



Change ▼ makers Expo East

Where natural
retailers and brands
seed a healthy future.

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**Natural
Products**
EXPO EAST®
newhope.com



Certified



Corporation™

HERBATINT IS NOW A B CORPORATION®

Herbatint has joined the global movement to B a force for change. Everyday, we employ the highest standards of verified social and environmental performance, public transparency and legal accountability in all our business activities.



If you want
to go **fast**.
go alone.

.....
If you want
to go **far**.

go
together



WHY HERBATINT BECAME A B CORP

Through our business, we aspire to be a positive force for change. We embrace essential principles for real and long-term economic development that benefit employees, ensure environmental sustainability, and integrate seamlessly within a diverse society.

Our products, with their natural and gentle formulations, all tested on sensitive skin and enriched with certified organic plant extracts, have been conceived to offer the safest, most natural alternative for an audience conscious about their health, their environment and sustainability.

The areas in which the company has been evaluated are:



Environment

Herbatint reduces environmental impact through an ethical management of natural resources, limiting waste while selecting only the highest quality raw materials.



Workers

Herbatint is committed to a continual improvement of the working environment and to providing opportunities for employee training and advancement and helping employees realize their aspirations.



Community

Herbatint maintains long-lasting relationships with its local suppliers, understanding the manner in which these long-term ties have a positive impact on our local community.



Governance

It is the mission of Herbatint to honor the interests of all stakeholders, not just shareholders. Our success is defined not just by our profit but by the way we balance the interests of our employees, our suppliers, our community and our environment. We are truly using business as a positive force for all.

THE CHANGE WE SEEK



FOR
BUSINESS
IS
FORCE FOR GOOD



Promoting a healthy lifestyle and enhancing the concept of natural beauty while respecting the world we live in.

Contributing through business to solve social and environmental issues and the quality of life of present day and future generations.



BRIANNAS

introduces **Creamy Cilantro Lime Salad Dressing** – the perfect kick to your recipe no matter where you are headed on your culinary journey. Fresh, creamy and zesty, it delivers a lively flavor that's great as a savory summer salad dressing, beach BBQ marinade or spirited tropical dip. Splash it on raw or grilled vegetables or Baja shrimp tacos for a dish that's delicious and definitely BRIANNAS. So enjoy adventurous foodies – this one's for you!

Visit BRIANNAS.com, email Jeff Sadler at Jeff@Briannas.com, or stop by Booth 6709 at Natural Products Expo East.



Nancy's Yogurt

introduces **Nancy's Sweet Cream Organic Yogurt** – with a new look! Everything you have always loved about Nancy's in one decadent, Organic Yogurt! Nancy's Sweet Cream Organic Yogurt is made with organic whole milk and organic cream from pasture-raised cows and sweetened with organic honey. Fully cultured with BILLIONS of LIVE PROBIOTICS per serving and available in five flavors: Honey, Blackberry-Plum, Blueberry-Pomegranate, Strawberry-Lemon and Cherry-Lime.

Visit www.nancysyogurt.com or stop by Booth 2314 at Natural Products Expo East.

Hero Nutritionals

introduces **New Certified Organic Gummy Vitamins!** Our Organic family is growing! New Yummy Bears Organics® Vitamin C and Organic Vitamin D3 join our top selling Yummy Bears Organics Complete Multi-vitamin. And all new Slice of Life Organics® line now offers a Complete Multi-, Vitamin D3 and Energy-B12 organic gummy vitamins for adults. Certified organic, fruit pectin based, allergen, gluten and dairy free – perfect supplements to support your customer's commitment to living and eating organically.

Call 800.500.HERO x160, email sales@heronutritionals.com or visit www.heronutritionals.com.



Xlear Inc.

introduces **Spry Dental Probiotics** to its Dental Defense System. When you have a healthy microbiome in your mouth, it performs its function in the digestive system better. Spry Dental Probiotics restores good bacteria to the mouth, helping it, and your whole body, be healthy and strong.

Call 877.599.5327, visit www.Xlear.com or stop by Booth 3615 at Natural Products Expo East.



Hilary's

creator of convenient and culinary foods made from real ingredients and free-from common allergens, is launching two innovative lines in the freezer section. **Hilary's Millet Medleys** are pilafs rimmented with whole grain millet, beans, and organic veggies in four great flavors. And, Hilary's two new **Veggie Breakfast Sausages** are a delicious, easy, and healthy way to start your day.

Visit www.hilaryseatwell.com or stop by Booth 1731 at Natural Products Expo East.



Herbatint

Dermatologically tested for sensitive skin, **Herbatint** is rated the safest and most effective permanent hair color. Made with eight certified organic extracts, Herbatint is certified non-GMO, gluten, alcohol and cruelty free, and we're the only hair color product that is B Corp Certification.

Call 800.641.7555, visit www.herbatintusa.com or stop by Booth 3817 at Natural Products Expo East.

Rainbow Light®

introduces a new delicious **Prenatal & Postnatal Protein** to help nourish baby and energize mom. Each creamy serving delivers 10g of organic, non-GMO plant-based protein to help meet the increased protein needs during pregnancy and nursing, calcium for stronger bones, and enzymes and probiotics for healthier, more comfortable digestion.

Call 800.635.1233, visit www.rainbowlight.com or stop by Booth 5625 at Natural Products Expo East.



Lifeway Foods Inc.

builds on the success of its wildly popular line of drinkable kefir with the release of new **Lifeway Probiotic Supplements**. Available in three blends – Traveler's Defense + Immunity, Women's Radiant Health and Balance Gut Health, every Lifeway Probiotics product is GMO-free, gluten-free, lactose-free and vegan. Visit www.LifewayKefir.com or stop by Booth 1527 at the Natural Products Expo East.



The product release statements in New Product Showcase have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.