



swansonvitamins.com

About Swanson

Swanson Health was founded in 1969 in Fargo, ND with a mission to offer pure and potent health products at a great value. Now, 50 years later, Swanson Health continues to innovate science-backed vitamins and supplements, delivering wellness solutions that help people live simply healthier together.

Products

Swanson Health offers 1,800+ Swanson brand products and 21,000+ national brand products. Top-selling categories include heart health, herbs and probiotics.

2019 Hero Products

Swanson is passionate about helping you combat all the perils that everyday life throws your way, which is why our 2019 brand campaign and merchandising focus will share our favorite antidotes that have stood the test of time against the perils of everyday life. Each peril has an associated basic “customer favorite” and premium product—highlighting many of our recent innovations.

- **Digital Device Use:** Lutein, Vision Defense
- **Lack of Energy:** Super Stress C-Complex with Vitamin C, Real Food B-Complex
- **Poor Diet:** Probiotic for Daily Wellness, Ultra Probiotic Complex
- **Lack of Sleep:** Dual-Release Melatonin, Triple Strength Melatonin
- **Too Much Stress:** Omega-3 Fish Oil, Plant Based Omega-3

10 Best-Selling Products

- | | |
|--|---|
| 1. Turmeric | 6. CoQ10 200 |
| 2. Ultimate 16 Strain Probiotic | 7. Synergistic Eye Health Lutein & Zeaxanthin |
| 3. Vitamin D-3 | 8. Full Spectrum Milk Thistle |
| 4. CoQ10 100 | 9. Lemon Flavor Omega-3 Fish Oil |
| 5. Full Spectrum Turmeric & Black Pepper | 10. Triple Magnesium Complex |

Customer

Swanson’s 2.5MM customers are self-care focused. Their decisions and activities ensure health and wellness for themselves and their families. Swanson customers place 5-7 orders per year with an average order value of \$75.

They’re motivated by the commitment to take their health and wellness into their own hands by making lifestyle changes, using homeopathic products, and enlisting a doctor’s assistance.

Other customers are relatively healthy and don’t go out of their way to care for themselves. However, when health issues arise they take over-the-counter medications, vitamins/supplements, and make lifestyle changes.

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Reach

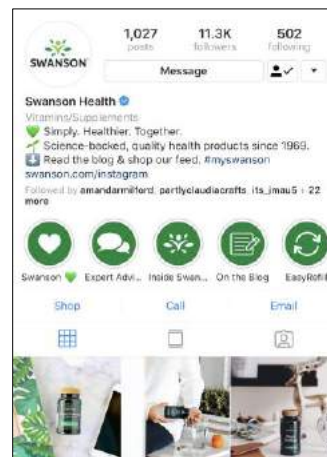
Swanson Health has a strong ecommerce presence, offering Swanson brand products exclusively online. In 2017 swanson.com had 27MM site visits and generated over 127MM page views. The website also features an active blog with insight about food & nutrition, health & beauty, and recipes from Swanson's in-house team of registered dietitians. In 2018 our blog saw over 2MM page views.

Swanson has a robust social media presence across 4 main channels:

- [Facebook](#) – 305,944 Likes
- [Twitter](#) – 22,200 Followers
- [Instagram](#) – 11,300 Followers
- [Pinterest](#) – 2.5MM Monthly Viewers

Email marketing is one of Swanson's strongest channels with a weekly distribution of 7MM-10MM emails.

In addition to a strong digital presence Swanson has an active catalog presence with annual distribution of 7MM catalogs across the U.S and Canada.



Partnership Benefits

Partnering with Swanson on a branded campaign, sweepstakes or content series provides access to our engaged audience through the combined power of all our digital channels.

A 2018 giveaway with mattress retailer Sleep6 generated over 7000 entries from 6044 users. This giveaways ran for three weeks and was promoted across each brand's social channels (combined audience of over 355K), in Swanson emails, and through Swanson's affiliate partners. Partnering with Swanson was Sleep6's most successful giveaway to date; with most of their other sweepstakes gaining around 700 entries, this program saw a 900% increase. For Swanson, 25% of these users were entirely new-to-file.

