



**MASON**  **natural**<sup>®</sup>  
EST. 1967

# Your Health Our Priority

For over 50 years we have been providing quality products to support your family's lifestyle



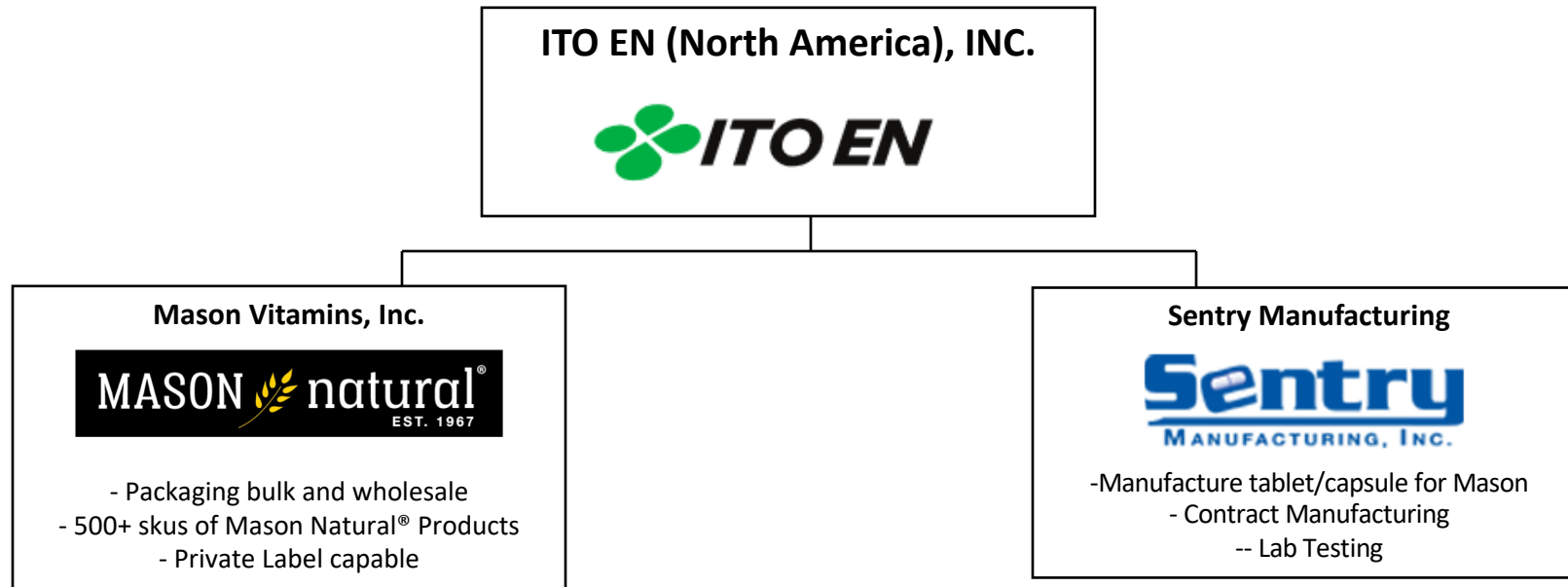
**Alibaba.com - Online Trade Show:  
Supplement - Private Label & Raw Ingredients  
July 7, 2020**

Presented by:

**Chris Marshall – eCommerce Manager**

Cell:(817)875-4737 Email: [chris@masonvitamins.com](mailto:chris@masonvitamins.com)

## Corporate Structure:



**Location:** 15750 NW 59th Ave., Miami Lakes, FL 33014

**Established:** April 24, 1967, Sentry Acquired in 2005. Ito En acquired Mason in 2007

**Number of Employees:** Mason 139, Sentry 53

**Contact:** Mason 1.800.327.6005 (URL: [www.masonvitamins.com](http://www.masonvitamins.com))  
Sentry 786.264.3000 (URL: [www.sentrymanufacturing.net](http://www.sentrymanufacturing.net))

## About Us

- Over 50 years of VMS industry experience
- Over 500 nutritional supplements & vitamins available under Mason Natural brand or Private Label
- An established nutraceutical industry leader offering advanced product formulation, superior manufacturing and the highest standards of quality
- Global & National distribution supporting community & chain drugstores, mass market retailers & food stores since 1967
- Environmentally conscious business partner who actively supports initiatives to reduce negative impact

## Corporate Responsibility

The ITO EN Group operates an environmental management system based on the ISO 14001 standard and supported by the ITO EN GROUP Environmental Policy, and conducts continuous environmental activities.



