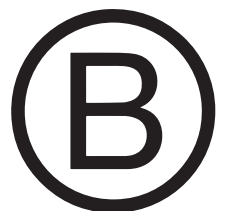




natural force®

2018 B Impact Report

Certified



Corporation™

Benefit Officer Statement



When a member of our team suggested that we explore becoming a B Corp™ a light bulb went off. It was the piece of the puzzle that we had been missing for quite some time.

From the very start of our story we have been committed to doing the right thing, whether sourcing Organic and Non-GMO ingredients for our products to promoting employee wellbeing through our fully remote “virtual” office environment, but this meant charting our own path and oftentimes learning the hard way.

In B Lab®, the nonprofit organization that developed the certification and standards for Certified B Corps, we found a guiding light that helped us to increase our environmental standards, create new company policies using best practices, and to establish community with fellow companies that share our values.

We quickly found that B Corp™ is to business what Fair Trade is to coffee or USDA Organic is to milk. With the B Corp™ logo on our products and website, we could tell the world that we have met a rigorous standard of social and environmental performance, accountability, and transparency.

We completed the B Impact Assessment in less than 6 months and as of May 2018 were proud to announce that Natural Force is both a certified B Corp™ as well as a legally recognized Benefit corporation.

Being a B Corp™ means using business (and profit) as a force for good. When you see our company using the B Corp™ logo, it represents our “go beyond” approach to both business and life. It means that we operate our company in an honest, mission driven way. We do our best for the environment while being a leader to our vendors, customers and employees.



Sincerely,

A handwritten signature in black ink, appearing to read 'Joe Rakoski'.

Joe Rakoski
Benefit Officer and Co-Founder at Natural Force

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B Corp & Benefit Corporation

Overall B Impact Score

For Calendar Year Ending:

Dec. 31st, 2017

Scores are being compared against 1141 Ordinary Businesses that also have 1-9 employees.



Impact Area Score



Governance



Workers



Community



Environment



Customers

Why Benefit Incorporation and B Corp™ Certification?

Since day one, Natural Force has been on a mission to do business the responsible way, developing products our team, family, and friends personally use, working with manufacturing partners to source non-GMO, organic, and cruelty-free ingredients, and minimizing our environmental impact by using a remote office with a distributed team. With the growth of our product line and distribution channels, it has become even more important to us to put our slogan, "Care for yourself, Care for the planet." into action.

The B Corp certification allows Natural Force to officially put our long-standing values front and center, making a public declaration that we not only intend to conduct business in a way that creates positive short and long-term impacts on the environment, our employees, suppliers, and our community, but will also offer 100% transparency and accountability to the public through annual benefit reports (such as this one!). There are approximately 4,000 B Corporations and 2,504 Certified B Corps in the world. Natural Force is proud to join the elite few who hold both titles.

We are always continuing to improve ourselves as a company and becoming a Certified B Corporation® is really just the beginning. We will use B Lab® Impact Assessments to keep improving our score, pushing for even greater improvements in the years ahead. One example is our vision to transition all of our products into eco-friendly packaging by 2020.

About Certified B Corps

Certified B Corps are leaders of a global movement of people using business as a force for good. They meet the highest standards of overall social and environmental performance, transparency and accountability and aspire to use the power of business to solve social and environmental problems. There are more than 2,000 Certified B Corps in over 130 industries and 50 countries with one unifying goal – to redefine success in business.

About B Lab®

B Corp™ certification is to business what Fair Trade certification is to coffee or USDA Organic certification is to orange juice. Certified B Corps are for-profit companies certified by the nonprofit B Lab® to meet rigorous standards of social and environmental performance, accountability, and transparency. A company has to meet a minimum performance benchmark aggregated across all categories to become certified.

Mission & Values

Care for Yourself. Care for the Planet.

