

New England *Natural Sales*

Hello, my beloved independent natural retailers! And happy almost Spring!

New Format to the newsletter please read: We are no longer doing alphabetical but by category, because a lot of you have indicated to me that you don't always have the same category needs or priorities: so: I'll list them all out now by category - as always, you pick what you want to chat about.

I do think a big opportunity for all of you is keeping the product selection updated while maintaining the legacy brands, but remember that a lot of those older brands show up **everywhere** so you choose how unique you want to be while balancing the demands of your long time customers. Don't ever forget that they take your knowledge and recommendations a long way and we always have to vet the products first. I learn so much from all of you everyday, and I hope to continue to always bring you among the best products in the business.

Body and Facial Care:

Our two big brands are:

Inesscents. A truly outer body experience there is NOTHING like this on the market.

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

These unique and handcrafted products are women-owned, work amazingly, and are still affordable! Also Anne Marie Borlind for more of your spa-like higher-end customers - available through Lotus Light and direct

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 topicals, NON CBD formulas, THC-free formulas, THC micro-dosed formulas, and high CBD/THC formulas - and the sleep and calm both in the original formulas AND now extra strength. Just launched: Aura Fizz. A discreet yet very effective thing to bring to your next gathering if you are cutting back on alcohol.

Silver Wings Colloidal Silver:

Medical grade silver - please read the short following essay on why they are so different:

Youth Theory:

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

Sun Warrior:

Lots of customers think of them as just a protein line but they have some of the best sellers in the supplement category! Just launched the new active capsules, they have hydration powders, magnesium, algae-based omegas, a probiotic, mushroom powders, plant-based grocery items..... etc. Look at this ENTIRE line they are the real deal and all of their product sell very well. 2+2 on any new item

Vitanica:

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

True Grace:

Independently woman-owned support company built by long-time industry experts. Results are amazing, sourcing is second to none and they are not owned by a large conglomerate.

Grocery

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

Lunar Fox- a super clean 100% vegan food line with great taste, and packaging and they are owned by CV Science so you can place an order together!

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:



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.

New Products



Bath Soaks Salts and Fizzes



First Aid





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.



CLEAN SLATE
FRUIT ACID COMPLEX CLEANSER

THE DREAM CREAM
NEW ZEALAND MARINE &
VITAMIN C MOISTURIZER



SOOTHE OPERATOR
CALMING TURMERIC AND
CALENDULA BALM

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.



HYDRATION AGENT
VANILLA AND AMARANTH
MOISTURIZER

COMING UP ROSES
ROSE AND BAMBOO
EXFOLIATING MASK

TASK FORCE NINE
TURMERIC AND
CALENDULA
CALMING CREAM

PRIMP N' PRIME
PRIMER AND TINTED
MOISTURIZER



The Organic Skin Co- Top Selling Items

Rank	Item
#1	The Good Oil
#2	Vitamin Sea
#3	Daily Rituals
#4	Clean Slate
#5	Task Force Nine
#6	Set the Tone
#7	Coming up Roses
#8	The Dream Cream
#9	Hydration Agent
#10	Primp N' Prime Rose Gold
#11	The Only Glow-Light

New Store Recommendations

The Good Oil
Vitamin Sea
Daily Rituals
Clean Slate
Set the Tone
Task Force Nine

Daily Routine

The Good Oil
Daily Rituals
Clean Slate
Set the Tone

**ANNEMARIE
BÖRLIND**
NATURAL BEAUTY



Certified natural cosmetics from the Black Forest, Germany. Skincare you can feel good about.

Certified Natural cosmetics
Made in Germany
Confirmed efficacy and skin-compatibility
No genetically modified plants
Silicone & mineral oil free
Free of animal extracts



This legacy brand is available DIRECT and through LOTUS LIGHT



a new direct only exclusive new line within the AMB family, for retailers looking for a very high end spa like line



Protein



SUNWARRIOR

Core Protein Set

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.



The hydration stick packs ARE NOW AVAILABLE IN EASY TO PLACE ON SHELF BOXES!

