



&



BODY CARE & SUPPLEMENTS



OUR BRANDS.
*What's in 'em
for You?*

*How We Can
Afford to Offer
Great Products
**THAT YOU
CAN AFFORD***

BE GOOD TO YOUR **WHOLE
BODY**

JUST WHAT YOU NEED, AND NOTHING MORE

When shopping for supplements and body care at a discount chain, conventional supermarket or corner drugstore, choosing the house brand often means accepting lower quality in exchange for a lower price. Not here. Our brands are smart for your wallet and for your health!



Much more than “generic store brands,” our 365 Everyday Value® and Whole Foods Market™ brands offer all the benefits of leading brands without the unnecessary fillers and additives. That means you’re only paying for necessary and beneficial ingredients, nothing else. Quality is the first and foremost criteria for putting our name on products that will help you **BE GOOD TO YOUR WHOLE BODY.**

TWO BRANDS

A WORLD OF HEALTH & BEAUTY

Our Whole Body™ buyers have decades of experience searching the globe for products they can love and believe in—so you will, too. Both of our brands offer specific products for unique groups and needs. They deliver the benefits of time-tested nutrients and botanicals as well as incorporating innovative and new ingredients with quality, efficacy and safety as top priorities. Let us help you choose which brand is right for you. Either way, you win!

WOMEN • MEN • CHILDREN • HAIR CARE • SKIN CARE
LIP CARE • VITAMINS • MINERALS • FORMULAS • HEART
JOINTS • BRAIN • MOOD • DIGESTION • IMMUNE
SYSTEM • GREENS • PROTEIN POWDERS • PROBIOTICS
ESSENTIAL FATTY ACIDS • FIBER



- simple, straightforward and affordable supplements and body care
- the most popular products transformed to meet Whole Foods Market® Quality Standards
- value and economy with higher potencies and large sizes
- couples quality with value like no other brand



- unsurpassed quality from exceptional sourcing
- goes above and beyond the basics at competitive prices
- like national brands with added beneficial ingredients
- we control the supply chain so we can deliver great prices

SUPER SUPPLEMENTS FOR SUPER HEALTH

Only the best for you! Our 365 Everyday Value® and Whole Foods Market™ lines provide high quality individual nutritional supplements, including vitamins, minerals, herbs and other nutrients. And—always on the edge of current health trends—we examine the most up-to-date scientific information to develop comprehensive formulas for specific health concerns.

In addition to value-priced choices, our supplements offer choices in potency and delivery format—tablets, capsules, soft gels, liquids, chewables and powders. Quality is guaranteed by both in-house and third-party testing throughout the sourcing and manufacturing processes. And, we're not just making marketing claims here, everything is verifiable!



Our Supplement **ALL-STARS** CUSTOMER & TEAM MEMBER FAVORITES

MULTIVITAMINS GALORE!

The most important supplement of all, so we've got a great selection. From one-a-day convenience, to comprehensive 4-a-day whole food-based formulas, men's, women's or kid's to prenatal or seniors, everyone finds one of our multis that works for his or her own lifestyle.

DIGESTION & CLEANSING

This is a hot category for health these days, and for good reason. More and more research is popping up showing the overall wellness benefits of healthy digestive and waste-management systems in the body. Check out our brands for cleanse kits, probiotics and fiber supplements.

IMMUNE SYSTEM SUPPORT

From single herbs to comprehensive immune formulas, we're proud of the quality and efficacy our brands offer when your system needs some support, whether it's due to the season or stressful times in general.

HAPPY, HEALTHY JOINTS

Our brands provide an excellent selection of the most popular, science-based supplements for joint health. From glucosamine and chondroitin to MSM and beyond, capsules to tablets, you'll find a choice that fits your needs, your knees(!) and your budget.

PROTEIN POWDER

Athletes, sports enthusiasts, vegetarians and people watching their weight. That's who finds our protein powders—soy based or soy-free 100% whey—a simple, trustworthy solution. We pack in the good stuff and leave out the artificial colors, flavors, preservatives and sweeteners.

