



## **IMHO Reviews Share Opinion About Online Retailer Vitacost**

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IMHO Reviews has published a new review for Vitacost, a Florida-based health and wellness online retailer. Vitacost ships quality vitamins and supplement straight to the customer's home or workplace.

The review begins by providing some background on the company and its operations. It was established in 1994 and offers health products at discounted prices on its website. The company also has a convenient subscription service. They also carry a selection of organic groceries, beauty products, and pet supplies with a total count exceeding 40 thousand items some of which are rare and hard to find at traditional retailers. The website also runs a blog where it shares tips and recipes that cover special diets and nutrition for those with particular health requirements. The review highlights a feature of the Vitacost website that allows customers to shop based on their dietary needs.

The review says that the advantage of Vitacost comes from its longevity in the industry. Having been operational for over 25 years gives the company the expertise and strong supplier and brand relationships

that ultimately benefit its customers. The extended industry experience has also given the Vitacost website the advantage of a streamlined user experience that values the customer's time and money. Vitacost's range of vitamin and supplement offerings adhere to the Federal Food and Drug Administration's Current Good Manufacturing Practices. In 2018, Vitacost.com was named the number one Online Supplement Merchant by ConsumerLab.com, the third straight year for the company to win that honor.

The review then talks about the Vitacost subscription service. The subscription service allows customers to mark products that they will be purchasing regularly through an option called "Set & Save". Customers can choose to have products delivered every 15, 30, 45, 60, 90, or 120 days apart. This method also gives them a little discount on each order. Another advantage of the subscription service is the ability to "lock-in" a purchase price that will remain the same throughout the duration of the subscription. This subscription service is available at no additional membership fee.

According to reports the company submitted to the U.S. Securities and Exchange Commission, Vitacost brand products are made in their manufacturing facility in Lexington, North Carolina. Customer service is always willing to help its purchasers find out accurate information about where their favorite products were manufactured. This is a part of Vitacost's attempts to prevent scams and counterfeit items, a problem that is not uncommon even for a reputable brand such as theirs.

Vitacost shipping takes anywhere from a few days to a couple of weeks. However, these numbers might greatly vary due to the COVID-19 pandemic. Shipping is free for all orders of \$49 or more. Vitacost branded products receive free shipping when the purchase order is \$25 or more. Customers can request a refund or replacement item within 60 days of the purchase if there was a missing item, damaged item or if the item just wasn't satisfactory. This refund policy is extended to 90 days for international shipping.

Customer reviews for Vitacost's service are not consistent with some customers reporting that they received damaged items or the packaging was broken. There are also complaints about long wait times for international shipping. Since the negative reviews seem to be more recent, the review notes that they might just be an effect of the COVID-19 pandemic. Apart from shipping issues, Vitacost is generally loved for its huge variety of products and low prices.

IMHO Reviews concludes that Vitacost is certainly worth trying out as they are an excellent alternative to in-store shopping, especially since the pandemic. The review says that it is a reliable and convenient way to get vitamins and supplements from good brands offering safe and effective products. The company also offers regular discounts, sales, and promotions on its online store for budget-conscious consumers.

Along with Vitacost, IMHO Reviews also has a review of its competitor iHerb. iHerb is a competing online store that sells natural and organic supplements, toys, beauty products, house cleaning products, among others.

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## **IMHO Reviews**

*IMHO Reviews helps people better understand the services they are planning to use. IMHO Reviews publishes reviews of the services that they personally use and consider worth recommending.*

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