



**THE  
SYNERGY  
COMPANY™**

# Positive Impact Report 2025



## A Note from Jen Briggs, CEO

Real business is not simple. Real integrity is.

I want to start with you. The person reading this. We do this for you. That is not a tagline. It is the reason Mitchell May started this company, not to build a business, but to help people, while creating opportunity in a rural community he loved. He is, in the best possible way, an accidental entrepreneur. His devotion to the science of nature's intelligence is not a starting point. It is a living practice that runs through everything we make. And what he and Jayne have built is extraordinary.

What moves me most about being here is the depth of thinking that they ignited. The intersection of genuine and ingenuity that produces something extraordinary, decade after decade. We are not going to stop. Part of why I am here is to be expansive, to build even more of what is possible when people believe in the power of potential.

You are our motivation. And you deserve a company that is impeccable in its commitment to you.

It is in this commitment that we see life as a synergistic system. Much of the conversation around sustainability assumes steady, linear progress. That is not how real systems behave. Our work involves tradeoffs, constraints, and constant recalibration as we learn.

Building a company this way is not straightforward. We operate in a market shaped by consolidation and short-term incentives, where speed and scale are often prioritized over substance. At times, this creates real tension

between financial performance and the standards we set for ourselves.

We do not ignore that tension. We work within it. Our objective is to build a business that is both economically viable and grounded in integrity over time. That requires discipline, clear choices, and a willingness to make decisions that may not optimize for the short term but consider the generations ahead of us.

Looking ahead, we are investing in growth. Growth expands our reach, strengthens our systems, and increases the possibility of delivering meaningful impact over future generations. It also creates opportunity by supporting stable livelihoods, building durable careers, and contributing to the economic vitality of our community.

We do not separate growth from responsibility. We design for both.

We are building for a future we believe in. That belief is a choice we make every day. Human health, community health, and economic health are not separate things. They rise together. We build our legacy by living it every day, because when one of us is healthier, when one community is stronger, all of us are better for it.

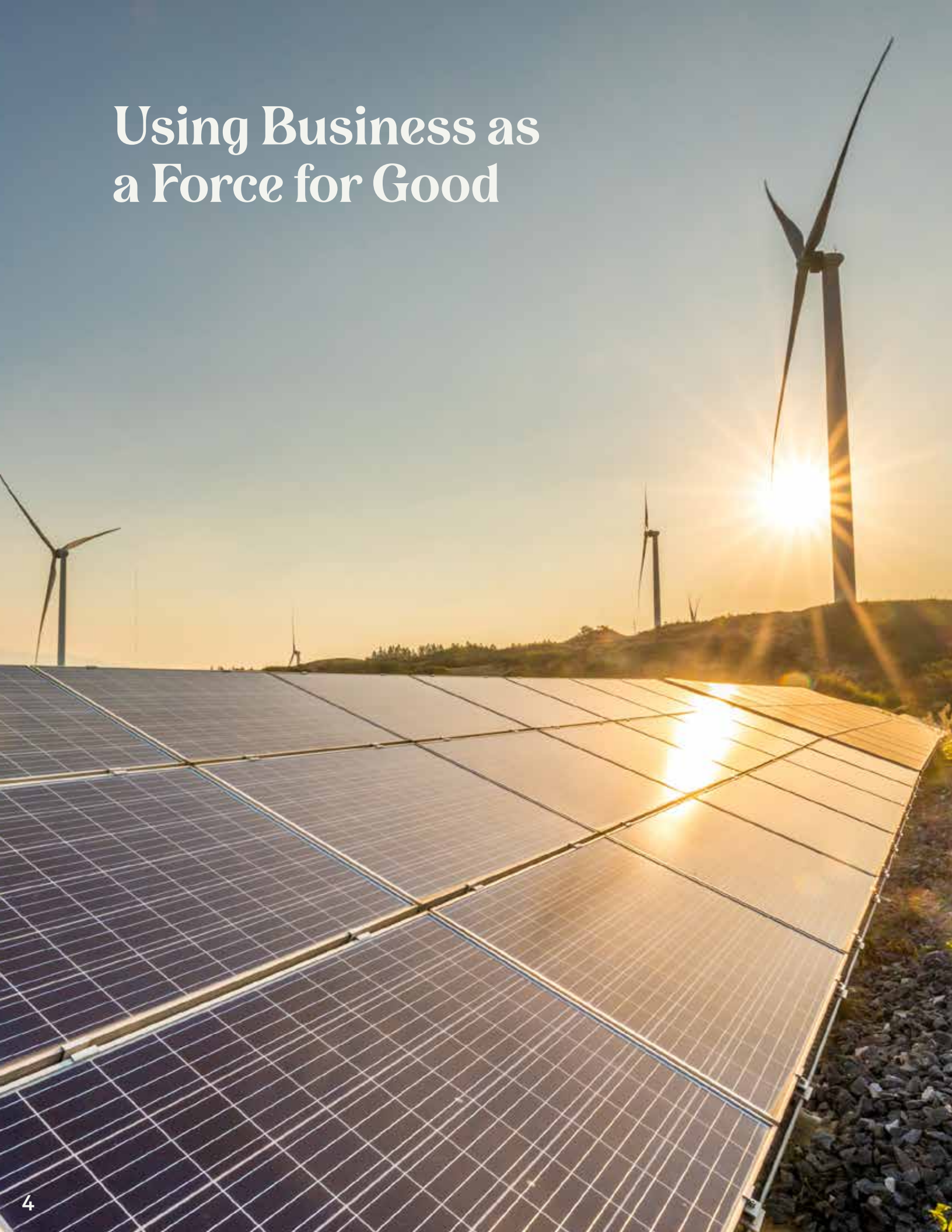
**Jen Briggs,**  
*Chief Executive Officer*



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# Using Business as a Force for Good



## Welcome

Welcome to our 2025 Impact Report, which details the progress we've made in fulfilling Synergy's mission to nourish and enhance your life experience, cultivate the innate potential within each of us, and nurture the well-being of people, place, and planet.

