



**Inside
the
Bottle**

\$27,500
for the year
long program

Inside the Bottle 2023

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 2023, this award-winning initiative will explore issues related to science, sustainability, access and product integrity, using a range of content platforms and virtual events to proactively communicate critical supplement industry messages.

Now in its eighth year, Inside the Bottle is a unifying force that communicates the supplement industry's collective industry vision, elevates best practices and promotes diversity and inclusivity within the dietary supplement industry.

PAST PARTNERS



newhope.com/inside-bottle

naturalproductsinsider.com/inside-bottle

Contact the Inside the Bottle sales team: solutions.newhope.com/contact
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Inside ^{the} Bottle



2023 PROGRAM INCLUSIONS:

Kickoff Event

This event will bring together our partner companies, New Hope Network and Natural Products Insider teams and key industry partners in Boulder, Colo. for a day of brainstorming and idea sharing to define our key 2023 program themes and develop our Inside the Bottle communication roadmap.

Quarterly thought leaders call

Join New Hope Network, Natural Products Insider and fellow Inside the Bottle partners for a high-energy discussion of top-of-mind issues in the dietary supplement industry.

From the front lines: Industry report

Reporting on custom research and other data sources, and drawing on leading supplement industry experts, including our ITB partners, this lead-generating report will highlight top trends and predictions for the market.

Custom Consumer Research

2023 brings the need for new research to consider how communication and messaging for the industry can evolve to create more inclusivity and serve more diverse communities. In conjunction with Next Data & Insights, this custom insight will help inform business priorities for brands and suppliers alike.

Monthly eNewsletter

Our successful and highly engaged 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 2023 to New Hope Network and Natural Products Insider audiences.

Monthly Social Media Campaign

Each month, New Hope Network, Natural Products Insider and our expert ITB partners will develop a social media campaign based on industry news. We will pose a monthly LinkedIn poll question or animated post and launch campaigns that will call for industry feedback on hot topics.

Trend Spotlight: Monthly Industry Analysis

Each month, the ITB team will analyze a key industry topic and report on data-supported trends—from research to media to industry updates—in order to educate and consistently communicate the vision and value of the dietary supplement industry. Topics will be partner-sponsored for visibility and featured within the ITB newsletter.

Sales deadline: January 13, 2023

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