

TRADITIONAL MEDICINALS

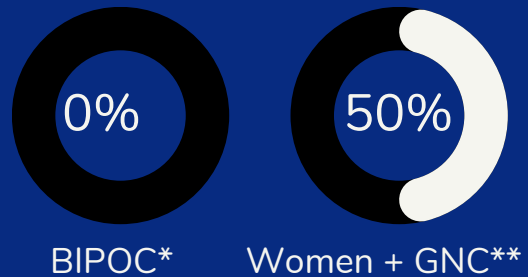
2022 Notable Impact Highlights



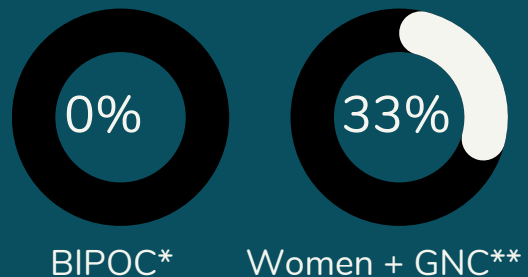
Overview

Traditional Medicinals, Inc., a Certified B Corporation and California Certified Green Business, is a pioneer of the wellness tea category in the U.S. and Canada. It was started in 1974 with a dual purpose: to educate consumers about the benefits of traditional herbal medicine and to re-invent the industry of plant-based medicine. The company has a long-standing commitment to positive social and environmental impact through sustainable production practices, and engagement with the often impoverished and indigenous herb sourcing communities in its supply chain.

Founders



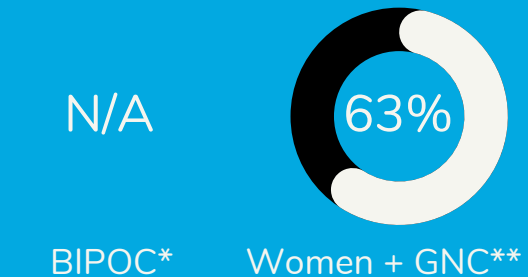
Owners



Key Stakeholders

Workers in Sonoma County in need of well-paying jobs; farmers and herb collectors in need of reliable, well-paying customers, households in need of access to reliable, affordable herbal medicine.

Workforce



Customer Difference

Our purpose is to make affordable and effective herbal medicines for family healthcare, such as formulations to help families take care of common, non-serious conditions like occasional constipation, heartburn, and indigestion, as well as formulas to support pregnant or nursing moms, among other types of products. We include all types of consumers in the medicinal herb journey.

Development of Diverse Talent

TM builds equitable and inclusive relationships, internally and externally. With responsive programs, funding, transparency, and thoughtful discussion, they are able to support and learn from all their stakeholders, including their team, and everyone along the value chain.



*BIPOC = Black, Indigenous, People of Color. **GNC = Gender Nonconforming

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