



July 7th, 2017

Dear Business Associates,

We are pleased to announce that GNC is re-entering the Turkish market through a partnership with Valeo Trade Limited.

GNC Holdings, Inc., headquartered in Pittsburgh, PA, is a leading global specialty retailer of health and wellness products, including vitamins, minerals, and herbal supplement products, sports nutrition products and diet products with locations in 50+ countries.


GNC is an established brand in the US and has been serving customers for over 80 years. We are recognized as a trusted leader in the health and wellness industry, and we are focused on continuing to expand this reputation around the globe.

Our innovation team is led by a group of certified nutritionists, scientists, and dietitians who focus their energy on three categories: sports, wellness, and diet. All GNC formulas are based on a scientific foundation that allows us to deliver the most advanced products for the best possible results. Only high-quality ingredients and raw materials are sourced and rigorously tested before going into GNC brand products.

We put our customers at the forefront of all that we do, focusing on customer-driven decision-making and rigorous quality standards. We look forward to continuing this focus, and serving the Turkish consumers, in partnership with Valeo Trade Limited.

Please reach out to me should you have any questions.

Sincerely,


Matthew Rosato
Director of International Stores
Matthew-Rosato@gnc-hq.com