

# Who Owns Your "Health" Brand?

*The label still says small and wholesome. The owner, in many cases, is the exact conglomerate you were trying to avoid.*

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A sourced reference from **The Wellness Co.**

## WHY WE MADE THIS

**I**n our low-tox starter guide, we mentioned a pattern: a founder builds a genuinely clean brand, it earns your trust, and then a giant food, pharmaceutical, or consumer-goods company quietly buys it. You asked us to name names. So we did — carefully.

This isn't a boycott list, and it isn't a claim that any of these products got worse. Ownership can change a brand's incentives over time, but that's for you to watch. What this guide gives you is the one thing marketing works hard to obscure: **who actually owns the brand in your cart.**

## Our rule for this list

Every entry is a documented, publicly-reported acquisition with a source you can click. We state ownership only — not opinions about quality. Corporate ownership shifts often; we date each one, and if something can't be verified from a credible source, it doesn't go on the list.

# Supplements & Nutrition 7 BRANDS

## Pure Encapsulations

Sold with Douglas Labs & Genestra, via Atrium Innovations.

→ Nestlé Health Science · 2017

[SOURCE](#)

## Garden of Life

Part of the same Nestlé–Atrium deal.

→ Nestlé Health Science · 2017

[SOURCE](#)

## Vital Proteins

Majority in 2020; fully Nestlé-owned by 2022.

→ Nestlé Health Science · 2020

[SOURCE](#)

## Orgain

Majority stake.

→ Nestlé Health Science · 2022

[SOURCE](#)

## Solgar & Nature's Bounty

Under a Nestlé strategic review in 2025 — could change hands again.

→ Nestlé Health Science · 2021

[SOURCE](#)

## New Chapter

Operates as a P&G subsidiary.

→ Procter & Gamble · 2012

[SOURCE](#)

## Nature Made

Owned by the Japanese pharma giant (via Pharmavite) since 1989.

→ Otsuka Pharmaceutical · 1989

[SOURCE](#)

# Clean Food & Pantry 14 BRANDS

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## Siete Foods

→ PepsiCo · 2024

The Garza family's grain-free brand — a \$1.2B deal.

[SOURCE](#)

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## Rao's Homemade

→ Campbell · 2024

Via Campbell's \$2.7B purchase of Sovos Brands.

[SOURCE](#)

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## Primal Kitchen

→ Kraft Heinz · 2018

The avocado-oil brand, for ~\$200M.

[SOURCE](#)

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## Pacific Foods

→ Campbell · 2017

\$700M.

[SOURCE](#)

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## Simple Mills

→ Flowers Foods · 2025

\$795M — one of the most recent.

[SOURCE](#)

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## fairlife

→ Coca-Cola · 2020

Coca-Cola took full ownership.

[SOURCE](#)

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## Dave's Killer Bread

→ Flowers Foods · 2015

~\$275M.

[SOURCE](#)

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## Annie's

→ General Mills · 2014

~\$820M.

[SOURCE](#)

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## EPIC Provisions

→ General Mills · 2016

The grass-fed meat-bar brand.

[SOURCE](#)

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## Larabar

→ General Mills · 2008

Via its maker, Humm Foods.

[SOURCE](#)

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## Applegate

\$775M for the natural-meat brand.

→ Hormel · 2015

[SOURCE](#)

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## Silk & So Delicious

Via Danone's \$12.5B WhiteWave deal.

→ Danone · 2017

[SOURCE](#)

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## RXBAR

Kellogg → Kellanova → Mars, in Mars's \$36B buyout.

→ Mars · 2025

[SOURCE](#)

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## Kashi

Kellogg-owned; landed with the WK Kellogg cereal spinoff.

→ WK Kellogg Co · 2000

[SOURCE](#)

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# Personal Care & Home 7 BRANDS

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## hello

The "clean" oral-care brand — bought by a toothpaste giant.

→ Colgate-Palmolive · 2020

[SOURCE](#)

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## Tom's of Maine

84% stake, ~\$100M.

→ Colgate-Palmolive · 2006

[SOURCE](#)

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## Burt's Bees

~\$925M.

→ Clorox · 2007

[SOURCE](#)

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## Seventh Generation

~\$700M.

→ Unilever · 2016

[SOURCE](#)

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## Schmidt's Naturals

Natural deodorant.

→ Unilever · 2017

[SOURCE](#)

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## Method & Ecover

Still SC Johnson — a rumored later sale never happened.

→ SC Johnson · 2017

[SOURCE](#)

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## Native

\$100M cash.

→ Procter & Gamble · 2017

SOURCE

### TWO HONEST ASTERISKS

#### Not every buyer is a food giant

A few of these didn't go to a conglomerate — they went to **private equity**, which is still a very different thing from independent. **Thorne** (L Catterton, 2023) and a majority of **Justin's** (Forward Consumer Partners, 2025) are now PE-held. Same loss of independence, different kind of owner.

**Bought, then shelved.** Sometimes the acquisition *is* the ending. Coca-Cola bought both **Honest Tea** and **Odwalla** — and later discontinued them outright. (Honest Tea's founder walked away and started over with a new, independent brand.)

## Still their own bosses

Because it isn't all bad news. These are notable brands that remain family- or independently-owned — worth supporting for exactly that reason.

### Bob's Red Mill

100% employee-owned (ESOP)

### Dr. Bronner's

Family-owned, 5 generations

### Nature's Path

Family-owned (Stephens family)

### Amy's Kitchen

Family-owned (Berliner family)

### Frontier Co-op

Member-owned co-op · Simply Organic, Aura  
Cacia

### Lundberg Family Farms

Family-owned, 4th generation

## DO IT YOURSELF

# How to check any brand in 60 seconds

Ownership changes faster than any printed list can keep up with. Here's how to check for yourself before you buy.

- 1 Search "[brand name] parent company" or "[brand name] acquired by." The first news result usually tells you.
- 2 Read the fine print on the package — a parent company is often listed in tiny type near the address.
- 3 Re-read the ingredient list on brands you already trust. **Ingredient creep** after an acquisition is the real tell.
- 4 When in doubt, go closer to the source: local ranchers, farmers markets, and small independent makers.

## WHEN YOU'RE READY TO GO DEEPER

# Clean out the noise. Then let's read your signal.

Knowing what to avoid is half the battle. Knowing what *your* body actually needs is the other half — and that's what we do at The Wellness Co. Our CLARITY program starts with your labs and Dawn's interpretation, so your next steps are personal, not guesswork.

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[BOOK A CLARITY CONSULT →](#)

Or start with a free lab review at [urwellness.co](https://urwellness.co) · (619) 444-3264

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