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# Grove Collaborative Announces 8Greens Acquisition

*Acquisition Highlights Grove's Leadership in the Wellness Category, Expanded Focus on Both Environmental and Human Health*

SAN FRANCISCO--(BUSINESS WIRE)-- Grove Collaborative Holdings, Inc. (NYSE: GROV) ("Grove" or "the Company"), the world's first plastic neutral retailer, a leading sustainable consumer products company, certified B Corporation, and Public Benefit Corporation, today announced it has completed the purchase of substantially all of the assets of 8Greens, an early natural wellness company and one of the first brands to create daily greens supplements in gummy and effervescent tablet formats. This acquisition provides a strong foothold for Grove to continue its expansion into wellness, support customers' needs for quality supplements, and partner with a beloved brand to educate on human health.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20250311178681/en/>



Grove acquires 8Greens, an early natural wellness company and one of the first brands to create daily greens supplements in gummy and effervescent tablet formats. This transaction enhances Grove's ability to provide customers with high-quality wellness solutions while aligning with its renewed emphasis on wellness as a category and human health as a strategic focus.

"8Greens and its industry leadership in wellness — vitamins, minerals, and supplements — has helped to drive consumer adoption of greens products that are now present in daily routines, leading with science, education, and quality to improve health outcomes for its customers," said Jeff Yurcisin, CEO of Grove Collaborative. "As a retailer, we at Grove are dedicated to being THE destination for conscientious consumers who want the best for

(Photo: Business Wire)

themselves, their families, and the

planet. This acquisition expands our owned brand product offering and helps us better educate the Grove customer to serve their needs.”

8Greens is well known for their supplements that help customers get a significant dose of eight essential greens packed with vital nutrients — spinach, kale, aloe vera, wheatgrass, blue green algae, barley grass, chlorella, and spirulina. Ninety percent of Americans don’t get their daily recommended amount of vegetables<sup>1</sup> — one cup per day — and 8Greens set out to make it easier for people to eat more greens. 8Greens’ mission and values are well aligned with Grove while complementing the retailer’s existing portfolio of vitamins, minerals, and supplements. 8Greens was founded in 2015 by Dawn Russell with her husband, Jamie Russell, after a cancer diagnosis led her to overhaul her diet. She credits the power of greens as a key part of her own health journey and recovery, inspiring her to partner with Dr. Paula Trumbo, nutrition scientist and former Nutrition Science Review Team lead at the Food & Drug Administration, to create supplement prototypes over the course of five years. Their supplement products come in powders, tablets, gummies, and lollipops that support a range of key wellness focus areas, including metabolism, gut health, immunity, brain focus, and skin health.

"I'm thrilled for 8Greens to join forces with Grove Collaborative, a company that shares our goal of helping busy, hard-working people and families get health and wellness education and products from one trusted destination," said Dawn Russell, founder of 8Greens. "With millions of 8Greens supplements as part of people’s daily routines since 2015, this acquisition by Grove allows us to expand our platform to even more families. We’re excited for Grove to provide the same products, same formulas, and same taste through better, faster delivery and customer service to help Americans be healthier.”

“At 8Greens, we’ve always been committed to creating science-backed, nutrient-rich solutions that help people easily incorporate essential greens into their daily lives," said Dr. Paula Trumbo, Nutrition Scientist at 8Greens. "Being part of Grove Collaborative strengthens 8Greens’ ability to educate consumers on the critical connection between nutrition and overall wellness, ensuring more people have access to high-quality supplements that support their health in a meaningful way.”

Dawn Russell will always be the 8 Greens Founder, but will now join Grove as a consultant, where she’ll work across teams to help develop educational content focused on wellness and human health while also supporting integration and ongoing product development. 8 Greens products will be sold online through Grove Collaborative’s marketplace starting in April 2025 in addition to existing platforms including the 8Greens site, Amazon, and QVC. The products will be available online only in the lower 48 United States.

For more information, visit [www.grove.co](http://www.grove.co).

### **About Grove Collaborative**

Grove Collaborative Holdings, Inc. (NYSE: GROV) is the one-stop online destination for everyday essentials that create a healthier home and planet. Explore thousands of thoughtfully vetted products for every room and everyone in your home, including household cleaning, personal care, health and wellness, laundry, clean beauty, kitchen, pantry, kids,

baby, pet care, and beyond. Everything Grove sells meets a higher standard — from health to sustainability and performance — so you get a great value without compromising your values. As a B Corp and Public Benefit Corporation, Grove goes beyond selling products: every order is carbon neutral, supports plastic waste cleanup initiatives, and lets you see and track the positive impact of your choices. Shopping with purpose starts at Grove.com.

## **About 8Greens**

8Greens is a leading health and wellness company that introduced the world's first effervescent tablet containing eight power-packed greens: blue green algae, organic aloe vera, barley grass, spinach, kale, spirulina, chlorella and wheatgrass. 8Greens was created to give consumers an easy way to secure a great-tasting green boost, every day. The company was founded in 2015 by Dawn Russell and James Russell and is based in New York City.

## **Forward-Looking Statements**

This press release contains "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements include, but are not limited to, statements regarding the availability of 8 Greens products online in April 2025 in addition to existing platforms including the 8Greens site, Amazon, and QVC. Any statements contained herein that are not statements of historical fact may be deemed to be forward-looking statements. The forward-looking statements contained in this press release are based on Grove's current expectations and beliefs in light of the Company's experience and perception of historical trends, current conditions and expected future developments and their potential effects on the Company as well as other factors believed to be appropriate under the circumstances. There can be no assurance that future developments affecting the Company will be those that have been anticipated. These forward-looking statements involve a number of risks, uncertainties (some of which are beyond the Company's control) or other assumptions that may cause actual results or performance to be materially different from those expressed or implied by these forward-looking statements, including changes in business, market, financial, political and legal conditions; legal and regulatory matters and developments; risks relating to acquisitions, including integration difficulties; competition; the uncertain effects of the COVID-19 pandemic; risks relating to inflation and interest rates; effectiveness of the Company's ecommerce platform and selling and marketing efforts; demand for Grove and 8 Greens products and other brands and those factors discussed in documents filed, or to be filed, with the U.S. Securities and Exchange Commission. Should one or more of these risks or uncertainties materialize, or should any assumptions prove incorrect, actual results may vary in material respects from those projected in these forward-looking statements. All forward-looking statements in this press release are made as of the date hereof, based on information available to Grove as of the date hereof, and Grove assumes no obligation to update any forward-looking statement, whether as a result of new information, future events or otherwise, except as may be required under applicable securities laws.

<sup>1</sup> <https://www.cdc.gov/mmwr/volumes/71/wr/mm7101a1.htm>

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