



## News Release

FOR IMMEDIATE RELEASE

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### **Nature's Way® donates one percent to forest conservation efforts**

*Vitamin supplement company commits to supporting the Rainforest Alliance*

GREEN BAY, WISCONSIN (August 4, 2016) – Nature's Way Brands®, LLC is donating one percent of its gross revenue from select products to the Rainforest Alliance. The donation will help support the international nonprofit to conserve biodiversity, ensure sustainable livelihoods, and promote the rights and well-being of workers, their families and communities.

"Nature's Way was born from the earth in 1968 and our mission is to promote better health through the power of nature," said Michael Devereux, President and CEO of Nature's Way. "We are proud to support the Rainforest Alliance, a top-rated charity that is helping create a world where people and planet prosper together."

Nature's Way Brands, LLC will donate up to \$100,000 to the Rainforest Alliance based on the sales of total whole herbs, herbal formulas and standardized herbal extracts from June 1 to August 31, 2016. The vitamin supplements are available at finer health and nutrition stores nationwide.

"We are excited about this opportunity with Nature's Way, a company that has been involved in the environmental community for more than 47 years," said Ana Paula Tavares, Executive Vice President of the Rainforest Alliance. "We appreciate Nature's Way's extraordinary commitment to support our mission with the goal of furthering responsible environmental and social stewardship through our work around the globe."

The leading dietary supplements retail brand, Nature's Way is a pioneer and innovator in herbal health products. Nature's Way became the first herbal dietary supplements brand to receive both non-GMO and TRU-ID™ certification. Non-GMO certification ensures Nature's Way herbals are produced according to best practices for avoiding genetically modified organisms. In addition, the TRU-ID™ certification ensures the authenticity of Nature's Way herbals – confirming that the herb found in the product matches the herb found in nature.

"Nature's Way is passionate about supporting a cause both our consumers and our company believes in," Devereux said. "We pledge to do our part to protect the environment."



### **About Nature's Way®**

A pioneer in herbal supplements, Nature's Way® is one of the most recognized and trusted consumer brands of dietary supplements. Nature's way is known for its expansive line of whole herbs, standardized extracts, vitamins & minerals, and homeopathic remedies. Nature's Way® products include brands such as Alive!® multi-vitamins, Umcka® Cold Care, Sambucus, and Primadophilus® probiotics. They offer over 600 premium nutritional and natural products. For more information visit [www.naturesway.com](http://www.naturesway.com).

### **About the Rainforest Alliance**

The Rainforest Alliance is an international nonprofit organization that has worked for nearly 30 years around the world to conserve forests and natural resources while advancing sustainable livelihoods. The Rainforest Alliance collaborates with foresters, farmers, businesses and workers to build healthy communities, protect habitat, and rebalance the Earth, working towards the vision of a world where planet and people prosper together. To learn more about the Rainforest Alliance, visit [www.rainforest-alliance.org](http://www.rainforest-alliance.org).