This is the 5th annual report Synergy has published. While we've accomplished a lot in the five years since becoming a public benefit corporation and Certified B Corp, there is still so much ground that lies ahead of us. We're on a journey to transform personal and planetary wellness. We don't see a destination where our commitment to social and environmental responsibility can take a back seat to anything else we're trying to accomplish. Continuous improvement is what we're after.

In this report, we've stripped things down to the essential information you need to judge if Synergy is walking its talk. In doing so, we also provide candid insights into both the areas that we exceeded our expectations, and the areas where we didn't make sufficient progress. Impact work is relationship-based and non-linear. It is built over years and requires adaptation as new information comes to light. It involves complexity, internal tension, and many tradeoffs. We're in this for the long haul and welcome the hard truths that keep us accountable. Thank you for trusting us and coming along for the ride.

2025 was not easy. Like many organizations, we encountered significant challenges, including unpredictable supply chains, significant regulatory changes, tariffs, and inflation. Globally, we saw a pullback on large scale sustainability commitments related to energy, infrastructure, and trade. Climate change and highly disruptive natural disasters undermined some well laid plans.

In the face of these headwinds, we've stayed focused on what we can positively influence through our business decisions. Some highlights include our

leadership in the areas of climate finance action, greenhouse gas reductions, zero waste facility management, and social support for the most vulnerable people in our communities. Ultimately, we are always trying to be the change we wish to see in the world.

We anticipate growth and expansion in the next few years. At Synergy, how we grow matters. We are investing intentionally in growth because, done well, it expands our reach, strengthens our operational systems, and increases our ability to deliver meaningful impact over time. This isn't growth for growth's sake. We consistently ask why we're growing, at what cost, and for whom—and let those questions guide our decisions. For us, growth and responsibility go hand in hand, supporting fulfilling careers, resilient communities, and impact that endures.

As we strive to meet more people on their health journeys, we will continue to emphasize regenerative business practices. This includes robust engagement with values-aligned suppliers and their communities, risk mapping and mitigation, incremental packaging improvements, employee-first policies, and new product innovation. All because our 75 employees show up to work each day with a singular focus on helping you, our consumers, reach your wellness goals.

We invite you to read, question, share, and above all—join us. Our shared pathway toward a more just and healthier world requires all of us. Thank you for your trust and for being part of this story.

With gratitude and resolve,

**Zacharia Levine,**  
*Head of Organizational  
Stewardship*

...and the entire  
Pure Synergy team!



## Our Why

Life-supporting health products should not come at the expense of people or the planet. At The Synergy Company, sustainability and regeneration are embedded in the ways we source ingredients, operate our facilities, care for employees, and support our communities. Our mindset is simple. First, do no harm. Second, create a net positive impact. Along the way, we endeavor to help others do the same.

# Sustainable Development Frameworks

The Synergy Company weaves sustainability and social impact into every facet of our value network. Linking personal and planetary wellness demands that we take a systems view of our business activities and impacts. In recent decades, several frameworks have been established to help businesses, non-governmental organizations, and nation-states organize their efforts around global sustainability needs. In addition to B Corp Certification and the BIA, some of the frameworks we frequently reference include the United Nations Sustainable Development Goals, Project Drawdown, Science Based Targets initiative, Global Reporting Initiative, International Standards Organization, and others.

The United Nations Sustainable Development Goals (UN SDGs) provide valuable guidance for our social and environmental impact efforts, linking us to global sustainability initiatives. The UN SDGs are a set of 17 interconnected global goals designed to achieve a better and more sustainable future for all. These goals address the global challenges we face, including poverty, inequality, climate change, environmental degradation, peace, and justice. Adopted by all United Nations Member States in 2015, the SDGs are part of the 2030 Agenda for Sustainable Development, which provides a shared blueprint for peace and prosperity for people and the planet.

## THE GLOBAL GOALS For Sustainable Development



This report highlights our progress in addressing ten selected SDGs:



This report has been prepared with reference to the Global Reporting Initiative (GRI) Standards to guide our disclosures on environmental, social, and governance topics. While this report is not a full GRI-referenced report, we use the standards as a framework to improve transparency and consistency in our impact reporting.



# Environmental Impact



# Climate Label Certification

In 2025, we earned a coveted certification that recognizes our multi-year commitment to measuring, reducing, and transparently communicating our climate actions. It's called The Climate Label, and it's backed by The Change Climate Project.

The hallmark attribute of our new certification is the commitment to funding a climate transition budget, which requires that companies like The Synergy Company invest real dollars into climate solutions within their own value chains. The climate transition budget requirement behind The Climate Label is also its chief differentiator from other environmental certifications, most of which emphasize carbon offsets that perpetuate a pay-to-pollute business model.

Achieving The Climate Label requires months of sustained effort to measure, fund, and reduce a brand's carbon footprint. For The Synergy Company, however, the underlying intent and commitment have been decades in the making.

