

JANUARY 2020

RESPECT • HONESTY • TIMELINESS • GENEROSITY • PURITY OF INTENT

Standardmatters

WE ARE DEDICATED TO MAKING SAFE, EFFECTIVE, & NATURAL HEALTHCARE SOLUTIONS EASILY ACCESSIBLE TO ALL.

Happy New Year and Happy New R&D Facility *by Kate Lozada*

As Hyland's has continued to grow, so has our R&D department, a team now comprised of 12 people. With such departmental growth, R&D had outgrown our lab in Carson. About a year ago, we started looking for new quarters to equip our scientists and engineers to create new capabilities for the company.

After examining about 60 facilities, we hit upon a great spot to build our new labs and get the team settled. The new facility is in Garden Grove, which is about a 30-minute drive from Main Street and conveniently located for our scientists. The new facility has laboratory space for chemical/biological testing and formula/equipment prototyping.

At R&D, we are so excited for this new beginning! We would not be so well situated without all the help and teamwork we received from IT, F&E and Accounting.

We are looking forward to continuously making an impactful contribution to Hyland's so the company can grow exponentially.



Above: from L to R - Nelly Bibak (VP R&D), Jim Duquesnel (Senior VP), Shahram Shahabi (Director Research), Spencer Huang (Senior Scientist), Kate Lozada (Research Assistant), Zhen Yao (Research Scientist), Quang Ly (Research Analyst), and Allan Tram (Manager Processing Engineer). Not Pictured: Nima Jazani (Research Biologist).

Left: from L to R - Angie Martinez (Director Technology Development), Gina Fletcher (Project Manager) and Jim Duquesnel.



Above: Facility 2nd floor team. L to R - Allan Tram, Kelvin Vasquez (Intern), Jim Duquesnel, Zhen Yao, Spencer Huang, Kate Lozada, and Quang Ly.



Biology/microbiology lab.



Chemistry lab. L to R - Spencer Huang, Zhen Yao, and Quang Ly.

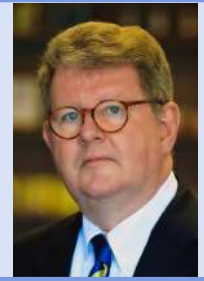


Above: L to R - Shahram Shahabi, Jim Duquesnel, Zhen Yao, Jay Borneman visiting the facility for the first time, Spencer Huang, and Nelly Bibak.

Standard Matters is published by Standard Homeopathic Company to provide information to all employees about the happenings across all of our companies. Your input is welcome. Ideas, comments and stories should be forwarded to beth@hylands.com.



JAY'S JOURNAL



I received an email from American Airlines. It was a congratulatory note. The "congratulations" was for flying 175 hours on American in 2019. By their ciphering, that is the equivalent of three times around the earth. Having nothing with which to compare these data, I have no idea if this is a lot or a little. I am guessing that Anne Marie might have some perspective. If nothing else, it puts a final punctuation mark on 2019.

Looking back, 2019 was a strong year for our firm. We successfully navigated numerous regulatory changes, we reorganized the company - bringing in new heads of marketing, quality and supply chain, we reset our new products pipeline, established an invigorated strategic plan and budget process, and, I think, ended the year better than we began. We executed on the responsibility to do better and be better every day.

It is astonishing to think that 2010 was a decade ago. To give you some perspective, our sales grew 2.5 times between 2000 and 2010 and 1.5 times in the teens. We doubled twice in the decade of the 2000s and one and one half time in the teens. Something else for a little homeopathic company.

I hope that you have seen the updated compensation and benefits packages for 2020. We worked hard to keep benefits best in class, while limiting premium increases. Martha and her team have done a terrific job in producing excellent compensation and benefits. Make sure that you look into the volunteer program and our GED to PhD Educational Benefits program. We need to build our community at SHC to be better and do better every day. As my much-beloved sainted Irish mother would say, "one step at a time son, one step at a time..."



Atlantic Storm

Now, we turn the calendar to a new year.

