



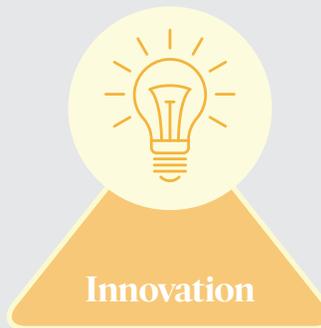
Inside the Bottle

\$25,000
annually

2021 Program

Inside the Bottle unites companies from across the supply chain to advocate for a transparent supplement industry and empower consumers to take control of their health with the help of dietary supplements. In 2021, this award-winning initiative will explore issues related to science, sustainability, corporate social responsibility and quality, using a range of content platforms and virtual events to proactively communicate critical supplement industry messages. A unifying force that acts as a megaphone for the supplement industry's collective industry vision and a thinktank to elevate best practices, Inside the Bottle is now in its sixth year and will continue to build on the research, communication strategies and rich dialogue established over the past five years.

Inside the Bottle 2021 Themes



PAST PARTNERS:



INSIDE THE BOTTLE SALES TEAM

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ASSETS: WHAT YOU GET

Virtual Kickoff Event

» This virtual event will unite our partner companies and the New Hope Network and Natural Products Insider teams for a day of brainstorming to develop our Inside the Bottle communication roadmap.

Virtual Summit

» This interactive virtual event will be sponsored by our Inside the Bottle partners and include branded videos and sponsored breakout rooms. We'll unite industry leaders to take a deep dive into the most pressing issues facing the supplement industry today.

Ask the Experts Video Series

» From traceability and quality testing to consumer education, our Inside the Bottle partners will weigh in on key supplement industry topics in this sponsored video series. Each partner will be featured in one "episode" of our Inside the Bottle Ask the Experts video series.

eNewsletter

» Our highly successful eNewsletter highlights the latest news and updates in the world of supplements, including announcements from our Inside the Bottle partners and the latest Inside the Bottle content. Six issues will go out in 2021 to New Hope Network and Natural Products Insider audiences.

**We look forward to
working with you!**

Hosted Roundtables (2)

» Inside the Bottle is about developing content to keep the marketplace informed and inspiring the industry to raise the bar around quality and integrity. Over the course of the year, we'll host two invite-only roundtables focused on retail standards and supply chain best practices.

Retail Standards Download

» Based on our retail-focused roundtable and insights from industry leaders, we will create a retail best practices kit that will be distributed to our full retail database with the hope of working towards a standardized approach to quality vetting across online and brick and mortar retail.

Supply Chain Standards Download

» Based on our supply chain-focused roundtable and insights from industry leaders, we will create a retail best practices kit that will be distributed to our full supply and manufacturer database with the hope of working towards a standardized approach to quality vetting across the supply chain.

Custom Research

» Informa Health & Nutrition's NEXT data and insights team will conduct custom research used to inform the year of Inside the Bottle content.

Consumer Education Toolkit

» Consumers consistently have questions about the supplement industry: Is it regulated? How do I read supplement labels? What should I look for in a quality product? How do I know if it will work? It's the supplement industry's responsibility to provide credible information and find the right partners to communicate the message. Building off of our 2020 influencer partnerships, we will create a range of easy-to-digest content pieces to arm retailers, trade associations, content creators and our ITB partners with the most important consumer education content tools.

Interactive Infographic

» Inside the Bottle partners will each receive a custom branded interactive infographic focused on their area of expertise and highlighting why they're a part of the Inside the Bottle initiative, including commitment to science, supply chain integrity and corporate social responsibility.



INSIDE THE BOTTLE

Sales Team

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New Hope
NETWORK

Natural Products Insider