



OUR ROOTS RUN DEEP

since 1985

Inspired by Nature, Driven by Nature to *Make Life Better!*

THESE ROOTS RUN DEEP...

Here Are Some Milestones in Our Growth

A CANADIAN FIRST

Peter Wilkes becomes cofounder of an innovative health-food store in Calgary, Alberta.

A cooperative approach featured consumer participation for retail rewards. Community Natural Foods continues to thrive with three locations.

1977

GRASSROOTS RETAIL

Peter Wilkes opens Christmas Natural Foods, among the first natural health-product distributor of its kind, in Vancouver, B.C.

1979

NEW ROOTS RISES

The New Roots brand begins to emerge, with the opening of New Roots Nutrition in Kitsilano, B.C. The retail experience features strong ties with organic products and a firm commitment to non-GMO produce and products.

1982

1985

THE BRAND IS BORN

Peter Wilkes returns with his young family to lay down roots in Montréal, Québec, for the inception of New Roots Herbal.

Acidophilus Ultra emerges among the flagship products. Peter Wilkes is a pioneer in the Canadian market for probiotics, having sold them previously at the retail level.

HUMBLE BEGINNINGS

The first scientist is hired for N.H.P. Laboratories, focused exclusively on natural health-product testing.

The facility currently employs 22 scientists in North America's industry-leading, ISO 17025-accredited analytical laboratory.

2004

POISED FOR GROWTH

We change our logo!
Construction is completed for the state-of-the-art production facility, laboratory, and corporate headquarters on 3405, F.-X.-Tessier, in Vaudreuil-Dorion, Québec, close to our previous building.

2008

CARING COMES NATURALLY TO US

New Roots Herbal is privileged to work with many charitable organizations by means of its Choose to Care program.

Their diverse range of activities have something in common: They strive to make the world a safer, healthier, more compassionate place for all of us to share.

2009

2021

EXPANDING HORIZONS

Expansion plans are completed, doubling the size of the existing facility, N.H.P. Laboratories now occupying 8,000 square feet, with complete probiotic and microbiological services. This recent expansion positions New Roots Herbal to meet increasing North-American and global product demand.

THE NEW ROOTS HERBAL PRODUCT-DEVELOPMENT PROCESS



**FAMILY-OWNED
AND OPERATED**



**ISO 17025-
ACCREDITED**



**NATURALLY
SOURCED**



**ROOTED IN
EXCELLENCE**

**SEE MORE ON THIS USB KEY,
INCLUDING A FULL CATALOGUE
OF OUR PRODUCTS!**



OUR PRODUCT CATEGORIES



BLOOD-GLUCOSE MANAGEMENT



CARDIOVASCULAR



CHILDREN'S HEALTH



DETOX AND ENERGY



DIGESTIVE SUPPORT



GLANDULAR SUPPORT



HEALTHY AGING



IMMUNE SUPPORT



HAIR, SKIN, AND NAILS



MEN'S HEALTH



NEUROLOGICAL / MEMORY HEALTH



SPORT NUTRITION



STRESS MANAGEMENT



WEIGHT MANAGEMENT



WOMEN'S HEALTH

For any follow-ups, please contact

Franco Di Clemente

Head of International Sales and Development

Cell: 514 245-6762 | Email: diclementef@newrootsherbal.com

What'sApp: 514 916-8800 | WeChat: nrhfranco_dic