



DISCLOSURE MATERIALS

Certified B Corporations must complete a Disclosure Questionnaire to identify potentially sensitive issues related to the company (e.g. historical fines, sanctions, material litigation, or sensitive industry practices).

This component does not affect the company's score on the B Impact Assessment. If the company answers affirmatively to any items in the Disclosure Questionnaire and B Lab deems them to be material, the company must:

- 1) Be transparent about the disclosure issues identified on the company's public B Impact Report
- 2) Describe how the company has addressed this issue.
- 3) Demonstrate that management systems are in place to avoid similar issues from arising in the future.

In all cases, the Standards Advisory council reserves the right to refuse certification if the company is ultimately deemed not to uphold the spirit of the community.

In addition to the voluntary indication of sensitive issues in the Disclosure Questionnaire, companies pursuing Certification also are subject to background checks by B Lab staff. Background checks include a review of public records, news sources, and search engines for company names, brands, executives/founders, and other relevant topics.

Sensitive issues identified through background checks may or may not be within the scope of questions in the Disclosure Questionnaire, but undergo the same review process and are subject to the same possible review by the Standards Advisory Council, including ineligibility for B Corp Certification, required remediation, or disclosure.

This document contains a copy of the company's completed Disclosure Questionnaire and related disclosure documentation provided by the company.



DISCLOSURE QUESTIONNAIRE

Company Name: Vital Proteins LLC
Date Submitted: 0 /29/2022

Industries & Products	Yes	No
Please indicate if the company is involved in production of or trade in any the following. Select Yes for all options that apply.		
Animal Products or Services		✓
Biodiversity Impacts		✓
Chemicals		✓
Company Explanation Of Disclosure Item Flags		✓
Disclosure Alcohol		✓
Disclosure Firearms Weapons		✓
Disclosure Mining		✓
Disclosure Pornography		✓
Disclosure Tobacco		✓
Energy and Emissions Intensive Industries		✓
Fossil fuels		✓
Gambling		✓
Genetically Modified Organisms		✓
Illegal Products or Subject to Phase Out		✓
Industries at Risk of Human Rights Violations		✓
Monoculture Agriculture		✓
Nuclear Power or Hazardous Materials		✓
Payday, Short Term, or High Interest Lending		✓
Water Intensive Industries		✓
Tax Advisory Services		✓

Supply Chain Disclosures	Yes	No
Please indicate if any of the following statements are true regarding your company's significant suppliers.		
Business in Conflict Zones		✓
Child or Forced Labor		✓
Negative Environmental Impact		✓
Negative Social Impact		✓
Other		✓

Outcomes & Penalties	True	False
Please indicate if the company has had any formal complaint to a regulatory agency or been assessed any fine or sanction in the past five years for any of the following practices or policies. Check all that apply.		
Anti-Competitive Behavior		✓
Breaches of Confidential Information		✓
Bribery, Fraud, or Corruption		✓
Company Explanation Of Disclosure Item Flags		✓
Company has filed for bankruptcy		✓
Consumer Protection	✓	
Financial Reporting, Taxes, Investments, or Loans		✓
Hazardous Discharges Into Air/Land/Water (Past 5 Yrs)		✓
Labor Issues		✓
Large Scale Land Conversion, Acquisition, or Relocation		✓
Litigation or Arbitration		✓
On-Site Fatality		✓
Penalties Assessed For Environmental Issues		✓
Political Contributions or International Affairs		✓
Recalls		✓
Significant Layoffs		✓
Violation of Indigenous Peoples Rights		✓
Other		✓

Practices	True	False
Please indicate if the following statements are true regarding whether or not the company engages in the following practices. Check all that apply. If the statement is true, select "Yes." If false, select "No."		
Animal Testing		✓
Company/Suppliers Employ Under Age 15 (Or Other ILO Minimum Age)		✓
Company Explanation Of Disclosure Item Flags		✓
Company prohibits freedom of association/collective bargaining		✓
Company workers are prisoners		✓
Conduct Business in Conflict Zones		✓
Confirmation of Right to Work		✓
Does not transparently report corporate financials to government		✓
Employs Individuals on Zero-Hour Contracts		✓
Facilities located in sensitive ecosystems		✓
ID Cards Withheld or Penalties for Resignation		✓
No formal Registration Under Domestic Regulations		✓
No signed employment contracts for all workers		✓
Overtime For Hourly Workers Is Compulsory		✓
Payslips not provided to show wage calculation and deductions		✓
Sale of Data		✓
Tax Reduction Through Corporate Shells		✓
Workers cannot leave site during non-working hours		✓
Workers not Provided Clean Drinking Water or Toilets		✓
Workers paid below minimum wage		✓
Workers Under Bond		✓
Other		✓