Best Sellers "Top 20"

UPC	PRODUCT	SIZE	SRP PRIOR to 10/1	SRP AFTER 10/1	WHLS PRIOR to 10/1	WHLS AFTER 10/1	QTY
814784024318	Warrior Blend - Vanilla	750g	\$44.97	\$49.97	\$26.98	\$29.98	
814784024257	Warrior Blend - Chocolate	750g	\$44.97	\$49.97	\$26.98	\$29.98	
814784029818	Active Creatine - Unflavored	300g	\$29.97	\$29.97	\$17.98	\$17.98	
814784029832	Active Protein - Vanilla	1kg	\$44.97	\$49.97	\$26.98	\$29.98	
814784024295	Warrior Blend - Unflavored	750g	\$44.97	\$49.97	\$26.98	\$29.98	
814784024301	Warrior Blend - Vanilla	375g	\$26.97	\$29.97	\$16.18	\$17.98	
814784029825	Active Protein - Chocolate	1kg	\$44.97	\$49.97	\$26.98	\$29.98	
814784024240	Warrior Blend - Chocolate	375g	\$26.97	\$29.97	\$16.18	\$17.98	
814784026527	Collagen Tahitian Vanilla	500g	\$38.97	\$43.97	\$23.38	\$26.38	
810100920890	Active Creatine for Her - Raspberry Elderberry	400g	\$34.97	\$34.97	\$20.98	\$20.98	
810100920814	Active Creatine - Raspberry	350g	\$29.97	\$29.97	\$17.98	\$17.98	
814784026381	Omega-3	60 Capsules	\$38.97	\$42.97	\$23.38	\$25.78	
810100920807	Active Creatine - Lemonade	350g	\$29.97	\$29.97	\$17.98	\$17.98	
810100921002	Clear Protein - Raspberry	420g	\$4.97	\$4.97	\$20.98	\$20.98	
814784024486	Liquid Light	32oz	\$38.97	\$39.97	\$23.38	\$23.98	
810100920180	Shape Burn - Weight Management Capsules	30 Capsules	\$34.97	\$37.97	\$20.98	\$22.78	
810100921019	Clear Protein - Pineapple Coconut	420g	\$4.97	\$4.97	\$20.98	\$20.98	
814784025957	Probiotics	30 Capsules	\$38.97	\$42.97	\$23.38	\$25.78	
814784029870	Harvest Line - Beet Root Powder	360g	\$22.97	\$24.97	\$13.78	\$14.98	
810100921279	Be Well Lions Mane Powder	150g	\$19.97	\$19.97	\$11.98	\$11.98	



Want to do an in store promotion gift with purchase? Ask us about raffle baskets or shaker bottles (Endcap required)



PUSH YOURSELF HARDER THAN EVER BEFORE.

- **CLINICALLY PROVEN DOSES OF 3 CUTTING-EDGE POWER ACTIVES** supported with Beet Root and Quercetin for extra workout capacity*
- **PEAKO2® MUSHROOMS (1000MG)** to promote endurance, stamina and better oxygen utilization to workout longer*
- **ENXTRA THAI GINGER (300MG)** to support more alertness within 30 minutes and up to 5 hours of sustained energy*
- **ZYNAMITE® MANGO LEAF (47MG)** to help increase peak power output and reduce muscular fatigue*

90 CAPSULES / MONTH SUPPLY



RECOVER FASTER & BUILD MORE STRENGTH.

- **CLINICALLY PROVEN DYNAGENIX® BOSWELLIA DOSE (60MG)** to promote less muscle/joint stiffness and soreness from strenuous exercise.*
- **BCAAS 2:1:1 (2000MG) LEUCINE-ISOLEUCINE-VALINE** to help boost muscle protein synthesis and speed workout recovery*
- **BETA-ALANINE (500MG)** to support muscle recovery after exercise, help build strength, and maintain greater activity*
- **TART CHERRY (250MG)** to neutralize free radicals generated during exercise and speed recovery time*

120 CAPSULES / MONTH SUPPLY



BE MORE FOCUSED & PRODUCTIVE ALL DAY.

- **CLINICALLY PROVEN SENSORIL® ASHWAGANDHA DOSE (250MG)** to support less stress, more mental focus + stamina, and faster reaction time*
- **RHODIOLA ROSEA (200MG) + HOLY BASIL (200MG)** to help reduce stress and fatigue for greater productivity*
- **REISHI (150MG) & CORDYCEPS MUSHROOMS (100MG)** to support energy and immune system function*
- **5-HTP FROM GRIFFONIA (100MG)** to boost serotonin for help regulating mood and behavior*

60 CAPSULES / MONTH SUPPLY



SLEEP BETTER WITH LESS ACES & PAINS.

