



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 dividers, moldings 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



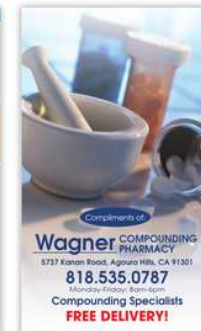
CALENDAR PROGRAM

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



GUMMIES

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



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
- Regularity
- Sleep
- Digestion
- Intestinal Health
- 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
- Immunity and Digestion
- Sleep & Relaxation
- Energy & Stamina
- Mood Enhancement
- Hair, Skin & Nails Support
- Cognitive Function
- Cardiovascular Health
- 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.

