

natural force®

# 2019 B Impact Report



Certified



Corporation™

# Benefit Officer Statement



When a member of our team suggested that we explore becoming a B Corp™ a light bulb went off. It was the piece of the puzzle that we had been missing for quite some time.

From the very start of our story we have been committed to doing the right thing, whether sourcing Organic and Non-GMO ingredients for our products to promoting employee wellbeing through our fully remote “virtual” office environment, but this meant charting our own path and oftentimes learning the hard way.

In B Lab®, the nonprofit organization that developed the certification and standards for Certified B Corps, we found a guiding light that helped us to increase our environmental standards, create new company policies using best practices, and to establish community with fellow companies that share our values.

We quickly found that B Corp™ is to business what Fair Trade is to coffee or USDA Organic is to milk. With the B Corp™ logo on our products and website, we could tell the world that we have met a rigorous standard of social and environmental performance, accountability, and transparency.

We completed the B Impact Assessment in less than 6 months and as of May 2018 were

proud to announce that Natural Force is both a certified B Corp™ as well as a legally recognized Benefit corporation.

Being a B Corp™ means using business (and profit) as a force for good. When you see our company using the B Corp™ logo, it represents our “go beyond” approach to both business and life. It means that we operate our company in an honest, mission driven way. We do our best for the environment while being a leader to our vendors, customers and employees.

Sincerely,

A handwritten signature in black ink, appearing to read "Joe Rakoski".

**Joe Rakoski**

Benefit Officer and Co-Founder at Natural Force



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# B Corp & Benefit Corporation

## Impact Area Score



## Overall B Impact Score

80.6

For Calendar Year Ending:  
Dec. 31st, 2017

Scores are being compared against  
1141 Ordinary Businesses that also  
have 1-9 employees.



## Why Benefit Incorporation and B Corp™ Certification?

Since day one, Natural Force has been on a mission to do business the responsible way, developing products our team, family, and friends personally use, working with manufacturing partners to source non-GMO, organic, and cruelty-free ingredients, and minimizing our environmental impact by using a remote office with a distributed team. With the growth of our product line and distribution channels, it has become even more important to us to put our slogan, "Care for yourself, Care for the planet." into action.

The B Corp certification allows Natural Force to officially put our long-standing values front and center, making a public declaration that we not only intend to conduct business in a way that creates positive short and long-term impacts on the environment, our employees, suppliers, and our community, but will also offer 100% transparency and accountability to the public through annual benefit reports (such as this one!). There are approximately 4,000 B Corporations and 2,504 Certified B Corps in the world. Natural Force is proud to join the elite few who hold both titles.

We are always continuing to improve ourselves as a company and becoming a Certified B Corporation® is really just the beginning. We will use B Lab® Impact

Assessments to keep improving our score, pushing for even greater improvements in the years ahead. One example is our vision to transition all of our products into eco-friendly packaging by 2020

### About Certified B Corps

Certified B Corps 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 2,000 Certified B Corps in over 130 industries and 50 countries with one unifying goal – to redefine success in business.

### About B Lab®

B Corp™ certification is to business what Fair Trade certification is to coffee or USDA Organic certification is to orange juice. Certified B Corps are for-profit companies certified by the nonprofit B Lab® to meet rigorous standards of social and environmental performance, accountability, and transparency. A company has to meet a minimum performance benchmark aggregated across all categories to become certified.

# Mission & Values

## Care for Yourself. Care for the Planet.™

We see our mission driven foundation and value system as something that will be able to scale and grow as our company moves into the future. We plan to use our success as fuel to become better tomorrow than we are today. The way we see it, the more customers we have, the greater our ability to #BtheChange and have a positive, meaningful impact on the world.

### Our Mission

To help people live happier, healthier lives through quality nutrition while minimizing our impact on the planet.

### Our Values

#### Use Simple, Quality Ingredients

We believe that Mother Nature did it best and we 3rd party test every batch!