CONVOY OF HOPE



## Manufacturing:

- State-of-the art 150,000 sq. ft. facility located in Miami Lakes, FL
- ASI Certified Facility & cGMP Compliant
- **No FDA 483's since inception of company**
- Custom Formulations-300,000 pill minimum
- PL minimum 1,008 bottles
- Strict adherence to Comprehensive SOP Protocols
- Pharmacy, Granulation, Blending, Compression, Encapsulation and Coating Capabilities



## In House, State of the Art Laboratory:

- Strict control over all aspects of Manufacturing and Quality
- Timely, accurate & cost effective testing

## Packaging and Labeling:

- Four High Speed packaging lines
- Customized packaging capabilities
- Tamper resistant caps
- 480,000 bottles produced Per Week, on average
- PET bottles for Mason Natural brand products
- Guaranteed potency to label specs



# VMS CATEGORY SNAPSHOT – COVID-19 Impact

Private Label xAOC plus MULO Branded VMS by Type - thru **3-21-2020:**

CATEGORY	\$-CURR				\$ Shr-CURR				%Chg YAG-CURR			
	52wk	24wk	12wk	4wk	52wk	24wk	12wk	4wk	52wk	24wk	12wk	4wk
PROBIOTIC	\$1,323,131,408	\$629,066,490	\$341,021,110	\$127,946,949	9.9%	9.3%	8.9%	8.0%	2%	4%	6%	18%
TARGETED HERB	\$541,301,382	\$392,607,892	\$260,822,150	\$141,606,612	4.0%	5.8%	6.8%	8.9%	54%	73%	118%	294%
TURMERIC	\$187,950,984	\$91,081,925	\$51,001,990	\$18,932,936	1.4%	1.3%	1.3%	1.2%	8%	9%	13%	27%
OTHER DIGESTIVE AID	\$112,373,355	\$53,299,594	\$28,219,669	\$10,319,787	0.8%	0.8%	0.7%	0.6%	4%	7%	9%	18%
COLLAGEN	\$84,934,771	\$45,156,232	\$25,802,304	\$8,821,598	0.6%	0.7%	0.7%	0.6%	83%	81%	80%	76%
OTHER HERB	\$46,448,399	\$24,829,915	\$14,434,409	\$6,060,257	0.3%	0.4%	0.4%	0.4%	48%	59%	75%	115%
OTHER JOINT	\$61,373,818	\$26,783,256	\$13,770,525	\$4,376,464	0.5%	0.4%	0.4%	0.3%	- 14%	- 16%	- 16%	- 17%
GINGER	\$11,055,355	\$5,418,317	\$2,958,562	\$1,208,462	0.1%	0.1%	0.1%	0.1%	15%	18%	23%	49%
VITAMIN K	\$8,549,895	\$4,126,867	\$2,242,699	\$794,822	0.1%	0.1%	0.1%	0.0%	18%	17%	19%	25%
ANTIOXIDANT	\$5,569,227	\$2,801,609	\$1,554,412	\$537,135	0.0%	0.0%	0.0%	0.0%	35%	30%	19%	21%
<b>Grand Total</b>	<b>\$13,399,130,237</b>	<b>\$6,790,371,499</b>	<b>\$3,851,067,362</b>	<b>\$1,591,659,564</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>8%</b>	<b>14%</b>	<b>22%</b>	<b>53%</b>