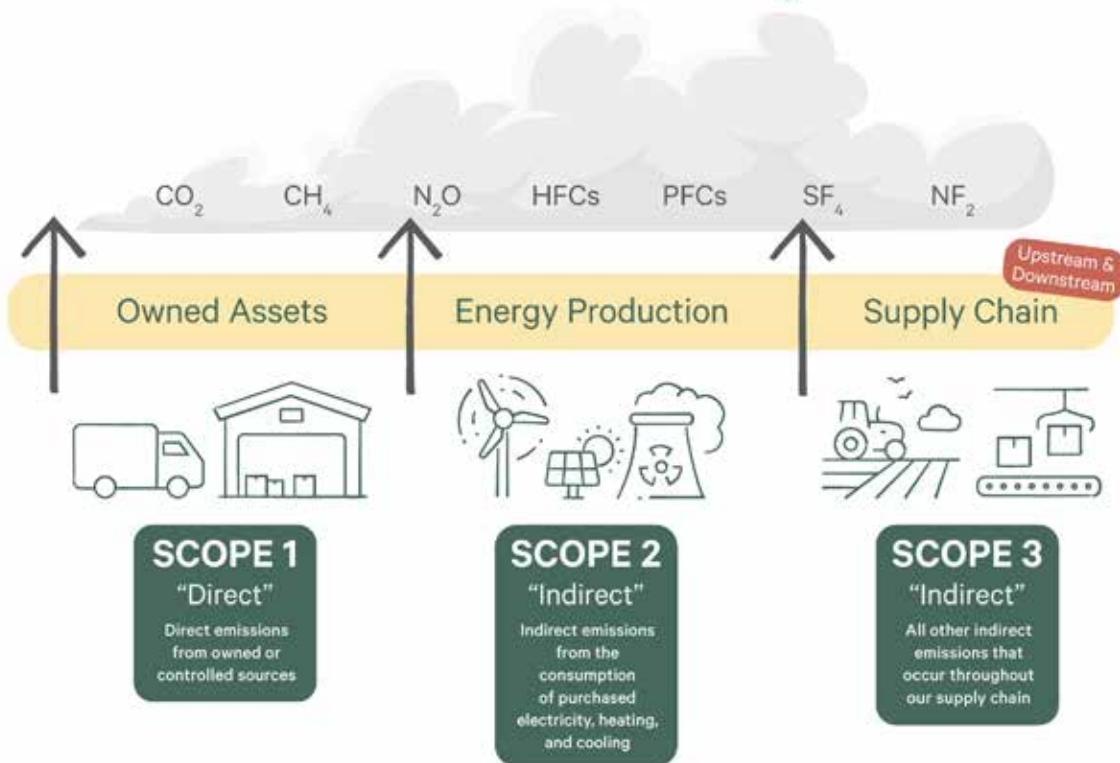
The Change Climate Project certification team reviews and validates our company's annual "cradle-to-grave" greenhouse gas inventory. The C-to-G approach means we capture the full lifecycle impacts of our business and the materials we source, make, and deliver. They also review our time-bound Reduction Action Plans and confirm our dedicated Climate Transition Budget meets their rigorous [standards](#). Each step of the certification process and standards are described in greater detail below.



# 1 Measure

The Synergy Company has been measuring its annual Scopes 1, 2, and 3 greenhouse gas emissions since 2020. In 2025, our last full-year inventory, our business activities resulted in 2,380 metric tons of CO<sub>2</sub>eq. To arrive at this number, we accounted for all cradle-to-grave emissions from sourcing, manufacturing, delivery, and end-of-life treatment of our products, including ingredient cultivation, shipping, employee commuting, business travel, and fuel or energy consumption.

## Environmental Management



# 2 Fund

Using The Change Climate Project's guidance, we adopted internal pricing on carbon at \$15 per metric ton of CO<sub>2</sub>eq. We then set a minimum Climate Transition Budget by multiplying the carbon pricing factor by our 2024 GHG emissions. As with most business practices at The Synergy Company, we aim to go beyond minimums, seeing certifications as floors, not ceilings. So, we have committed and spent more than the required minimum on our CTB.

# 3 Reduce

The money we set aside for our CTB funds a variety of sustainability and emissions reduction activities primarily within our own value chain. Some of these are long-term, multi-year commitments and initiatives. Others are near-term. Over the next 12-24 months, we are especially focused on reducing emissions related to the cultivation, harvesting, and processing of our ingredients, shipping and logistics, and packaging.

# 4 Advocate

The Synergy Company is a small business that supports collective action for responsible business and governance. We engage with trade groups such as the Organic Trade Association, American Herbal Products Association, Sustainable Herbs Initiative, Climate Collective, and Sustainable Packaging Coalition to advocate for climate action.

We also support letters from allied non-profits like the Organic Farming Research Foundation (OFRF) when they reflect our values and business interests.

We further support local and regional non-profits working at the intersection of climate, environmental integrity, and social equity. For example, we contribute to Rim to Rim Restoration in Moab, UT, which focuses on riparian restoration, native plant propagation, and community nature trails.

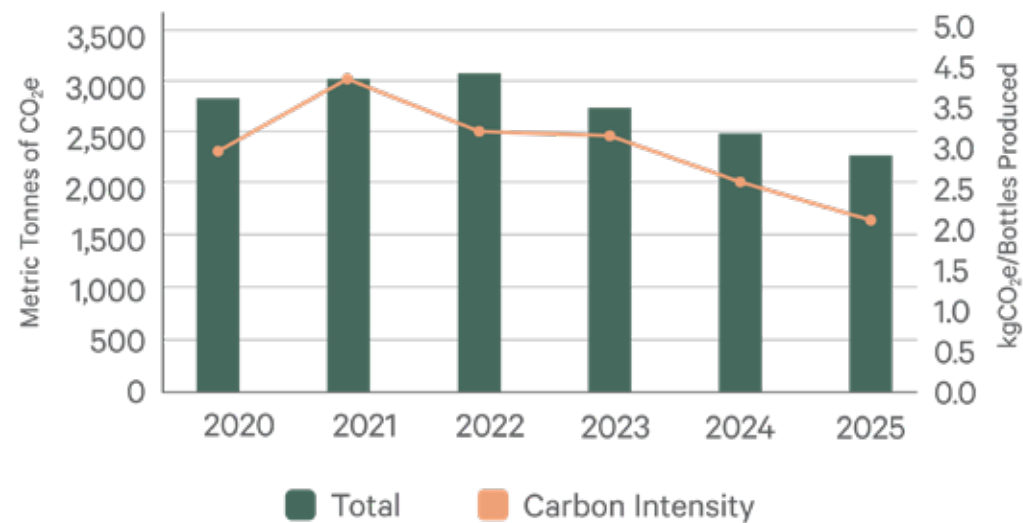
In general, we're not out to rack up as many certifications as possible. We go after credible certifications that truly move the needle in creating positive impact and offer us opportunities to learn, share, and improve. They represent the floor of performance, not the ceiling. They hold us accountable and motivate us to improve year over year. And like the USDA Certified Organic seal, certifications can help consumers quickly cut through the noise of everyday unsubstantiated claims in the marketplace. Certifications also show our employees and suppliers that their sustained efforts to do good are recognized and valued. That alone is cause for celebration.

