

FOR IMMEDIATE RELEASE

Herbaland Included in Game Changers Report Celebrating Canada's Female Led Natural and Bio-Based Companies

Natural Products Canada releases first female-focused report for International Women's Day

(March 17, 2023 – **Vancouver, British Columbia**) - Herbaland is thrilled to announce their inclusion in [*Game Changers: Leading Companies. Powered by Women*](#), an initiative led by Natural Products Canada (NPC). This new list of over 100 companies provides an interesting look at the women leading Canada's growing natural and bio-based industries. Herbaland's Co-Founder and CEO, Aisha Yang, is honored to be recognized as a game changer in the vitamin and supplement industry.

"We're proud to be a 50% women owned company, leading the way on sustainability and social impact in our industry. We aim to use Herbaland as a business for good, creating products that are both good for you and the planet." - Aisha Yang, Herbaland Co-Founder & CEO

NPC is a national organization that supports bio-based innovation, and this first of its kind *Game Changers* report showcases the breadth of female leadership in Canadian companies that are creating economic and social impact through their natural and bio-based products. The report features companies from across the country with products designed for consumers seeking new options for their health and wellness such as food, beauty and personal care items, as well as industrial products such as bio resins and biopesticides that help corporations looking to reduce their carbon footprint and meet their sustainability goals.

"Canadians should be proud of these innovative companies that are delivering better, healthier options for people and the planet," says Shelley King, CEO, Natural Products Canada. "The women leading these companies are truly making a difference, and we are very proud to provide this platform to introduce them to new customers and partners."

Game Changers: Leading Companies. Powered by Women is sponsored by TD.

The *Game Changers* report can be accessed at www.canadiangamechangers.ca

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Founded in 2009, Herbaland's mission is to bring health and wellness to all by creating natural health products that are good for people and the planet. Herbaland is 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. Herbaland is also a certified Benefit Corporation, recognized for adhering to a high standards of verified performance, accountability and transparency. For more information visit www.herbaland.ca

Natural Products Canada (NPC) is the driving force behind Canada's Natural Product Innovation Cluster—a strategic and diverse community focused on the development and commercialization of naturally-derived products and technologies in health and life sciences, natural resources, agriculture and agri-food, and sustainable bioproducts. As part of its role in the Cluster, NPC offers in-depth advice and a suite of commercialization programs to Canadian early-stage companies and research institutes; provides connections and innovation scouting services to corporations and investors; and leverages an investment fund (NPC Ventures) to help develop and de-risk promising Canadian opportunities. NPC has received financial support from the Government of Canada's Strategic Innovation Fund, administered by the department of Innovation, Science and Economic Development, and the Centre of Excellence in Commercialization and Research (CECR) program, administered by the Networks of Centres of Excellence.