



## **VITACOST CORPORATE BRANDS NAMED 2015 SUPPLYSIDE CPG EDITOR'S CHOICE AWARD FINALISTS**

*Vitacost Brand Supplements Named Among Top Products for Innovation*

**Boca Raton, FL – September 28, 2015** – Vitacost.com, Inc., a leading online retailer of health and wellness products, announced that two of its corporate branded products were named as finalists for the 2015 SupplySide CPG Editor's Choice Awards by Informa's SupplySide. A judging panel selected five products as finalists across 18 health and wellness categories. Vitacost Targeted Wellness Circulatory Support with Grape Seed Extract & Hawthorn was named as one of the top five finalists in the Supplements: 'Heart Health' category. This supplement contains a unique mineral and herbal blend specifically designed to maintain blood pressure already within a normal range. The Company's Simply Vegan Theracurmin Turmeric Extract was named a top five finalist in the Supplements: 'Joint Health' category. This product features a trademarked form of standardized curcumin that has been specially processed for improved absorption, while also being free from all animal-derived ingredients.

“We are thrilled to have our corporate branded products named as finalists for the industry-leading 2015 SupplySide CPG Editor's Choice Awards, as we believe our high-quality Vitacost supplements offer customers cutting-edge formulations at an attractive value,” stated Brian Helman, President of Vitacost.com, Inc. “Vitacost is committed to providing the highest quality health and wellness products to our customers and we are pleased to be recognized for our efforts.”

“In the past few years, our Editor's Choice Awards have focused on highlighting innovative products coming to market,” stated Heather Granato, Vice President, Content for Informa's Health & Nutrition Network. “Vitacost.com can be extremely proud to have two products selected as finalists, as we considered hundreds of entries and our team narrowed the field based on unique product positioning and attributes.”

### **About Vitacost.com, Inc.**

Vitacost.com, Inc. is a leading online retailer of healthy living products, including dietary supplements such as vitamins, minerals, herbs and other botanicals, amino acids and metabolites, as well as cosmetics, organic body and personal care products, pet products, sports nutrition and health foods. Vitacost.com, Inc. sells these products directly to consumers through its website, [www.vitacost.com](http://www.vitacost.com). Vitacost.com, Inc. strives to offer its customers the broadest selection of healthy living products, at an attractive value proposition, while providing a superior customer experience.

### **About SupplySide West:**

Hosted by Informa Exhibitions, this annual tradeshow and educational forum is the finished product manufacturer's gathering place for top performers, trends, scientific advances and networking. SupplySide West is all about the exploration, discovery, innovation and marketing strategy around the development of finished consumer goods that drive the global business economy. The 2015 show will be held October 5-9 at Mandalay Bay in Las Vegas. For more information visit [www.supplysideshow.com](http://www.supplysideshow.com)

#### Media Contact:

Vitacost.com, Inc.

Kathleen Reed

561.982.4180 #2292

[Kathleen.reed@vitacost.com](mailto:Kathleen.reed@vitacost.com)