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Grove Collaborative Expands Into Wellness With “HONU” Vitamins & Supplements

SAN FRANCISCO--(BUSINESS WIRE)-- [Grove Collaborative](https://www.grovecollaborative.com/), a leading digital-first brand and e-commerce platform for natural home and personal care products, is expanding into wellness with the launch of HONU, a new line of specially formulated vitamins and supplements developed by Grove with today's consumer and the environment in mind. HONU will be available exclusively at [Grove.co](https://www.grove.co).

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20190627005179/en/>



(Photo: Business Wire)

With simple and real-life descriptive names like “Gut Check” and “Grounded,” HONU aims to take the confusion out of vitamin and mineral shopping with ten specifically formulated and easy-to-identify products for wellness areas from energy and digestion to sleep and support for the immune system. No more wandering wide-eyed down the vitamin aisle or online in confusion. HONU provides pure ingredients, scientifically

formulated for adults and free of superfluous fillers. Every HONU product is packaged in recyclable glass, to reduce plastic waste.

“HONU products are formulated and named for the benefit people actually are seeking,” said Stuart Landesberg, co-founder & CEO of Grove Collaborative. “In the same way that Grove

has taken the guesswork out of switching from conventional to more natural products, our new HONU line takes the guesswork out of the vitamin and supplements category and speaks to what Grove is all about - going beyond traditional offerings to offer high quality products made from the purest ingredients on the planet.”

HONU is named after the Hawaiian green sea turtle, one of the oldest surviving species on the planet and after more than 150 million years, a symbol of wisdom and longevity. As a Certified B Corporation, Grove Collaborative is recognized as a business doing good for the environment. As part of its launch of HONU, Grove has pledged to support plastic pollution fighter 5 Gyres and its TrashBlitz initiative supporting ocean and pollution cleanup.

HONU is available for purchase exclusively at [Grove.co/honu](https://www.grove.co/honu):

- **Gut Check** - supports easy digestion, \$20.95
- **Looking Good** - healthy skin & nails, \$5.95
- **Me Time** - women’s multivitamin, \$19.95
- **Nesting** - prenatal vitamin, \$24.95
- **The Works** - men’s multivitamin, \$14.95
- **Paradise** - vitamin D benefits without the sun, \$6.95
- **Bedtime** - snooze with ease, \$14.95
- **Body Guard** - immune support system, \$12.95
- **Grounded** - ease occasional stress, \$16.95
- **Boost** - B12/extra energy for everyday, \$16.95

Hi-res product & lifestyle imagery available [HERE](#).

About Grove Collaborative

Launched in 2016 as a Certified B Corp, Grove Collaborative creates innovative more natural products and offers a curated selection of healthy home essentials like cleaning supplies and personal care products. With a flexible scheduled delivery model and a personal shopper, a “Grove Guide” assigned to each customer, Grove’s platform makes it easy for people to switch to more sustainable routines. Every item Grove offers, both from its flagship Grove Collaborative brand and from exceptional third party brands, has been thoroughly vetted against strict standards. For more information, please visit www.grove.co.

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Source: Grove Collaborative