

FANTASTIC FINDS

Brought to you by the Foraging and Sprouts Brand teams

We love sharing these products with you so you can share them with customers! Your product knowledge will really go far!

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DID YOU KNOW ...

Sprouts Essentials items were first launched in 2015 and consisted only of lip balms, cotton, deodorant, and our 5lb bag of epsom salt. Focusing on products that are free from artificial colors, fragrances, parabens, and phthalates, Sprouts Essentials expanded into soaps, body lotions, hair care, and more over the next few years. You may have noticed recently that a new brand is taking the place of Sprouts Essentials: **Real Root by Sprouts**.



As self care and wellness has become more of a focus for people, there became a need for a new Sprouts brand to emphasize and support the amazing products we offer in our health and beauty areas. Real Root sprouted from this need, as well as the desire to really highlight what makes Sprouts Essentials unique. Real Root's simple but elegant design was created to look beautiful on your bathroom counter and the good news is that the formulas for most of your products have not changed at all!

With the launch of Real Root in stores, the line has been featured in Seeking Alpha, Supermarket News, Trend Hunter, Yahoo! Finance, Progressive Grocer, Stock Titan, Perishable News, and People Espanol.

Read more about Real Root, our new, exclusive line of premium body care, personal care, and home fragrance.

Would you like your favorite Sprouts Brand products featured in the next edition of Fantastic Finds? Email us at SproutsBrand@sprouts.com and you could see your favorites next month!

"NEW FOR YOU" ITEMS!



UNWELL HYDRATION

Created by the founder of unwell, a gen-z focused media and lifestyle brand, unwell hydration seeks to hydrate and help with the ability to focus while avoiding the BS. Designed for life's most unwell moments, these hydration solutions are the ultimate companion to your bold and busy lifestyle.



FOUR SIGMATIC

Striving to help you feel your best, Four Sigmatic's new Focus Creamer is the latest product from a company that focuses on getting the most out of nature. From a family tradition of gathering mushrooms to infusing functional mushrooms into everyday products that you love, Four Sigmatic creates products to get you in a good headspace so you can focus on what matters most.



ALICE

Woman-founded and owned, alice mushroom chocolates combine functional mushrooms with potent nootropics and adaptogens with a delicious bite of chocolate. With options to help with deep sleep or sharp focus, alice wants to be part of a wellness routine that pairs long-term benefits with immediate boosts to your cognitive functioning.



SUPPLIER SPOTLIGHT



o'Hy

o'Hy is a hydrogen Infused sparkling water, providing clean wellness benefits from the antioxidant hydrogen bubbles and electrolytes from magnesium! All products have high drinkability with low acidity - "all the bubbles with none of the burn". oHy products are USDA Organic, Non-GMO certified and taste great!

SPROUTS ESSENTIALS TO REAL ROOT BY SPROUTS

THEN



... AND NOW!

