



SUPPLEMENTS | VITAMINS | MINERALS | HERBS | COSMECEUTICALS



**Over 50  
Years  
Of Quality  
Vitamins &  
Supplements**

**YOUR SOURCE FOR GROWING A  
PROFITABLE WELLNESS CATEGORY**



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**AN INDUSTRY LEADER  
DEDICATED TO QUALITY & SERVICE**

## **OUR MISSION**

- With today's exploding nutritional category, Windmill has remained at the forefront of delivering innovative products to meet market changes.
- For over 50 years, Windmill has serviced the industry with first-to-market and clinically proven formulas.
- Windmill strives to provide the finest quality supplements, efficacious formulas, and convenient servings at competitive prices or better.

## **COMMITMENT TO QUALITY**

- Windmill is an industry leader with exceptional standards dedicated to providing value and service.
- Windmill offers cutting edge, clinically based formulas that deliver incremental profits to our retail partners
- Our products are proudly made in the USA with a total commitment to quality and uncompromised standards, including Current Good Manufacturing Practices (cGMP) in FDA inspected facilities





## COMPANY HISTORY

### ABOUT US

- Expertise Developing Innovative Products in Multiple Delivery Systems
  - USDA Certified Organic, Non-GMO, Vegan, Gluten-Free, Soy-Free, Preservative-Free and Dairy-Free Supplements
  - Every Formula Contains only FDA-Approved Ingredients
  - Pharmacists can recommend Windmill brands to their customers with confidence and assurance
- Founded in 1972 by a pharmacists, Windmill is a pioneer in the industry, servicing Independent Pharmacies with superior supplements, exceptional service, education and promotional support.
  - Windmill offers a complete line of high quality products including USDA Certified Organic, non-GMO, vegan, gluten and allergen-free SKUs, plus a complete line of preservative free products.
  - The Windmill A-Z vitamin line is sold exclusively to the Independent Pharmacy channel.
  - Today, Windmill services over 3,500 Independent Pharmacies and is partners with all the leading Drug Wholesalers along with pharmacy co-ops and GPOs.
  - Windmill's tenure offering proven brands has satisfied customers throughout generations
  - Windmill has remained at the forefront of developing cutting-edge formulas, including condition-specific brands to help build sales in key pharmacy categories.





## PROFESSIONAL FIELD & CUSTOMER SERVICE

### PROFESSIONAL FIELD SERVICE

- Windmill provides the highest level of professional service including a sales force with an average experience of over 15 years.
- A dedicated Windmill Territory Manager is your business partner to support Windmill front-end programs in your store.
- The vitamin department will be merchandised on each visit and reorders placed to replenish stock.
- Reorders may be placed on a direct basis or through major drug wholesalers
- The latest trends in the industry, marketing programs, new products and upcoming sales events are reviewed on each visit to your pharmacy



### CUSTOMER SERVICE

- Our highly trained customer service department is a tradition that Windmill continues to uphold, while competitors have diminished this benefit.
- Pharmacists have the ability to place orders through their territory manager, Windmill's website, and Customer Service via telephone, email or fax





# MERCHANDISING & PROMOTIONAL PROGRAMS

- Windmill gives you maximum flexibility to customize the program to meet your store's needs. Our turn-key program produces results with increased sales, strong turns and high gross profit.
- Shelf organization system includes moldings, dividers and educational acetates.
- Fully supported promotional calendar to support your nutritional department with quarterly value pricing sales.
- Superior POS displays and materials to support promotional events including window banners, shelf talkers, and educational materials at no charge.
- In-store circulars to assist each major sale event with custom store imprints available.



Your Pharmacy name printed here



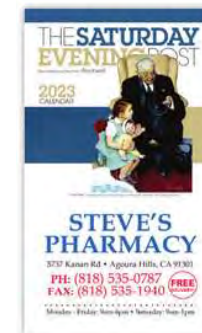
# CALENDAR PROGRAM

## Calendars Feature Top-Selling Windmill Items with Product Information

- Customized pharmacy store imprint
- Four styles to choose: 12 beautiful Norman Rockwell illustrations, scenic inspirations, spanish scenic inspirations or healthy recipes
- Pocket calendars available with free custom color imprint
- Provide these calendars for all your customers, and use them to attract new customers in your area by arranging local distribution.
- **The cost of the calendars to you is \$0. Windmill ships FREE merchandise to offset your cost!**



**FREE  
PRODUCT  
OFFSETS YOUR  
COST!**





**WINDMILL'S LEGACY BRAND**

## The Pharmacist's Choice Since 1972

### NEW PACKAGING DESIGN FOR WINDMILL'S 50TH ANNIVERSARY



- A complete line of vitamins, minerals and herbs, proudly made in the USA.
- High-quality line of non-GMO, vegan, gluten and allergen-free SKU's
- Offering over 300 products in every category in a variety of delivery systems and dose levels.
- Sold exclusively in Independent Pharmacies nationwide for 50 years!
- Preservative Free, 100% Tested and Quality Certified.





