

# International Insights

September 2019 Edition

[www.natrolinternational.com](http://www.natrolinternational.com)

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## 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



Len joined Natrol in March of 2017 as Director of Customer Marketing and is currently Vice President of the Domestic Sales Organization. His background includes speaking two languages, having lived in four countries and worked at Bristol-Myers Squibb, Pfizer, and Church & Dwight with extensive experience in Sales, Customer Marketing, and Sales Operations. Len is highly enthusiastic about the future growth prospects for Natrol LLC and is committed to building a highly engaged, customer centric team that is capable, agile, and laser focused on leading the categories where we compete.

## WELCOME TO THE NEW NATROL CORPORATE WEBSITE

[WWW.NATROL-LLC.COM](http://WWW.NATROL-LLC.COM)



*Hello and welcome to our new website! We are very proud of our company, and about the very high-quality products which we make for you. This new website is another way to help us communicate our passion for helping consumers around the world to “own your health”.*

*It is our intention to provide you relevant information about our company and ourselves, about new product developments, about developing trends, so that you can make more educated choices about how you may want to improve your wellness and health.*

*Natrol LLC one of the leading Consumer Packaged Goods companies in Southern California, is a global manufacturer of vitamins, minerals, and supplements (VMS), offering a variety of products for specific health needs such as better sleep, brain health, mood & stress, and beauty & anti-aging. Natrol brands also include Laci Le Beau, a line of herbal teas for weight control; and Shen Min and NuHair, hair rejuvenation products.*



*You can learn more about the company and our products on this site, or follow [www.natrol.com](http://www.natrol.com) for the latest on our flagship product line, or at [www.natrol-llc.com](http://www.natrol-llc.com). Let us know what you think, and “Own your health” by using trusted and high quality Natrol products!*



High quality vitamins, minerals and supplements you can trust.



## INTRODUCED IN 1982

Natrol® LLC, a leading US-based Vitamin, Mineral and Supplement manufacturer with numerous lines of health and wellness products, distributed domestically and internationally. Natrol LLC is owned by Aurobindo Pharma.

### Natrol's Mission

To empower our consumers in the U.S. and worldwide to "own your health" by committing to three core principles that will enable us to maintain our position as an industry leader:

### Quality

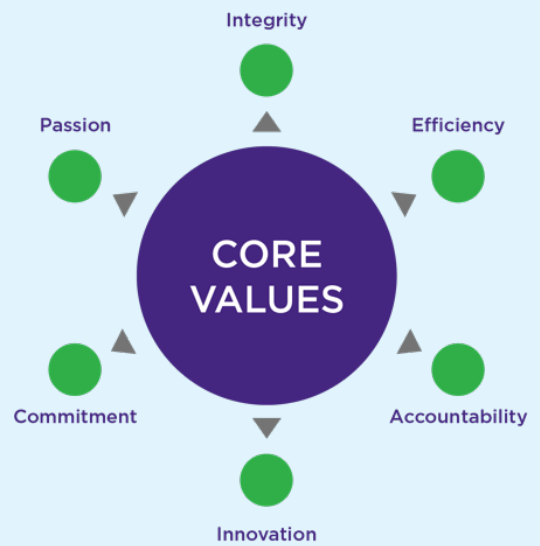
Keeping an unwavering focus on excellence in product creation through a closely-monitored U.S. NSF-certified manufacturing facility with continuous product ingredient testing to ensure efficacy through expiration date. Recently, we also achieved USP certifications.

### Innovation

Continuing to combine science and nature through research & development to produce new and better products intended to improve consumer health and wellness outcomes, setting new gold standards throughout the VMS industry whenever possible.

### Agility

Working closely with our distributor partners to be available promptly to help them meet their business goals, building strong relationships to establish trust and deliver excellent customer service.



## VITAMIN ANGELS RECOGNIZES NATROL

We are proud to announce that **Vitamin Angels**, an international charity dedicated to providing vitamins to mothers and children who are at risk for malnutrition, has recognized Natrol LLC® as a 2018 Top Donor for our support of their healthy initiatives. **Vitamin Angels** has reached over 70 million children and mothers in over 70 countries with lifesaving vitamins and early childhood care to help decrease child mortality around the world.

Natrol is committed to helping promote a healthier world, and through our **Vitamin Angels** partnership, we are making strides toward that goal.



<sup>†</sup> 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.

### [The Latest Trends in Supplements](#)

### [2019 Supplement Trends: What To Look For](#)

### [Vitamins and Minerals: Are You Getting What You Need?](#)

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

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