

International Insights

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



David Hilton is the Director of Research & Development at Natrol, LLC. In this position, he is also head of Regulatory Affairs and Technical operations. For over 25 years he has consistently introduced highly successful products that stand out from the competition. He started out as a chef and became interested in health and nutrition before earning his Bachelor of Science degree in Clinical Dietetics from California State University, Long beach. He enjoys outdoor activities, including surfing, mountain biking and kayaking.

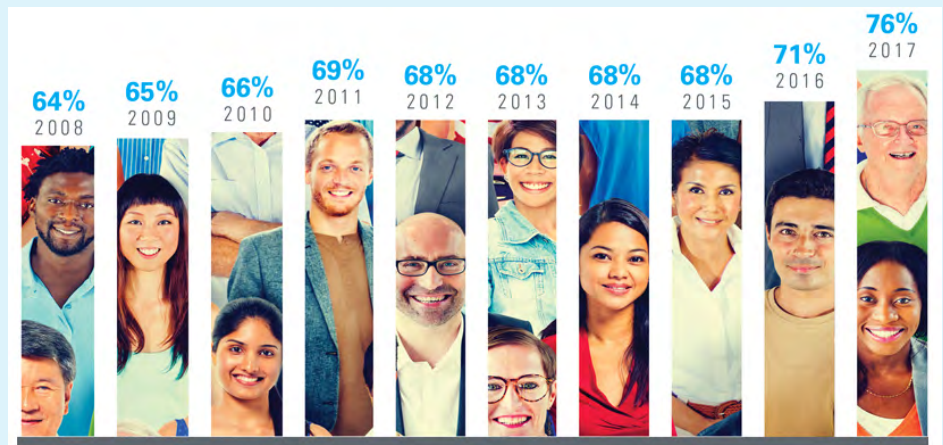
DIETARY SUPPLEMENT USAGE INCREASE

Seventy-six percent of U.S. adults—more than 170 million—take dietary supplements, according to the Council for Responsible Nutrition (CRN) 2017 Survey on Dietary Supplements conducted by Ipsos Public Affairs on behalf of the association.

The survey also found that vitamins/minerals are the most commonly consumed supplement category, consistent with the previous surveys.

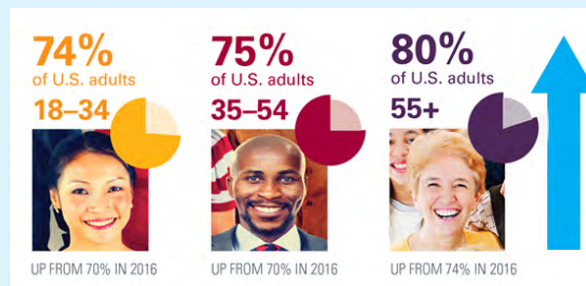
75 percent of U.S. adults saying they have taken these in the past twelve months. The second most popular category is specialty supplements (38 percent), followed by herbals/botanicals (29 percent), sports nutrition supplements (22 percent), and weight management supplements (15 percent).

The 2017 CRN Consumer Survey on Dietary Supplements shows 76% of Americans are taking dietary supplements, up from 64% ten years ago in 2008.



A BOOST IN OVERALL USE

Increases in supplement use can be seen among all ages, with those 55+ increasing the most, from 74% to 80% since 2016.



Source: <https://www.crnusa.org/>

NATROL®

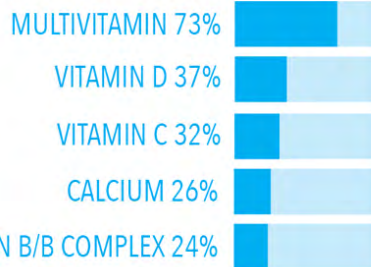
High quality vitamins, minerals and supplements you can trust.

WHAT DO DIETARY SUPPLEMENT USERS TAKE?

98% of supplement users take vitamins and minerals.
73% of supplement users take a multivitamin, making it the most popular supplement overall.



THE BREAK DOWN:



Find out what else they take:

WWW.CRNUA.ORG/SURVEY

AMONG SUPPLEMENT USERS, BOTH WOMEN AND MEN SEEK OVERALL WELLNESS

Women and men who take dietary supplements report some similar reasons for taking them, with overall health/wellness benefits at the top of the list for both (50% of female users and 42% of male users) and more male users (33%) citing energy while more female users (28%) cite bone health.

MY FAVORITE MULTIPLE

Enjoy all the benefits of the full daily value of the key essential vitamins and nutrients in an iron-free capsule. Natrol® My Favorite Multiple® Iron-Free offers 22 vitamins and minerals plus Multi-enzyme Blend and added powerful antioxidants formula G.P Flavonoids Complex Extract (Rose Hips, Turmeric, Bilberry, Hawthorn, Grape, Milk Thistle). Plus 100% daily value of calcium!†



B-100 COMPLEX

Natrol® B-100 Complex features a combination of high potency B-vitamins and other nutrients essential for the body's growth and development, along with an UltraGreen® proprietary blend which offers the benefits of parsley, alfalfa, spirulina, spinach and mint-family plants.†



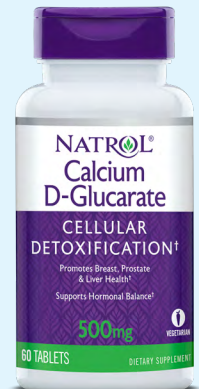
VITAMIN D3

Natrol® Vitamin D3 is known for its ability to help build strong bones, support immunity, heart health and more. Natrol Vitamin D3 Maximum Strength helps you get the vitamin D3 you need.†



CALCIUM D-GLUCARATE

Natrol® Calcium D-Glucarate nutritionally supports the body's natural ability to detoxify and promote cellular health for tissues. Calcium D-Glucarate is the calcium salt of D-Glucaric acid, a natural substance present in small amounts in our bodies and found in fruits and vegetables.†



EASY-C

Natrol® Easy-C has a powerful combination of high potency Vitamin C and Citrus Bioflavonoid Complex to support a healthy immune system and provide antioxidant protection. With easy-on-the-stomach esterified Vitamin C.†



† 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.