We see our mission driven foundation and value system as something that will be able to scale and grow as our company moves into the future. We plan to use our success as fuel to become better tomorrow than we are today. The way we see it, the more customers we have, the greater our ability to #BtheChange and have a positive, meaningful impact on the world.



Our Mission

To help people live happier, healthier lives through quality nutrition while minimizing our impact on the planet.

Our Values

Use Simple, Quality Ingredients

We believe that Mother Nature did it best and we 3rd party test every batch!

Provide Transparent Sourcing

Whenever possible, we list our ingredient sources right on our label. If it's not on the label, it's in our FAQs!

Support Sustainable Practices

Natural, organic, and non-GMO are our "status quo".

Practice Environmental Stewardship.

There's no "Planet B" so we are working hard to significantly reduce or eliminate plastic from our product packaging.

Deliver Quality Education

We separate "the signal" from "the noise" and empower you with the knowledge you need to optimize your health.

Enjoy the Ride

Life's a journey, not a destination, so we think it's important to have fun along the way. #beingnatty

Our Story

Natural Force was started in 2009 when two best friends, Joe Rakoski and Justin Quinn, realized that nutritional products didn't have to be full of synthetic chemicals, artificial ingredients, and other BS ("bad stuff") in order to be effective.

As lifelong athletes and exercise enthusiasts, they had learned the value of a holistic health approach that emphasized whole foods, physical movement, and a positive mental mindset. With these principles in mind, they began crafting combinations of herbs, superfoods, adaptogens, and other natural, functional ingredients for their own personal use.

When it became clear that their creations worked even better than the conventional "status quo", they decided to share what they had discovered and to launch Natural Force as a business dedicated to the mission of helping people live happier, healthier lives through quality nutrition while minimizing their impact on the planet.

Governance

The Governance section of the B Impact Assessment examines a company's overall mission, ethics, accountability and transparency. In this area, Natural Force earned 16.2 points on the B Impact Assessment.



To us, being a B Corp™ means using business (and profit) as a force for good. When you see our company using the B Corp™ logo, it represents our “go beyond” approach to both business and life. It means that we operate our company in an honest, mission driven way. We do our best for the environment while being a leader to our vendors, customers and employees.

We also took the extra step of becoming a legally registered Benefit Corporation to ensure that our mission was “baked in” to our company DNA. This means that our legal status and governance structure will preserve our mission and will consider stakeholder benefit as long as we exist as a business.

On an ongoing basis we engage and inform employees during our weekly company meetings and are transparent with our company financials (excluding salary information).

We also practice honest, respectful and genuine communication with our customers through support channels such as email, phone, and social media and guarantee satisfaction with our products.

Impact Focus

We treat our social/environmental impact as a primary measure of success for our business and prioritize it even in cases where it may not drive profitability.

Sharing Best Practices

We have a supplier code of conduct that covers ingredient sourcing, product packaging, and labels. This code makes it clear that every effort must be made to source organic, humane, and non-GMO ingredients, provide transparent information to our customers, and use packaging and labeling materials derived from environmentally friendly and sustainable sources.

Stakeholder Engagement

Each week we have an “all-hands” company meeting where open and honest communication is welcome from all employees regardless of position or pay grade. This is an important way for us to strengthen our team culture, unite around shared values, and to constantly improve our processes and systems.

Workers



We're a fully remote team of yogis, parents, chefs, health coaches, personal trainers, and gamers hailing from across the United States and the globe! Every day we're united by our passion for living the Natural Force lifestyle (and the power of cloud-based technology like Slack) and every year we get together IRL (in real life) for an annual team summit.

Natural Force supports its workers by offering medical and dental health benefits, living wages, paid parental leave for both primary and secondary caregivers, and annual bonuses to all full-time employees. Our culture also encourages a positive work-life balance by allowing all employees to enjoy the benefits of working in a virtual office environment with flexible hours. As a result of these efforts, we earned 21.1 points on our B Impact Assessment in the Workers category.

