

Not only are the River Valley Co-op items a great value, they are high-quality supplements. Sometimes, customers think that we manufacture or package these items ourselves, and while that is very flattering, it just would not be possible! We work with two different private label brands: New Generation Wellness and Vitality Works.

New Generation
Wellness 



New Generation Wellness is where we get most of our vitamin supplement products from. They have a rich and storied history going back to the 1920s when their parent company first began hand encapsulating dried vegetables. They have had an FDA registered manufacturing facility for pharmaceutical products since the 1940s and are still an independent, family-owned business based in California. They follow all Good Manufacturing Practices (GMP) and test their products for safety, purity and potency during the manufacturing process and through independent, third-party testing and verification. All their labels have clear info regarding allergens, product use and dosage. New Generation Wellness is almost exclusively sold as a private label supplement for stores like ours, so most of their income goes into developing and manufacturing of products rather than expensive marketing campaigns. This allows them to offer high-quality products at affordable prices.

Vitality Works was founded by Mitch Coven in 1982 as a wellness multi-disciplinary health clinic in New Mexico. After 17 years of teaching and clinical practice, he launched a line of effective formulations and single remedies from his years of hands-on experience. Vitality Works sources the best organic herbal ingredients from growers and suppliers across the globe, uses the most effective extraction processes, and does testing on all raw materials to verify safety and accuracy. Their products are 100% FDA OTC registered, NSF GMP certified, KOF-K Kosher certified, non-GMO, gluten-free, certified organic, and tested for allergens and pesticides. They operate in an environmentally sustainable way by recycling, composting, reducing energy and water consumption. Their dedicated and passionate employees strive to provide the purest, safest, highest-quality, and most affordable herbal supplements and essential oils.