It is time to build on the firm foundation that we laid in 2019. The roots are now strong and nourishing - it is time for flowers and fruit. My hope is that 2020 will be a year of rapid progress in three areas: building revenue, making rapid progress in our regulatory affairs work, and quickly bringing more of Main Street online. These three goals are rooted in our strategic plan, have budgetary priority, and are aligned and supported by the 2019 reorganization of the company. This time next year I look forward to reporting to you that our market share is strong and growing, our regulatory is best in class and that Main Street is a hub of activity. We have the tools and the will - we can do this.

IN THE GARDEN...



Below: Santa visits the model trains at the Brandywine museum
Left: Christmas on the creek



Christmas decorations! Wreaths and lights (some lovely some, well...)

Outdoors we are planning! New gardens, re-arranging existing plots and preparing to try new things - like how do we keep the critters from eating all the sunflower seeds before the plants can germinate? Inside, the orchids are really happy. Anne Marie is commenting that the collection may have grown a bit too much... The solstice is behind us, we look forward to the spring equinox.



Below: Variegated phallopopsis
Left: Oncidium rosy



HUMAN RESOURCE

Welcome To Our New Team Members



Stacy Nelson
AR Chargeback
Coordinator
Corporate HQ

Stacy started as a temp over six months ago assisting with EDI invoice processing and document filing. She oversees a variety of Hyland's customers, including Wal-Mart, McKesson, and Family Dollar. She handles all aspects of those accounts. When not at work, Stacy enjoys reading and cooking and spending time with her teenage sons, watching them play basketball and build things from scratch.



Desiree Linzaga
Quality Assurance
Technician
131st St.

Desiree is an experienced Data Coordinator, with skills in production schedules and implementing Standard Operating Procedures. Desiree provides support to the various functions in Quality Assurance such as providing support to inspections, line release approval, and assuring company standards are maintained and product integrity is preserved. In her spare time, Desiree enjoys spending time with her family.



Issarrah Dolz
Operator 2
131st St.

Issarrah started as a temp over a year ago and is great addition to the team. She is essential in Packaging while helping with equipment set-ups among other things. When not at work Issarrah enjoys playing sports such as tennis, basketball, volleyball, and badminton. She also enjoys listening to all genres of music, hiking, and going to the beach.



Silva Malakian
Vice President,
Quality
Main St.

Silva now leads the overall Quality organization, including Quality Systems, Quality Assurance and Quality Control. With a daughter in her first year of college, Silva and her husband are adjusting to life as empty nesters. When not at work, Silva enjoys cooking, playing the piano, hosting parties for family and friends, wine tasting in Santa Ynez, and volunteering in her community and at her church.



*Look for more pictures
of the LA Masquerade
Dinner on pages 10 - 11*



Three Ways to Protect Yourself in the New Year

From the Cybersecurity Committee

Stephen Reta, Steve Hey, Shauna Traub, James Frey, Nathan Frank

#1 Change Your Passwords

Use secure passwords. Prioritize accounts that store personal information. Think bank and investment accounts, credit cards, insurance, school portals, government services.

Making a Secure Password

Secure passwords are used for only one account. They are 13 characters or more. They include a combination of letters, numbers and symbols. They are stored in a safe place such as a password manager.

#2 Check Your Credit Reports

Regular credit report checks tell you more than just your credit score. Your report also lists credit accounts that have been opened in your name. If you see anything unexpected, follow up immediately!

#3 “Tidy” Your Online World

Your closet isn't the only thing that could use a good tidying. As an ode to Marie Kondo, the well-known home organization expert, consider tidying your online world too with the following two steps.

Tidy Step One: Discard unused accounts

Close accounts that you no longer use.

- 1) Change your password and remove any personal information. There's no guarantee that the company will remove this information for you.
- 2) When possible, deactivate or delete the account.
- 3) Ask the company to “forget” (delete) your personal data. In the United States there is no law requiring them to do so, however, it doesn't hurt to ask. Many companies have the technology in place in order to comply with European Privacy Law.

Tidy Step Two: Manage the the accounts that you're keeping.

- 1) Update your password. Make it secure.
- 2) Update your contact information. Do you have a new phone number, email address or home address?
- 3) Consider updating your beneficiary information on any investment or savings accounts.
- 4) Maintain a list of online accounts so you know what to tidy-up in the future.



