

PRESENTING THE INTERNATIONAL TEAM NEWSLETTER

We are pleased to introduce our Natrol International newsletter, aimed at providing you with useful information about the Natrol company brands, category developments, consumer trends, customer best practices, and our people.

With over 37 years of success selling vitamins, minerals, and supplements, Natrol is well positioned to be your preferred partner to grow your business and provide the best products to your consumers.

SPOTLIGHT



Natrol is excited to introduce Dwayne Chrest, our new Director of Operations. Dwayne has extensive experience in Safety, Tableting, Encapsulation, Packaging, Quality, and Lean Manufacturing. A firm believer that we must “Grow the People to Grow the Business”. His focus on developing team members is one of the most effective ways to ensure that the Natrol Brand produces supplements that are Consistent, Safe and Reliable.

BRAIN HEALTH

BRAIN HEALTH TRENDS

At every stage of life, from pregnancy and early childhood through the senior years, proper delivery of essential nutrients coupled with healthy lifestyle habits are critical to cognitive development and function.

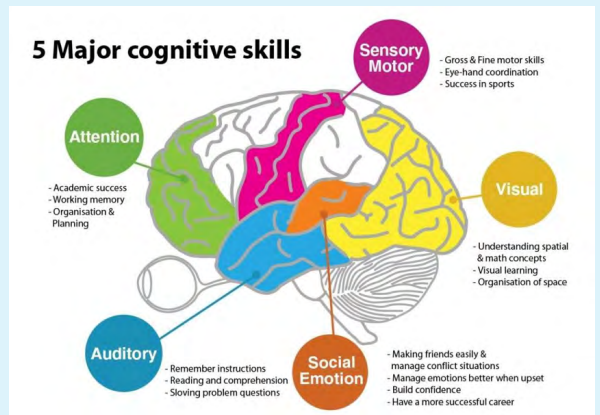
The market for nutraceuticals targeting brain health and cognition has seen strong interest from a range of demographic groups. Baby boomers and senior’s intent on staying mentally sharp with age, as well as millennials and middle-age consumers looking to manage hectic, stressful lifestyles are all buying into the idea that natural nutritional products can help meet their needs.

DEMAND ACROSS THE LIFESPAN

Research has indicated nutrition plays an important role in brain development from conception to 3 years of age. For adults, the average human brain weighs about 3 pounds, yet it uses around 20% of the body’s energy—more than any other organ. Supplying proper nutrients to fuel the brain, and the rest of the body, has scientific support.

Meanwhile, Alzheimer’s disease is a progressive neurodegenerative disorder characterized by memory loss, cognitive decline, and behavioral changes. Nearly 50 million people are living with the disease worldwide. That number is expected to triple by the year 2050. The potential societal and economic/healthcare costs of dementia are profound. Prevention, therefore, is a critical strategy, and research indicates diet/nutrition and lifestyle have a role to play.

Millennials and even consumers aged 18-25 are also up-and-coming target groups for brain health products. Alongside age, modern, competitive lifestyles are key motivators driving development of innovative brain health products. With cognition being one of the most important public health concerns, a multitude of relevant product categories have been recently introduced in the market, providing diverse cognitive benefits. These include dietary supplements for enhanced mental performance, memory, concentration, focus, energy levels, sleep, stress, depression and age-related cognitive deficits.



NATROL®

High quality vitamins, minerals
and supplements you can trust.

GLOBAL BRAIN HEALTH

As consumers across the world become more focused on maintaining health and oriented towards long-term consequences of nutrition and lifestyle decisions, the brain health segment of the global dietary supplement market is poised to take off. Savvy global consumers know that it is of the utmost importance for their brain health supplements to come from manufacturers that care for their customer's health and consistently manufacture high-quality supplement products from trustworthy sources. Natrol offers several brain health products to help consumers maintain normal memory, cognition and brain health.

MEMORY COMPLEX

Memory Complex is uniquely formulated with vitamins as well and cutting-edge nutrients such as Vinpocetine, Ginkgo Biloba, Phosphatidyl Serine and Huperzine-A that help to maximize cognitive function and memory.†



GINKGO BILOBA

Natrol's Ginkgo Biloba is an ancient herb used for thousands of years in traditional Chinese medicine to support brain health, including memory, mental alertness and concentration, particularly as it relates to aging.†

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

SCIENTIFIC & CONSUMER TRENDS

Below please find interesting educational information about vitamins, minerals, supplements and fitness. Click on the topic to access information.

[Six steps to cognitive health](#)

[Physical activity to improve cognition in older adults](#)

[12 foods to boost brain function](#)

For informational purposes only, Natrol is not responsible for the contents in these links.

COGNIUM

Natrol® Cognium® keeps your mind sharp and your memory strong. It features the #1 most studied ingredient for memory among leading brain health supplements. In fact, multiple clinical studies have shown statistically significant improvements in memory and recall in healthy adults, in as little as four weeks.†



COGNIUM EXTRA STRENGTH



Natrol Extra Strength Cognium is powered by a silk protein hydrolysate that is the #1 most clinically studied ingredient for memory among leading brain health supplements. Extra Strength Cognium enhances mental agility by improving cognitive function. Multiple human clinical studies show statistically significant improvements in memory and recall in healthy adults.†

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