OURS VS. THEIRS THE CHOICE IS YOURS



ADULT MULTI VS. THEIRS



only the necessary & the beneficial	VS.	questionable fillers & excipients (e.g. hydrogenated oils & corn starch)
natural ingredients	VS.	artificial preservatives & colors (e.g. BHT, FD&C Yellow #6)
d-alpha tocopherol (natural vitamin E)	VS.	dl-alpha tocopherol (synthetic form)



ORGANIC BAR SOAP VS. THEIRS



no animal testing	VS.	testing on animals
vegetable oils (palm, coconut, olive, shea)	VS.	tallow (beef or sheep fat)
no artificial colors	VS.	artificial colors (e.g. F, D & C colors)
essential oils	VS.	synthetic fragrance
no artificial preservatives	VS.	BHT
organic ingredients	VS.	no organic ingredients
triple milled (lasts 3 times longer)	VS.	melts in the shower!



WHEY POWDER VS. THEIRS



low heat, non-chemical whey extraction	VS.	chemicals used for extraction
lactose free	VS.	contains lactose
lower in fat	VS.	higher in fat
no artificial sweeteners or flavors	VS.	artificial sweeteners, flavors & fillers
easy to mix	VS.	leaves a chalky, clumpy residue

OUR FORMULAS

How They Add Up...and Stack Up

WE TAKE PRODUCT FORMULATION SERIOUSLY.

After all it's your health we're talking about! Here's the basic formula for how supplements earn the right to wear our name, either Whole Foods Market™ or 365 Everyday Value®.

Do you know how this compares to other affordable brands?



INSPECTION OF FACILITIES & RAW MATERIALS

Our own team personally inspects all manufacturing facilities and works closely with the experts at these locations to ensure that only the highest quality raw materials are selected and used.



ENSURANCE OF QUALITY, PURITY, POTENCY & IDENTITY

We have strict specifications for every finished product, and ensure that proper protocols and quality controls are in place to be certain that all finished products meet our standards.



CERTIFICATION BY EXPERTS

Manufacturing takes place under strict quality guidelines. Each supplier facility must be audited and/or certified by approved third-parties such as the NPA (Natural Products Association) to meet GMPs (Good Manufacturing Practices).



THE BOTTOM LINE

Well-researched high quality supplements at great prices!

BEAUTIFULLY AFFORDABLE BODY CARE

Yes, you can afford natural body care! Cleanse, condition and moisturize away your budget blues. Our 365 Everyday Value® body care products are the perfect natural value choice for the whole family to use on a daily basis.

YES NO

- NO** parabens or phthalates
- NO** animal ingredients
- NO** artificial fragrances or colors
- NO** animal testing
- YES** made with biodegradable ingredients
- YES** gluten free ingredients
- YES** avoid genetically engineered ingredients
- YES** scented with 100% natural essential oils

ECO-CONSCIOUS VALUE

Almost all of our 365 Everyday Value® body care products are packaged in bottles made from 50% post-consumer resin (PCR). The PCR content comes from recycled milk bottles.

THE



BODY CARE
LINE UP



SHAMPOO

Stimulates and invigorates the scalp and gently cleanses without stripping or drying, leaving hair smelling naturally clean and fresh.



CONDITIONER

Rich moisturizers and emollients help restore hair's natural bounce and prevent tangles without weighing it down, leaving hair soft, shiny and healthy.



SHOWER GEL

Turns your shower into an aromatherapy steam room and offers a rich, creamy lather that gently cleanses skin without irritating or over drying.



BODY LOTION


Restores, moisturizes and revitalizes skin, leaving it supple and silky smooth.

**CHOICES,
CHOICES!**

HERBAL MINT • LAVENDER BLEND
CITRUS GRAPEFRUIT • FRAGRANCE FREE
16 ounces • 32 ounces • 2-ounce travel size



LIP BALM



Soothes cracked, chapped lips with naturally moisturizing oils and waxes from plant sources, without hydrogenated oils, petroleum ingredients or artificial colors and flavors.

Why Shop for Supplements **HERE & NOT THERE**

Because at Whole Body™ we're very careful with our selection and your health! It's important to purchase supplements from a trusted source because studies of commercial products have revealed that you may not always get what the label promises.

...AND ANOTHER GOOD REASON TO SHOP **WHOLE BODY**

Our team members are thoroughly trained and educated about the products we offer. They are there to help you and are pleased to guide you in making the most informed decisions for your needs. (They're not doctors, though, so always check in with your healthcare practitioner.)

WHOLEFOODSMARKET.COM

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