



Inside the Bottle

**\$25,000
annually**

2022 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 2022, this award-winning initiative will explore issues related to science, sustainability, accessibility and product integrity, using a range of content platforms and virtual events to proactively communicate critical supplement industry messages.

Now in its seventh year, Inside the Bottle is a unifying force that communicates the supplement industry's collective industry vision and elevates best practices.

Inside the Bottle 2022 Themes



PAST PARTNERS:





Kickoff Event

This event will unite our partner companies and the New Hope Network and Natural Products Insider teams for a day of brainstorming and idea sharing 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.

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. Twelve issues will go out in 2022 to New Hope Network and Natural Products Insider audiences. Each partner will be featured with a short company profile driving to their NPEV or SSN365 virtual booth or profile.

Consumer Research

With six years of Inside the Bottle research behind us, 2022 will focus on capturing qualitative consumer insights to complement past quantitative data. Consumer focus groups will allow us to dig into top-of-mind topics, from industry communication methods to lightning rod issues.

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

Consumer Report

What do consumers really want? This downloadable, lead-generating content will provide suppliers, manufacturers and retailers with the resources to better understand consumer thinking and demand in order to create a more responsible, unified future for the industry.

Monthly Trend Analysis

What's the latest and greatest in the world of supplements? Where is the whitespace? At Inside the Bottle! Every month, the program will release a sponsored, data-backed article covering a relevant industry trend. ITB partners will each have the opportunity to own a trend; content will include company expert quotes, insights and forecasting and will be featured in the monthly newsletter.

Animated Video

This dynamic, co-branded and information-packed content delivery tool will highlight supplement industry areas of growth and opportunity, digging into program themes, including science, sustainability, accessibility and product integrity.

Quarterly Thematic Infographics

Each quarter, we'll roll out an informational visual exploring top industry issues, including science, sustainability, accessibility and product integrity.

Nutrition Business Journal

2022 Inside the Bottle partners are eligible to receive a free 20-minute data consultation with leading industry experts from *Nutrition Business Journal*.