Additionally, by creating new jobs, purchasing from US-based companies/citizens (the majority of which have social/environmental 3rd party certifications), having local ownership, and practicing integrity in hiring/assessing/paying independent contractors we earned 16.6 points in the Community category of the B Impact Assessment.

2018 By The Numbers:



of employees
paid a living
wage



Tribe Members
employed by
year-end



new babies!



"In addition to doing work that I am passionate about, I truly appreciate that being a part of the Natural Force family has allowed me to be there for my own family - from paid paternity leave, to flexible work hours, and the ability to work from home. There are so many 'little life moments' that I would have missed if I worked anywhere else!"

— Tony, Marketing

To the Source: Ingredient Spotlight



Here at Natural Force, we're all about making high-quality supplements without artificial ingredients that care for you, and care for the planet. It's as simple as that!

In the humble beginnings, our founders, Joe and Justin, discovered that the whey protein supplements on the market were chocked full of additives, sugars, and potential antibiotics.

Knowing the harmful effects that non-organic whey can have on our bodies and the planet, they decided to create an organic, grass-fed whey protein that not only reflected their core values, but that they themselves would use.

They began by calling manufacturer after manufacturer, searching for one that could create an organic, grass-fed whey protein powder up to their standards. But Joe and Justin kept receiving “no’s” from every supplier they contacted because this type of product didn’t exist.

Unwilling to take no for an answer, they decided to think differently and go straight to the source: cheesemakers.

They began calling organic cheesemakers with hopes of finding one that would agree to sell them raw, liquid whey. After an exhausting amount of calls and Google searches, they found exactly what they were looking for: a family farm in Northern California that would produce organic whey, sourced exclusively from 100% grass fed pasture raised cows.

After figuring out how to get a refrigerated truck to haul the liquid to get dried into powder, our Unflavored Organic Whey Protein was born, along with a great farmer relationship.

How Organic Whey Protein is Made

- Whey protein begins at the dairy farm, with cows producing milk.
- The milk is then refrigerated and shipped to the cheese-makers.
- When the milk arrives at the cheese-making facility, it is quickly heated (pasteurized) to remove any potential pathogens and bacteria.
- From there, it gets introduced to enzymes that separate the whey (liquid) from casein (solids).
- The casein is then used for cheesemaking, and the whey goes through an ultra-filtration to remove fats, carbs, and water.
- The liquid whey is then sent to a manufacturing facility where it is micro-filtered to create liquid whey protein concentrate.
- The liquid whey concentrate is then dried into a powder form, bagged, and shipped out ready for you!

Environment



Starting with the release of our very first product nearly a decade ago, Natural Force has been committed to sourcing wholesome, natural, and sustainably produced ingredients. In recent years, we've begun to extend this approach to our product packaging and corporate policies with the intention of making all aspects of our business as environmentally friendly as possible.

This desire comes from our own experiences as nature lovers and outdoor enthusiasts who wish to see our precious planet preserved for future generations.

A Fully Virtual Office – Instead of purchasing/renting a large office space that requires significant water, electric, and other inputs, we've opted for a fully virtual office with a team of dedicated remote employees and contractors. This not only eliminates the need for over 500+ annual commutes to and from work, it also allows us to operate without the need for paper, office supplies, and toxic facility cleaning chemicals. Our formal home office policy also guides employees in ways that they can further benefit the environment by increasing their home-office energy efficiency and how to properly recycle and dispose of waste materials.

Products and Packaging – By preferentially sourcing organic, non-GMO, and sustainably sourced ingredients for our products, we are able to support farmers and ranchers who are good environmental stewards. These alternative methods of food production are less damaging to soil, water, and air quality than conventional methods and in some cases even have a regenerative effect.

Additionally, we have always packaged our products in recyclable materials but began an initiative in 2018 to further reduce the environmental impact of our packaging by switching from recyclable plastic tubs to recyclable plastic bags (a 70%+ reduction in plastic per packaging unit and decreased shipping weights/transportation inputs), moving oil-based products into infinitely recyclable glass bottles or bottles made from BPA-free, 100% PCR plastic, printing on biodegradable labels with non-toxic, plant-based inks, and more.

