

VITA HEALTH PRODUCTS INC.



COMPANY STATISTICS

Number of Employees

Approximately 380

2010 Gross Revenues

Approximately \$45 million CDN

Market

Global

Headquarters

Winnipeg, Manitoba

Year Founded

1936

Ownership

Private

CONTACT INFORMATION

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www.vitahealth.ca

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Winnipeg, Manitoba
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COMPANY PROFILE

Vita Health Products, Inc. manufactures, packages and distributes over-the-counter (OTC) pharmaceutical and natural health products to the store brand industry.

The company was founded in 1936 by G.W. Seier. Vita Health Products was formerly known as Vita Health Company, Ltd. changing its name to Vita Health Products, Inc. in 1998. The company is based in Winnipeg, Manitoba.

Vita produces finished goods for the private label and contract manufacturing markets, including:

The manufacturing of private label finished goods for all Canadian major retailers in the mass-market, grocery and drug outlets including Wal-Mart, Costco, Loblaws and Shoppers Drug Mart.

Partnering with a number of the Top 20 Big Pharma companies on producing bulks to their exact specifications. Vita Health received the prestigious Bayer® North American Premier Supplier Award.

PRODUCT PORTFOLIO

Vita Health has an extensive line of over 500 natural health products and over-the-counter medicines that are manufactured to the highest quality standards. This diverse range of products includes:

Over-The-Counter Products:

Analgesics (Acetaminophen, ASA, Ibuprofen)

Children's Analgesics

Cough, Cold and Allergy Remedies

Stomach Remedies

Sinus Remedies

Laxatives and Anti-Diarrheals

Sleep Aids and other OTCs

VITA HEALTH PRODUCTS INC.



Natural Health Products:

Major Vitamins and Minerals

National Brand Equivalent Vitamins (Comparable to Centrum™, Flintstones™, One-A-Day™, OcuVite™ and Materna™)

Multivitamins

Prenatal/Postpartum Vitamins

Joint Care

Essential Fatty Acids (EFA)

Heart Health (eg. Coenzyme Q10)

Standardized Herbal Extracts

Diet Products

COMPANY HISTORY

The company started by Gerhard Seier in 1936 was a small mail-order company selling herbs and patented medicines. Eventually Seier built his own manufacturing operation that grew to a 185,000 square foot facility in St. Boniface and became a significant supplier of vitamins and supplements to his own small local retail chain as well as retailers across the country. In 1997, Vita Health Company was sold to Leiner Health Products of Carson, California. Vita was purchased by NBTY Inc., a leading global vertically integrated manufacturer, marketer and distributor of a broad line of high-quality, value-priced nutritional supplements throughout the world, in 2008. In 2010 The Carlyle Group acquired NBTY for \$3.8 billion (US). The Carlyle Group, with some \$100 billion of assets under management, is one of the world's largest private investment firms.

CORPORATE LEADERSHIP

Rachel Cahill, Senior Vice President Finance at Vita Health Products Inc. Canada