# Mitigating Greenhouse Gas Emissions

We track company-wide greenhouse gas emissions, including Scope 1, 2, and key Scope 3 categories, and are thrilled to report a decrease across the board this past year.

|       | Scope 1                  | Scope 2                   | Scope 3                     | Total                       |
|-------|--------------------------|---------------------------|-----------------------------|-----------------------------|
| 2024  | 65.4mT CO <sub>2</sub> e | 122.9mT CO <sub>2</sub> e | 2,436.8mT CO <sub>2</sub> e | 2,625.1mT CO <sub>2</sub> e |
| 2025  | 56.4mT CO <sub>2</sub> e | 90.3mT CO <sub>2</sub> e  | 2,233.6mT CO <sub>2</sub> e | 2,380.3mT CO <sub>2</sub> e |
| YoY % | 13.8% less               | 26.5% less                | 9.1% less                   | 9.3% less                   |

## Carbon Intensity

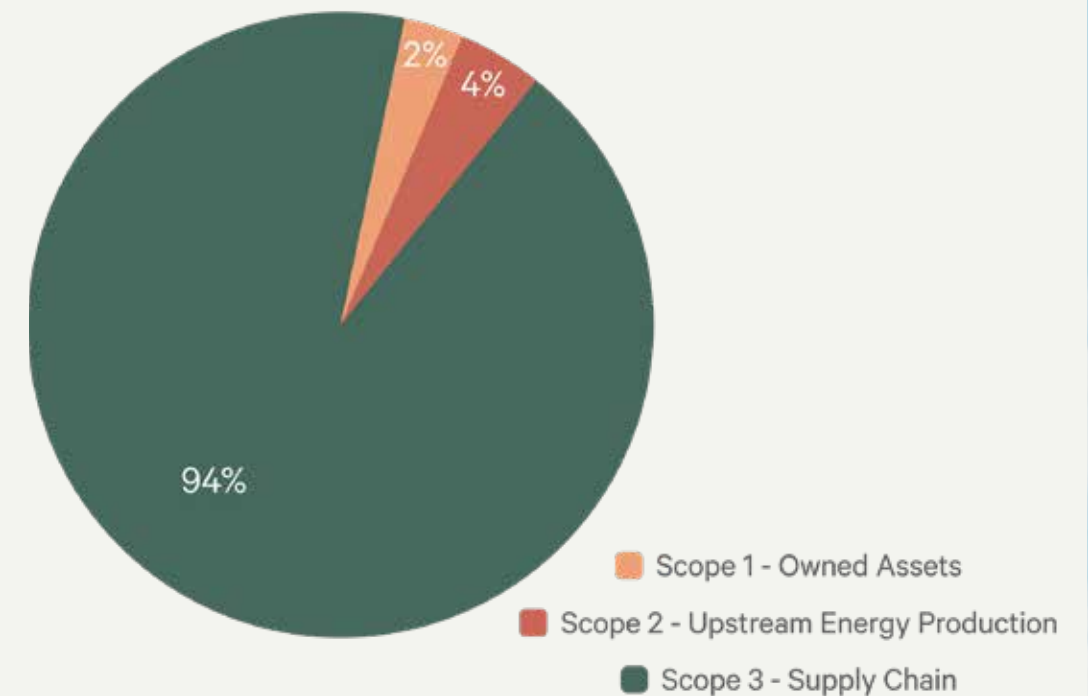


## Scope 3 Emissions

The majority of our greenhouse gas emissions occur in **Scope 3**, primarily upstream of our direct operations. These emissions are largely associated with the **cultivation and processing of raw materials** used in our products, as well as the **transportation of goods and materials throughout our supply network**. Emissions generated downstream from our direct operations stem from product distribution and end-of-life treatment of packaging materials. With the exception of our packaging choices, which

we've made incremental progress on in recent years, these upstream and downstream activities take place outside our direct control. Therefore, addressing Scope 3 emissions requires collaboration with suppliers, logistics partners, and other stakeholders across our value chain. Admittedly, we still have a lot of work ahead of us to map, measure, and collaboratively reduce our Scope 3 emissions alongside our value chain partners.

## 2025 Scopes Breakdown

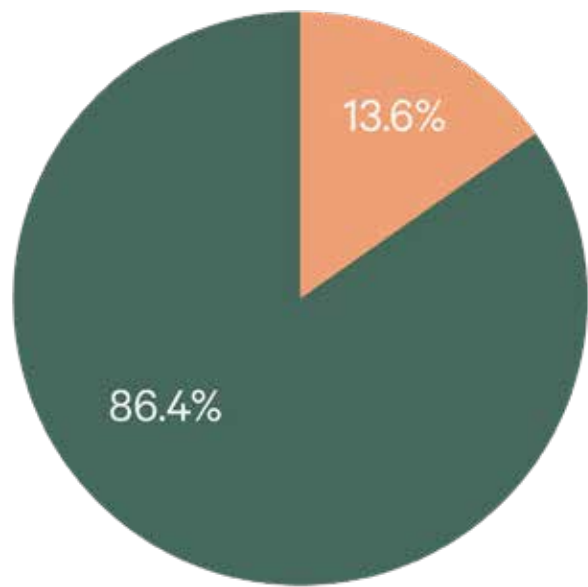




# Sourcing With Integrity

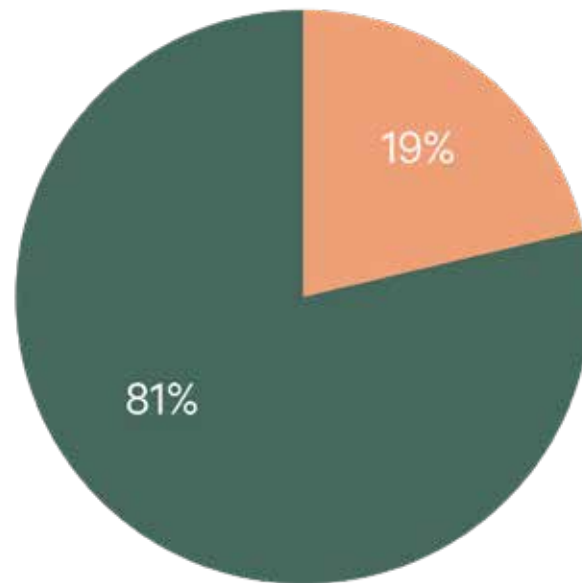
Responsible products start upstream. We set clear expectations through our Supplier Code of Conduct, prioritize transparency, and integrate sustainability into procurement decisions. Our focus is on building resilient, long-term supplier relationships that support people, planet, and product quality. During 2025, we bought 107,133 kilograms of certified organic raw materials.