# INNOVATIVE NUTRITIONAL PRODUCTS



**A Delicious & Nutritious Way to Take Vitamins for Adults and Children.**



Natural Flavors & Colors | Pectin Based | Gluten & Gelatin Free | Suitable for Vegetarians

## VitaDrops™ jelly beans

Pectin Based • Gluten Free • Vegan

**Functional Supplements in an Alternative Delivery Format**



**Guilt Free Jelly Beans with Nutritional Benefits**





# INNOVATIVE NUTRITIONAL PRODUCTS

## Her Own™

*your wellness journey,  
your own way*



A collection of supplements formulated to meet women's everyday wellness needs

Vegan • Non Gmo • Gluten Free • Soy Free  
No Synthetic Colors or Preservatives

- **Probiotic** - Helps to support the microbiome with healthy bacteria and support immune health.<sup>†</sup>
- **Passion** - Helps maintain hormone levels, boosts libido, plus promotes energy levels.<sup>†</sup>
- **PMS** - May regulate mood swings, balance hormones and helps reduce bloating.<sup>†</sup>
- **UTI** - Supports the microbiome, plus restores natural pH balance to support vaginal health.<sup>†</sup>
- **Cleanse** - Helps relieve bloating and maintain regularity, also healthy gut and detoxification.<sup>†</sup>
- **Boost** - Boosts metabolism, promotes energy levels, and supports weight management.<sup>†</sup>
- **Probiotic Gummy** - Supports immune health and the microbiome with healthy bacteria.<sup>†</sup>
- **Debloat Gummy** - Helps to shed excess water weight, plus boosts energy and metabolism.<sup>†</sup>
- **Beauty** - Hydrate and protect skin with the help of hyaluronic acid and hydrolyzed collagen<sup>†</sup>
- **Sea Moss** - A rich source of hard-to-get nutrients that have been used for multiple health and beauty benefits for numerous years<sup>†</sup>
- **Pre-natal** - Essential ingredients to support brain and heart health, plus boosts immune and cell development<sup>†</sup>
- **Grow** - A comprehensive beauty formula with biotin, keratin, and horsetail to enhance hair, skin and nails<sup>†</sup>



INNOVATIVE NUTRITIONAL PRODUCTS

# CYBERGENICS®

## Performance Nutrition Supplements



- Advanced Formulas Combining Cutting-Edge, Performance-Based Active Ingredients.
- Popular Condition-Specific Formulas to Support Wellbeing.
- Advanced Formulas to Support Overall Health, Energy & Vitality



# Your Natural Choice For Nutritious Whole Food Supplements



A Variety of Concentrated Fruits, Vegetables, Healthy Saturated Fats & Green Foods that Supply Essential Antioxidants, Phytonutrients, Vitamins & Minerals; Plus Probiotics, Fiber & Digestive Enzymes

**New! Top Selling  
Ingredient-Based  
Gummies!**



# Gut response™ Probiotics

to Support:

- Immune Function
- Digestion
- Regularity
- Intestinal Health
- Sleep
- Stress



**Designed to Keep Your Digestive System In Balance**



# INNOVATIVE NUTRITIONAL PRODUCTS



## Delicious & Convenient Electrolyte Hydration Drink Mixes

- Zero Sugar Vitamin, Mineral and Herb Based Formulas
- Helps Promote Energy, Exercise Recovery, Stress Support, Hangover Relief, and Digestion

**NEW!** 3 Delicious Flavors





# INNOVATIVE NUTRITIONAL PRODUCTS



## America's Top Selling DRTV Brand

- Helps Reduce Stress and Anxiety\*
- Supports a Restful Sleep\*
- Promotes Relaxed Mood\*
- Calms the Mind and Enhances Focus\*

Developed by  
renowned neurologist  
and sleep specialist

**Dr. Eric Ciliberti M.D.**  
CLINICAL NEUROLOGIST





- #1 Keto Coffee - Consumers are demanding functional beverages for a healthier lifestyle
- Transforming the weight management category with this growing lifestyle



## INNOVATIVE NUTRITIONAL PRODUCTS

# KETO SCIENCE™

The Ketogenic lifestyle has evolved to mainstream Americans, KetoScience is the "go-to" product line offering multiple options and delivery systems



- Enhances a keto, paleo or carb-fighting diet with fats and research proven ingredients.
- Top selling keto products to support metabolism, energy, and performance levels.







# INNOVATIVE NUTRITIONAL PRODUCTS

**SLEEP SOUNDLY®**  
NIGHT TIME SLEEP AID

*Sleep Soundly, Wake Up Refreshed*

- Fall Asleep Faster
- Stay Asleep Longer
- Wake Up Refreshed

## Condition-Specific Brands to Help Build Sales in Key Pharmacy Categories Including:



- Bone & Joint Support
- Energy & Stamina
- Cognitive Function
- Immunity and Digestion
- Mood Enhancement
- Cardiovascular Health
- Sleep & Relaxation
- Hair, Skin & Nails Support
- Weight Management



**PRODUCTS TO BUILD  
FRONT END SALES & PROFITS**

**ReThink** 

DISCOVER THE NATURAL WORLD OF **CBD!**



**BROAD SPECTRUM** 

 **ZERO THC**

 **LAB TESTED**



# PRODUCTS TO BUILD FRONT END SALES & PROFITS



Our As Seen on TV Program Offers The Most Heavily Advertised Products From The Leading Manufacturers



Advanced Compression Products to Support Your Joints, Aid Healing and Recovery



# PRODUCTS TO BUILD FRONT END SALES & PROFITS





INNOVATIVE NUTRITIONAL PRODUCTS

KISS MY FACE

Wholesome Personal Care Products Since 1983

# America's Natural Personal Care Brand



Highly Effective Personal Care Products made from as many close-to-nature, wholesome, high-quality, clean ingredients as possible.

