



Vitacost Celebrates 30 Years of Wellness With Year-Long 30% Off Promotion

The anniversary promotion "30 Thursdays" will feature up-and-coming wellness brands.

Boca Raton, Fla., January 8, 2024 – Vitacost.com, a leading online destination for health and wellness products, announces the launch of its 30th-anniversary celebration with the introduction of "30 Thursdays." This year-long promotion presents a seldom-offered discount of 30% on emerging wellness brands, occurring on 30 Thursdays throughout 2024.

"30 Thursdays is not just a promotion, it's a reflection of our ongoing commitment to offering the latest and most innovative products in the health and wellness industry," said Guy Burgstahler, President at Vitacost.com. "We're proud to have fostered 30-year relationships with some of the most trusted wellness brands while simultaneously seeking out emerging small businesses with exciting, new options."

Since its inception in 1994, Vitacost has been dedicated to empowering individuals to lead healthier lives. The company provides affordable, convenient access to a wide range of high-quality supplements, specialty foods, eco-conscious brands and non-toxic home essentials, plus free access to recipes and educational content. Shoppers not only benefit from consistently low prices but also have the opportunity to stack extra discounts, subscribe to Autoship and cash in on complimentary shipping for orders over \$49.

"Every discount and free resource we offer is rooted in our mission to provide wellness for everyone," said Burgstahler. "This anniversary celebrates three decades of upholding that mission."

Key Features of "30 Thursdays"

Exclusive Discounts: Customers can enjoy a 30% discount on select up-and-coming wellness brands on 30 scheduled Thursdays throughout the year. This allows customers to discover emerging brands and experience the latest in health and wellness at an unbeatable price.

Curated Selection of Brands: Vitacost has curated a diverse selection of emerging wellness brands that align with the latest trends in wellness. From innovative supplements to cutting-edge skincare, "30 Thursdays" will feature products that cater to various aspects of holistic well-being.

Celebrating 30 Years of Wellness: As Vitacost celebrates its 30th anniversary, "30 Thursdays" serves as a special thank-you to customers who have been part of the company's journey over the

past three decades. It is a token of gratitude for the trust and loyalty shown by the Vitacost community.

How to Participate: To take advantage of "30 Thursdays" and other exclusive anniversary deals, customers are encouraged to subscribe to [email](#) and sms messaging, [download the free app](#) and visit [Vitacost.com](#) to stay in-the-know and explore featured brands.

Learn more about Vitacost's rich history and bright future by visiting [vitacost.com/anniversary](#).

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, [www.vitacost.com](#). Vitacost.com features affordable pricing 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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