



**For Immediate Release:**

**New investment agreement between Nature's Way and Natural Products Canada opens doors for promising young companies**

September 11, 2018 (Halifax, N.S.) Nature's Way and Natural Products Canada have signed an agreement to co-invest in innovative natural health product opportunities in Canada. The output of this partnership will continue to feed consumers' needs for natural product solutions, a category that is already growing +5% in Canada.

"We are very excited to explore these opportunities with Natural Products Canada," says Matt Schueller, Chief Strategy & Innovation Officer at Nature's Way headquarters in Green Bay Wisconsin. A pioneer in herbal supplements, Nature's Way® is one of the most recognized and trusted consumer brands of nutritional supplements. Nature's Way is known for its expansive line of omega-3 supplements, herbs, probiotics, vitamins & minerals, and other natural health products. Nature's Way® products include brands such as NutraSea® omega-3 oils, Alive!® multi-vitamins, Umcka® Cold Care, Sambucus® elderberry extracts, and Fortify® probiotics. "The calibre of products developed in Canada are a natural fit with our mission to help consumers meet their health and nutrition goals."

Nature's Way and Natural Products Canada will co-invest in early stage Canadian companies working in natural products sectors such as nutritional supplements, medical or functional food, or dietary ingredients and technology. Along with investment, the partners will provide unprecedented access to markets, distribution channels and advice.

"The partnership with Nature's Way will give nascent Canadian NHP companies a significant advantage," says Shelley King, CEO, Natural Products Canada, a not-for-profit corporation focused on commercialization of natural products in Canada. "Early stage capital is essential. But this combination of insights, network, global presence, and smart money will help Canadian NHP companies reach their full potential."

The initiative is jointly financed by both companies with each party leveraging additional assets to strengthen the investment. NPC will lead the charge in identifying potential investable opportunities, tapping its national network of companies, research institutions, and innovation hubs. While Nature's Way will use its extensive experience in marketing and distribution to help investee companies refine their products and business plans, and access key partners and clients.

"We are very excited about what this partnership with Natural Products Canada can bring to our business not only here in Canada but throughout the broader Nature's Way network," says Steve Chiasson, General Manager of Nature's Way Canada. "The research and innovation happening in Canada

is second to none and is buoyed by a highly engaged network of support organizations like NPC. We are eager to review the best opportunities to complement our portfolio.”

Media contacts:

Gillian Aiken  
VP Marketing  
Nature’s Way Canada  
[gillian.aiken@naturesway.com](mailto:gillian.aiken@naturesway.com)  
905.470.1069 ext. 51223

Sue Coueslan  
VP Communications and Stakeholder Relations  
Natural Products Canada  
[sue@naturalproductscanada.com](mailto:sue@naturalproductscanada.com)  
902.222.3178

## **NATURE’S WAY**

A pioneer in herbal supplements, Nature's Way® is one of the most recognized and trusted consumer brands of nutritional supplements. Nature's Way is known for its expansive line of omega-3 supplements, herbs, probiotics, vitamins & minerals, and other natural health products. Nature's Way® products include brands such as NutraSea® omega-3 oils, Alive!® multi-vitamins, Umcka® Cold Care, Sambucus® elderberry extracts, and Fortify® probiotics. They offer over 1000 premium nutritional and natural products. For more information visit [www.natureswaycanada.ca](http://www.natureswaycanada.ca).

## **NATURAL PRODUCTS CANADA**

Natural Products Canada (NPC) works with an array of partners to commercialize naturally-derived products and technologies in health and life sciences, natural resources, agriculture and agri-food, and sustainable bioproducts. It acts as matchmaker and mentor to companies and researchers; serves as technology scout and ecosystem navigator for multinationals and large corporations; and helps investors discover, develop, and de-risk opportunities. NPC has over 400 opportunities in its pipeline and has completed [several investments, and experienced one exit](#). Established in 2016, NPC is funded by a range of public and private investors, including the Government of Canada’s Centre of Excellence in Commercialization and Research (CECR) program, administered by the Networks of Centres of Excellence. Visit [www.naturalproductscanada.com](http://www.naturalproductscanada.com).