



FOR IMMEDIATE RELEASE

Independent Natural Health & Living Project (INHLP) Launches at MAHO Summer Splash 2024

Jasper, GA - 9/16/2024 - There are grassroots boots on the ground!

INHLP, MAHO, and Positively Natural are excited to announce the official launch of the Independent Natural Health & Living Project (INHLP) during the MAHO Summer Splash trade show. This grassroots advocacy organization aims to provide essential resources, support, legislative updates, and dedicated advocacy for the independent segment of the natural products industry. INHLP is set to be a game-changer for small business owners, retailers, and suppliers within this industry by fostering a strong and informed community.

This new partnership with INHLP comes at a critical time, as legislative updates that directly impact the natural products industry, such as the Main Street Tax Certainty Act, require close attention. INHLP will ensure that independent businesses are well-informed and equipped to navigate potential regulatory changes that could affect their operations.

Marcy Kraft, Executive Director of MAHO, expressed her excitement: "The MAHO Board of Directors is proud to announce new membership benefits for YOU, the INDEPENDENT natural products industry retailers, within our 15-state geographical area. In addition to the affirmative vote at our Annual Business

Meeting on July 28, 2024, to remain an INDEPENDENT organization, we are thrilled to partner with INHLP. This partnership will help keep you updated on the latest legislative developments, including product regulations and the Main Street Tax Act, which directly impacts small business retailers."

Jeremiah Bogenhagen, Executive Director of Positively Natural Network added, "By joining forces, INHLP and Positively Natural Network amplify the voice of the natural products industry in legislative matters, driving policies that protect both the integrity of our products, the well-being of consumers and Independent Business owners."

Co-founder of INHLP, Christi Bandy-Willard states, "INHLP, MAHO and Positively Natural Network are committed to supporting independent natural products retailers, manufacturers, and distributors by ensuring they have the tools and knowledge to thrive in the ever-evolving legislative landscape. This new initiative signifies a strengthened community and enhanced opportunities for independent businesses across the country."

The next stop for INHLP will be Palm Springs, CA, October 25 & 26, 2024 for the Naturally Independent EXPO powered by Positively Natural.