

# Natural Brands & Ownership Guide

This guide is designed to help you better understand the ownership behind many popular natural brands. Over time, some natural brands have remained independent, while others have been acquired by larger corporations or investment groups. This information is not meant to create fear or pressure, but to help you make informed decisions that align with what's most important to you.

Use this guide as a reference tool. Start with one category at a time, revisit it as needed, and remember that ownership can change. Above all, extend yourself (and others) grace as you steward your health, finances, and values altogether.

For more information visit: <https://www.bloomingrockhomestead.com/a-guide-to-natural-brands-and-their-ownership>

## Quick Guide:

Conglomerate-Owned – part of a larger corporation (e.g., Unilever, Nestlé, General Mills)

Publicly Traded – shares sold on stock exchange; financial priorities may influence decisions

Privately Held – not publicly traded; ownership may vary

Independent / Founder-led – mission-driven, privately held

## Supplements & Wellness

Brand	Category	Parent Company
Garden of Life	Vitamins / Probiotics	Nestlé Health Science
Vital Proteins	Collagen	Nestlé Health Science
Pure Encapsulations	Practitioner Supplements	Nestlé Health Science
Orgain	Protein Powders	Nestlé Health Science (majority)
New Chapter	Herbal Supplements	Procter & Gamble
OLLY	Gummies	Unilever
Onnit	Functional Nutrition	Unilever
NOW Foods	Supplements / Wellness	Privately held, family-owned

## Personal Care

Brand	Category	Parent Company
Burt's Bees	Skin / Lip Care	The Clorox Company
Native	Deodorant / Body Care	Procter & Gamble
Tom's of Maine	Oral / Deodorant	Colgate-Palmolive
Schmidt's Naturals	Deodorant	Unilever
Hello Products	Oral Care	Colgate-Palmolive
Aveda	Hair / Skin	Estée Lauder
Origins	Skin Care	Estée Lauder
SheaMoisture	Hair / Skin Care	Unilever
BareMinerals	Makeup	Orveon (beauty company spun out of Shiseido)
Mineral Fusion	Makeup / Personal Care	Privately held (Nourish Natural Products Group)
Avalon Organics	Hair / Skin Care	Hain Celestial Group
ATTITUDE	Hair / Skin Care	Privately Held (Canadian company)

## Household Cleaners

Brand	Category	Parent Company
Seventh Generation	Cleaning / Paper	Unilever
Method	Cleaning	SC Johnson
Mrs. Meyer's Clean Day	Cleaning	SC Johnson
Green Works	Cleaning	The Clorox Company
Better Life	Cleaning	Privately Held (founder-led)
The Grove Co.	Household/Personal Care	Grove Collaborative Holdings, Inc. (public company)

## Common Natural / Organic Foods

Brand	Category	Parent Company
Annie's	Packaged Foods	General Mills
Cascadian Farm	Cereals	General Mills
Muir Glen	Tomatoes	General Mills
EPIC Provisions	Meat Snacks	General Mills
Silk	Plant Milks	Danone
Horizon Organic	Dairy	Danone
So Delicious	Dairy-Free	Danone
Kashi	Cereals	Kellanova
Seeds of Change	Grains / Sauces	Mars, Inc.
Kevita	Kombucha	PepsiCo
Alexia Foods	Frozen Foods	Conagra Brands
Mary's Gone Crackers	Crackers / Snacks	Privately held (founder-led)
Real Thins	Snack Crackers	Privately held (small natural foods brand)

## Independent Natural Brands

### Supplements

- RidgeCrest Herbals
- Gaia Herbs
- WishGarden Herbs
- Pure Synergy
- Earthley Wellness

### Personal Care

- Fatco
- Toups & Co Organics
- Rowe Casa Organics

### Household Cleaners

- Branch Basics
- Meliora Cleaning Products
- Truly Free
- Biokleen

### Foods

- Siete Foods (independent at time of writing)
- Primal Kitchen (acquired by Kraft Heinz. Included here because many assume it's still independent)