#### Provide Transparent Sourcing

Whenever possible, we list our ingredient sources right on our label. If it's not on the label, it's in our FAQs!

#### Support Sustainable Practices

Natural, organic, and non-GMO are our "status quo".

#### Practice Environmental Stewardship.

There's no "Planet B" so we are working hard to significantly reduce or eliminate plastic from our product packaging.

#### Deliver Quality Education

We separate "the signal" from "the noise" and empower you with the knowledge you need to optimize your health.

#### Enjoy the Ride

Life's a journey, not a destination, so we think it's important to have fun along the way. #beingnatty

### Our Story

Joe Rakoski and Justin Quinn founded Natural Force in 2009 because they were tired of buying supplements only to find out later that they were full of bad stuff. A new approach to supplements was needed and they decided to take matters into their own hands.

They rejected unnecessary fillers, synthetic colors, and anything artificial. Instead, they combined herbs and superfoods based on scientific research and ancient health traditions. Using their own creations, they started feeling better than ever. They knew they were on to something that could help others live happier, healthier lives too.

Since then, Natural Force has grown and evolved, but our commitment to you will never change:

We start with clean, healthy ingredients. Then, we craft effective, easy-to-use products that are lab tested for quality and purity. Finally, we deliver them to you in non-toxic and eco-friendly packaging.

We are excited to have you join our Force of Nature family and look forward to empowering your health journey with nutrition you can trust to provide care for yourself and care for the planet.

# Governance

The Governance section of the B Impact Assessment examines a company's overall mission, ethics, accountability and transparency. In this area, Natural Force earned 16.2 points on the B Impact Assessment.

To us, being a B Corp™ means using business (and profit) as a force for good. When you see our company using the B Corp™ logo, it represents our “go beyond” approach to both business and life. It means that we operate our company in an honest, mission driven way. We do our best for the environment while being a leader to our vendors, customers and employees.

We also took the extra step of becoming a legally registered Benefit Corporation to ensure that our mission was “baked in” to our company DNA. This means that our legal status and governance structure will preserve our mission and will consider stakeholder benefit as long as we exist as a business.

On an ongoing basis we engage and inform employees during our weekly company meetings and are transparent with our company financials (excluding salary information).

We also practice honest, respectful and genuine communication with our customers through support channels such as email, phone, and social media and guarantee satisfaction with our products.

## Impact Focus

We treat our social/environmental impact as a primary measure of success for our business and prioritize it even in cases where it may not drive profitability.

## Sharing Best Practices

We have a supplier code of conduct that covers ingredient sourcing, product packaging, and labels. This code makes it clear that every effort must be made to source organic, humane, and non-GMO ingredients, provide transparent information to our customers, and use packaging and labeling materials derived from environmentally friendly and sustainable sources.

## Stakeholder Engagement

Each week we have an “all-hands” company meeting where open and honest communication is welcome from all employees regardless of position or pay grade. This is an important way for us to strengthen our team culture, unite around shared values, and to constantly improve and our processes and systems.

# Workers



We're a fully remote team of yogis, parents, chefs, health coaches, personal trainers, and gamers hailing from across the United States and the globe! Every day we're united by our passion for living the Natural Force lifestyle (and the power of cloud-based technology like Slack ) and every year we get together IRL (in real life) for an annual team summit.

Natural Force supports its workers by offering medical and dental health benefits, living wages, paid parental leave for both primary and secondary caregivers, and annual bonuses to all full-time employees. Our culture also encourages a positive work-life balance by allowing all employees to enjoy the benefits of working in a virtual office environment with flexible hours. As a result of these efforts, we earned 21.1 points on our B Impact Assessment in the Workers category.

Additionally, by creating new jobs, purchasing from US-based companies/citizens (the majority of which have social/environmental 3rd party certifications), having local ownership, and practicing integrity in hiring/assessing/paying independent contractors we earned 16.6 points in the Community category of the B Impact Assessment.