Out of Office... by Geovanny Martinez, Verbum Dei Intern

The Yola National Institute (YNI) is a program that gives musical and travel opportunities to students across the nation. As part of this select group of musicians, I recently travelled to London, England to spend the week before Thanksgiving break playing music and sightseeing.

We performed Mussorgsky and Tchaikovsky at the Barbican Centre with the National Youth Orchestra of Great Britain. We also went to Lister community school and Sydney Russell School to teach improvisation to younger students in London.



Much of the food I ate in London was Indian and Brazilian food. I did visit Buckingham Palace, Big Ben, Saint Paul's Cathedral, and other tourist attractions. The temperatures were usually in the 30 to 40 degree range but I was thankful it did not rain the whole week.

I was very surprised that London had a Christmas festival in November which made it feel like home. I enjoyed my time in London and would love to visit again.



Out of Office is a **new** recurring feature in *Standard Matters*, which will feature employees on vacation, on a day-trip or adventure. Please send photos, including one of you during your trip to beth@hylands.com along with a description of your adventure, where you went, what took you there and who shared the adventure. Tell us what made it special for you!

Miscellaneous.....

Eastern Ops December Birthdays



Left:
December
Sutton
Birthday -
Samantha
Davidson.

Right: KOP
December
Birthdays - David
Baugher and
Julie Thumm,
whose son
Lincoln got to
celebrate with the
team.



And Then There Were Two

Join us in welcoming Baby Madeline Grace Borneman. She arrived a little early, but healthy and strong on November 27. Her Mom, Mary and big sister, Maura are grateful for their Thanksgiving blessing.



PET CORNER Shauna, Emma and Sugar



Legendary



This month, we have a blue tongue skink named Sugar who belongs to Shauna Traub's daughter, Emma. Shauna, VP of Finance and Business Analytics, works at Corporate HQ.

Emma is an avid fan of the late Australian zookeeper, wildlife expert and conservationist, Steve Irwin. She is a passionate animal lover with 10 pets of her own! In addition to Sugar, Emma's menagerie includes: Nagini (False Water Cobra), Jade (Russian Legless Lizard), Thunderclap (Rabbit), Chatty/Tiny/Pluto (trio of Hissing Cockroaches), Chief (Red Eye Crocodile Skink), Spirit (Ball Python), Dusty (Crested Gecko), Halloween (Tuxedo Kitty) and Trixie (Red Footed Tortoise).

Emma has also written a book about her pets and the legends of their animal antics that are even beyond human abilities.

You may wonder why Emma named her lizard 'Sugar'. Legend has it, this pet was given to Emma on her ninth birthday, and it was on that day they discovered that her new skink loves ice cream - and so she was named Sugar.

Of course, Sugar does not live on ice cream. Emma tells us that she eats a wide variety of foods, including fruit, beef and eggs. In Emma's book, the legend attributed to Sugar is about the time she swallowed a piece of meat that was many times larger than her mouth!

Kudos to Emma for her passionate interest and care for so many animals. Emma, we think you're pretty legendary.

'The book of Emma's animal legends that not even most people could do'

The book of
Emma's animal legends
that not even most people
could do.

♥Pet Corner is a recurring feature in *Standard Matters*. Pets are featured by random selection from the ongoing pool of submissions, so send your pictures and stories to beth@hylands.com. We also welcome pictures and other news about your kids, special events, or anything you want to share.

