



It's your body. Run it well.™

A 25-year Organics veteran and pioneer. And why she's doing what no one else has.

"In the beginning, my kitchen looked like a disaster area, with herbs and dirt all over everything."

"This has been an expensive labor of love. No publically held company would have made the investment I have, pursued it so passionately or obsessed as much about quality. Now, it's fantastic to see consumers demanding what I've believed in for 25 years."

"I don't even know what the word 'natural' means anymore. It's not a meaningfully regulated term. Why should a pregnant woman have to try to determine how many parts-per-million of herbicides and pesticides are safe for her developing fetus? Well, with our products, she doesn't have to."

"I'm continually educating myself on the nutritional and medicinal properties of nature's pharmacy. Some of these ingredients outperform pharma synthetics, and all come with safeguards inherent in plant-based, organic ingredients."

Key Facts

Nancy Smithers, President & Founder

Nancy Smithers is a seventh generation Nova Scotian, with a lifelong interest in the herbs and wild medicinal flora of her province.

After completing Natural Health courses at Alberta's Wild Rose College, she became committed to an organic approach to diet and nutrition as an optimal way to live and raise her children in the healthiest way possible.

Nancy Smithers began crafting extracts of medicinal herbs at her kitchen table, located in her home on the Atlantic coastline.

From that modest beginning, in 1994 Nancy created her now flourishing company and began manufacturing certified organic products unavailable anywhere else, distributing them to friends, family and eventually retail health food stores in Canada, Japan, and select countries in the European Union. Recently, the company launched a significant e-Commerce business in the United States and Canada.

Over the years, as the 'natural products' industry began to become more misleading and confusing in their marketing claims, the company began to gain market share with exclusively USDA Certified Organic products. Nancy realized products with this absolute guarantee of pure and uncontaminated ingredients, eco-friendly manufacturing processes and nutrient-preserving methods, was unparalleled in the vitamin and supplement industry.

Clearly ahead of her time, Nancy Smithers' Nova Scotia Organics™ brand continues to produce only USDA Certified Organic products— independently verified with the highest level of organic certification (95% to 100% pure). There is no other full line of vitamins, supplements and snack food products with this consistently high level of organic certification on the market today.

As President, Nancy uses her 25 years of business, herbal and organic expertise to promote her products and related causes effectively. 'Organic' is no marketing buzzword to her; it's her way of life and the reason for her company's success.

“It has taken me 25 years to find the quality of plants, herbs, grains, algae, fungi, calcium from eggshell and grasses that we use now. And they’re all USDA Certified Organic, which takes any guesswork out of it for our customers.”

“I have a very common sense approach: let’s try simple, proven, plant based remedies that are nutritious, non-addictive, have few or no contra-indications and are gentle on our bodies as a first line of defense against illness and to maximize our wellness.”

“The high quality of our ingredients, the impeccable way we produce our products and the straightforward combinations of these ingredients into effective, truly problem-solving formulations are what I’m most proud of.”

“At the end of the day, It’s your body. Run it well.™”

Her passion for building an eco-friendly business promoting and advancing organic practices as they relate to farming, harvesting, and manufacturing vitamins, supplements and simple freeze dried snack fruit products has resulted in her company being awarded with numerous grants from the Canadian government on everything from merits in innovation, manufacturing excellence, organic product research and product testing rigor.

Nancy has co-sponsored academic research into the medicinal effects of organic remedies. She has also worked with The National Research Council of Canada, Prince Edward Island Food Technology Center, Agriculture Canada, Acadia University, University of British Columbia, and others.

She has served on the Natural Health Products Directorate’s Management Advisory Committee on Natural Health Products and is aligned with other natural product organizations.

Nancy Smithers is a recipient of an Honorary Doctorate of Civil Laws from St. Mary’s University, and has been saluted nationally as a role model for entrepreneurs, an advocate of academic research, and a dedicated champion of organic agriculture and production.

Today, Nancy Smithers lives a mile down the road from her Nova Scotia Organics manufacturing facility and ‘farm’, about 15 miles outside of Halifax, and continues her hands on management of an expansion of the USDA Certified Organics products she manufactures into the United States.

Her greatest wish is that her customers be well.

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MEDIA CONTACT

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