# Current Snapshot Top 40 Categories

VMS Sales and Trend by Product Type - xAOC thru 6-13-20

	TYPE	\$-CURR				% Shr-CURR				% Chg YAG-			
		52wk	24wk	12wk	4wk	52wk	24wk	12wk	4wk	CURR 52wk	CURR 24wk	CURR 12wk	CURR 4wk
1	PROBIOTIC	\$827,564,718	\$396,476,918	\$179,663,657	\$59,391,786	9.7%	9.0%	8.8%	9.3%	0%	- 1%	- 7%	- 7%
2	VITAMIN C	\$677,410,860	\$416,696,858	\$169,495,597	\$38,474,181	7.9%	9.5%	8.3%	6.0%	39%	80%	88%	43%
3	MELATONIN	\$651,746,942	\$338,418,391	\$168,552,811	\$56,382,761	7.6%	7.7%	8.3%	8.8%	36%	41%	44%	46%
4	VITAMIN D	\$449,834,662	\$242,601,226	\$124,387,250	\$39,199,909	5.3%	5.5%	6.1%	6.1%	14%	28%	40%	34%
5	WOMEN MULTI	\$457,151,051	\$241,206,142	\$113,740,209	\$35,514,824	5.3%	5.5%	5.6%	5.6%	9%	21%	22%	15%
6	ESSEN FATTY ACID	\$530,386,831	\$246,252,252	\$113,507,589	\$37,582,353	6.2%	5.6%	5.6%	5.9%	- 3%	- 5%	- 10%	- 10%
7	TARGETED HERB	\$405,233,206	\$265,247,698	\$101,065,677	\$21,578,454	4.7%	6.0%	5.0%	3.4%	78%	132%	153%	91%
8	VITAMIN B	\$414,582,313	\$200,722,725	\$95,982,966	\$31,586,370	4.8%	4.6%	4.7%	4.9%	7%	9%	7%	5%
9	MEN MULTI	\$347,455,857	\$183,333,266	\$88,351,747	\$27,495,494	4.1%	4.2%	4.3%	4.3%	9%	21%	23%	16%
10	CHILD MULTI	\$279,565,580	\$157,014,212	\$71,755,985	\$20,286,453	3.3%	3.6%	3.5%	3.2%	21%	40%	42%	27%
11	EYE MULTI	\$298,044,783	\$140,276,559	\$65,433,292	\$22,136,030	3.5%	3.2%	3.2%	3.5%	3%	3%	- 5%	- 3%
12	GLUCOSAMINE	\$283,284,516	\$126,848,545	\$58,539,033	\$19,989,088	3.3%	2.9%	2.9%	3.1%	- 7%	- 11%	- 16%	- 16%
13	MENTAL SUPP	\$202,249,783	\$103,989,079	\$57,049,453	\$22,993,513	2.4%	2.4%	2.8%	3.6%	48%	53%	61%	85%
14	CALCIUM W/D	\$251,112,216	\$119,154,280	\$55,894,976	\$18,635,951	2.9%	2.7%	2.7%	2.9%	- 3%	- 1%	- 4%	- 3%
15	CO-Q10	\$239,177,965	\$114,014,778	\$53,993,222	\$18,162,969	2.8%	2.6%	2.6%	2.8%	- 1%	1%	- 1%	0%
16	HAIR SKIN NAIL MULTI	\$187,262,777	\$94,576,187	\$45,389,932	\$14,883,341	2.2%	2.2%	2.2%	2.3%	11%	13%	13%	13%
17	COMPLETE MULTI	\$148,996,905	\$78,407,417	\$37,872,306	\$10,812,675	1.7%	1.8%	1.9%	1.7%	4%	14%	18%	3%
18	PRENATAL MULTI	\$159,961,089	\$76,331,520	\$35,488,595	\$12,072,833	1.9%	1.7%	1.7%	1.9%	- 1%	0%	- 4%	- 1%