B Corp Certification - Disclosure Questionnaire Documentation

PROVIDED BY: Vital Proteins LLC UPDATED AS OF: 08/29/2022

DISCLOSURE QUESTIONNAIRE CATEGORY	Disclosure - Consumer Protection
ISSUE DATE	23 January 2020
TOPIC	Advertising industry self-regulatory organization recommended discontinuing certain advertising claims on individual serving stick packs.
SUMMARY OF ISSUE	In 2020, the Better Business Bureau's National Advertising Division (NAD) recommended the discontinuation of certain advertising claims for Vital Proteins Collagen Peptide Single Use Dietary Supplement Stick Packs. The U.S. advertising industry founded the NAD as a system of independent industry self-regulation. The NAD reviews advertising challenges from businesses, trade associations, consumers, and on its own initiative. The NAD's review of the advertising claims at issue resulted from the NAD's own initiative and not a challenge from a competitor or consumer.
SIZE/SCOPE OF ISSUE (e.g. \$ financial implication, # of individuals affected)	<p>The NAD's analysis focused on the advertising claim 'Perfect for on-the-go, each pack contains 10g of collagen for healthy hair, skin, nails, bones, joints and gut.' This claim was made in connection with Vital Proteins Collagen Peptide Single Use Dietary Supplement Stick Packs.</p> <p>Sales for the Vital Proteins Collagen Peptides Single Use Dietary Supplement Stick Packs represent 0.53% of annual revenue. Sales from collagen products accounts for 97.6% of Vital Proteins LLC's annual revenue.</p>
IMPACT ON STAKEHOLDERS	The NAD recommended that the advertising claim at issue be discontinued. Vital Proteins disagreed with the NAD's analysis as requiring far more than the traditional 'reasonable basis' for the advertising claim. Vital Proteins also stated at the time that it was 'concerned that NAD has misunderstood and misapplied the scientific facts and studies in the record.' Nonetheless, 'due to its respect for NAD and the self-regulatory process,' Vital Proteins agreed to discontinue its use of the advertising claim at issue.
IMPLEMENTED MGT PRACTICES	<p>The company has a responsible claims policy that includes ensuring that evidence to support claims is consistent with requirements of the FTC, FDA and Nestle Health Science.</p> <p>The company states on their website ""These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Results may vary. Various studies have suggested benefits following daily consumption of collagen for several months. Refer to product labels and vitalproteins.com for recommended serving sizes and for more information.</p> <p>https://www.vitalproteins.com/blogs/stay-vital/benefits-of-collagen</p>
REPORT	https://bbbprograms.org/media-center/newsroom/nad-vital-proteins-claims
RELATED INCIDENTS (YES/NO)	The company has not received any similar complaints from agencies regulating advertisements over the past 5 years.



B Corp Certification - Disclosure Questionnaire Documentation

DISCLOSURE QUESTIONNAIRE CATEGORY	Disclosure - Consumer Protection Cont.
RESOLUTION	<p>During the pendency of NAD's inquiry, the advertiser represented in writing that it had elected to permanently discontinue the express claims related to gut health (and, by extension, the reference to "digestion" in the implied claim). In its advertiser's statement, Vital Proteins stated that it will comply with NAD's recommendations. The advertiser further stated that it took issue with NAD's findings, but "nonetheless, due to its respect for NAD and the self-regulatory process, Vital Proteins will permanently discontinue its 'on the go' claim and will otherwise take NAD's recommendations into account in its future advertising.</p>
MANAGEMENT COMMENTS	<p>At Vital, we are confident in our robust, and growing, literature database, which is continuously reviewed by our internal claims substantiation team. We, in concert with our expert-led Medical Advisory Board, leverage the strongest science, disclosures, and disclaimers in our marketing and education materials, which are subject to the standards of FTC, FDA and Nestle Health Science</p>