

# SORED Introduction

September 12, 2023

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# Our Roots

## Ed Smith and Sara Katz

- 💧 Our co-founders were inspired by modern science and herbal tradition.
- 💧 Back in the 1970s they searched the shelves for extracts that were made the right way.
- 💧 When they didn't find any, they began making their own.
- 💧 Their mission was simple: To make the highest quality herbal extracts that stayed as close to nature as possible.








*Where it  
all happens*



## **WILLIAMS, OREGON**

-  Certified Regenerative Organic Farms
-  State-of-the-art testing laboratory
-  Herbal extract facility



# Our Pillars



## Powerful Efficacy

Our liquid herbal extracts are powerfully effective, delivering the broad spectrum of every herb. They're easy to use and highly digestible, working swiftly and efficiently, in perfect harmony with our bodies. We believe the best herbs make the best extracts and work only with responsibly sourced plants.

HERB  
PHARM®



## Crafted by Experts

Our formulas are developed by professional herbalists committed to releasing the full potential of every plant. Behind every drop, a team of people meticulous about quality – from our organic farmers and wildcrafters to our Botanical Affairs team – guarantees the purity and quality of every batch.



## Made For Every Body

Whatever your body needs we have it. Herb Pharm maintains a vast collection of liquid herbal extracts. We offer more than 180 single herbs and more than 85 proprietary formulas to help take care of mind, body and spirit. Our herbs are grown on our own organic farms and ethically sourced from all corners of the world.

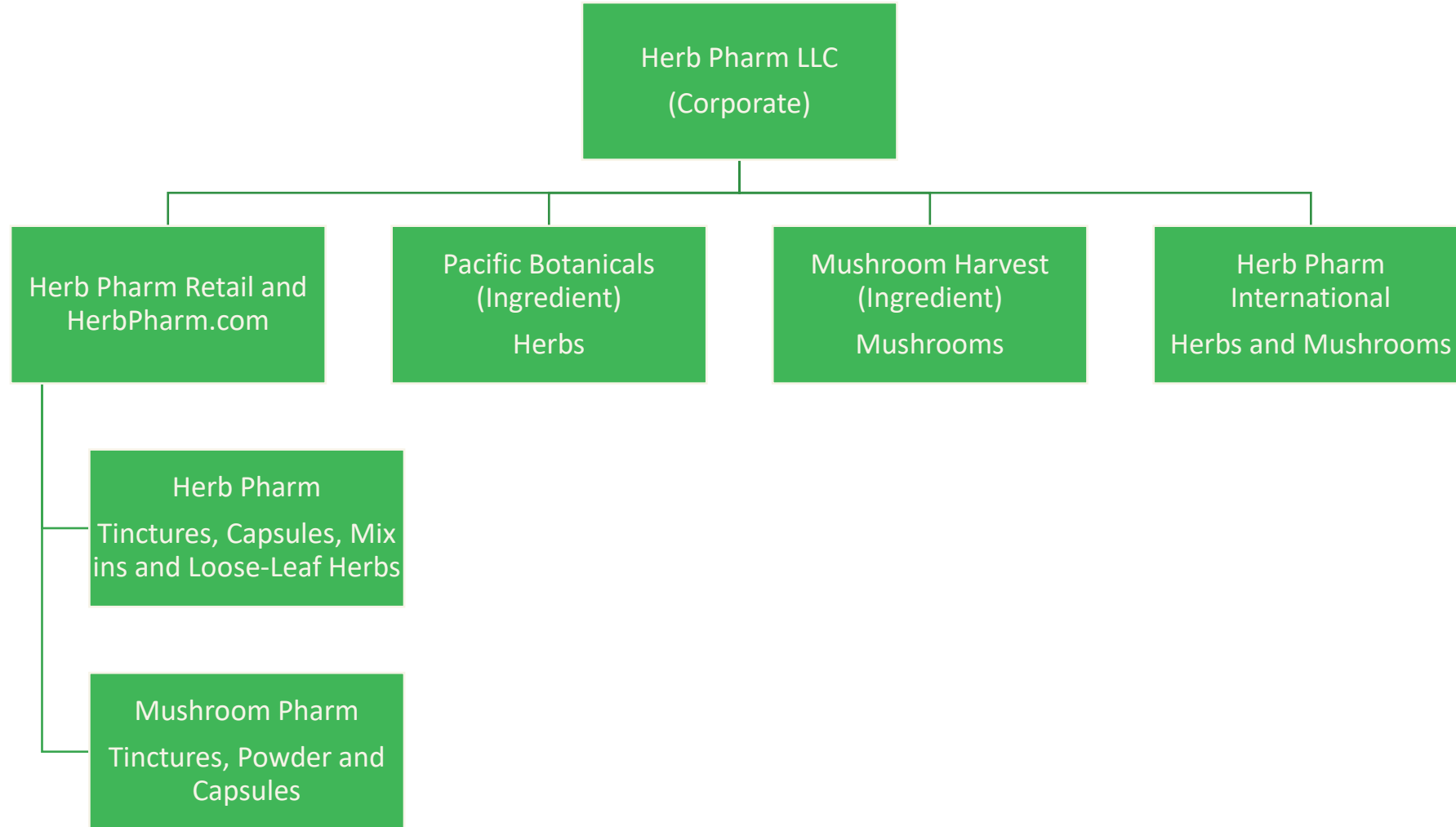


## Rooted in What's Right

Everything we do is done with thoughtfulness, intention and care for how we impact the ecosystems we touch. We work to do what's right for now and for future generations, knowing that if we do everything in our power to take care of plants, plants will continue to take care of us.

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# Our Company Structure



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# Our Retailer Footprint

Local Independent



National Retailers



eCommerce



International





# Our Farms

## Where it all begins

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# Herb Pharm Leading The Way



In 2018 we were one of 19 worldwide farms chosen to participate in the ROC Pilot Program

In 2020, we became the first herbal farm to achieve Regenerative Organic Certification™



ROC™ On Our Farms Means

Increasing soil health and biodiversity

- Less tillage & soil disturbance– better for soil health and carbon retention
- Making and using more compost to feed the soil
- More crop rotation and time for soil nutrients to rebuild between plantings



# On Our Regenerative Organic Certified Farms™



- We grow over 70 herbs
- We grow many plants from our own seeds
- We make our own compost
- We are bee and pollinator friendly





# Why Liquids

- 🔥 Easy to use
- 🔥 Swiftly absorbed
- 🔥 Highly effective
- 🔥 In sync with you
- 🔥 Made for how your body works

HERB  
PHARM®

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# THE BRAND YOU CAN TRUST

## The Herb Pharm Difference

- Pioneers in liquid herbal category since 1979
- Broadest portfolio of liquid herbal extracts
- First Regenerative Organic Certified herb farm
- We grow 70 herbs on our farms.
- Made with clean ingredients, Certified Organic alcohol and Certified Organic palm-free vegetable glycerin
- All products are Non-GMO and Vegetarian
- Our Herbaculture Program







# Thank you.



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