
January

VITAVOICE

the voice of VITACOST

❧ Newsletter ❧



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WHAT'S NEW?

Every day, we're adding exciting new brands and products to our ever-expanding assortment, so you won't have to turn anywhere else to find the essentials you need. To enhance your shopping experience even further, we've created a collection of specialty shops featuring top brands and products you know and love.

Your Specialty Diet Destination

Whether you avoid certain ingredients due to allergies, personal preferences or ethical concerns, checking labels, asking questions and analyzing every item you buy is part of your daily life. It's not always easy and can take up a lot of your time! That's why we've created our Specialty Diet Shop – a place where you can find everything you need for your lifestyle quickly and easily.

DID YOU KNOW?

Our product teams attend expos each year to learn about up-and-coming brands and product trends. The most anticipated event is the Natural Products Expo, which is held every September in Maryland, and every March in California. Teams also attend category-specific events such as the Summer and Winter Fancy Food Shows, Europa Games - Get Fit & Sports Expo, and occasional vendor shows. With that said, we're pleased to share with you some of the new additions we're most excited about, available just in time for the new year!

You can also visit our [New Arrivals](#) page any time to see what products are making their debut on Vitacost.com!

Take a Stroll Through the Garden of Life



Looking for wholesome, organic goodness in a bottle? The organic vitamins, doctor-formulated probiotics and plant-powered proteins you'll find in the Garden of Life brand shop provide fuel and nourishment from real fruits, vegetables, herbs and superfoods. Be sure to check out the new line of certified "clean" sports nutrition products from your favorite Garden, which includes grass-fed and plant-based protein powders, bars and more!

A New Frontier

At Frontier Co-op, quality isn't just about taste. It's about impact and influence. Since 1976, Frontier has been committed to providing organic products and implementing socially responsible practices. To learn more about Frontier and to check out their full line of spices, seasonings, herbs, tea & extracts, visit our new Frontier Shop!



Putting Simple Within Reach



We're happy to announce that Simple Truth is coming to Vitacost! These products provide a simple, uncomplicated and trustworthy solution to the challenge of better living. To check out the full line of Simple Truth products that are free from 101 artificial preservatives and ingredients, keep an eye out for the new Simple Truth brand shop –coming soon!

– New Arrivals –

Vitacost organic spices
Epic Nutrition bone broths
Designer Protein plant-based Sunshine Protein™
Burt's Bees plant-based protein powders
Pure Living sprouted grain flours
Arrowhead Mills organic flours
Garden of Life Dr. Formulated probiotics
Natural Factors CurcuminRich™ & BioSil™ formulas

Amrita Health Foods protein & energy bars
Caveman Foods nutrition bars & jerky
The Laundress cleaning products
Vega plant-based protein & snack bars
SpaRoom essential oil diffusers
Nature's Answer essential oils
Earth Science plant-based haircare
Halo Purely for Pets grain-free Mix 'n Mores

Staff Favorites

Discover the brands that Vitacost team members are raving about!

JERRY: VP, DEPUTY CIO



"I love anything spicy, and for me personally, the hotter the better. Melinda's Pepper Sauces are fantastic. I keep a stock of the hot to VERY hot at all times. Try the **Melinda's Original Habanero Pepper Sauce**, and for the more adventurous, you can step up to the Scotch Bonnet Pepper Sauce. If you are looking for the top of the spice chart with full flavor, my next favorites are Melinda's Red Savina Pepper and the Bhut Jolokia Ghost Pepper. There are so many other spicy sauces on Vitacost.com and I hope to eventually try them all."



OLIVIA: COMMUNICATIONS SPECIALIST



"I find myself constantly recommending MegaFood to friends and family. I was fortunate enough to tour their facilities in New Hampshire a few months ago, and I was blown away by their commitment to health and safety and by the meticulous detail they put into the processing, manufacturing and packaging of their products. My favorite is their **Women's One Daily Multivitamin**. I take one every morning and I actually keep a bottle in my desk at work, since I usually forget to take one at home!"



JESSICA: PRINT MARKETING SPECIALIST



"I originally tried Alba Botanica because I have sensitive skin and a friend recommended it as being very gentle. Not only does it not irritate my skin, but their products are free of a lot of ingredients that I try to avoid (artificial colors, parabens, phthalates, and sulfates) and they do not test on animals. My favorite Alba Botanica product is the **Natural Even Advanced Sea Mineral Cleansing Gel**. It has a rich lather to easily wash the day away, even when I'm wearing lots of makeup, without drying my skin. It truly refreshes and smells great!"