### Raw Materials (RM)



■ Certified Organic  
■ Conventional

### Sourcing Origins



■ RM Purchased in US  
■ RM Purchased Elsewhere





# Ingredient-Level Carbon Footprints

The cultivation, harvesting, processing, and upstream transportation of botanical ingredients we purchase account for The Synergy Company's largest sources of GHG emissions. Although the figures vary from year to year, our spending on these critical product inputs consistently accounts for roughly two-thirds of our total emissions. Emissions reductions in this area represent the greatest potential for reducing our environmental impact.

Despite the immense potential for Scope 3 emissions reductions, mitigating this impact area falls outside of our direct control. Therefore, our ability to drive change relies on data visibility and collaborative problem-solving. By establishing a detailed understanding of the activities that generate emissions in our ingredient supply chain, we can identify the intervention areas with the greatest

reduction potential and then work with our supply partners to implement effective solutions. In doing so, we also have the potential to deepen supplier relationships, support and engage in mutually beneficial inset projects, create jobs, increase information sharing and understanding, and model the spirit of reciprocity among supplier communities. Unfortunately, limited information exists on the highly specialized and relatively low-volume ingredients we source.

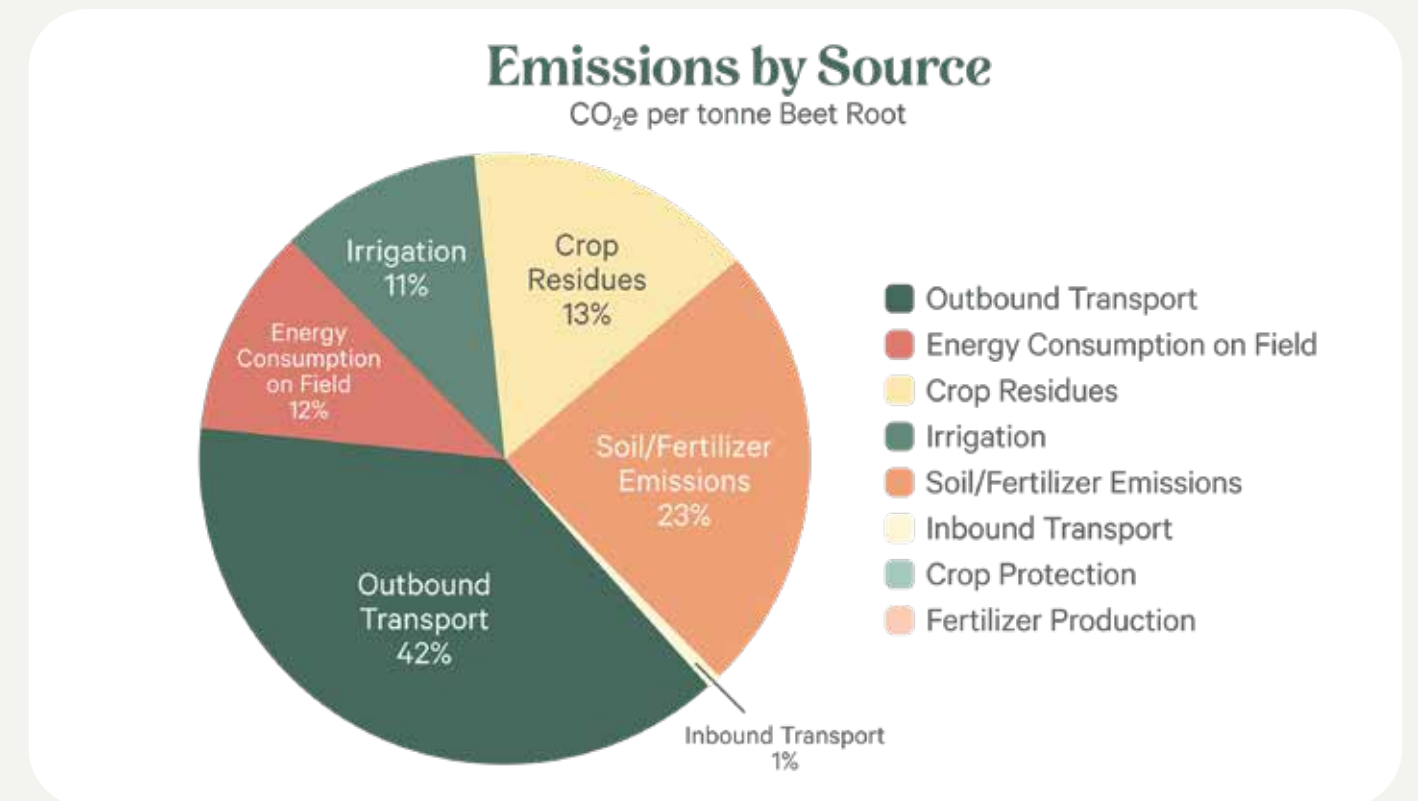
Throughout 2025, we worked directly with four key suppliers to measure emissions at each stage of the farm-to-factory process. Because this task can be time-consuming, costly, and require specialized technical knowledge, we completed this work under the umbrella of a pre-competitive collaboration convened by the Sustainable Herbs Initiative to overcome these challenges.

