

# Andrew LaBarbera | Pet HealthWorks



Andrew LaBarbera is the Chief Executive Officer of Pet HealthWorks and its parent company, Great HealthWorks, which has grown since its formation in 2003 into one of the largest vertically integrated direct-to-consumer manufacturers and distributors of pet health supplements and human dietary supplements in the United States.

Mr. LaBarbera has served as Pet HealthWorks's CEO since the company's formation in August 2024.

Before becoming CEO of Great HealthWorks in June 2023, Mr. LaBarbera served as Great HealthWorks's Chief Financial Officer for more than 6 years and as its Vice President of Finance for 1 year prior to that. Based at the company's headquarters in Fort Lauderdale, Florida, Mr. LaBarbera brings an extensive background in finance and

management in the consumer-packaged goods industry, including from a long prior tenure at National Beverage, to his role.

Under Mr. LaBarbera's leadership, Pet HealthWorks and Great HealthWorks have become a combined omnichannel powerhouse, expanding from one core human dietary supplement product into a full and growing portfolio of health and wellness products for pets and humans sold across television, digital, and marketplace platforms. In 2024, Mr. LaBarbera directed the launch of Pet HealthWorks, which distributes Antinol Plus – a joint and mobility support pet health supplement for dogs and cats – and other pet health supplements across the U.S. and Canada through veterinary, online, and major marketplace channels, including Amazon and Chewy.

Mr. LaBarbera holds an MBA from Nova Southeastern University and two bachelor's degrees in Finance and Management Information Systems from the University of Central Florida.

## Why I would like to serve on the NASC Board of Directors:

One of our company's core missions and guiding principles is "We Care." We care for our employees. We care for their families, including their "fur babies." And we care for our customers – both pets and pet parents – who take our products and supporting them in their health and wellness journeys.

Our commitment to the health and wellness of pets starts with our executive team – more than half of our C-suite executives are pet owners, and I myself have 5 (yes, 5) dogs – and is backed up by our actions: During my tenure as CEO, our company has started offering pet insurance as a benefit for all employees, and we commenced our annual Bring Your Pet to Work Day (mirroring our Bring Your Child to Work day).

I view our participation in the pet health supplement space as a tremendous privilege and responsibility. I personally am committed to Pet HealthWorks's mission, and have made it a company-wide priority for Pet HealthWorks to be an exemplary leader in our industry, including, not least, through a core belief in doing things "the right way," from ensuring adherence to the highest standards of quality to competing fairly and ethically.

If elected to the NASC Board of Directors, I would bring that same sense of commitment, privilege, and responsibility to my role as a director of an organization that plays such a critical role in helping to guide, regulate, and advocate on behalf of the pet and animal health supplements industry. It is therefore with humble excitement that I hereby express my interest in becoming a member of the Board of Directors of the NASC.