

International Insights

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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



We are pleased to introduce our international sales manager Amit Goswami. Amit has been with Natrol for over 10 years overseeing our distributor partners in many regions, including the EU, UK, Russia and the Middle East. He believes that the secret to success lies in great leadership, united team efforts, and consistent hard work.

Amit is thrilled to be a member of Natrol LLC and represent our family of brands. He is eager to work with our distributor partners and clients to learn about their business and help them grow. Amit's favorite motto is "TEAMwork – together everyone achieves more!"

The International Natrol team wishes all our customers and distributor partners a happy new year and much success in 2020!



As you are observing, the world is changing at an accelerated pace. We see it in climate, politics, and online trade among others.

In this dynamic global environment, Natrol is also being affected, and it will result in adapting our business model in 2020.

We are still refining the changes we need to make, but we are looking to find better and more efficient means of servicing our markets, through new opportunities that help increase assortment, reduce complexity, and possibly reduce costs as well.

All the best in 2020 and beyond, and thank you for supporting the high quality Natrol family of products!

- ANDREW HOULBERG, NATROL PRESIDENT

GLOBAL HEALTH AND NUTRITION SURVEY

This report unveils the data and insights found in Euromonitor International's 2019 Health and Nutrition Survey, with a specific focus on mental well-being, dietary restrictions, sports nutrition as well as vitamins and supplements.

Consumers are shifting their focus towards a more holistic approach to healthcare. Here are some key trends highlighted in the report:

Growing focus on mental well-being

Consumers are looking at health with a more holistic view and are no longer solely interested in looking good but are highly focused on feeling good as well. 65% of survey respondents agree that the meaning of 'Being healthy' is highly correlated to the state of mental welfare.

60% of respondents also feel that getting enough sleep is a key factor in 'Being healthy'.

The rise of stress and anxiety

Japan, Italy and Poland are ranked as the top 3 countries with 20% or more respondents reflecting on high or extreme stress levels due to the rise of social media, fast and on-the-go lifestyle, alongside fluctuating political and environmental conditions.

39% of the survey respondents in South Africa say they are currently experiencing stress and anxiety.

Seeking a balanced diet

Consumers are seeking more traditional ways of eating, with many of them focused on eating balanced meals versus dietary restrictions.

Prevention rather than treatment

Despite busy lifestyles, consumers are seeking convenient methods of getting nutrients and vitamins through supplements to focus on maintaining health and wellness rather than treatment.

Respondents from the North American region hold a high level of trust for vitamins and supplements, with nearly 70% of respondents agree that they are generally safe to consume and 60% of them heavily reliant on vitamins and supplements.

NATROL®

High quality vitamins, minerals and supplements you can trust.

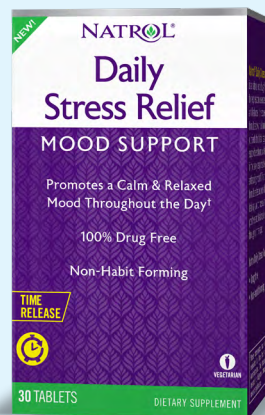


COGNIUM EXTRA STRENGTH

Natrol® Extra Strength Cognium® Memory enhances mental performance in healthy adults by improving cognitive functions such as memory and recall.†

DAILY STRESS RELIEF

Natrol® Daily Stress Relief is a natural and drug-free way to help restore a sense of calm and balance. It is scientifically formulated with a blend of nutrients that help regulate and support serotonin, a chemical in the body responsible for enhancing mood.†



† 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.

[Insights From The Euromonitor Global Health And Nutrition Survey](#)

[The Latest Trends in Supplements](#)

[5 Science-Based Benefits of 5-HTP](#)

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

JUICEFESTIV DAILY FRUIT & VEGGIE



Provides a full-spectrum of food colors and an excellent source of antioxidants nutrients Vitamin A (Beta Carotene), Vitamin C and Vitamin E.†

NATROL'S 1ST FAMILY PICNIC!

Natrol LLC is moving in the right direction: improving our focus on training, fostering a more positive and collaborative culture, and investing in our future thru Marketing, Product Development, Equipment and most importantly, our people.



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