The **Scope 3 Working Group**, as it's called, operates on the premise that purpose-driven companies can do more together than they can alone. By forging industry partnerships, we can share resources to address shared challenges. While doing so, we also learn, grow, and enhance our collective impact together. Our experience suggests that transparency and trust increase our capacity to identify, share, and apply best practices that improve the global botanical industry. Because our botanical ingredients, the places in which they are grown, and the communities that steward their farm-to-factory journeys are exceptionally vulnerable to climate change and natural disasters, the long-term health and durability of our entire industry depend on our shared progress.

Ingredient-level emissions mapping and more broadly, life cycle analysis, is work that will continue over many years. To create a truly useful database of emissions factors and their underlying measures, we need to work with many more suppliers to map many more ingredients. We also need to

continue working with our peers in the botanical industry to explore variations in emissions across different regions, farms, cultivation styles, and processing techniques. This will take time because the work hinges on trust, transparency, persistence, and data availability.

Nevertheless, we have already derived many insights that are actively influencing our work and that of our collaborators. We have identified multiple soil management opportunities related to tillage, composting, and crop residue management, **as seen in the beet root example below**. As our ingredients undergo various processing stages, including freezing, drying, concentration, or extraction, and are also transported between stages, we have identified co-investment opportunities for emissions-mitigation projects. Perhaps most importantly, we have developed a repeatable and scalable methodology that is more cost-effective and accessible across the remainder of our supplier network.



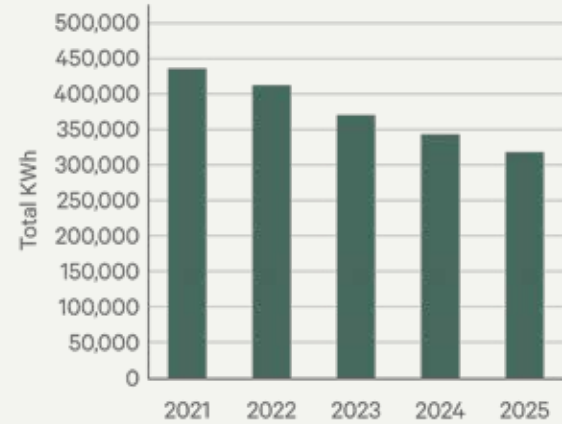


# Energy Efficiency

## Electricity Consumption

During the past year, we reduced electricity consumption by **8.5% compared to the previous year**, driven in part by the implementation of **LED lighting upgrades** across facilities. Workflow improvements and machinery upgrades have also enabled us to manufacture more finished products using less electricity. These improvements support ongoing efforts to reduce energy intensity and operate more efficiently. They also improve our employees' working conditions and workplace experience.

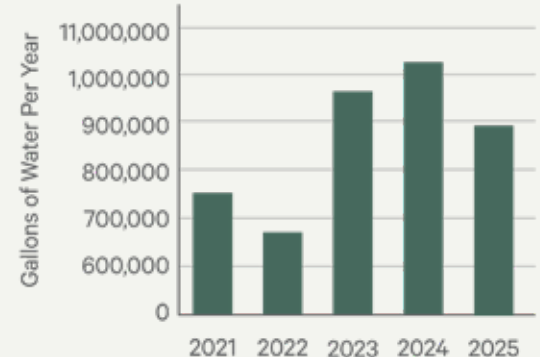
Annual Electricity Consumption



## Water Stewardship & Efficiency

Water is a critical resource for our operations. It is also a critical resource for the region where we operate – the arid desert of Moab, Utah – and we take that into consideration when making facility decisions. During the past year, we reduced total water consumption by **18% compared to the previous year**. This improvement was driven by operational efficiencies, improved monitoring, and more intentional use of water across day-to-day activities. These efforts support our broader goals to reduce resource intensity and operate more efficiently as we grow.

Total Annual Water Consumption



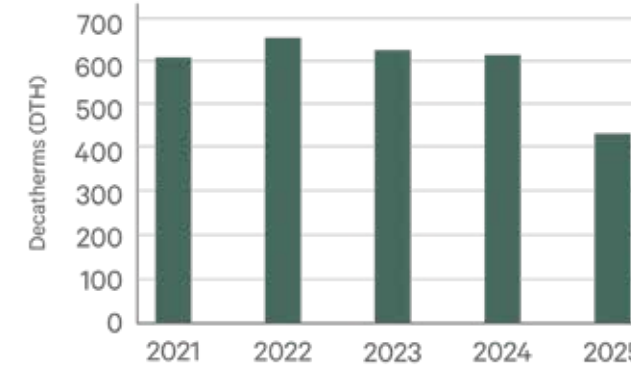
**18%** In 2025, we reduced our water consumption by 18% in comparison to 2024.

## Reducing Natural Gas and Diesel Consumption

Natural gas is used exclusively for **space heating and water heating** across our facilities. During the past year, we achieved a **28% reduction in natural gas consumption** compared to the previous year. This decrease reflects improved operational efficiency and more intentional management of heating systems, supporting lower direct greenhouse gas emissions while maintaining safe and comfortable working conditions. We also participate in our utility provider's carbon offset program, CarbonRight,

which enables us to offset much of our natural gas-related emissions. In 2025, we offset 3,880 pounds of CO<sub>2</sub>e, which is equivalent to driving 4,485 fewer miles in a gasoline passenger car. For Synergy to achieve a significant reduction in our natural gas consumption, we'll need to consider switching some of our HVAC units to heat pumps. Before doing so, we'll explore the total environmental and emissions impacts of retiring our still functional units early and replacing them with more efficient units.

