

# Claire Farr:

## PORTRAIT OF A NATURAL NUTRITION PIONEER

**According to all who knew her, Claire Farr was a tireless crusader, genuine humanitarian, and dynamic entrepreneur with a “commitment to excellence for the nutritionally aware.”**

In 1969, driven by a personal struggle with severe food allergies and environmental sensitivities, Claire Farr set out on a mission to formulate and manufacture the highest quality, hypoallergenic nutritional supplements possible. As many dedicated entrepreneurs do, Claire set up shop in her own home in Carlsbad, California and Klaire Labs was born.

In her quest to develop a line of nutraceuticals that sensitive individuals could reliably tolerate, Claire initially focused on single ingredient formulations. Unlike most nutritional supplement manufacturers at the time, Claire purchased only pharmaceutical grade raw ingredients selected specifically for maximum purity and bioavailability. She avoided the use of fillers and synthetic ingredients, while focusing on natural and synergistic constituents. The medical community began to take notice.

By this time, demand was growing for environmental, nutrition-focused, and integrative medical practitioners. As such, Claire and her unique products

gained the attention and respect of a number of prestigious complementary medicine proponents including: Theron Randolph, MD, Abram Hoffer, MD, PhD, Bernard Rimland, PhD, and William Crook, MD. Word of consistently reliable outcomes spread, allowing Claire’s home-based start-up to grow into a new manufacturing facility, expanding her capabilities to include bottling and custom formulations. It was not until 1983 that Claire introduced her first probiotic, a product category that ultimately became her most successful. Klaire Labs Ther-Biotic formulations remain a leading professional brand to this day.

In 2004, Klaire Labs was sold to ProThera, Inc. ProThera, Inc. was in turn acquired by Soho Flordis International (SFI) in 2013. SFI’s philosophy to empower healthcare providers with better, natural options aligned quite naturally with that of Claire Farr. Having dedicated their lives’ work to similar goals, the SFI founders represented a renewed commitment to, and a tangible investment in, Claire’s founding principles.



In 2017, SFI USA (comprised of the three originating companies: ProThera, Inc., Klaire Labs, and Complementary Prescriptions) christened a new >75,000 square foot, state-of-the-art manufacturing facility, including expanded scientific and support resources, advanced quality tools, and modernized processes.

Although SFI has acquired several exceptionally discriminating, independent nutraceutical manufacturers across the globe in recent years, shared values are the common thread. In the spirit of honoring the past as we embrace the future, all products manufactured at SFI USA in Reno, Nevada will soon be unified under the Klaire Labs brand and guiding philosophy.

# Meet the new face of Klaire

In the coming months, we will be introducing the new look of Klaire Labs.



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