- **CLINICALLY PROVEN SEREZIN™ BOSWELLIA/GINGER DOSE (300MG)** to promote falling asleep, less nighttime muscle/joint aches from strenuous exercise, improved restorative sleep, mood balance, and better next day alertness*
- **AQUAMIN® MAGNESIUM (105MG)** to comfort stressed muscles, support sleep, and reduce daytime tiredness*
- **CHAMOMILE (150MG), LEMON BALM (150MG), PASSION FLOWER (100MG)** to support calm and relaxation*
- **NON HABIT FORMING**

60 CAPSULES / MONTH SUPPLY



SOY FREE DAIRY FREE 0g ADDED SUGARS VEGAN SYNTHETIC FREE

Sport ACTIVE HYDRATION STICK PACKS



HYDRATION
SUPPORT*



IMMUNITY*



ENERGY*

DRINK UP LIFE

HYDRATION*
Electrolyte
Replenishment*

IMMUNITY*
Vitamin C

ENERGY*
B12

Flavors: Strawberry Colada, Blue Raspberry, Juicy Pineapple, Strawberry Lemon Twist, Coconut Berry

Sport ACTIVE HMB + CREATINE



BUILD
MUSCLES*!



SUPPORT
FOCUS*!



PROMOTE
HEALTHY AGING*!



ACCELERATE
RECOVERY*!

ACCELERATE* · PROMOTE* · BUILD*



SOY
FREE



0g
ADDED
SUGARS



GLUTEN
FREE



DAIRY
FREE



VEGAN

ACCELERATE*
Recovery* + PROMOTE*
Endurance* + BUILD*
Lean Muscle*

Unflavored





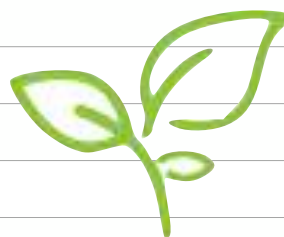
SUNWARRIOR®

WELCOME TO *powerful nutrition*

Top 25 Best Sellers

Product

Warrior Blend, Vanilla 750gm
Warrior Blend, Chocolate, 750gm
Active Creatine, Unflavored, 300gm
Active Protein, Vanilla, 1kg
Active Protein, Chocolate, 1kg
Warrior Blend, Unflavored, 750gm
Warrior Blend, Vanilla, 375gm
Warrior Blend, Chocolate, 375gm
Collagen, Tahitian Vanilla, 500gm
Warrior Blend, Unflavored, 375gm
US Clear Protein Refresh, Pineapple Coconut, 420gm
US Clear Protein Refresh, Raspberry, 420gm
Active Creatine, Lemonade, 350gm
US Organic Warrior Blend+ Greens, Vanilla, 750gm
Collagen, Unflavored, 500gm
Harvest Beetroot, 360gm
Liquid Light, Unflavored, 32fl oz
Collagen, Chocolate Fudge, 500gm
Classic Plus, Vanilla, 750gm
Probiotics Capsules, 30ct
Active Creatine, Raspberry, 350gm
Omega 3 Capsules, 60ct
Shape Line Collagen Slim Vanilla, Vanilla, 750gm
US Organic Warrior Blend+ Greens, Chocolate, 750gm
US Active Pre-Workout Blue Raspberry, 315gm



light
energy
love



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 Colorfuel Functional Drink Mixes



2025 Promo Schedule



April	May	June
20% OFF All Protein Display Boxes Epic Proteins & Simple Proteins <i>Buy-In March 20-April 15</i>	20% OFF Line Drive All Retail SKUs (Excludes 5 lb bags, 50 lb bags, and Probiotic Almonds) <i>Buy-In April 20-May 15</i>	20% OFF Superfood Powders & Organic Vitamins Inulin & Maca 1Lb Broccoli Kale 4oz., Organic Vitamins <i>Buy-In May 20-June 15</i>

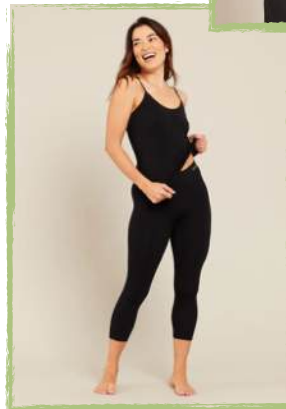


BOODY MAKES IT OUR MISSION TO CREATE THE BEST underwear out there. No frills, no fuss, just supreme softness and function. As we've grown, so has our product offering. *Consciously crafted in organically grown bamboo viscose, our products help you live a little easier, and a lot comfier*

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.



Blue light filtering

Peepers Blue Light Focus™ lenses filter over 40% of high-energy visible blue light¹.

Ultra-Comfortable

May reduce² reflections (glare) on the surface of the lens-enhancing contrast and visual acuity³.



PRANARÔM



Pranarom USA offers a wide variety of essential oils, blends, and finished products that can be used daily to enhance total body wellbeing and safeguard health through the seasons. All Pranarom USA products are certified organic by Ecocert, ensuring that they are grown, harvested, distilled, and packaged without harmful chemicals.



