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Natrol LLC New CEO Announcement

Chatsworth, CA (July 12, 2021) – Natrol LLC, Nina Barton, a seasoned consumer brand and e-commerce leader, joins Natrol and Jarrow Formulas as Chief Executive Officer. Barton brings more than two decades of experience accelerating consumer businesses, most recently as Global Chief Growth Officer at Kraft Heinz. She is widely recognized as an inspiring team builder and innovator who has successfully built iconic brands while navigating rapid disruption in consumer industries.

At Kraft Heinz over the last decade, Barton held numerous roles where her responsibilities included leading global strategy and transformation, global e-commerce and digital businesses, enterprise-wide innovation, marketing and R&D. Barton previously served as President of Kraft Heinz Canada and President of Global Digital Online Growth, where she led the over \$2 billion Kraft Heinz Canada business.

Prior to joining Kraft in 2011, Barton held numerous marketing and leadership positions at Johnson & Johnson, L'Oréal, and Procter & Gamble. Barton holds a Bachelor of Commerce degree from McGill University and an MBA from the Wharton School at the University of Pennsylvania.

With the vitamin and supplement industry [achieving record growth in 2020](#), including a significant rise in e-commerce sales, Barton will lead Natrol and Jarrow Formulas as one combined company with more than 600 employees. The goal remains the same - continue to serve our consumers by providing high quality products, invest in developing new products and capabilities to enhance our customers' health and wellness.

About Natrol LLC

Born from a passion to improve human wellness worldwide, Natrol LLC is enjoying its 40th anniversary as a leading manufacturer of high quality, innovative products that deliver positive health outcomes to help enhance the quality of everyday life. Founded in 1980 by Elliott Balbert, Natrol has evolved over the past four decades into one of the most recognized brands in the Vitamin, Mineral and Supplement category. In the U.S., Natrol is the #1 brand of Melatonin and the #1 brand of 5-HTP[^], and a leader in five vital health areas – Sleep, Immunity, Brain Health, Mood & Stress, and Beauty. Natrol brands include Natrol VMS, Laci Le Beau teas, and NuHair & Shen Min Hair Growth and Rejuvenation products. Natrol distributes nationally as well as internationally in over 60 countries. [Visit Natrol's Corporate website for more information.](#)

[^]Nielsen, xAOC, 52 weeks ending 6/19/21