







A few things we are proud of at Bluebonnet:

- Loyal as the day is long to the natural products marketplace – plus, do not sell to deep discount vitamin retailers or internet-only retailers
- Family owned and operated with a customer-centric focus
- Incorporate the best ingredients the Earth has to offer including high-quality branded ingredients supported by science
- Have introduced some of the industry's most revolutionary products/formulas (e.g., Ubiquinol CoQ10, Vegetarian SOD – GliSODin®, Nucleotides, Trimology™ Licorice Flavonoid Oil – Glavonoid, Targeted Multiples™, Super Earth® line of whole food-based supplements, etc.)
- Offer KOF-K certified products – a symbol of quality 
- Provide vegetarian/vegan products that are truly vegetarian from inside out 
- Produce dairy-based products that are free of recombinant bovine growth hormone (rBGH)
- Do not include artificial colors or artificial sweeteners in products
- Incorporate NON-GMO ingredients when available
- Utilize a water-based sterilization method instead of the common practice of irradiation or ethylene oxide
- Exclusively use vegetarian capsules instead of animal-based gelatin capsules for all our encapsulated products (Vcaps) 
- Apply an aqueous-based vegetable coating to all caplets instead of the common practice of using shellac
- Only use natural excipients when absolutely necessary to improve the manufacturing process
- Not only manufacture in our own environmentally-friendly, state-of-the-art facility but use alternative energy sources (e.g., wind and solar) to reduce our carbon footprint 
- Package our products in recyclable amber glass bottles to better protect nutrients from heat, light and moisture and the environment
- Implement a company-wide recycling program, as well as use only recyclable packing materials and paper and eco-friendly soy based inks on all printed material  

- Committed to ecological preservation and sustainability by being a member/contributor to United Plant Savers, a non-profit organization whose mission is to protect native medicinal plants of the United States and Canada and their native habitat while ensuring an abundant renewable supply of medicinal plants for generations to come 
- Committed to building consumer awareness by advertising in consumer publications available in natural food stores (e.g., *Better Nutrition Magazine* and *Delicious Living Magazine*)
- Committed to education by conducting in-store trainings, presenting/sponsoring trade show lectures and webinars, as well as being a member/contributor to American Botanical Council (ABC), an independent, nonprofit research and education organization dedicated to providing accurate and reliable information to consumers, healthcare practitioners, researchers, educators, industry and the media 
- Committed to social responsibility by contributing to Houston Buyers Club. HBC's mission is to improve the quality of life for people with health-related conditions through nutritional education and affordable nutritional supplements
- Committed to advocating for the rights of consumers to have access to products that will maintain and improve their health, and for the rights of retailers and suppliers to sell these products by being a member of and serving on the board at both the regional and national levels for the Natural Products Association (NPA) 

Thank you for your vote of confidence and support along the way. It's that appreciation and commitment to the Bluebonnet brand that continues to fuel our drive for excellence.


Bluebonnet[®]
 NUTRITION TO THE FIFTH POWER
 NATURE · SCIENCE · QUALITY · TRUTH · KNOWLEDGE