



Introduced in 1982

Natrol LLC®, a leading US-based Vitamin, Mineral and Supplement manufacturer with numerous lines of health and wellness products, distributed domestically and internationally. Natrol LLC is owned by Aurobindo Pharma.

NATROL'S MISSION

To empower our consumers in the U.S. and worldwide to “own their health” by committing to three core principles that will enable us to maintain our position as an industry leader:

Quality

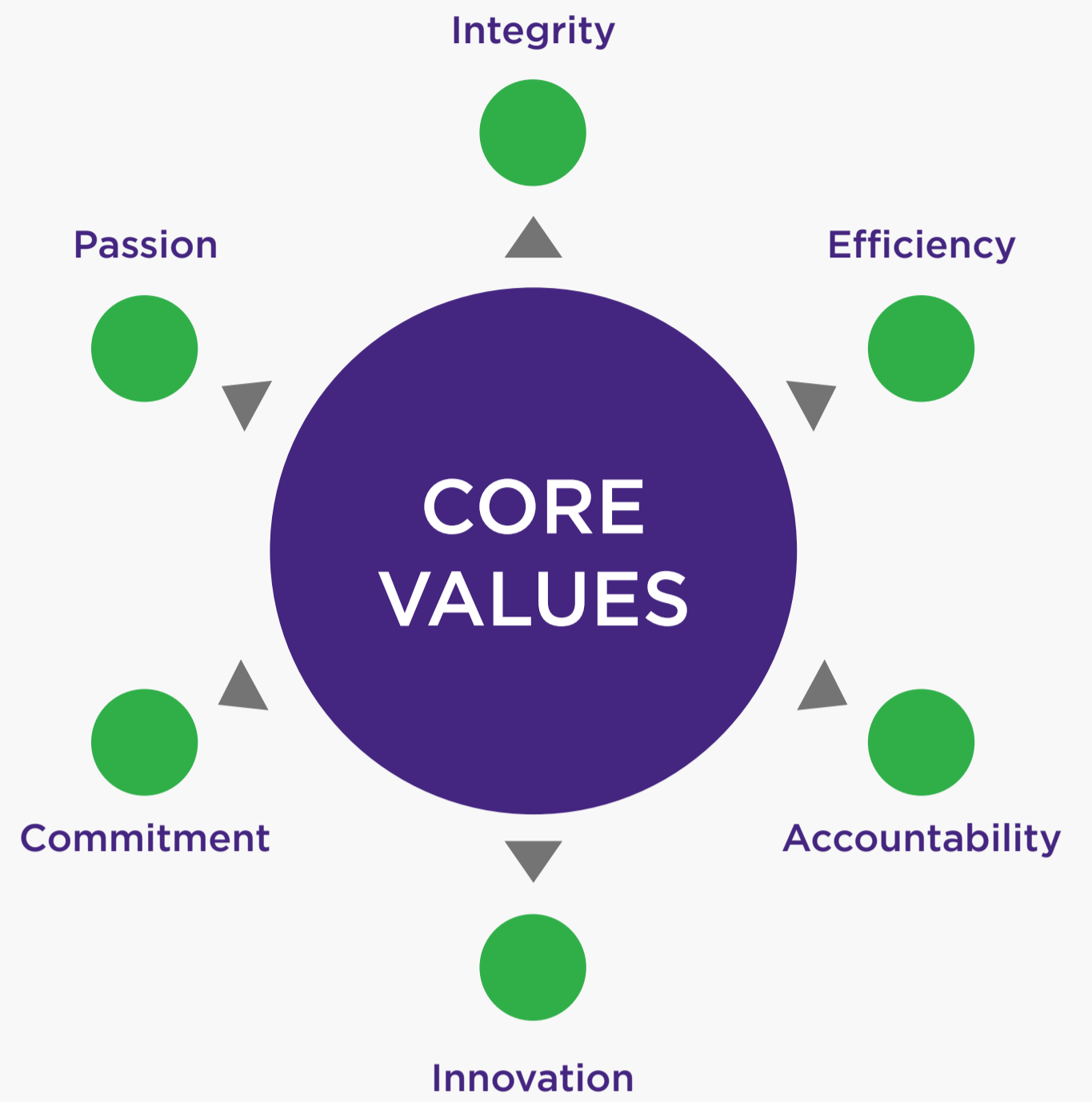
Keeping an unwavering focus on excellence in product creation through a closely-monitored U.S. NSF-certified manufacturing facility with continuous product ingredient testing to ensure efficacy through expiration date.

Innovation

Continuing to combine science and nature through research & development to produce new and better products intended to improve consumer health and wellness outcomes, setting new gold standards throughout the VMS industry whenever possible.

Agility

Working closely with our distributor partners to be available promptly to help them meet their business goals, building strong relationships to establish trust and deliver excellent customer service.



COMPANY BACKGROUND

Founded in 1980 by Elliott Balbert, Natrol originated as a cosmetics company but quickly evolved to marketing nutrition-based weight loss products, hence the name Natrol, for “natural control.” Natrol soon expanded into the area of nutritional supplements, launching new products on a rapid basis each year while maintaining the highest quality manufacturing standards. A vast product-distribution network and Natrol’s commitment to heavy advertising and sponsorship quickly made Natrol a household brand name. Since inception, Natrol has maintained the high-quality and innovative standards which Natrol credits as the cornerstones of its lasting success. Today, Natrol products are manufactured in the U.S. and distributed internationally to over 60 countries.

Annual Sales
Several hundred million globally

Countries of Operation
Over 60



Certifications & Licenses

USP Quality Systems GMP Audited
NSF International GMP Certified NSF/ANSI Standard 173, Section 8 Dietary Supplements
 Regulated through: **The Food and Drug Administration (FDA)**
“Processed Food Registration”
State of California
“Organic Processed Product Registration”
State of California
OTCO – Certified Organic by Oregon Tilth under the US National Organic Program 7 CFR Part 205



Number of U.S. Distributors

10,000+

Number of Employees by Discipline

250+



Association Affiliations

Natrol R&D Director on CRN Board of Directors

Supplement Owl Product Registry

Vitamin Angels Top Donor