

SEAL 2022 Business Sustainability Award Recipient Announcement



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Herbaland Naturals Awarded a SEAL Environmental Initiative Award

VANCOUVER, BC, December 9, 2022 - Herbaland has won a 2022 SEAL Business Sustainability Award, in the Environmental Initiative category, for being the first gummy vitamin brand to switch to 100% compostable packaging. The SEAL Awards honor companies that show leadership, innovation and commitment to sustainable business practices.

"We've seen the effects that climate change has had on our planet and have seen it firsthand in our own province of British Columbia, Canada, with the many floods and wildfires destroying the environment and our homes. With sustainability at the core of our products and business, this pushed us to increase our efforts to help protect our planet" said Herbaland Co-Founder and CEO Aisha Yang. "We're excited to join other businesses in championing sustainability with our recent B Corp certification, and now being recognized with a SEAL award"

In 2022, Herbaland officially made the switch to compostable packaging from plastic bottles, making them the first vitamin gummy brand to go compostable. The SEAL Environmental Initiative Award has been awarded to Herbaland to recognize that they are taking the lead in the supplements industry with their new sustainable packaging.

Herbaland's new compostable packaging was launched to lessen their environmental footprint by decreasing the amount of plastic waste that was created. By choosing compostable packaging, Herbalands products promote a circular economy, and in 2022 they have already diverted over 270,000 plastic bottles (9 tons of plastic) from landfills.

In the supplement and vitamin industry in the US, plastic bottles are the standard packaging, creating an immense amount of waste, [about 1.8 billion plastic bottles in a year](#). With sustainability as one of Herbaland's core values, they are striving to be a part of the solution to this issue while inspiring other companies to do the same. On top of sustainable packaging, Herbaland offers healthy and sustainable gummies that are plant-based and made from pectin instead of gelatin. In 2022, Herbaland began a partnership with veritree to plant one tree for every pouch they sell, with a goal of planting 2.5 million trees by 2025.

"Companies have a unique opportunity and responsibility to drive environmental progress where politics cannot. Our corporate sustainability awards celebrate organizations that embrace the responsibility to effect positive change," commented Matt Harney, SEAL Awards' Founder. "Most business sustainability initiatives are unglamorous and invisible to the general public despite

having significant positive impacts – we hope our awards bring some much-needed recognition to both the activities and the leaders behind them.”

About Herband

Founded in 2009, Herband’s mission is to bring health and wellness to all by creating natural health products that are good for people and the planet. Herband is Vancouver-based and CAMSC certified diversity-owned company. As a 50% women-founded and owned company, Herband is very proud that its diverse team comes from over 20 different countries. Herband is also a certified Benefit Corporation, recognized for adhering to a high standards of verified performance, accountability and transparency. For more information visit www.herband.ca