



Two Ways to Participate

1. Send product packaging artwork (PDF format preferred) to data collection team via Dropbox:

- If you do not have a free account, please create one at www.dropbox.com
- Upload files to a folder
- Share folder with hadc@vestcom.com

OR

2. Ship physical product or package flats (empty containers) to Vestcom:

Vestcom healthyAisles Data Collection
 Attn: Stephanie Scott
 2800 Cantrell Road, Suite 400
 Little Rock, AR 72202

The **healthyAisles** Direct Source program allows manufacturers and retailers to include products in the **healthyAisles** database by submitting product packaging or artwork to the data collection team.

There is **no cost** for participation.

Benefits to participation include:

- Increased product visibility
- Free shelf-edge marketing
- Enhanced product coverage in-store

Product packaging or artwork must include the following required data elements:

- Brand Name
- Product Description
- Barcode (UPC)
- Nutrition Facts Panel (NFP)
- Ingredients
- Net Weight
- Manufacturer Name/Address
- Claims* (ex. Gluten Free, Organic, Non GMO, etc.)

For all questions, please contact:

Jenny Reicks RD | jreicks@vestcom.com | (952) 412-2325

*To qualify for Gluten Free, USDA Organic, Vegan, Vegetarian, 100% Juice &/or Dairy Free attribute(s), etc., the claim must be stated on the product packaging.