



B Lab Statement on Herbaland Naturals Inc B Corp Certification

B Lab's independent Standards Advisory Council has rendered the following decision and guidance regarding eligibility for B Corp Certification for companies in the pharmaceutical industry:

"B Lab and its independent Standards Advisory Council have determined that pharmaceutical companies are eligible for B Corp Certification if they have not engaged in specific prohibited practices in the last five years AND are meeting additional industry specific practice requirements outlined below..."

Herbaland Naturals Inc is required to disclose a summary of how it complies with these industry requirements as a part of its B Corp Certification. For more information on the specific requirements, please refer to B Lab's position statement on Pharmaceutical Companies [here](#).

Summary of Company

Herbaland Naturals Inc. is a manufacturer of gummy vitamins and nutritional supplements. Their role in the value chain focuses on product development, manufacturing, and global distribution of natural health products. The products they manufacture are generally considered as Food under the US regulations. They have an in-house R&D team that creates innovative formulations, and they produce all products in their own cGMP-compliant facility. Herbaland sells both its own branded lines and private-label products in over 40 countries.

Herbaland Naturals Inc. is based in Canada, where all manufacturing, R&D, and head office operations are located. Outside Canada, their products are sold in over 40 countries through distributors and retail partners. They do not own facilities abroad, but they reach international markets through exports and private-label partnerships.

In Canada all the natural health products on the market should have a unique NPN (Natural Products Number). The products fulfill the monographs from Health Canada would be able to make some health claims that contribute to the overall positive health outcomes.

The majority of the products we manufacture are natural health products, which took more than 85% of the company's overall revenue last year.



Herbaland Naturals Inc Disclosure on Prohibited Practices

Pharmaceutical companies engaged in the following practices in the last five years, as demonstrated through company disclosures or through material, justified, and unresolved stakeholder concerns, are currently ineligible for B Corp Certification:

- Companies engaged in any form of lobbying or policy advocacy that endanger consumer safety, promote an anti-competitive environment (e.g. by opposing increased transparency measures), inhibit affordable pricing, or limit equitable access to medicine. This includes membership, Board involvement, or funding of industry associations that engage in such lobbying activities.
- Companies utilizing intellectual property strategies for branded products to influence an unjustified delay to the introduction of an authorized generic product to the market (e.g. “evergreening” patents).
- Companies engaged in price gouging as evidenced by significant and unjustified year-over-year price increases to their products.

Herbaland Naturals Inc has been reviewed in accordance with B Corp Certification’s Disclosure Questionnaire and background check requirements, including disclosure of its involvement in lobbying and advocacy activities, intellectual property strategies, and price changes in order to verify it is meeting the above requirements regarding prohibited industry practices. The company’s approach to managing these material topics to the industry are further detailed below.

Herbaland Naturals Inc Disclosure on Required Best Practices

1. *Adherence to credible national and/or international standards of safety, quality, and efficacy covering all relevant stages of the drug life cycle (i.e. drug development, supply chain, manufacturing, and distribution), which should include explicit systems to manage the risk of substandard medicines.*

The company is NSF/ANSI 455-2 certified, and they hold a site license issued by Health Canada which certifies them to the GMP standard for all the procedures. They are involved in all the stages for the product life cycle, and all the stages are covered by NSF/ANSI 455-2 standard and Health Canada regulation for NHP.



1. **NSF/ANSI 455-2 certification** – this is an international standard that checks whether the company follows strict **Good Manufacturing Practices (GMP)** for making dietary supplements.
2. **Health Canada site license** – this shows the company is approved by Health Canada to manufacture **Natural Health Products (NHPs)** (things like vitamins, minerals, herbal remedies, probiotics, etc.), and that their processes meet Canada's GMP rules.

Together, these approvals mean:

- The company is trusted to handle every step of the product life cycle (from development to production, packaging, and distribution).
 - All their procedures are verified to meet international GMP standards and Canadian regulations for NHPs.
2. *A Code of Ethics and/or other policies applicable to all company employees and critical third parties that establish minimum expectations with regard to anti-corruption and bribery, lobbying and advocacy activities, company interactions with healthcare professionals/organizations, and ethical marketing (where applicable). The company must also have clear processes to enforce the Code, including an accessible whistleblowing channel, and regular training of staff and third parties on the Code.*

Herbaland Naturals Inc. upholds a comprehensive Code of Ethics that applies to all employees and requires its key business partners to comply as well. The Code covers critical areas including anti-bribery, reporting of illegal or unethical behavior, non-discrimination, prevention of harassment, avoidance of conflicts of interest, and ethical marketing practices.