Natural Gas Consumption

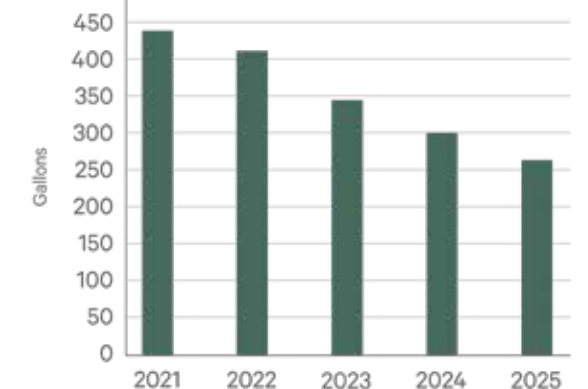


**28%** In 2025 we reduced our natural gas usage by 28% in comparison to 2024 representing **1 ton of CO<sub>2</sub>e**

**4,485** We offset the CO<sub>2</sub>e emissions equivalent of driving a gas car for 4,485 miles

We also achieved a **12% reduction in diesel consumption** across our vehicle fleet in 2025 compared to the previous year. This improvement reflects more efficient operational practices and more intentional use of fuel-powered equipment. Reducing diesel use supports lower greenhouse gas emissions, reduces air pollutants, and improves overall operational efficiency. When our fleet truck nears the end of its useful life, we will explore the benefits of switching to an electric box truck.

Diesel Consumption





# Waste Management & Circularity

In 2025, we made significant progress in our pursuit of zero-waste facility certification by following the [TRUE Zero Waste](#) framework. This program emphasizes waste prevention, material recovery, and continuous improvement across operations. By tracking waste streams, improving sorting infrastructure, and working with employees and suppliers to reduce unnecessary material waste, we are strengthening our ability to divert waste from landfills and move toward a more circular operating model.

Our approach goes beyond recycling. It includes employee training, supplier engagement, and ongoing audits of waste generation to identify reduction opportunities at the source. These efforts support both operational efficiency and our broader environmental impact goals. We have partnered with a local grocery store to recycle all the flexible plastic that

comes into our facility because it represents a significant percentage of our waste stream. The grocer participates in the [NexTrex](#) program, which converts polyethylene plastics into composite decking material.

Flexible plastic remains one of our largest and most challenging waste streams, upstream packaging reduction with suppliers is still limited, and data tracking can be improved to better identify material reduction opportunities. Moving forward, we will prioritize source reduction, packaging redesign, stronger supplier collaboration, improved diversion accuracy, and proactive preparation for Extended Producer Responsibility (EPR) requirements, shifting from waste management toward true material optimization.

## We recycled

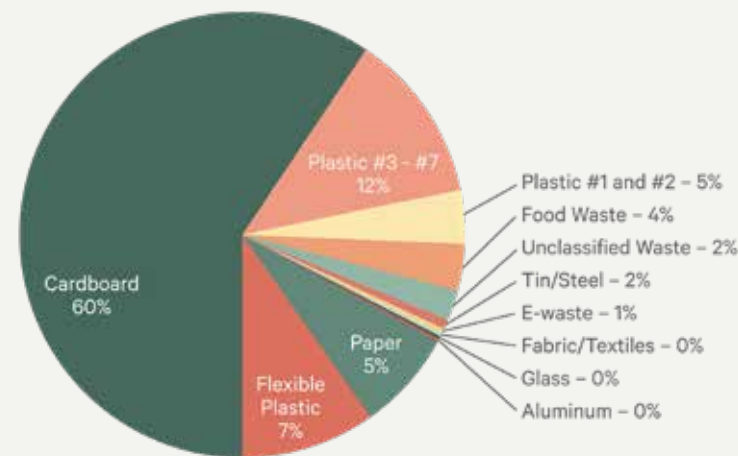
**15** tons of cardboard

**680** pounds of electronic waste

**120** pounds of glass

These are 11 mtCO2e less avoided emissions to the environment

2025 Waste Audit Results



# Extended Producer Responsibility (EPR)

We are preparing for and participating in Extended Producer Responsibility (EPR) programs in jurisdictions where they apply. These regulatory programs hold producers accountable for end-of-life management of packaging and encourage more circular material choices. Our teams are tracking packaging materials, improving recyclability, and integrating EPR data into broader waste-reduction and climate strategies. Most importantly, we are paying fees into each applicable state's EPR program, which in turn funds

their statewide waste management, recycling, circularity, and regulatory compliance programs. As Extended Producer Responsibility (EPR) policies expand across the United States, packaging accountability is rapidly shifting from municipalities to producers. While we support the intent of EPR – strengthening recycling systems, increasing circularity, and reducing waste – the current state-by-state implementation creates operational complexity for national brands like ours.



# Smarter Shipping Through Collaboration



In 2025, The Synergy Company took a significant step toward shifting our business-to-business spending to organizations whose values align with our own. This philosophy is more than a statement; it’s a strategy for driving positive change through our purchasing power.

For example, we partnered with AMS Fulfillment, a Certified B Corp that shares our belief that business can – and should – be a force for good in the world. By entrusting AMS with our direct-to-consumer and wholesale fulfillment operations, we not only supported a values-driven company but also enhanced our order fulfillment capabilities and overall customer experience.

Similarly, our collaboration with another fulfillment-related B Corp, Flock Freight, exemplifies this commitment to purposeful spending. By leveraging Flock Freight’s shared truckload logistics model, we improved the efficiency of our freight shipments – reducing unnecessary miles and maximizing truck utilization. This approach has lowered transportation emissions and created a more efficient, reliable distribution system for our customers.

Both AMS Fulfillment and Flock Freight demonstrate the dual impact of our “voting with our dollars” – aligning with partners who share our values while simultaneously driving operational improvements and elevating the customer experience. These partnerships show how every purchasing decision can be an opportunity to further our mission and multiply our positive impact.



# Climate Finance Action



As part of our broader climate strategy, we are increasingly examining the environmental impacts embedded in our financial decisions. Insurance, banking, and employee retirement accounts are often treated as neutral administrative functions, yet these financial relationships influence how capital is deployed across the economy. Collectively, these decisions shape what is known as **Climate Finance Action** – an emerging area of climate accountability focused on reducing the emissions and systemic risks associated with financial services.

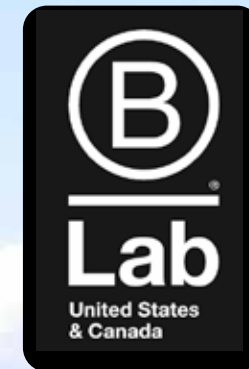
We are still early in this work. However, over the past several years, we have invested time and resources into better understanding financed emissions – the greenhouse gas emissions enabled by financial institutions through underwriting, lending, and investment activities. This learning process has helped us recognize that even relatively small companies like ours can contribute to climate solutions by being more intentional about where and how our money flows.

