Threshold Enterprises
Facts-at-a-Glance

COMPANY:	**Threshold Enterprises, LTD**
COMPANY DESCRIPTION:	Founded in 1978, Threshold Enterprises, LTD shares a vision to support each individual's potential to enjoy optimal health and well-being by providing fine quality dietary supplements and nutritional education. Recognized as one of California's largest manufacturers and distributors of nutritional supplements and other natural products, Threshold offers more than 300 brands and 15,000 products distributed throughout all 50 states, as well as in international markets. Threshold is dedicated to holistic healthcare, an approach based on treating the entire body, in an effort to achieve optimum wellness. With more than 30 years of experience, Threshold is an honored recipient of awards for the quality of its products, outstanding customer service, educational-based marketing, great deals and discounts and a successful history of industry advocacy.
WEBSITE:	www.ThresholdEnterprises.com
LOCATION:	23 Janis Way Scotts Valley, CA 95066
HOURS OF OPERATION:	8:00 a.m. – 5:00 p.m. PST
CUSTOMER SERVICE CONTACT:	1-831-438-6851
MEDIA CONTACT:	Krista Nilsen *Public Relations Manager* 831.461.6337 KristaN@ThresholdEnt.com

###

Threshold Enterprises
Company Background

For over three decades, Threshold has been committed to offering consumers the future of vibrant health. Founded in 1978, Threshold's name represents the innovative movement in natural health care that was, at that time, in its infancy. As one of California's premier manufacturers and distributors, Threshold's products are currently distributed to more than 6,000 retailers throughout the United States and to international markets.

Threshold understands the human body has the innate ability to restore itself to a state of healthful equilibrium if given the proper tools: safe and effective nutritional compounds and botanicals that the body already recognizes. From the beginning, Threshold has dedicated itself to providing those natural health care tools – searching the globe for only the best products for its customers.

Today we stand at another threshold – The Wellness Revolution. What began as small groups of individuals working on the fringes of society has entered the national consciousness. The Wellness Revolution is poised to become a mass movement on a scale beyond anything imagined 30 years ago.

Threshold, as a leading company within this Wellness Revolution, has grown tremendously over the past 30 years, moving from only a small group of product offerings, to today, working with more than 300 national brands and offering over 15,000 products.

Over the years, Threshold was among the first to introduce consumers to amazing nutritional compounds and botanicals, such as resveratrol, chlorella, spirulina, ginkgo, melatonin and phosphatidyl serine.

Threshold was also among the first national distributors of many brands, which include: Bach Flower Essences, Borlind of Germany, Champion Nutrition, Earthrise, Essiac International, Green Foods Corporation, Health from the Sun, Peter Gillham's Natural Vitality, Pines Wheat Grass, Progest (Emerita), Rainbow Light, Wakunaga/Kyolic, Yerba Prima and Zand.

Threshold is and always has been a passionate advocate for the natural products industry. In addition to actively participating in lobbying and other efforts to influence legislation, Threshold also firmly believes that knowledgeable consumers are the greatest asset of the Wellness Revolution's cause.

Threshold was a primary participant in the campaign for the passage of the Dietary Supplement Health and Education Act (DSHEA) in 1994. This revolutionary act recognizes the importance of nutritional supplements and allows manufacturers of dietary supplements to educate the public with scientifically backed structure and function information. At a time when accurate information regarding natural products in the mass media is limited, Threshold believes in the importance of education, providing consumers with the opportunity to make wise health decisions.

This is an exciting moment in the history of natural health care. Dramatic increases in the use of supplements and natural body care products attest to the appeal of nature-based health systems. Decades of investigation into nutritional science, biochemistry, and genetics have provided the necessary tools to actively intervene in the aging process, in order to mitigate or prevent the health imbalances that cause so much world suffering.

Today, as in the past, Threshold is dedicated to offering its customers the optimal wellness everyone deserves, as the world moves toward making the Wellness Revolution a reality.

###

Threshold Enterprises
Frequently Asked Questions

What is Threshold Enterprises? What services does the company provide?
Threshold Enterprises, founded in 1978, is one of California's largest distributors of nutritional supplements. Threshold offers more than 300 different product lines and over 15,000 products, working with a variety of retailers throughout the country, as well as internationally.

How long have you been manufacturing and distributing nutritional supplements?
Threshold has been in business for more than 30 years. We started as a small company in 1978, with only a few product offerings, but quickly grew in size due to the demand for health and wellness products by consumers. Today, we distribute to more than 6,000 retailers, and to more than 3,600 doctors and health professionals throughout the United States, as well as in international markets.

What brands do you distribute?
Threshold distributes over 300 brands and more than 15,000 products. Most of Threshold's products can be found lining the shelves of health and natural food stores throughout the country.

Examples of Threshold's product offerings include:

- Bach Flower Essences
- Champion Nutrition
- Essiac International
- Health from the Sun
- Kiss My Face
- Pines Wheat Grass
- Rainbow Light
- Yerba Prima
- Borlind of Germany
- Earthrise
- Green Foods Corporation
- Jason Natural Products
- Peter Gillham's Natural Vitality
- Progest (Emerita)
- Wakunaga/Kyolic
- Zand

As a vendor, how may I purchase products through Threshold?
If you are interested in ordering products through Threshold, you must be a licensed retailer. Interested retailers may contact our customer service line to set up an appointment with one of our sales representatives at: 1-831-438-6851.

As a consumer, how may I purchase products through Threshold?
Threshold is a business-to-business distributor and does not sell products directly to consumers. However, Threshold's products may be found at your local health and natural food retail store.

Where can I learn more about the company?
To learn more about Threshold Enterprises, visit www.ThresholdEnterprises.com or call toll free: 1-800-777-5677.

###