Accounting for our present practices alone, we achieved 26.6 points in the B Impact Assessment Environment category and expect to significantly improve this score during our next B Corp Certification renewal.

Customers



Our motto is “Care for yourself, care for the planet” because we don’t think we, or our customers should have to compromise on either of these goals. This means that our customers can feel good about every aspect of our high quality, whole-food based nutrition products.



From Our Customers

I'm a huge fan of their plant-based protein powder and really trust this brand! I'm a gym addict and I was looking for a protein healthy and simple and found it!! Very few ingredients, all natural, organic and high quality, amazingly tasty, no chemicals or additives, ingredient carefully selected and controlled, awesome customer service... What else do you need?

Jo Lee

You seriously cannot ask for a higher quality from a more passionate company than Natural Force. These are the only supplements I will touch.

Ryan James Andrews

Love everything about this company products are amazing customer service is great they really care about what's in their products.

Kyle Wallace

Natural Force has amazing customer service and a wonderful product! I had to contact them with a question about a product and they were responsive and made me feel like a valued customer. The caramel emulsified MCT oil is delicious! Looking forward to try the vanilla flavor next.

Erica Iwamura

I love their products, they are so natural, they are this what I was looking for and most importantly, as A HEALTHY lifestyle coach, this what all supplements should be like!!!! Check them out folks!! It is worth it!

Izabela Chrobak

“Justin and Joe really know their stuff and are very involved in helping out their customers. I definitely would recommend Natural Force!”

Jan Vaccarino

Progress Report: 2018 Goals

New Year, New Look



GOAL	STATUS
Become a Certified B Corp	Completed
Become a Legally Registered Benefit Corporation	Completed
Transition All Product Packaging into Sustainable/ Renewable Materials	As of December 2018, 10 SKUs have been transitioned
Institute Supplier Code of Conduct	Completed
Implement Parental Leave Policy for all Full-Time Employees	Completed
Implement Semi-Annual Performance Reviews for all Full-Time Employees	Completed
Implement Home Office Environmental Stewardship Policy	Completed

Goals for 2019

We are always continuing to improve ourselves as a company and becoming a Certified B Corporation® is really just the beginning. We will use the B Lab® Impact Assessment to keep improving our score, pushing for even greater improvements in the years ahead.

We see our mission driven foundation and value system as something that will be able to scale and grow as our company moves into the future. We plan to use our success as fuel to become better tomorrow than we are today. The way we see it, the more customers we have, the greater our ability to #BtheChange and have a positive, meaningful impact on the world.



Complete Sustainable Packaging Initiative -

We've made significant progress with this goal and intend on continuing to push forward until all our products are packaged in the most sustainable materials possible.

Plant 2,000 Trees in California - Wildfires have ravaged thousands of acres of trees in California causing both immediate and long-term human and environmental devastation. In 2018, several of our team members were directly impacted by evacuations and the resultant degradation of air quality due to lingering smoke.



As a brand, we've always felt a commitment to the environment, but with these developments we saw an opportunity to do something more and to invest in a better future. To this end, we have a goal of planting 2,000 trees in California in 2019 and will be doing this through both direct investment in tree planting charities as well as through customer-led initiatives such as our new environmentally-friendly merchandise as ever purchase of these items will correspond with a tree donation.



"In my own household, we only have one vehicle to reduce our carbon footprint. We limit the amount of non-sustainably packaged goods we buy to reduce waste from the start. We always recycle, and you can regularly find me sorting through the trash bin to make sure that is going down correctly!"

"Our company efforts are just a natural extension of those same beliefs. We can sleep well at night knowing that we are part of the solution, rather than part of the problem."

Justin Quinn

Co-Founder at Natural Force



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