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NATURE'S WAY® KICKS OFF PARTNERSHIP WITH MANDY MOORE TO CELEBRATE 50TH BIRTHDAY

Renowned Actress and Wellness Advocate Joins Ongoing Mission Toward 'Paving a Better Way to Wellness'

GREEN BAY, Wis. (Feb. 5, 2019) – Embracing a major milestone, Nature's Way® is proud to celebrate its 50th birthday in 2019 through a partnership with actress and wellness advocate Mandy Moore. With a shared passion for pursuing the highest-quality wellness alternatives, Moore and Nature's Way will empower people to embrace a better way to wellness. As part of the celebration, Nature's Way will make a charitable donation to Vitamin Angels to support its mission of giving those in need access to life-changing vitamins and minerals. Consumers can join the celebration with Nature's Way and learn more about Mandy Moore's personal wellness journey at 50.naturesway.com.

"As we celebrate what we've accomplished thus far and set our sights on making the next 50 years better, brighter and healthier, we know joining forces with Mandy Moore will help us continue our successful momentum of inspiring people on their wellness journey," said Michael Devereux, President and CEO of Nature's Way. "As an advocate for a balanced lifestyle, Mandy shares our passion for paving a better way to wellness."

Trusted as one of the most recognized and leading consumer dietary supplements brands, Nature's Way is a pioneer and innovator in health products. From 1969 until today and beyond, Nature's Way continues its commitment to sourcing the highest-quality wellness solutions to help consumers live their best lives and make wellness available to everyone, including underserved communities around the world. To further its stewardship of global health, Nature's Way will contribute one dollar per bottle sold from July 7 to September 28, 2019 to Vitamin Angels with a total donation of up to \$50,000. The brand will also unveil new square bottles for its herbal supplement line in April 2019 that will be made with 97% post-consumer recycled materials, as part of its commitment to making the world healthier.

"I partnered with Nature's Way because, as someone with a busy lifestyle, having an intentional, balanced wellness routine helps me be my best self for my job, my friends and my family," said Mandy Moore. "At the core, my trust for them is rooted in how they turn to nature and source from traditional wellness practices from around the globe to fit into today's modern lifestyles. I appreciate and identify with their simple desire to do more for people and the earth by making their best and healthiest life possible through nature."

To join the celebration with Nature's Way, learn more about Mandy Moore's wellness journey and discover what's to come, visit 50.naturesway.com or follow along on [Facebook](#) and [Instagram](#) at @NaturesWayBrands using #MyWayToWell.



About Nature's Way

Founded in 1969, Nature's Way has been a pioneer in the health industry. Since then, Nature's Way has evolved to encompass more than 1,000 supplements from Fortify® Probiotics and Alive!® Multivitamins to oils and herbal remedies.

Embracing the values of wisdom, integrity, authenticity and inclusivity, Nature's Way turns to nature to find and further a better way to wellness. Through uncompromising standards, we deliver the highest quality products to our consumers to allow them to be at their healthiest. We're on a continued mission to forward innovations that promote ancient health practices, connect with nature, and encourage everyone – from every farmer, herbalist, employee and individual – to live their best life. This is how we pave the way to wellness.

About Vitamin Angels

Vitamin Angels fights to protect pregnant women, new mothers, and children in the U.S. and around the world from chronic malnutrition. In 2019, our 25th anniversary year, we are on-track to get life-saving vitamins and minerals to over 70 million at-risk women and children. Charity Navigator and GuideStar give us their highest marks for financial transparency. To learn more, visit [vitaminangels.org](https://www.vitaminangels.org).

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