Our most developed area of climate finance action to date is insurance. In 2025, we moved our property, casualty, and liability insurance policies into the Premiums for the Planet network of brokers, aligning our insurance spend with our climate action priorities. This shift reflects our belief that insurance is not only a risk management tool, but also a powerful lever that influences which industries and activities are supported or constrained. By working with brokers and carriers that are actively addressing fossil fuel exposure and climate risk, we aim to ensure that our insurance dollars are not inadvertently contributing to the very risks we are working to mitigate elsewhere in our value chain.

Beyond insurance, we have begun evaluating the climate implications of our banking relationships and employee retirement investment accounts. Cash balances and retirement assets are typically pooled and invested at scales far beyond a single company’s visibility, making this work complex and incremental. In collaboration with our retirement plan fiduciary advisor and climate finance partners, we are working to better understand how these assets are deployed and where opportunities exist to reduce climate harm while maintaining fiduciary responsibility and financial performance.

A defining feature of our approach to climate finance action has been collaboration. In 2025, The Synergy Company participated in the inaugural Climate Finance Action Cohort convened by B Lab U.S. & Canada. This peer learning community brought together Certified B Corporations committed to aligning their financial practices with their values. Through shared research, provider engagement, and open dialogue, the cohort reinforced a central insight: while individual company action matters, meaningful progress in climate finance depends on collective action and shared learning.

Looking ahead, we view Climate Finance Action as a long-term area of stewardship rather than a one-time set of decisions. Over the next several years, we aim to deepen our understanding of financed emissions across insurance, banking, and retirement accounts, and to continue engaging with peers and partners to identify practical pathways for improvement. As with other areas of our impact work, we are committed to transparency, learning, and steady progress – recognizing that aligning our financial practices with our climate values is both necessary and ongoing.





# Social Impact

# Social Impact- Community

## Community Contributions

At The Synergy Company, we believe that true impact stems from combining global perspective with local action. Our commitment to “think globally, act locally” drives us to strengthen our hometown of Moab, Utah while supporting organizations whose work addresses social, environmental, and economic challenges that resonate far beyond our community’s borders.

In 2025, we partnered with more than **40 nonprofit and community organizations** – primarily based in Moab – to advance causes that matter locally, nationally, and internationally. These included monetary contributions, in-kind product donations, event support, and employee volunteering. Our support empowered groups tackling

issues such as public health, environmental stewardship, and community resilience. Our community investment of **\$75,000 in direct monetary donations and \$170,000 in donated products** fueled work that uplifted individuals and communities in Moab and across the wider region.

Beyond financial and product donations, our employees actively contribute to shaping a better world. In 2025, they dedicated **950 hours of volunteer time** to support nonprofits and community initiatives. These efforts demonstrate our belief that local engagement can create ripple effects, inspiring solutions and progress on issues of widespread concern.

**\$170,000** in donated products

**\$75,000** In direct monetary donations

**950** hours of employer-paid volunteer time

**40+** nonprofit and community organization partnerships





# Social Impact- Employees

## Our People

Our people are essential to our success, and supporting their well-being is a core part of how we operate.

In 2025, we continued prioritizing health, safety, and overall well-being across our workforce. In addition to ongoing training, engagement, and cross-functional collaboration, we provided 3,100 hours of Wellness Time Off (WTO) to support employees' mental, physical, and emotional health.

We believe that creating space for rest, recovery, and balance helps build a more resilient, engaged, and productive team – and contributes to a workplace culture grounded in respect, care, and shared responsibility.



# Workplace Safety & SHARP Recognition

We are proud to participate in Utah's Office of Safety and Health Safety and Health Achievement Recognition Program (SHARP), which recognizes workplaces with strong, proactive safety and health management systems. This program reflects our commitment to providing a safe

working environment through employee engagement, continuous training, and ongoing hazard prevention. The Synergy Company is among the first twenty companies to achieve this recognition in the state of Utah.



# Ownership

## The Synergy Company Honored with Nutrition Business Journal Management Achievement Award



In August 2025, *Nutrition Business Journal* (NBJ), a leading trade publication, honored The Synergy Company and Mitchell May with their prestigious Management Achievement Award. This award recognizes outstanding leadership and business performance in the nutrition and dietary supplements industry and celebrates companies and individuals who demonstrate strong market performance, innovation, and integrity. The Synergy Company was awarded this esteemed accolade based

on its unwavering commitment to purity, sustainability, and community well-being, highlighting its exceptional leadership and operational excellence in shaping the health and wellness industry for over 30 years.

The award underscores the foundational beliefs and managerial practices that have guided The Synergy Company since its inception.



**“We are Synergy’s Board of Advisors, and we approve this report.”**



Mitchell M. May  
-Owner



Jayne May  
-Owner



Jen Briggs  
-CEO



Eric Davis  
-Advisor



Camille Cannon  
-Advisor



Patrick Carpenter  
-Advisor

*“I founded The Synergy Company 30 plus years ago on the belief, on the commitment, and quite honestly as a living experiment of putting everything we had on the line, as we continue to still do every day at Synergy – that good faith, integrity, fairness, and truthfulness, living right alongside social, people, community, humanitarian, and planetary responsibility are all eminently compatible with good business.”*

*“We are unequivocally committed to this stewardship and our responsibility to it, and we have been incredibly fortunate through the commitments, values, and dedicated work of many people over many years at The Synergy Company to have experienced and demonstrated – that business can be profitable, successful, honorable, values-led and be a living and dynamic force for good in the world.”*

**– Mitchell M. May,**  
Founder & Chairman of the Board



# Thank You!

We believe every decision, big or small, creates a ripple that can change the world. Thank you for your trust and support. By taking ownership of your personal health and well-being—and choosing to support responsible businesses—you are helping create a positive impact in the world.