Swanson in the News

Swanson's products are highlighted in the news and its in-house registered dietitians are often quoted in top-tier media outlets.



Here's How to Know If Your Winter Blues Are More Serious Than You Think – Nov. 2018

"Low levels of vitamin D have been associated with feeling blue. Make sure to eat a vitamin-D-rich diet, with foods like salmon, fortified milk, eggs, yogurt, and cheese, or from vitamin D supplements," said Lindsey Bristol, MS, RD, coauthor of The Sexy Abs Diet, and registered dietitian with Swanson Health Products.



An Expert-Backed, Foolproof Guide To 'Going Dry' For A Month – Jan, 2018

Amy Sunderman, director of science and innovation at Swanson Health, says that all that blue light can do real damage to sleeping patterns. "Studies have shown that too much blue light exposure can disrupt our circadian rhythm, especially if we're exposed to blue light sources at night, because blue light suppresses melatonin," she explains.

Clean Eating

The Top Nutrients You Need Daily – Jan. 2018

#5 - The Nutrient: Branched chain amino acids. Chances are that more exercise is on your New Year's resolution list, and chances are better for post-workout recovery with branched chain amino acids (BCAAs), report researchers in Nutrition. Find them in such products

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as Swanson Premium Branched Chain Amino Acids (\$10, swansonvitamins.com) for increasing muscle power and decreasing protein breakdown after exercise.

Also seen in:

Men's Health ^{Reader's} **Digest** **Prevention**

**EAT THIS,
NOT THAT!**



INSIDER

BUSTLE

BYRDIE  **msn**

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SWANSON HEALTH PRODUCTS

TOP 20 SELLERS



1. **Ultimate 16 Strain Probiotic (SWA051)**
2. **Nattozimes- Cardiovascular Health (SWU326)**
3. **ULTRA CoQ10 (SWU035)**
4. **Mega Tribulus Extract- Testosterone Support (SWP003)**
5. **Epic Pro 25-Strain Probiotic (SWA030)**
6. **Vitamin C with Rose Hips (SW106)**
7. **Ashwagandha- Stress Support (SW957)**
8. **Horny Goat Weed Complex (SWP029)**
9. **Berberine- Cardiovascular Health (SW1411)**
10. **The Skin Pill- Anti-Aging (SWL020)**
11. **Saw Palmetto- Prostate Health (SW910)**
12. **Milk Thistle- Detoxification Support (SW966)**
13. **Balance B-200 Complex (SW1644)**
14. **Maca (SW961)**
15. **Vitamin C with Rose Hips 1,000mg (SW1054)**
16. **Real Food Vitamin K-2 Max Strength (SWU906)**
17. **Lycopene- Prostate Health (SW950)**
18. **Ultra Ubiquinol- Cardiovascular Health (SWU377)**
19. **Vitamin D-3 Highest Potency (SW1371)**
20. **Passion Catuaba Bark (SWP015)**





Dr. Stephen Langer's Ultimate 16 Strain Probiotic with FOS

DIGESTIVE HEALTH

60 veg DRcaps

- Veggie capsule features 16 unique strains for total body wellness
- Promotes digestive health & supports optimal absorption
- Encourages the growth of friendly bacteria

UPC 87614190518

SKU SWA051



BioPureDHA

ESSENTIAL FATTY ACIDS

550 mg, 60 sgels

- Chewable fish-shaped softgels feature 100 mgs of brain-nourishing DHA
- Tasty fruit flavor
- Great for kids & adults

UPC 87614170510

SKU SWE051



Berberine

CARDIOVASCULAR HEALTH

400 mg, 60 caps

- Delivers 400 mg of pure berberine HCl naturally derived from Indian barberry & tree turmeric
- Supports overall cardiovascular health
- Promotes healthy cholesterol & glucose levels already within the normal range

UPC 87614114118

SKU SW1411



Real Food Multi Women's Daily Health & Wellbeing

- Nourishing vitamins & minerals from real food sources
- Features a trio of herbs to help with stress response, urinary tract health & to provide powerful antioxidants
- Vegan, non-GMO & gluten-free formula

