



We Invite You to Meet the New Klaire

Klaire Labs, ProThera and Complementary Prescriptions to Be Unified Under Klaire Labs Brand

Reno, NV (July 7, 2017)— Klaire Labs, parent SFI USA, announced today that its sister brands, ProThera and Complementary Prescriptions will begin a transition to unify under a single brand moving forward: Klaire Labs. As a component of this transition, the company will also introduce a modernized design based on the legacy Klaire logo.

Harmonization of the three originator brands demonstrates the company's renewed commitment to Klaire's founding principles of purity and potency. As such, every product will now be evaluated through the highly discriminating Klaire Labs quality lens.

“Claire Farr founded Klaire Labs at her kitchen table with a dream to create supplements pure enough that highly sensitive individuals like herself could tolerate reliably,” said Ilene Buchholz, RN, a former colleague of Claire Farr and current technical education lead for Klaire Labs. “She was truly a humanitarian as well as a consummate entrepreneur dedicated to providing the purest, most potent, pharmacy grade nutraceuticals.”

Since the acquisition by Soho Flordis International (SFI) in 2013, the three originating brands in Reno have benefited by both aligned philosophy and significant investment. The newly harmonized Klaire Labs boasts a new, purpose-built, 75,000 square foot state-of-the-art

SFI USA

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manufacturing facility, along with a renewed commitment to optimized quality processes, advanced formulation expertise, and significantly expanded manufacturing capability.

“We want our practitioners to know that the new facility and unification of brands are only the outward manifestations of our growth,” said Jeremy Appleton, ND, Vice President of Scientific and Regulatory Affairs. “Internally, these changes are supported by investments in robust and streamlined quality systems, experienced staff, and regulatory and production expertise second to none. There have been some bumps along the way, but we are confident these changes will have the ultimate effect of elevating us far above most companies operating in this channel. Such improvements tangibly support practitioners in their patient care, including a pipeline of new and innovative products.”

As a component of the unification, practitioners can expect to see a new, modernized branding with a clear and respectful nod to the legacy Klaire Labs logo and labeling. The refreshed look will begin to surface in late 2017.

For more information on the unification of ProThera and Complementary Prescriptions under the Klaire Labs umbrella, to learn the Claire Farr story, and to subscribe to updates on the consolidation, please visit Klaire.com/aboutus/.

About Klaire Labs

Klaire Labs has been formulating and manufacturing premium, hypoallergenic supplements sold

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through healthcare practitioners for nearly half a century. Our mission is to develop and manufacture the purest, most potent nutraceuticals possible, thereby empowering clinicians with consistently reliable performance.

Klaire Labs is located in Reno, NV. It is owned by [Soho Flordis International](#), a privately held nutraceutical company based in Sydney, Australia.

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