19	TURMERIC	\$126,711,410	\$64,242,225	\$30,491,452	\$9,899,077	1.5%	1.5%	1.5%	1.5%	8%	11%	11%	9%
20	MAGNESIUM	\$126,901,083	\$60,796,218	\$28,918,953	\$9,991,142	1.5%	1.4%	1.4%	1.6%	12%	11%	6%	6%
21	CRANBERRY	\$119,733,647	\$57,865,009	\$28,174,859	\$9,339,584	1.4%	1.3%	1.4%	1.5%	9%	11%	11%	8%
22	VITAMIN B-CPX	\$105,332,603	\$52,514,147	\$25,031,345	\$7,786,336	1.2%	1.2%	1.2%	1.2%	6%	11%	9%	2%
23	SEX SUPP	\$102,438,625	\$47,820,130	\$23,310,109	\$8,018,083	1.2%	1.1%	1.1%	1.3%	0%	- 3%	- 2%	4%
24	SENIOR MULTI	\$89,494,082	\$43,373,292	\$20,565,150	\$6,447,442	1.0%	1.0%	1.0%	1.0%	3%	6%	4%	- 7%
25	IRON	\$87,439,464	\$41,515,031	\$19,609,843	\$6,409,314	1.0%	0.9%	1.0%	1.0%	3%	4%	- 2%	- 3%
26	VITAMIN E	\$76,896,906	\$37,833,456	\$18,592,090	\$5,961,126	0.9%	0.9%	0.9%	0.9%	0%	6%	7%	3%
27	COLLAGEN	\$72,534,578	\$38,672,581	\$18,177,576	\$6,378,064	0.8%	0.9%	0.9%	1.0%	75%	66%	52%	56%
28	TARGETED SUPP	\$70,536,746	\$33,717,531	\$15,612,940	\$5,483,327	0.8%	0.8%	0.8%	0.9%	11%	10%	2%	7%
29	WOMEN HERB	\$64,110,950	\$28,818,458	\$14,413,701	\$5,090,274	0.7%	0.7%	0.7%	0.8%	2%	1%	- 1%	2%
30	BENEFIT MULTI	\$50,832,638	\$24,944,349	\$11,116,021	\$3,647,735	0.6%	0.6%	0.5%	0.6%	16%	14%	7%	3%
31	GREEN FOOD	\$44,678,428	\$22,301,122	\$10,927,408	\$3,690,089	0.5%	0.5%	0.5%	0.6%	8%	2%	1%	6%
32	CALCIUM BLEND	\$41,088,586	\$20,695,331	\$10,214,760	\$3,076,295	0.5%	0.5%	0.5%	0.5%	7%	13%	15%	5%
33	AMINO ACID	\$44,851,214	\$21,539,944	\$9,958,962	\$3,328,712	0.5%	0.5%	0.5%	0.5%	5%	6%	1%	3%
34	OTHER HERB	\$30,455,611	\$16,515,257	\$8,040,577	\$2,668,262	0.4%	0.4%	0.4%	0.4%	50%	61%	53%	47%
35	ZINC	\$24,141,825	\$15,963,418	\$7,866,461	\$2,177,434	0.3%	0.4%	0.4%	0.3%	56%	116%	146%	114%
36	OTHER DIGESTIVE AID	\$35,664,968	\$16,989,223	\$7,804,214	\$2,603,952	0.4%	0.4%	0.4%	0.4%	2%	4%	- 4%	- 4%
37	SAW PALMETTO	\$33,937,780	\$15,841,691	\$7,579,882	\$2,558,583	0.4%	0.4%	0.4%	0.4%	- 2%	- 5%	- 7%	- 1%
38	OTHER SPECIALTY	\$26,094,346	\$14,798,535	\$7,132,674	\$2,357,173	0.3%	0.3%	0.3%	0.4%	51%	72%	61%	55%
39	GARLIC	\$28,937,727	\$14,723,087	\$6,928,107	\$2,109,712	0.3%	0.3%	0.3%	0.3%	8%	14%	13%	9%
40	OTHER JOINT	\$35,716,841	\$15,365,552	\$6,891,560	\$2,317,930	0.4%	0.3%	0.3%	0.4%	- 20%	- 27%	- 34%	- 35%



