



## Vitacost.com Unveils New Branding for Private-Label Supplements

*Award-Winning Supplements Undergo a Major Packaging Makeover*

**Boca Raton, Fla., June 26, 2017** – Vitacost.com, a leading online retailer of health and wellness products and wholly owned subsidiary of The Kroger Co., announces the debut of new branding for its dietary supplements, including new names and simplified packaging.

“Since 1999, our customers have counted on the high-quality ingredients and exceptional value of Vitacost supplements. Our new family of Vitacost supplement brands delivers the same great quality and value customers know and love, with an updated look that makes supplement shopping easier than ever,” said Brian Helman, President of Vitacost.com.

The new packaging features easy-to-understand icons that highlight each product’s most important attributes, e.g. vegetarian, non-GMO, USDA Organic and more. The system of icons was developed by Vitacost.com to increase transparency and make it simpler for customers to select the supplements that suit their specific needs.

In addition to the packaging changes, supplements have been organized into three major brands:

- **Vitacost brand:** The Company’s flagship brand features simple, straightforward formulas that offer high-quality foundational nutrition at an exceptional value. The trusted ingredients and formulations of the existing supplements have not changed. Notable products include [Vitacost Probiotic 15-35](#), [Vitacost Vitamin D3 Mini Gels](#) and [Vitacost CoQ10](#). Please click the video link below to learn more about Vitacost brand supplements: <https://youtu.be/giGmfrFInBM>
- **Synergy by Vitacost:** These advanced formulations provide clinically researched ingredients, higher potencies and superior ingredients for next-level nutrition. Synergy delivers specialty items, including formulas found exclusively at Vitacost. Notable products include [Synergy Super EPA Omega-3](#) and [Synergy Milk Thistle Extract](#). Please click the video link below to learn more about Synergy supplements: <https://youtu.be/aAumpa4wuNA>
- **ROOT<sup>2</sup> by Vitacost:** The newest brand in the Vitacost family offers nature’s most effective nourishment, with key ingredients backed by scientific research. Featuring whole-food-based ingredients that are meticulously sourced and hand-selected, ROOT<sup>2</sup> also offers an assortment of organic, non-GMO, vegan and vegetarian options. Notable products include [ROOT<sup>2</sup> Pea Protein](#) and [ROOT<sup>2</sup> Turmeric + Joint Support](#). Please click the video link below to learn more about ROOT<sup>2</sup> supplements: <https://youtu.be/utlmMfdXKg0>

All Vitacost supplement brands strive to deliver the most effective potency without compromising the purity of ingredients. Each product is formulated with a sense of pride that's backed by the company's promise: love your product or you'll receive a full refund.

"Quality and safety are our cornerstones," said Terry Papadopoulos, Senior Manager of Product Development at Vitacost.com. "All Vitacost supplements adhere to the FDA's Current Good Manufacturing Practices (CGMPs), ensuring high standards of potency, purity, efficacy and safety. Our team of nutrition scientists carefully researches, develops and reviews all ingredients and finished formulations, because we know that what you put into your body matters."

In February 2017, Vitacost brand supplements were named [#1 Rated Catalog/Internet Supplement Brand Based on Customer Satisfaction](#) in the 2017 ConsumerLab.com Survey of Vitamin and Supplement users.\*

**To learn more about the new family of Vitacost supplement brands, please visit [vitacost.com/vitacost-collection](http://vitacost.com/vitacost-collection).**



\*More information at [www.consumerlab.com/survey2017](http://www.consumerlab.com/survey2017).

### About Vitacost.com

Vitacost.com, Inc. is an online retailer of health and wellness products, providing an award-winning experience to customers through its website, <http://www.vitacost.com/?csrc=pr:62617>. Vitacost.com features affordable pricing up to 50% off retail and speedy delivery on nearly 40,000 items, including dietary supplements (vitamins, minerals and herbs), hard-to-find specialty foods, organic body and personal care products, pet essentials and sports nutrition products. In addition, Vitacost.com strives to motivate, educate and inspire healthier living for customers by creating and curating thousands of helpful tips, expert articles and recipes woven throughout the shopping experience. Vitacost.com is a subsidiary of The Kroger Co.

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