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Everwell Health Acquires Proprietary Cetylated Fatty Acid Technology to Develop New Functional Ingredients for Human, Pet, and Cosmetic Applications

Novel science lays foundation for future product innovation to expand Nutrition 21's portfolio

Saddle Brook, NJ, February 20, 2025 —Everwell Health and its subsidiary Nutrition21, an industry-leading developer and marketer of one-of-a-kind, science-backed functional ingredients, has acquired all ingredient assets from Things of That Nature, Inc. The acquisition includes a novel plant-based cetylated fatty acid technology, esterified fatty acid compounds, as well as the Celadrin brand, a globally trusted ingredient known for joint comfort, increased mobility, and skincare. The acquisition expands the company's portfolio of branded ingredients and will help fill new pipeline innovation.

Steve Rosenman, CEO of Everwell Health, said, "This acquisition marks a significant milestone for our company since establishing the Everwell Health platform in 2021 with Nutrition21. We're committed to developing premium and effective ingredients that deliver exceptional value to both our customers and consumers. The science and technologies that we have acquired fit perfectly with our mission to deliver unique ingredients that empower all to look, feel, and perform their best. And by 'all', we mean both humans and companion animals. Our team is dedicated to developing and launching meaningful new wellness solutions for the supplement, food and beverage, and companion animal markets."

The Celadrin brand has been the subject of nearly a dozen clinical studies demonstrating effectiveness as a supplement in promoting joint health, flexibility, and comfort by modulating the natural inflammatory response and promoting cell membrane function, while also helping address the signs of skin aging with topical use.

As consumer preferences in the supplement and functional wellness market continue to shift, both mobility and beauty benefits are emerging as top priorities among consumers. Jordan Miller, Vice President of Marketing shared, "In the last two years, we've observed strong growth in new products aimed at these health concerns. Joint health supplement launches have grown by nearly 11% CAGR from 2022-2024, while skin & beauty launches have risen by 13% CAGR.¹"

Consumers are seeking healthy aging solutions earlier in life to maintain their physical abilities, prolong healthy function, and maintain a youthful appearance. Miller added, "54% of North American consumers express interest in products that address mobility even when they are not experiencing any symptoms,²

¹ Source: Innova Market Insights, New Product Database

² Source: FMCG Gurus; Mobility Health in North America, 2024

and 50% of consumers are interested in skincare products to visibly reduce the signs of aging.³ This demonstrates the immense potential for new and innovative approaches that support improved mobility, joint comfort, and skin health and appearance.”

The acquisition includes all assets and rights related to the Celadrin brand. Celadrin is currently sold and marketed in more than a dozen countries globally and is formulated into human, pet, and cosmetic applications. Existing customers can expect business as usual. Rosenman added, “We see great opportunity to expand the market presence of this established ingredient with our diverse customer base, and we intend to support customers with new scientific investment and deployment of our substantial marketing capabilities.”

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About Everwell Health Holdings, LLC

Everwell Health aims to help people look, feel and perform their best by advancing the science of safe, convenient, and attainable functional ingredients. Everwell Health enables our partners to win by providing trusted ingredient solutions from the Nutrition21 portfolio that help all to look, feel and perform their best. The company adds meaningful value to dietary supplement, food and beverage brands by offering one-of-a-kind, scientifically substantiated functional ingredient solutions. The company is actively focused on business development partnerships across the functional ingredients market. For more information on Everwell Health, visit: www.Everwellhealth.com

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³ Source: FMCG Gurus: Consumer Perceptions on Skin Health North America, 2024