



LIFEGAIN®

Price Change Notice

Both the Supplement and Food & Beverage Industry are experiencing significant challenges that affect the cost of all food powdered products worldwide. This is also affecting Nativa, and the cost to producing Lifegain® has unfortunately increased significantly. The challenges experienced are outside of Nativa's control and include:

- The impact of COVID-19 on the overall supply chain,
- Growing inflation associated with raw materials, packaging & freight,
- Rising costs associated with manufacturing and operations worldwide,
- Demand for Whey protein is higher than what can be supplied causing a shortage and increased price by suppliers.

Table 1:
Cost Increases on Lifegain Raw Materials

Raw Material	Increase
Whey Protein Isolate	140%
Soy Protein	150%
Glutamine	100%
Ascorbic Acid	65%

We believe that global pressures will continue to cause price increases throughout the year. Some retail and pharmacy groups expect a price increase of up to 36% across all whey and whey containing products within the coming months, with a further increase likely around December 2022.

As a solution focused company, Nativa has been working hard behind the scenes to manage and absorb as much as possible of the costs, rather than passing on all of the cost increases directly to the consumer. We have now unfortunately reached a point where we have to take a substantial price increase on Lifegain®, to ensure that we are able to keep on delivering this great, high quality product to you, our valued consumer. An average price increase of around 23-26% on Lifegain® will come through in June 2022, and we are doing our best to keep any further increases at bay for the coming months.

At Nativa we pride ourselves on the superior quality of our raw materials and products, and we are not going to let a global pandemic change that – not for one second!

We appreciate your understanding, value your business and remain committed to providing you with trusted solutions that improve wellness and quality of life. We wish to thank you for your loyal support and continued use of our products.

Kind Regards,
Nicoli Wiese
Brand Manager