UPC 87614210377

SKU SWU1037



Super Stress B-Complex with Vitamin C

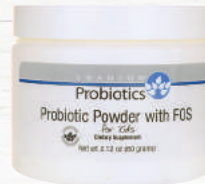
ENERGY & METABOLISM

100 caps

- Each capsule combines a generous supply of B-complex vitamins with 500 mg of high-potency vitamin C
- Specially formulated to replenish nutrients lost during high-stress times

UPC 87614019208

SKU SW920



Probiotic Powder with FOS for Kids

DIGESTIVE HEALTH

2.1 oz

- Delivers 3 billion viable organisms in each serving
- Probiotics provide support for your child's GI & immune function development
- No added sugar & flavor free!

UPC 87614190174

SKU SWA017



Children's Chewable

HEALTH & WELLBEING

120 chew tabs

- Delivers a balanced supply of ten essential vitamins
- Sugar-free formula sweetened with xylitol featuring a natural orange flavor
- For ages 4+

UPC 87614116709

SKU SW1670



Ashwagandha

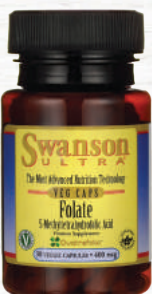
STRESS SUPPORT

450 mg, 100 caps

- Delivers a potent 450 mg of pure ashwagandha root
- Promotes a feeling of calmness & relaxation

UPC 87614019574

SKU SW957



Folate

CARDIOVASCULAR & PRENATAL HEALTH

400 mcg, 30 veg caps

- Delivers a high potency dose of folate
- Quatrefolic® Advanced Folate supplement
- Good for young women & expectant mothers

UPC 87614027586

SKU SWU758



Vitamin C with Rose Hips

IMMUNE HEALTH

1,000 mg, 90 caps

- Features 1,000 mg of vitamin C with 15 mg of rose hips extract.
- Supports the immune system
- Helps neutralize free radicals in the body

UPC 87614110547

SKU SW1054



Bee Propolis

IMMUNE HEALTH

550 mg, 60 caps

- Fortifies your body's defenses
- A substance that bees collect from the buds & bark of trees
- Respiratory health properties

UPC 87614013244
SKU SW324



Real Food Vitamin E

ANTIOXIDANT & ESSENTIAL NUTRIENT

400 IU, 60 sgels

- Soy-free, non-GMO vitamin E supplement
- Supports cardiovascular health
- For daily antioxidant support

UPC 87614115825
SKU SW1582



High-Potency Vitamin D-3

BONE & IMMUNE HEALTH

1,000 IU (25 mcg), 60 caps

- High potency capsules support bone nutrition
- Absorbs & uses calcium efficiently
- As seen in Woman's World—ConsumerLab.com approved vitamin D supplement

UPC 87614115108
SKU SW1510



Real Food Protein, Whey

SATIETY & MUSCLE HEALTH

- Simple real food ingredients in delicious chocolate & vanilla ice cream flavors
- 22 g of protein per scoop, plus 9 amino acids
- Gluten-free, soy-free & made in a Good Manufacturing Practice (GMP) facility

Vanilla

UPC 87614210537
SKU SWU1053

Chocolate

UPC 87614210520
SKU SWU1052



Triple Strength Melatonin

SLEEP SUPPORT

- Encourages healthy sleep patterns
- Helps boost the body's ability to regulate the circadian rhythm
- Delivers antioxidant support to combat free radicals

UPC 87614023052
SKU SWU305



Real Food Protein, Plant

SATIETY & MUSCLE HEALTH

- Simple vegan ingredients in delicious chocolate & vanilla flavors
- 20 g of protein & a full serving of veggies per scoop, plus 9 amino acids
- Gluten-free, soy-free, vegan & made in a Good Manufacturing Practice (GMP) facility

Chocolate

UPC 87614210544
SKU SWU1054

Vanilla

UPC 87614210551
SKU SWU1055



Vision Defense

EYE & VISION HEALTH

- Winner of the 2018 SupplySide CPG Editor's Choice Award in Specialty Supplements
- Protects against overexposure to harmful blue light from digital devices
- Delivers 20 mg lutein per serving