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

Single wooden shelf up to 9 shelves easy tester and pull out design for your store" single-use pre-packed and custom mix cardboard displays also available check out new offerings each sales cycle





KOO SHOO



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 again!



Supplements



CV Sciences is a consumer wellness company specializing in nutraceuticals and plant-based nutrition. Our goal is to amplify physical and mental well-being with natural wellness products featuring our hemp extracts and other proven, research-supported natural ingredients. Our commitment to the science behind plant-based wellness products has led us to become a leader in the natural health we make gummies, topicals, softgels, and liquids, to fit any of the needs of your customers,



WE make most innovative gummies in the industry!!! From regular Full spectrum, to THC free, to specialty formulas to fit your needs.



Vet-approved pet products both chews, soft gels & liquids







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 highest quality science-backed supplements.

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 vary depending on retailer) **Case Stack Deal 24 pc – 25% 48 pc – 30% 72 pc – 35%**



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!



true grace®

About Us

Who We Are—True Grace

Being true to ourselves, true to you, and true to the planet is the intention we carry with us everywhere.



Rooted In Knowledge



Formulated With Intention



Woman Owned



Planet Protective



Regenerative Agriculture



Certified Corporation



NEW True Little's® Daily Kids Multivitamin

Available in sustainable refill pouches



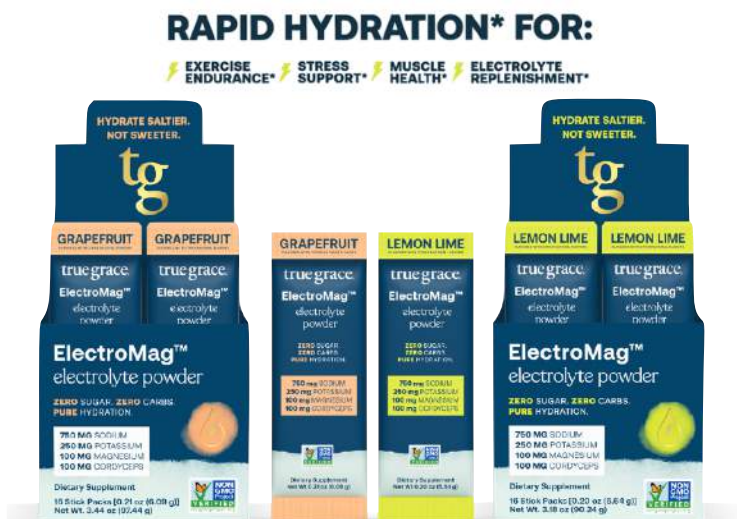
- Pectin-based, vegan gummy with essential nutrients for kids*
- With clinically studied Lutemax for blue light protection, attention, and focus in children*
- Coenzyme B Vitamins for energy*
- Vitamins D3 & K2 for bone support* • Verified allergen free† •
- Tastes great—no artificial sweeteners or colors
- Sweetened with ROC® cane sugar



NEW ElectroMag™ Electrolyte Powder

Available in grapefruit & lemon-lime flavors

- 750 mg sodium for fluid balance*
- 250 mg potassium supports muscle health to reduce cramps from exercise
- 100 mg magnesium for heart health & stress support
- 1390 mg Chloride to maintain pH balance and cell function, aiding oxygen and CO2 flow.*
- 100 mg organic fruiting body cordyceps mushroom for endurance support*



Regenerative Organic Certified™



SOIL CARBON INITIATIVE

You'll see this logo on all True Grace products. Now you know why.



NEW

To New England Brokers! Owned by
So you can order at the same time!



LunarFox
FOOD CO.
CLEVERLY CRAFTED CUISINE
Cleverly Crafted Cuisine

- 100% Plant-Based
- Fiber Rich Prebiotic
- Fortified with LactoSpore Probiotics
- In-House Milled Pea Protein
- Vegan - Gluten Free - Soy-Free- Grain Free
- **Shelf Stable**
- Tastes Great
- **30% Off Opening Deal**

LUNAR FOX PLANT-BASED FOODS

FOR VEGAN, VEGETARIAN, AND FLEXITARIAN LIFESTYLES.

Available in these 7 Varieties





Organic Traditions hopes to provide you with high quality food and knowledge. With over 100 superfoods, Organic Traditions offers every nutritional cornerstone that compromises 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

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

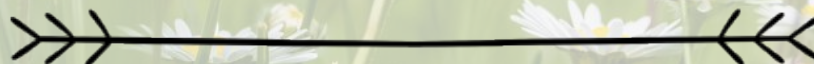


Boost your flow with 250mg of Lion's Mane extract

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