

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



Best Practices When Creating a Work from Home Program

- Having the proper technology
- Using a secure connection
- Implementing communications program
- Setting clear expectations in your work from home policy
- Testing the work from home program
- Trusting your employees

COVID-19 'NEW NORMAL' IN THE HEALTH & WELLNESS INDUSTRY

The pandemic has brought self-care to the forefront, increasing sales of certain dietary supplements in the short and, maybe, the long-term.

The COVID-19 crisis has encouraged consumers to rethink their lifestyle choices to adapt to meet new needs, potentially accelerating changes that are here to stay.

It is no secret that dietary supplement sales have increased as more consumers seek products to support their health and wellness during the COVID-19 pandemic. But, is this spike a response to the crisis or a more sustainable lifestyle shift?

In a recent webinar hosted by the Council for Responsible Nutrition (CRN) and Natural Products Insider, panelists from the Natural Marketing Institute (NMI), IRI, and SPINS LLC compared chain drug and mass retail sales with 'natural' channels, gave insights into consumer behavior during the crisis and described how the former trend of 'self-care' has adapted to be the 'new normal.'

Since the outbreak of COVID-19, consumers have rapidly shifted their behaviors to both better protect themselves from the virus and adapt to various social distancing requirements. One of the session's panelists, Steve French, managing partner, NMI, cited more obvious behavior changes including "washing your hands, staying in/working from home, using hand sanitizer," but also noted that taking vitamins and supplements were included at the top of the list.

NMI data show a 28% increase of vitamins and supplements usage in the U.S. and a 25% increase across the world due to COVID-19. "Dietary supplements have proven to be not only recession proof, but also pandemic proof," French said.

While all panelists pointed to significant spikes in supplement sales data, especially in the immune health category and in single ingredients like elderberry and vitamin C, the industry has already been experiencing an upward trend in usage and growth in the market. In fact, the importance of vitamin use in the U.S. as a way to maintain a healthy balanced lifestyle has increased 33 percent from a decade ago according to data from NMI. This ongoing upward trend leads experts to believe that the 'new normal' for the health and wellness industry may be here to stay.

PROBIOTICS FOR A HEALTHY GUT

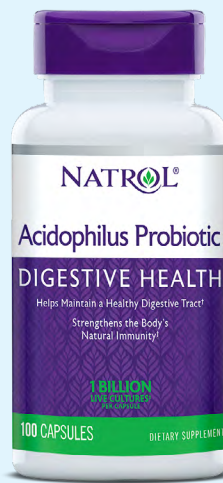
Did you know your gut is home to 70% of your immune system?

It's also home to trillions of bacteria, and stress, diet, antibiotics, and just growing older can throw them out of balance. While probiotics are commonly touted as the wonder pill for a well-oiled digestive tract, they are also a lesser-known way to improve your immunity.

Probiotics have been shown to prevent and/or decrease the duration of either bacterial or viral infections. Combining probiotics with vitamins could also be a valid strategy to boost the immune system.

While you can follow many ways to maintain a healthy gut, like eating vigorous and frequent exercise, taking probiotics is a simple way to stay on top of your health.

Remember, supplements are not a substitute for a healthy lifestyle. Maintaining a balanced diet with proper sleep and regular exercise is essential to a healthy immune system and reduces the chances of infection and diseases.



ACIDOPHILUS

Acidophilus (*Lactobacillus acidophilus*) is a group of “friendly” bacteria that normally live in the human small intestines. In our intestinal tracts reside “friendly” and “unfriendly” bacteria. A poor diet, stress, smoking or other environmental factors can cause the “unfriendly” bacteria to take over which may result in stomach upset, irregularity, bloating or a decrease immune function. Adding a probiotic like Natrol Acidophilus to your diet, may help restore an intestinal balance of bacteria.†

VITAMIN D3

Research shows that vitamin D plays a much larger role in promoting health than simply helping build strong bones. Vitamin D helps regulate healthy cell growth, supports immunity, heart health and healthy aging. Natrol Vitamin D3 Fast Dissolve comes in strawberry flavor that tastes great and can be taken anytime, anywhere. No water needed. It is fast-acting and perfect for those that have a hard time with swallowing vitamins and supplements.†



† 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.

[Beneficial Properties of Probiotics - NCBI](#)

[Vitamin D: The “sunshine” vitamin - NCBI - NIH](#)

[Diet and Immune Function - NCBI](#)

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