Hyland's 2019 Holiday

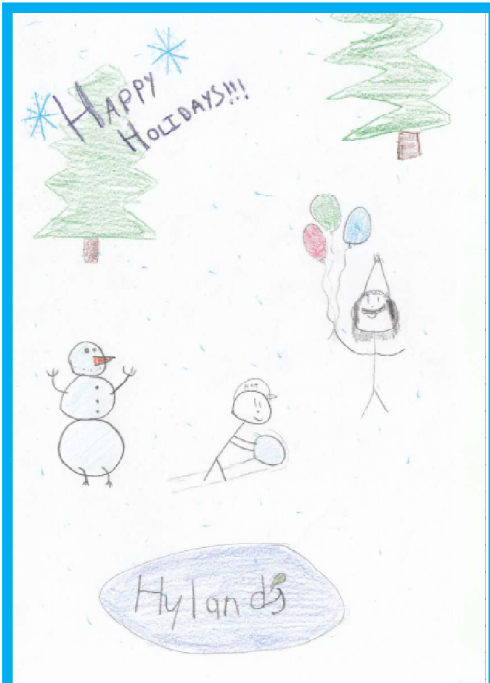


The Winner!
Jorge Reynaga - Verbum Dei Student Intern



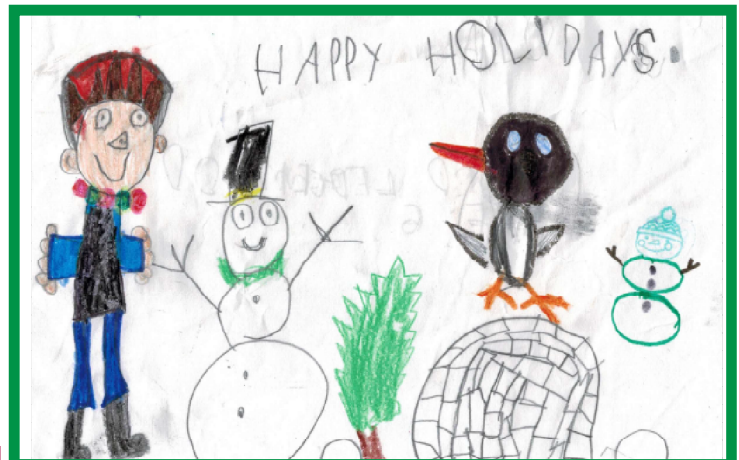
Jessica Ledgerwood - KOP

Thank you to all of the 2019 Holiday Card Contest entrants. We are really blessed with talent and holiday spirit! There were definitely some emerging themes this year - 'Snow Play' was number one, including the winning entry. We had a strong 'Snow Globe' showing as well, with a third theme, 'Deer in the Snow' coming in with a couple of beautiful entries. We thank each of you for taking the time to show us your vision.



