



Wellness is
#BETTERWITHTHEBUTTERFLY

Celebrating Wellness 2023

A media kit for retailers, brands and industry partners.

New GMOs: Tracking their rapid rise and entrance into the supply chain

Over the last few years, the growth of the biotechnology industry has rapidly accelerated, due in large part to an explosion in start-up companies and venture capital funding. Today, genetic engineering is no longer about a few agrochemical giants manipulating a handful of commodity crops. It's also about engineering animals, gene-edited crops and novel ingredients brewed in vats in warehouses.

These new GMOs are largely unregulated and unlabeled, and they're flying under the radar of the natural products industry. What's more, many new GMOs are being marketed and sold to brands as "non-GMO."

The Non-GMO Project is committed to keeping you informed so that you can operate with confidence in this new and quickly evolving landscape. Below, we offer resources to help you keep your goods non-GMO — so that you can deliver the natural products your consumers want. You can find our [website](#) and [campaign landing page](#) here.

Press Release

[Press Release](#). **Time to Come Clean About Hidden GMOs in Personal Care Products.**

The Non-GMO Project Hosts February 15 Live Webinar to Address Increased Incidence of GMOs Showing Up in Wellness Products. Here is the press release link on our [website](#).



FOR IMMEDIATE RELEASE

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TIME TO COME CLEAN ABOUT HIDDEN GMOS IN PERSONAL CARE PRODUCTS

The Non-GMO Project Hosts February 15 Live Webinar
to Address Increased Incidence of GMOs Showing Up in Wellness Products

Bellingham, WA – By 2025, the global personal health and wellness market is expected to reach nearly \$7 trillion – a 25% increase since 2022. The majority of U.S. consumers are concerned about the safety and product quality of dietary supplements (96%) and personal care products and cosmetics (95%). Yet, new GMOs in personal care products can go undetected by natural product shoppers. To address consumer concerns as well as support a future for the wellness industry that avoids GMOs, the Non-GMO Project announces a new partnership with the United Natural Products Alliance (UNPA) as well as a live industry seminar, "Coming Clean: Your Guide to Hidden GMOs in the Wellness Aisle" on February 15 at 12:00 PM PST as part of a larger campaign to raise awareness about GMOs in personal care products.

Live Event!

[Industry seminar](#) February 15 @ 12 pm PST. **Coming Clean: Your Guide to Hidden GMOs in Personal Care.** Attend the industry event. Advertise and invite others to join you.

Event graphic [here](#). LinkedIn event [here](#).

[Watch now!](#) View the slides from the presentation [here](#).



By 2025, the global personal health and wellness market is expected to reach nearly \$7 trillion – a 25% increase since 2022. The majority of U.S. consumers are concerned about the safety and product quality of dietary supplements and many avoid products made with GMOs. Yet, new GMOs in personal care products can go undetected by natural product shoppers.

Join our seminar to learn how to spot new GMOs in the wellness space so you can help your customers find the products they want. As the health and wellness market grows so does the need for trustworthy certifications. That's why we're here doing the good work of third-party verification – giving shoppers the most trusted label in GMO avoidance.

To raise public and industry awareness, we're shining a spotlight on biotech's footprint in beauty, skin care, vitamins, supplements and more.

Non-GMO isn't just about food – it's a lifestyle. It's not just about what goes in your body, but also what goes on it. Join us as we explore new GMOs, identify biotech ingredients in the wellness aisle and look at trends and sales data for the category. Plus, meet some of the most exciting brands working in the personal care space during our live panel discussion and Q&A. This event is essential for anyone attending Expo West.

Panelists include Katie Banaszewski, Sr. Director of Quality at NOW Foods; Loren Israelsen, President of United Natural Products Alliance (UNPA); ; Susan Griffin-Black, founder/CoCEO of EO Products; and Vicky Neilson, Product Development at Kirk's Family of Natural Brands.



FAQ

Have questions? So do we! Our **GMOs in Wellness Products FAQ** can be found [here](#). Where are GMOs showing up in personal care products? What marketing terms should I be aware of?

Pocket Guide to GMOs in Skin Care

Many GMOs are listed on pack the same as their non-GMO counterparts. So, how can we spot these synthetic ingredients? Here's our pocket guide to GMOs in skin care. Find out where GMOs are showing up in wellness with our **Pocket Guide to GMOs in Skin Care** [here](#).



Social Media Posts

Find all of our social media graphics for the wellness media kit and corresponding posts below. Option to add your logo to our images to cobrand the post.



Find all social media graphics and reels [here](#).

Posts for the Beginning of the Month:

This winter, we're coming clean in personal care! Most people look for GMOs in food – but GMOs also show up in creams, skin care, vitamins and supplements.

Q: So, what are GMOs anyway?

A: GMOs are organisms whose genetic material has been altered using biotech in ways that don't occur in nature. GMOs can be commodity crops (such as corn, soy and canola) with foreign DNA. New GMOs made from emerging techniques are now entering the market at an alarming rate, generally unlabeled and facing fewer regulatory hurdles.



The @nongmoproject makes it easy: Just look for the Butterfly in both food and wellness items!



It's time to come clean!

Q: Where are GMOs showing up in the wellness aisle?

A: Genetically modified corn, soy and canola can be processed into a variety of ingredients, including oils for soaps and moisturizers, alcohol or citric acid. And, microorganisms such as yeast or algae can be genetically modified to produce vitamins, fragrances, resveratrol and non-animal-derived collagen, squalene or spider silk.

If you're avoiding GMOs in personal care and wellness products, let the @nongmoproject do the work for you. Look for Non-GMO Project Verified personal care items at your local grocer. #BetterWithTheButterfly

LinkedIn:

We're attending the @NonGMOProject's live seminar on February 15! Join us at the industry event **Coming Clean: Your Guide**



to Hidden GMOs in Personal Care. New GMOs are rapidly entering the wellness aisle – largely unregulated and unlabeled. As shopper confusion increases, so does the need for trustworthy certifications. Learn more and register [here](#).



Posts for the Middle of the Month:

At <our name>, we take our work seriously. Our commitment to natural, non-GMO wellness products is only growing. When it comes to personal care, nature does it best. Shop @NonGMOProjectVerified products because beauty is better with the Butterfly!

Did you know? The majority of U.S. consumers are concerned about the safety and product quality of dietary supplements (96%)

and personal care products and cosmetics (95%). How can you know what labels to trust? The @NonGMOProject is committed to natural ingredients in the products it verifies, including wellness and personal care items.



This winter, celebrate the spirit of natural personal care with our <our name>. We support @NonGMOProject Verified products because we know ingredients come from nature — not GMOs. Choose natural innovation, choose non-GMO.

Post for the End of the Month

Non-GMO isn't just about food – it's a lifestyle. It's not just about what goes *in* your body, but also what goes *on* it. Verification labels like the @NonGMOProject make it easy: Just look for the Butterfly in both food and wellness. Join us in our commitment to Non-GMO Project Verified products. Wellness is better with the Butterfly!



Social Handles & Hashtags

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Hashtags:

#BetterwiththeButterfly

#LookfortheButterfly

#BeautywiththeButterfly