JERMAINE: PRODUCT IMAGE SPECIALIST



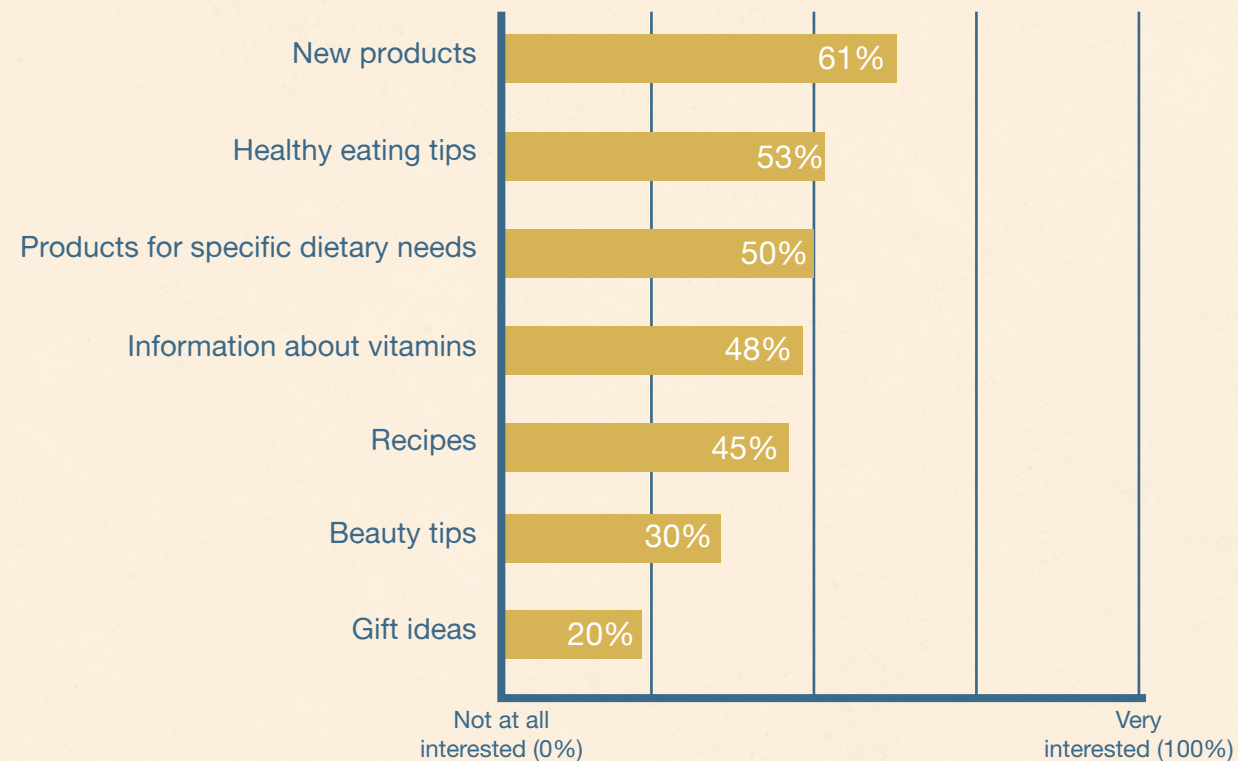
"My favorite brand is Optimum Nutrition because the line provides me with a vast variety of supplements to get through an active lifestyle. I enjoy the delicious varieties of whey proteins for smoothies and love the range of BCAAs for muscle recovery. I love **Optimum Nutrition's Gold Standard Fruit Punch Pre-Workout** for a nice non-jittery boost before a vigorous lifting workout session or before a long distance run."



VITAVOICE IN ACTION: SURVEY SAYS....

By now, you've likely received our Vitacost magazine either in one of your orders or in your mailbox. Our goal for this magazine is to provide you with exciting and relevant content that's useful to you and your lifestyle. In October, we sent out a survey about our magazine content and here's the feedback you provided:

[TOPICS OF INTEREST]



Based on your feedback, our upcoming magazines will include more of the topics that you want to see, including healthy eating tips, recipes, new products to discover and product recommendations for specific dietary needs. We're also eager to share personal health journeys along with healthy living tips from Sam, our very own in-house dietitian.

A Fresh NEW NAME and Whole NEW VIBE!

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We're excited to introduce the rebranded Vitacost magazine: *VitaVibes*. It's packed with inspiration and information on specialty diets and lifestyles, supplement regimens, easy-to-make recipes and so much more! You can check out the full digital copy of *VitaVibes* **here.**

Be sure to keep an eye out for more helpful content in future volumes!

The image shows the cover of the 'VitaVibes' magazine. The top left corner features the 'VITACOST' logo. The cover is filled with vibrant, fresh produce including kiwi slices, strawberries, blueberries, orange slices, carrots, a green apple, and a dragon fruit. A white container of 'VITACOST Pea Protein' is prominently displayed in the center. The magazine title 'VITA VIBES' is written vertically in large, bold, yellow letters on the left side. At the bottom, a dark brown banner contains the text '+ FREE SHIPPING OVER \$49*' in white, with 'SEE BACK FOR DETAILS' in smaller text below it. Below the banner, the text 'HEALTHY LIVING DELIVERED - 2017 - VOL 1' is printed in green.

JUST FOR YOU

WE ASKED MEMBERS OF THE VITAVOICE FACEBOOK GROUP TO SHARE THEIR FAVORITE HEALTHY RECIPES FOR OUR VERY FIRST CUSTOMER COOKBOOK. CHECK OUT WHAT FELLOW VITAVOICERS ARE COOKING UP!



WOULD YOU LIKE TO SEE ONE OF YOUR OWN RECIPES FEATURED IN THE NEXT VITAVOICE CUSTOMER COOKBOOK?
EMAIL KIT@VITACOST.COM
FOR MORE INFO!

YOUR OPINION COUNTS

Thank you for taking the time to read this edition of the exclusive VitaVoice newsletter! We hope that you enjoyed it as much as we enjoyed putting it together for you! If you have a few minutes, please tell us how we're doing, so we can continue to provide you with the type of content that you want to see.

[Click here to give feedback on the VitaVoice newsletter](#)



Expires 3/31/2017 at 11:59 pm E.T. Exclusions may apply. WEB ONLY. Must check out using the email address listed as the recipient of this newsletter to activate code.