### Why Partner with Us

- Our pharmaceutical background guides our strict quality procedures in all stages of the manufacturing process to deliver high quality products that adhere to US FDA and state guidelines
- Our dedicated team of scientists and professional staff are constantly looking for innovation to meet consumer needs
- **Focus on fact based cutting edge technology to capitalize on new market trends quickly**
- **Focus on health-themed programs and educational initiatives to support constant business growth**
- Customer-first approach provides outstanding customer service experience

## CATEGORIES WE PARTICIPATE IN:

### Mason Natural<sup>®</sup> VMS Complete Line



### Mason Natural<sup>®</sup> Skincare Line



### VMS Value Line



### Private Label





**Mason Natural Vitamins**



**Mason Natural Beauty Items**



**Private Label**



**Dollar/Value**



**Gummies Coming 2nd half 2020!**

**Convenience**



## Consumer Marketing Support- \$2M+

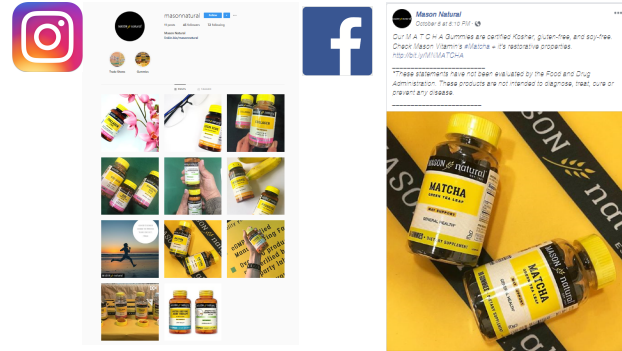
## Customer Promotional Support

### Social Media

### Consumer Print Ads

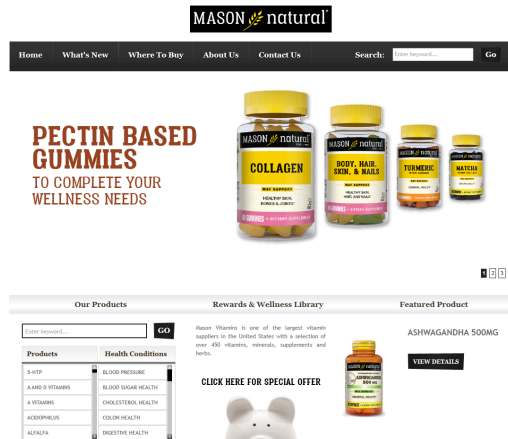
### Wellness Guides

### Displays



### Landing Page

### Billboard Advertising

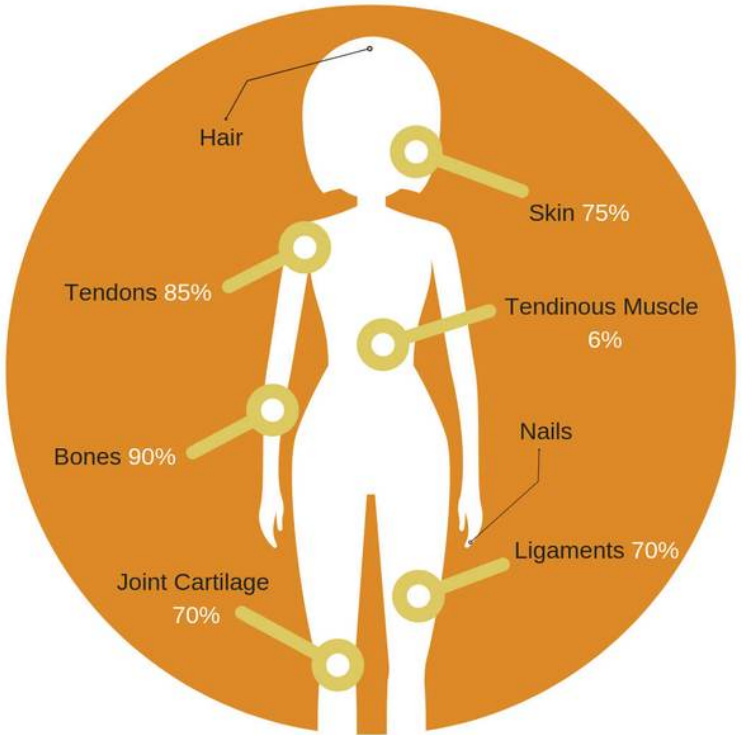


### TV Ads

- Regional 15-sec videos
- Bilingual

- 16-20 Week Promotional Support
- Digital Advertising
- Sampling Opportunities
- Community and Event Support





- ❑ Entry level price point- SRP \$6.49
- ❑ Top GOOGLE search “collagen cream”
- ❑ Average e-commerce ratings 4.5 out of 5 stars
- ❑ 90% repeat sale

**National Drug Customer (Regional):**

- ❑ Placement at over 3700 locations.
- ❑ Averaging 33 pieces per store, per week.

**Mason Data:**

2019 – Sold over 570,000 units  
2019 – Sold over \$4M in retail dollars

- ❑ Collagen is the most abundant protein throughout the human body, it offers support and strength to everything from our bones to our fingernails. Type I Collagen is the most abundant in our body (over 90%) found in skin, hair, nails, muscle, joints and organs and is stronger than steel by weight.
- ❑ Paraben-Free. Promotes elasticity, firm and youthful appearance.
- ❑ For all skin types.

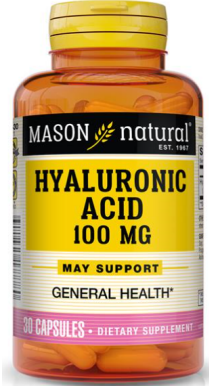
Beauty



Women's



General Health



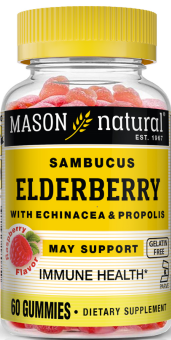
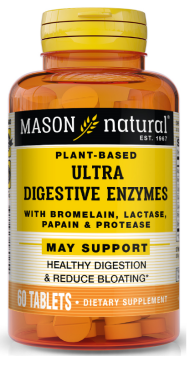
Weight / Joint



Digestive



Innovative Technology



Chris Marshall

eCommerce Manager

E: [chris@masonvitamins.com](mailto:chris@masonvitamins.com)

P: (305) 428-6836

W: [MasonVitamins.com](http://MasonVitamins.com)

A: 15750 NW 59th Avenue, Miami Lakes, FL 33014

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Thank You!