Matthew Frankl - KOP

2019
Card
Contest
Fun Fact:
There were
exactly
four entries
each from
LA, KOP
and Sutton!

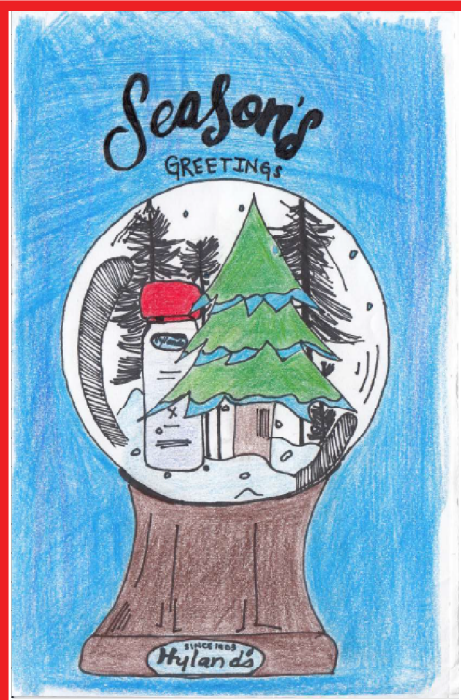


Ward (Jessica) Ledgerwood - KOP



Arcel David (Airlines Gulara) - 131st Street

Card Contest Entries



Sydnee Jackson - KOP



Tamara Hamelin - Sutton



Julia Fredericks - Sutton



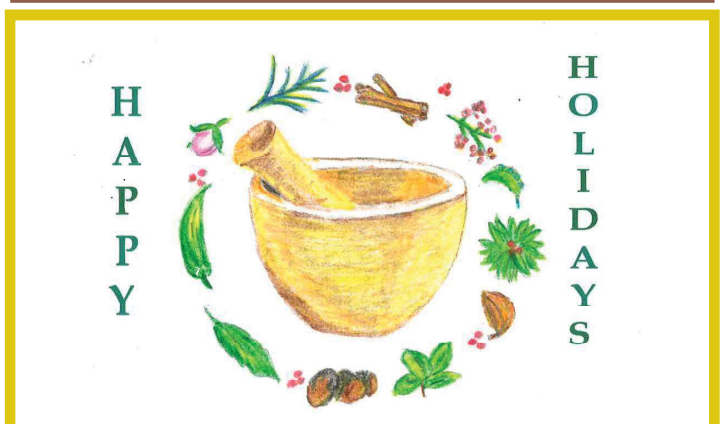
Dazzel Pascua - Corporate HQ



Maria Royea - Sutton



Tamara Hamelin - Sutton



Kay Oliver - Corporate HQ

WHAT'S NEW IN SUTTON

Sutton Celebrated the Holidays on December 20 in seasonal sweaters, holiday outfits and pajamas with a gift exchange, good food and fun.



Meanwhile in KOP

The KOP holiday party was celebrated on December 13 with a brunch, in holiday pajamas, with a gift exchange and games.





10 Ways to Have a Safe and Healthy Holiday Season and New Year

by Joyce Keith

Brighten the holidays by making your health and safety a priority. Take steps to keep you and your loved ones safe and healthy—and ready to enjoy the holidays.

1. **Wash hands often to help prevent the spread of germs.** It's flu season. Wash your hands with soap and clean running water for at least 20 seconds.
2. **Bundle up to stay dry and warm.** Wear appropriate outdoor clothing: light, warm layers, gloves, hats, scarves, and waterproof boots.
3. **Manage stress.** Give yourself a break if you feel stressed out, overwhelmed, and out of control. Some of the best ways to manage stress are to find support, connect socially, and get plenty of sleep.
4. **Don't drink and drive or let others drink and drive.** Whenever anyone drives drunk, they put everyone on the road in danger. Choose not to drink and drive and help others do the same.
5. **Fasten seat belts while driving or riding in a motor vehicle.** Always buckle your children in the car using a child safety seat, booster seat, or seat belt according to their height, weight, and age. Buckle up every time, no matter how short the trip and encourage passengers to do the same. It's the law!
6. **Get exams and screenings.** Ask your health care provider what exams you need and when to get them. Update your personal and family history.
7. **Monitor children.** Keep potentially dangerous toys, food, drinks, household items, and other objects out of children's reach. Protect them from drowning, burns, falls, and other potential accidents.
8. **Practice fire safety.** Most residential fires occur during the winter months, so don't leave fireplaces, space heaters, food cooking on stoves, or candles unattended. Have an emergency plan and practice it regularly.
9. **Prepare food safely.** Remember these simple steps: Wash hands and surfaces often, avoid cross-contamination, cook foods to proper temperatures and refrigerate foods promptly.
10. **Eat healthy, stay active.** Eat fruits and vegetables which pack nutrients and help lower the risk for certain diseases. Limit your portion sizes and foods high in fat, salt, and sugar. Also, be active for at least 2½ hours a week and help kids and teens be active for at least 1 hour a day.
11. **Be inspired to stay in the spirit of good health!**



The LA Holiday



Masquerade Dinner

December 20, 2019



POLLINATING IDEAS

by Annie Chen



Outreach to Schools - Beginning in September, we distributed two million samples of Hyland's 4Kids Cold 'n Mucus and Hyland's 4Kids Cold 'n Mucus Night Time via PTO/PTA organizations nationwide. Targeted to lower grade schools, we were able to successfully deliver all samples during the Back to School events. We saw an increase in purchase intent as well as product trial from our program in 2018.



And...

We are participating in a Target Multi Vendor Cough/Cold/Flu digital media campaign. Flighting for 4-5 weeks, the campaign launches on 12/29/19. The ads will be delivered on Target.com, Bullseye Market and Pinterest, will deliver 6-10 million impressions.

Prep for a holiday without cold, cough & flu

Shop essentials for the season.



Use as directed.

Prep for a holiday without cold, cough & flu

Shop essentials for the season.



Use as directed.

Prep for a holiday without cold, cough & flu

Shop essentials for the season.



Use as directed.

You can follow us at: www.facebook.com/HylandsHealth or on Twitter and Instagram @HylandsHealth!