## 2019 By The Numbers:

100%

of employees  
paid a living  
wage

5

Tribe Members  
employed by  
year-end

2

new babies!



*"Being on a lean, nimble team helps me to adapt to production delays and sales velocity changes quickly. My philosophy of working smarter is easy to achieve with a remote office – no energy wasted on commuting and being able to take care of business wherever I choose to be. Plus, Rooney appreciates our long midday walks!"*

**-Michelle, Operations**

# To the Source: Ingredient Spotlight



Here at Natural Force, our product development process always starts with sourcing the cleanest, healthiest raw ingredients.

For our Organic MCT Oil, this means travelling to sustainable coconut plantations in Southeast Asia where organic, non-GMO coconuts are grown and harvested humanely.

The raw coconuts are then cold-pressed to extract virgin coconut oil rich in beneficial MCTs (medium chain triglycerides) which are naturally present in tropical fruit oils like coconut. The coconut oil is then refined without the use of harsh chemical solvents to make our pure, 100% coconut Organic MCT Oil.

After processing, our Organic MCT Oil is then 3rd party lab tested for quality and purity. These independent laboratories check for freshness, potency, and common

toxins like heavy metals, gluten, pesticides, bacteria, yeast, and mold.

If the Organic MCT Oil passes this rigorous testing process, it is then packaged in infinitely recyclable pure glass bottles and prepared for shipment.

Glass bottles can be difficult to ship, however, so we developed a unique packaging system that ensures that our Organic MCT Oil arrives safely. This system utilizes 100% recycled paper pulp to protect the bottles during shipment and is completely plastic-free, sustainable, biodegradable, and environmentally friendly.

## How Organic MCT Oil is Made:

- Virgin coconut oil is sourced from sustainable, organic coconut plantations in Southeast Asia.
- The solid coconut oil is purified and concentrated into liquid MCT oil without the use of harsh chemicals or solvents.
- The liquid MCT oil is lab tested for common allergens, toxins, and other contaminants to ensure that it is safe and effective.
- Pure glass bottles are used to package the MCT oil, preventing any possibility of plastic contamination or leaching.
- 3rd party certifications like Paleo, Keto, Kosher, Vegan, USDA Organic, and Project Non-GMO are achieved through rigorous documentation that addresses all aspects of production, sourcing, and nutritional quality.
- The glass bottles are protected during shipment by roll guards made from 100% recycled wood pulp that is biodegradable and environmentally friendly.

# Environment



Starting with the release of our very first product nearly a decade ago, Natural Force has been committed to sourcing wholesome, natural, and sustainably produced ingredients. In recent years, we've begun to extend this approach to our product packaging and corporate policies with the intention of making all aspects of our business as environmentally friendly as possible.

This desire comes from our own experiences as nature lovers and outdoor enthusiasts who wish to see our precious planet preserved for future generations.

**A Fully Virtual Office** – Instead of purchasing/renting a large office space that requires significant water, electric, and other inputs, we've opted for a fully virtual office with a team of dedicated remote employees and contractors. This not only eliminates the need for over 500+ annual commutes to and from work, it also allows us to operate without the need for paper, office supplies, and toxic facility cleaning chemicals. Our formal home office policy also guides employees in ways that they can further benefit the environment by increasing their home-office energy efficiency and how to properly recycle and dispose of waste materials.

**Products and Packaging** – By preferentially sourcing organic, non-GMO, and sustainably sourced

ingredients for our products, we are able to support farmers and ranchers who are good environmental stewards. These alternative methods of food production are less damaging to soil, water, and air quality than conventional methods and in some cases even have a regenerative effect.

Additionally, we have always packaged our products in recyclable materials but began an initiative in 2018 to further reduce the environmental impact of our packaging by switching from recyclable plastic tubs to recyclable plastic bags (a 70%+ reduction in plastic per packaging unit and decreased shipping weights/transportation inputs), moving oil-based products into infinitely recyclable glass bottles or bottles made from BPA-free, 100% PCR plastic, printing on biodegradable labels with non-toxic, plant-based inks, and more.

