

PRODUCT MARKET WITHDRAWAL - Acure Argan Hydrate Shampoo 081425

Date of Issue – 2025-08-14

UNFI was notified by the manufacturer of a food safety event. Records indicate your location may have received impacted product. Refer to this notice and the supplier letter to identify and remove impacted product from the marketplace. Enter your findings into Recall Infolink.

Impacted UNFI Business Units: Natural
Event Classification: Market Withdrawal

Supplier Name: BETTER PLANET BRANDS LLC

Supplier Contact: Denise Manna, d.manna@acure.com, 973-202-8654

Product Issue: We are initiating this voluntary withdrawal as the item viscosity is not within our standards. There is no safety risk in using the product.

Retail Disposition : Destruction

Brand Name & Description	Pack Size	Case UPC	Unit UPC	Impacted Best by Date(s)/ Lot Codes (MUST provide Best By Date)
ACURE Ultra Hydrating Shampoo	1	10813424022773	813424022776	LOT A1GO – exp Jan 2028 LOT A2GO – exp Feb 2028 LOT B2GO – exp Feb 2028 LOT C2GO – exp Feb 2028 LOT ADFO – exp Dec 2027

**Cease distribution on the above product. Isolate the product in a secure location
Follow the below instructions to ensure proper disposition of the product.**

1. Inspect on hand inventory and remove items listed above from sales floor, displays and back stock.
2. Count the units of impacted product (**only date(s)/lot code(s) listed above**) and record in Recall Infolink.
3. Impacted product must not re-enter commerce or be made available for consumption by any means.
4. **For Credit:** Enter your impacted product count (**only date(s)/lot code(s) listed above**) through Recall Infolink
5. Complete disposition ASAP
6. Inspect inbound product for the next 48 hours to ensure no impacted product is received

ACURE[®]

Date: 8/13/2025

Dear UNFI,

ACURE takes great pride in providing body care products of the highest quality with excellent consumer experience as a top priority.

We recently identified the following item to be below our standards.

Item Number: ET1025

UPC: 813424022776

UNFI West #: 82472

UNFI East #: 252625

SuperValu #: 8660083

Item Description: Ultra Hydrating Shampoo

Lot codes affected: ADFO, A1GO, A2GO, B2GO, C2GO

Production Dates: December 2024, January 2025,
February 2025



To implement this voluntary withdrawal, please take the following actions:

1. Discontinue distribution of these lots until further notice
2. Remove all units with the above affected lot codes and return to ACURE

We sincerely apologize for any inconvenience and appreciate you working with us to rectify this error.

Sincerely,

Jon Guerra, CEO