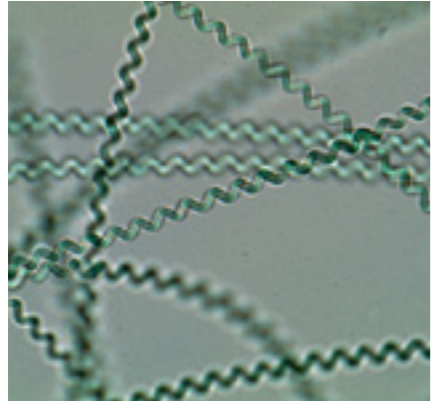


# NUTRILITE™ VITAMIN B (GLOBAL) 9-STEP TRACEABILITY STORY

The below messaging details the 9-step traceability story for Vitamin B. This ingredient story can be leveraged in a variety of ways and on multiple channels to support the Nutrilite Traceability Program in your market. Don't forget to offer the story to your ABOs, so they too can leverage traceability to help differentiate Nutrilite products.

## STEP 1 - CHOOSING THE BOTANICAL



More than just its shape makes this botanical cool. Spirulina is spiral-shaped micro algae used in Nutrilite™ Vitamin B and chosen because it is rich in nutrients, including proteins, amino acids, vitamins, and minerals.

NUT\_VITB\_SPIRULINA\_MICRO

## STEP 2 - SELECTING THE SEED



Spirulina is grown from cultures, or samples of tissue from existing spirulina. We use samples from a natural source that's carefully cultivated under consistent monitoring to ensure we get the exact strain we want... and the best strain for our products!

NUT\_VITB\_SPIRULINA\_LIQUID\_02

## STEP 3 - CHOOSING THE FARM



Our NutriCert™ partner aqua-farm in southeastern California has decades of experience growing and harvesting spirulina in mineral-rich water with optimal sunlight. Its remote location is far from the pollution of cities, highways and airports.

NUT\_VITB\_SPIRULINAFARMS\_04

## STEP 4 - GROWING



Spirulina thrive where most other organisms die – in high-alkaline water. Every day farm scientists test, re-test and keep testing to ensure the spirulina quality exceeds national and international food standards.

NUT\_VITB\_LAB

## STEP 5 - HARVESTING



Spirulina like to grow... fast! When production is at its peak, teams are harvesting the tiny, spiral growths every other day.

NUT\_VITB\_PADDLES

## STEP 6 - EXTRACTING



Like most botanicals, speed is key in processing to preserve nutrients. The spirulina is filtered and washed straight from the pond then taken to a clean, controlled environment for drying. Then, it's off to manufacturing.

NUT\_VITB\_POWDER

## STEP 7 - MANUFACTURING



Our detailed requirements for raw material receiving helps us control for potential contaminants such as heavy metals, pesticides, foreign material, irradiation, and microbes.

NUT\_VITB\_PASTE

## STEP 8 - PACKAGING



Packaging documentation for every product that leaves our doors includes: item produced, production date, batch code, quantity and identity of raw materials used, equipment used, and employees involved in executing each critical step.

NUT\_VITB\_SPIRULINA\_POWDER

## STEP 9 - YOU



Production and packaging records are linked to every shipment of finished product, allowing us to react quickly to any customer inquiries.

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