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Herbaland Naturals
Francesca Raleigh
604-284-5050

francesca@herbaland.ca

Herbaland Naturals Earns B Corporation Certification

Herbaland is the first Canadian Gummy Vitamin company to receive B Corp's socially responsible business recognition

VANCOUVER, BC / Herbaland Naturals, a Vancouver based vegan gummy manufacturer and award-winning brand, is excited to announce that they have become the first Canadian Gummy Vitamin company to receive a B Corporation Certification. This achievement is the result of Herbaland's hard work to create healthier and happier communities across the world implementing their core values of community, inclusivity, and sustainability as driving forces in all their actions.

A B Corp Certification designates that a business is meeting high standards of verified performance, accountability, and transparency while considering the impact of their decisions on all stakeholders. The community is made up of over 5,600 companies who are committed to creating positive environmental and social change.

"We have worked so hard to establish Herbaland as a force for good and are honored to be counted among the other B Corporation companies as we work together to lead a global movement for an inclusive, sustainable, and equitable economy," says Aisha, Co-Founder and Director of Herbaland.

As a women-owned company with a diverse workplace from over 20 different countries, Herbaland takes pride in their culture of inclusivity.

Herbaland has been very involved in their community through investing in various local grassroots organizations and charities. In 2021, they donated almost \$515,000 through a combination of product, labor hours, and monetary donations. Most notably, they donated almost 20,000 bottles of immune-boosting products to front line workers and created long term partnerships with local charities such as the Canucks Autism Network and Mamas for Mamas.

In 2022, Herbaland made big strides towards sustainability. From internal initiatives such as climate smart production, compostable packaging, and plant-based ingredients, to their external initiatives such as their goal to plant 2.5 million trees by 2025, Herbaland is determined to lead change in their industry.

About Herbaland

Herbaland Naturals takes both sustainable and restorative actions to support the health of people and planet. As the first vitamin gummy brand to go compostable, they have also made a commitment to plant one tree for every pouch that is sold, with a long-term goal of planting 2.5 million trees by 2025. By switching to compostable packaging, Herbaland will divert over 60,000 bottles (2 tons of plastic) per year from landfills which will drastically reduce their carbon footprint and has helped them earn a Climate Smart certificate. Founded in 2009, Herbaland is a Vancouver-based and CAMSC certified diversity-owned company. As a 50% women-founded

and owned company, Herbaland is very proud that its diverse team comes from over 20 different countries. For more information visit www.herbaland.ca

About B Corporations

Certified B Corporations are leaders of a global movement of people using business as a force for good. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems. There are more than 5,600 Certified B Corporations in over 130 industries and 50 countries with 1 unifying goal – to redefine success in business. See Herbaland's B Corp certification here: <https://www.bcorporation.net/en-us/find-a-b-corp/company/herbaland-naturals-inc>.