Ethical marketing at Herbaland is guided by these principles:

- * **Honesty** – ensuring that all product and service information provided is factual, accurate, and reflects the quality and integrity that consumers have come to expect.
- * **Transparency** – conducting marketing activities, data collection, and business operations with a commitment to protecting customer privacy and retaining the highest standards of confidentiality.



* Fairness – establishing fair and competitive pricing to remain aligned with industry practices while continuing to deliver value to consumers.

* Compliance – maintaining full adherence to all applicable laws and regulations, thereby ensuring that marketing activities operate within a sound legal and ethical framework at all times.

The company also enforces a Supplier Code of Conduct, which mandates that all suppliers and their subcontractors comply with both national regulations and Herbaland's ethical standards. These requirements include the prohibition of child and forced labor, the protection of worker health and workplace safety, the promotion of fair wages in accordance with local laws, and adherence to environmental protection standards.

To ensure compliance, Herbaland conducts regular training, integrates ethical requirements into supplier qualification processes, and maintains a confidential whistleblowing channel to enable the reporting of concerns without fear of retaliation.

3. Public disclosure detailing the company's approach to government affairs, inclusive of lobbying/advocacy and political activities. This should include disclosure of the material issues that the company lobbies/advocates for, their trade associations, and the controls they have in place in regards to political contributions, lobbying/advocacy on the company's behalf, revolving door policy, political contributions and donations.

Herbaland Naturals Inc confirms they do not undertake any lobbying/advocacy activities with government authorities/officials or political contributions and donations.

4. For companies involved in research & development, public disclosure of its R&D and intellectual property strategies and disclosure of annual resources invested in both internal and collaborative R&D activities.

Herbaland Naturals Inc. maintains an in-house Research and Development (R&D) team dedicated to advancing innovative, plant-based gummy supplements and continuously improving product formulations with a focus on health, sustainability, and consumer well-being. The company also engages in strategic collaborations with partners to explore new ingredients and technologies that support sustainable sourcing, clean-label innovation, and environmentally responsible practices.



Herbaland's intellectual property strategy prioritizes the protection of formulations, processes, and branding through trademarks and product registrations, ensuring that its innovations are preserved and responsibly managed. While detailed R&D expenditures are not publicly disclosed, the company consistently invests significant resources each year to foster innovation, strengthen sustainable growth, and contribute to global health and wellness.

5. *For companies involved in research & development for priority diseases, conditions, and pathogens identified in the Access To Medicine Index, R&D processes for both internal and collaborative R&D activities must include a framework to develop equitable access plans for such projects. Access plans must be project-specific and include detailed commitments and strategies to improve access to such products in low- and middle- income countries (LMICs).*

Herbaland Naturals Inc confirms that the research and development for priority diseases, conditions and pathogens identified in the Access to Medicine Index is not applicable to them.

6. *For companies involved in sales, public disclosure of its approach to pricing which, at a minimum, utilizes pricing instruments that are generally accepted by public health agencies to set prices in all markets (such as internal reference pricing, external reference pricing, and value-based pricing). Additionally, for sales in LMICs, pricing strategies must prioritize the payer's ability to pay across different segments of a country's population and aim to improve access to those in need.*

Herbaland Naturals Inc. establishes its pricing strategy in alignment with local regulations, retail standards, and public health guidelines across all markets. In highly regulated environments, pricing is structured to comply with government frameworks and statutory requirements. In less regulated markets, the company applies fair and transparent pricing practices that reflect product value, quality, and accessibility.

In low- and middle-income countries (LMICs), Herbaland collaborates with local distributors and partners to adjust pricing in consideration of purchasing power and healthcare system capacity. This approach is designed to enhance affordability and expand access to nutritional supplements for underserved populations, while upholding the company's commitment to product quality, safety, and regulatory compliance.



7. *For companies involved in sales, companies have financial incentive structures for sales agents/teams designed to encourage responsible sales practices and minimize the risk of overselling (for example, by decoupling bonuses from sales volume).*

Herbaland Naturals Inc. does not link financial incentives or sales team compensation to sales volume. This approach ensures that sales practices remain focused on meeting genuine customer needs rather than driving unnecessary or excessive product sales. By decoupling incentives from sales performance, the company mitigates the risk of overselling, promotes responsible marketing practices, and reinforces its commitment to consumer trust and long-term well-being.

B Lab's Public Complaints Process

Any party may submit a complaint about a current B Corp through [B Lab's Public Complaint Process](#). Grounds for complaint include:

1. Intentional misrepresentation of practices, policies, and/or claimed outcomes during the [certification process](#), or
2. Breach of the core values articulated in our [Declaration of Interdependence](#) within the B Corp Community.