

A Healthier Way of Life

An Interview with Denise Faltischek,
Executive Vice President & Chief Strategy Officer, Hain Celestial

EDITORS' NOTE Denise Faltischek serves as Executive Vice President and Chief Strategy Officer and Corporate Secretary of The Hain Celestial Group, Inc. In her role, she collaborates with The Hain Celestial Group President and Chief Executive Officer in developing, implementing, communicating and sustaining corporate strategic initiatives including the company's vision, mission, values and purpose as well as overseeing all M&A, divestitures and strategic transactions. In addition, Faltischek oversees the quality assurance, regulatory, customer care and sustainability functions. She served as Chief Compliance Officer from November 2013 until 2018 and as General Counsel from October 2009 to 2018. Prior to joining Hain Celestial, she practiced corporate and securities law with the law firm of Ruskin Moscou Faltischek, P.C.



Denise Faltischek

What have been the keys to Hain's success and what has made the company and its brands so strong?

Many people use the word "disruptor" to talk about businesses that change the way we think or how we do something. By investing in organic, natural and better-for-you brands beginning in the early 1990's, Hain was a disruptor even before this term became popular.

The company was founded over 25 years ago based on the belief that we could inspire people to create A Healthier Way of Life™. At the time, we were less educated consumers. Instead of focusing on the ingredients that were in the food we ate, we were more wedded to conventional brands.

COMPANY BRIEF The Hain Celestial Group, Inc. (Nasdaq: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe, Asia and the Middle East. Hain Celestial participates in many natural categories with well-known brands that include Almond Dream®, Arrowhead Mills®, Bearitos®, Better Bean®, BluePrint®, Casbah®, Celestial Seasonings®, Clarks™, Coconut Dream®, Cully & Sully®, Danival®, DeBoles®, Earth's Best®, Ella's Kitchen®, Empire®, Europe's Best®, Farmhouse Fare™, Frank Cooper's®, FreeBird®, Gales®, Garden of Eatin'®, GG UniqueFiber™, Hain Pure Foods®, Hartley's®, Health Valley®, Imagine™, Johnson's Juice Co.™, Joya®, Kosher Valley®, Lima®, Linda McCartney® (under license), MaraNatha®, Mary Berry (under license), Natumi®, New Covent Garden Soup Co.®, Orchard House®, Plainville Farms®, Rice Dream®, Robertson's®, Rudi's Gluten-Free Bakery™, Rudi's Organic Bakery®, Sensible Portions®, Spectrum® Organics, Soy Dream®, Sun-Pat®, Sunripe®, SunSpire®, Terra®, The Greek Gods®, Tilda®, Walnut Acres®, WestSoy®, Yorkshire Provender®, Yves Veggie Cuisine® and William's™. The Company's personal care products are marketed under the Alba Botanica®, Avalon Organics®, Earth's Best®, JASON®, Live Clean® and Queen Helene® brands.

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As a result, we weren't aware of how what we ate and put in our bodies impacted our overall health and well-being. Hain's products have helped educate consumers and transform shopping choices for the better.

Since our inception, our mission and purpose have remained the same – to create and inspire a healthier way of life.

Hain was created with a clear purpose around health and wellness. Is it a responsibility of leading companies today to have a bigger purpose than just the bottom line?

This is why I'm passionate about Hain. I believe that in order for a company to deliver long-term, sustainable growth, it needs to be purpose driven and communicate on why it exists – not only must it deliver financial performance, but it also must deliver a benefit to its stakeholders, including shareholders, employees, consumers and its community.

In addition, in my view, consumer products companies have a responsibility to offer healthier options for consumers. Hain is proud to be a trailblazer in this initiative. With our organic, natural and better-for-you food and personal care brands, we are dedicated to promoting health and wellness by meeting and exceeding growing consumer demand for better-for-you products.

As you transition into the role of Chief Strategy Officer, how do you define the role and will you discuss your key priorities?

Our mission, purpose, values and the resulting commitments are important as it's what continues to differentiate Hain. Our authenticity in the areas of organic, non-GMO and health and wellness have afforded our brands the trust of our consumers and ensuring that we continue to earn that trust by working with our internal teams to ensure that our purpose continues to stay embedded within the company, brands and culture and that we communicate internally to our people and externally to our consumers, customers and our stockholders. Of course, quality and food safety remain critical priorities and we will continue to work to stay ahead of consumer preferences, whether it be better nutrition, better ingredients, fewer ingredients, clean labels, etc.

Are there opportunities for women at senior levels in the industry and what advice do you offer young women about the opportunities that exist?

There are opportunities out there for women at senior levels. My advice to younger women embarking on their careers is to find something they are passionate about and work hard at it. ●