Accounting for our present practices alone, we achieved 26.6 points in the B Impact Assessment Environment category and expect to significantly improve this score during our next B Corp Certification renewal.

# Customers

We believe in providing nutrition products that our customers can trust to support their journey to health and happiness. This means using healthy, clean ingredients to make effective, easy to use nutrition supplements and delivering them in non-toxic & eco-friendly packaging.

## From Our Customers



*You seriously cannot ask for a higher quality from a more passionate company than Natural Force. These are the only supplements I will touch. —Ryan A.*

*Natural Force has amazing customer service and wonderful products! They made me feel like a valued customer. —Erica I.*

*I've been a customer of Natural Force for years now. The customer service is top notch. I send them an email & I often hear back within the hour. —Anton K.*

*If I could give five more stars I would... this company is THE BEST! Not only are the products outstanding, but customer support goes above and beyond to make sure you're happy with your purchase. This is my second order and I will continue to order because of the quality of their products and the care they show to their customers. —Toni S.*

*Natural Force has amazing customer service! I placed my first order with them recently and one of the items I received was incorrect. I emailed customer service and received a prompt reply back. They immediately sent out the right product and I received it in 2 days. This company truly cares about their customers! —Melissa B.*



*Great customer service. I messed up my order and they immediately took care of the issue without any problems or stress. Thanks so much folks! I look forward to being a regular consumer of your products. —Alexander R.*

# Progress Report: 2019 Goals



GOAL	STATUS
Maintain B Corp Status	Completed
Maintain Registered Benefit Corporation Status	Completed
Transition Products to Sustainable/Renewable Materials	As of December 2019, 18 SKUs have been transitioned
Maintain Supplier Code of Conduct	Completed
Provide Full-time Employees Paid Parental Leave	Completed
Provide Employer Sponsored Health Insurance and Retirement Plans for Full-time Employees	Completed
Provide Semi-Annual Performance Reviews for all Employees	Completed

# Goals for 2020



## Complete Sustainable Packaging

**Initiative** – We've made significant progress with this goal and intend on continuing to push forward until all our products are packaged in the most sustainable materials possible.

## Plant 3,000 Trees in Ecologically

**Threatened Areas** – In 2019, we planted over 2,000 trees in ecologically threatened areas such as Northern California, Australia, and the Brazilian Rainforest. In 2020, we would like to expand this effort by planting even more trees in even more essential ecosystems.

**As a brand, we have always felt a commitment to the environment, and in light of historic brush fires across the globe, we see an opportunity to take personal responsibility and to invest in a better future for current and future generations. To this end, we have a goal of planting 3,000 trees through our partnership with the non-profit organization One Tree Planted. This means that every time a customer purchases a product on [naturalforce.com](https://naturalforce.com) we will directly contribute the funds needed to plant a tree.**

We are always continuing to improve ourselves as a company and becoming a Certified B Corporation® is really just the beginning. We will use the B Lab® Impact Assessment to keep improving our score, pushing for even greater improvements in the years ahead.

We see our mission driven foundation and value system as something that will be able to scale and grow as our company moves into the future. We plan to use our success as fuel to become better tomorrow than we are today. The way we see it, the more customers we have, the greater our ability to #BtheChange and have a positive, meaningful impact on the world.





*"In my own household, we only have one vehicle to reduce our carbon footprint. We limit the amount of non-sustainably packaged goods we buy to reduce waste from the start. We always recycle, and you can regularly find me sorting through the trash bin to make sure that is going down correctly!"*

*"Our company efforts are just a natural extension of those same beliefs. We can sleep well at night knowing that we are part of the solution, rather than part of the problem."*

**Justin Quinn**  
**Co-Founder at Natural Force**



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