonin, Magnolia Bark & Lemon Balm, Raspberry (30/60 ct)

CALM GUMMIES

- 10 mg CBD with L-Theanine & 5-HTP, Strawberry Lemonade (30/60 ct)

RELIEF SOFTGELS

- 30 mg CBD + CBDA with Levagen+ PEA (30/60 ct)

Extra Support

HIGHER POTENCY CBD + WELLNESS INGREDIENTS



EXTRA SUPPORT SLEEP GUMMIES

- 25 mg CBD with Melatonin, CBN, Magnolia Bark & Lemon Balm, Blackberry (30 ct)

EXTRA SUPPORT CALM GUMMIES

- 25 mg CBD with L-Theanine & 5-HTP, Lemon Berry (30 ct)

Aura Collection

THC Forward Blends



SERENE GUMMIES

- 10 mg THC, 2 mg CBD, Myrcene, Alpine Apple flavor

ILLUMINATE GUMMIES

- 10 mg THC, 10 mg CBD, Limonene, Mountain Berry

INSPIRE FIZZ TABLETS

- 2.5 mg THC, Lemon Zest flavor

+PlusHLTH Wellness NON-CANNABOID



**GREAT PRODUCT
NON CBD
Great for Teens**

CANNABINOID FREE

Peace Daily Calm & Relaxation Gummies

- Mood Enhancement, Emotional Balance

Clarity Focus & Cognitive Support Gummies

- Heightened Focus,

Reshape Metaboloc Balance SOFTGELS

- Appetite regulation, Blood Sugar Balance, Controls Cravings

Daily Balance

Full Spectrum



GUMMIES

- 10 mg CBD, Cherry Mango

SOFTGELS

- 15 mg CBD (30/60/90 ct) & 50 mg CBD (30/60/90 ct)

OILS

- 250 mg CBD, Peppermint (1 fl oz)
- 750 mg CBD, Peppermint & Monk Fruit (1.86 fl oz)
- 2000 mg CBD, Peppermint & Monk Fruit (1.86 fl oz)



Great New Product!

Ignite Male Performance Softgels

Designed to help men 35+ supercharge their drive
Promotes energy, focus, and endurance

+PlusCBD Topicals



Pet Formula

Full Spectrum +THC



NEW

Daily Balance

THC Free



GUMMIES

- 25 mg CBD, Wild Berry (30/60 ct)

SOFTGELS

- 25 mg CBD (30/60 ct)
- 100 mg CBD (30 ct)

Reserve Collection

CBD +THC COMBOS



GUMMIES

- 25 mg CBD, 2.5 mg THC, Sour Watermelon & Peach
- Extra: 25 mg CBD, 5 mg THC, Dragon Fruit (10/30/60)
- Sleep: 25 mg CBD, 2.5 mg THC, 5 mg CBN, with melatonin, Blackberry (10/30/60 ct)

SOFTGELS

- 25 mg CBD, 2.5 mg THC (30/60 ct)

OILS

- 750 mg CBD, 75 mg THC, Dark Chocolate Mint, & Lemon Ginger (1 fl oz)



New items from Vitanica the champion of womans health by Dr. Tori Hudson.



Youtheory continues to win top industry awards with a rapidly expanding portfolio of new and innovative health products. Our global success is powered by our people, principles, passion and process. The promise of human potential and inspiring wellness in all takes our team around the globe in search of the purest, most efficacious ingredients to create the

New Product Placement Deal 50% Off

Buy 2 get 2 free or Buy 3 get 3 free Promote at 35% or BOGO (timelines and deals may



youtheory | core five lineup

#1

#2

#3

#4

#5



#1 Ashwagandha*

Highest \$/TDP in tracked channels



#1 Shilajit**

Growing +417%



Dominates non tracked channels

Outpacing sub-category growth



Dominates non tracked channels

Product improvement on our very first product!



Our newest ingredient entering a high growth sub-category!



Organic Traditions hopes to provide you with high-quality food and knowledge. With over 100 superfoods, Organic Traditions offers every nutritional cornerstone that comprises a nutrient-dense superfood lifestyle. Organic Traditions offers the most comprehensive range of Certified Organic superfoods and unique functional blends for prevention, regeneration, and longevity.

ECO-CERT, ORGANIC, KOSHER AND 100% SPROUTED

Coffee Substitute With Benefits



Boost your flow with 250mg of Lion's Mane extract



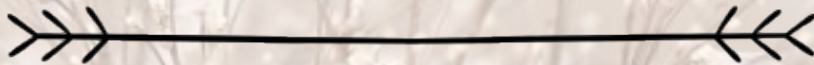
THIS LINE IS AVAILABLE THROUGH THRESHOLD LET US KNOW IF YOU NEED A TURNOVER FORM OR WANT US TO PUT ONE THROUGH FOR YOU. GREAT NEW PLACEMENT DEALS

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Top Line List

Boody Wear

CV Sciences

Inesscents

Koo Shoo

Plastic Free Hair Accessories

Organic Traditions

Nutrient Dense Superfoods

Peepers Eyewear

Pranarom

Sprout Living

Sun Warrior

The Organic Skin Company

Trilogy

Vitanica

Wild Carrot

Youtheory

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