

# Important notice to our customers...

The years since our 2013 integration with Soho Flordis International (SFI) have been challenging and inspiring with some very positive outcomes for you, our loyal customers. You will begin to notice that the name of our company has changed; we are now SFI USA, formerly known as ProThera® Inc.

## What this means to you...

- Our phone greeting has changed to “Thank you for calling SFI USA”
- Staff email addresses are now firstname.lastname@sfihealth.com
- The customer service email is customerserviceUSA@sfihealth.com
- Communications about your orders come from SFI via the customer service email
- Charges on your credit card statement will appear from SFI USA
- Emails about important product and company announcements will come from KlaireLabs@sfihealth, so please add it to your contacts or safe sender list
- And, with regard to the Klaire Labs™ brand, you’ll start noticing a refreshed, modernized logo!

## The vision behind our name change...

Our aligned vision with Soho Flordis International (SFI) is to provide high quality nutraceuticals designed exclusively for healthcare professionals to empower them in providing better choices for those under their care. To this end, SFI demonstrated its commitment to the Reno-based US business by investing in a brand new 75,000+ square foot state-of-the-art manufacturing facility, expanded scientific expertise and resources, plus advanced quality tools and processes to ensure our collective vision can be realized.

Watch for our updated look and feel of the Klaire Labs™ brand. The modern, clean design maintains much of the brand familiarity, our popular blue glass Ther-Biotic® bottles are here to stay, and our commitment to rigorous quality assurance is stronger than ever. Our natural progression will be to move toward unifying our ProThera® and Complementary Prescriptions™ branded products under the Klaire Labs™ umbrella. This harmonization serves as a tangible symbol of our renewed commitment to Claire Farr’s founding of the Klaire Labs™ brand in 1969 and her “commitment to excellence for the nutritionally aware.” We are wholly focused on providing the highest quality products you have come to expect, as well as enhancing our innovation and new product development programs.

[Learn more about our unification process on our Company News pages at \[klaire.com\]\(http://klaire.com\) or \[protherainc.com\]\(http://protherainc.com\). You may also visit \[meetklaire.com\]\(http://meetklaire.com\)](#)



## Coming Soon...

### Watch for the rollout of an updated look for the Klaire Labs™ brand

- Modern, clean design maintains the brand familiarity
- Popular Ther-Biotic® blue glass bottles are here to stay
- Rigorous quality assurance is stronger than ever
- New, modern, user-friendly, and content-rich website