UPC 87614210322
SKU SWU1032



Natural Vitamin K-2

BONE & CARDIOVASCULAR HEALTH

100 mcg, 30 sgels

- All-natural, derived from natto, a fermented-soybean product
- Features double-strength potency natural vitamin K-2
- Benefits bone & cardiovascular health

UPC 87614026725
SKU SWU672



Plant Based Omega-3

HEART & BRAIN HEALTH

- Award-winning formula
- Features life'sOMEGA which delivers the highest concentration of EPA & DHA available in a plant-based product
- Promotes brain & heart health

UPC 87614170947
SKU SWE094



Milk Thistle

DETOXIFICATION SUPPORT

500 mg, 100 caps

- Convenient capsules deliver 500 mg of milk thistle nutrition
- Supports detoxification in the liver to promote a healthy liver & spleen
- Boosts antioxidant activity

UPC 87614019666
SKU SW966



Pure Digestion

HEALTHY DIGESTION & ABDOMINAL COMFORT

30 veg caps

- Clinically-studied herbs for digestive support & comfort
- Aids in the relief of bloating & feelings of fullness
- Improves regularity & provides prebiotic benefits for balanced gut flora

UPC 87614210650
SKU SWU1065



CoQ10

CARDIOVASCULAR HEALTH

200 mg, 90 caps

- Each capsule delivers a potent 200 mg of CoQ10
- Supports cardiovascular & neurological health & helps maintain healthy blood sugar balance within the normal range
- Enhances cellular energy production & physical performance

UPC 87614020358
SKU SWU035



Pure Joint

JOINT COMFORT, MOBILITY & FLEXIBILITY

30 veg caps

- An award-winning three-part blend of scientifically-studied herbs
- Supports joint health, flexibility & mobility
- Features AprèsFlex®, AmLexin™ & Univestin®

UPC 87614210506
SKU SWU1050



Lutein Esters

EYE & VISION HEALTH

20 mg, 60 sgels

- Supports healthy & strong retinas & maculas against free radicals
- Helps with eye fatigue & eye strain
- Sourced from marigold flowers

UPC 7614019024
SKU SW902



Maca

SEXUAL HEALTH

500 mg, 60 caps

- Each capsule contains 500 mg of maca root in a potent 4:1 extract
- Supports sexual health for men & women & hormonal health in women
- Boosts antioxidant activity

UPC 87614080116
SKU SWP011



Ultra Probiotic Complex

DIGESTIVE HEALTH

60 veg DRcap

- Comprehensive formula for digestive & immune support
- Broad spectrum formula with 30 billion CFU from 25 strains
- Features prebiotic FOS

UPC 87614190440
SKU SWA044



Triple Magnesium Complex

MUSCLE & BONE HEALTH

100 caps

- Features 3 distinct sources of magnesium to promote optimum absorption
- Each capsule delivers 400 mg of magnesium for a full day's supply
- Supports nerve, muscle, bone & heart health

UPC 87614018089
SKU SW808



Biotin

HEALTHY HAIR, SKIN & NAILS

5,000 mcg, 100 caps

- Referred to as “the beauty nutrient” because it nourishes hair, skin & nails
- Promotes energy production
- Supports carbohydrate, protein & fat metabolism

UPC 87614018775
SKU SW877



Simplifying Wellness for 50 Years

At Swanson, we're driven by an obsession with healthy living. Our journey began in 1969 with one man's desire for a natural remedy to help him live a healthier lifestyle. Fifty years later, we continue to build on that legacy, providing a range of health products with uncompromising standards—for mind, body and home.

Purity & Potency Guarantee

From raw ingredients to the final product, we rigorously test every step of the way—internally and externally. Swanson Health is headquartered in the USA, our facilities strictly adhere to Good Manufacturing Practices (GMPs), and our products are backed by a 100% money-back guarantee.



Developed for US use; exact products and content need to be verified and updated if needed to meet local regulatory requirements and consumer preferences.

