



VITACOST Vitacost.com is a leading online retailer of health and wellness products, including vitamins, minerals, herbs and supplements (VMHS), as well as a broad assortment of shelf-stable natural and organic foods, including specialty items (organic, non-GMO, gluten-free, vegan, etc.). Additional products include natural beauty and personal care products, sports nutrition, diet essentials, natural home products, and products for pets, babies and children. Vitacost.com makes shopping fast and easy as it sells directly to Customers through its website, www.vitacost.com. With nearly 40,000 items from over 2,500 leading health and wellness brands, 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, including its 'Vitivibes' magazine and through the company's blog.



Sales of natural and organic foods are Vitacost.com's fastest growing segments. With nearly 12,000 specialty food SKUs sold on its site, Vitacost.com has become a leading online destination for hard-to-find items in a full assortment of flavors & sizes to suit customers' specific needs. In addition, Vitacost.com sells its own line of products across all categories, with the mix heavily weighted toward VMHS. Vitacost.com is headquartered in Boca Raton, FL with fulfillment centers located in Las Vegas, NV and Lexington, NC. Vitacost.com ships to Customers in all 50 states and over 160 countries worldwide.

