



OMNILIFE opens North American manufacturing platform in Allen, Texas, with \$64M+ investment

OMNILIFE's new 550,000-square-foot Innovation Park expands U.S. manufacturing and distribution to support long-term growth in North America.

ALLEN, TX, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- OMNILIFE, an international dietary supplement and personal care company with 35 years of history and a presence in more than 20 countries, has opened OMNILIFE Innovation Park, a corporate, logistics, and production complex built with an investment of more than \$64 million.

The project brings together the company's U.S. corporate headquarters, a nationwide distribution center, and OMNILIFE's first manufacturing plant on U.S. soil. The new plant begins producing part of the portfolio intended for the U.S. market, while operations in Mexico and Colombia continue to supply the rest of demand. This milestone expands OMNILIFE's international production capacity and establishes a manufacturing network spanning Mexico, Colombia, and the United States.

North America, the growth engine

The United States is one of the world's most important markets for the dietary supplement and direct selling industry and OMNILIFE's third-largest market by sales volume. Allen was selected for its strategic location within the Dallas–Fort Worth corridor, which supports operational connectivity and access to the rest of the United States.

This investment supports OMNILIFE's projected growth in the U.S. market and strengthens its long-term presence in the country.

"Having our own manufacturing plant in the United States is a very important step for OMNILIFE. It allows us to be much closer to our entrepreneurs and consumers, better understand what they need, and respond with greater agility. This plant marks a new stage for OMNILIFE: a stage in which we can combine our experience, our capacity for innovation, and the knowledge of our people to build a company that is ever stronger, closer to its people, and with greater potential to grow globally."

— Amaury Vergara Zatarain, President and CEO of Grupo OMNILIFE-Chivas

Designed to grow

OMNILIFE Innovation Park was conceived with a long-term vision. In its first phase, it produces powdered dietary supplements with an initial capacity of more than half a million units per year. The line can nearly double that output without infrastructure expansion, while the complex has reserved space for additional production lines and product categories as the business evolves.

The plant features servo-controlled dosing, automated filling, areas classified under ISO 7 and ISO 8 standards, and an on-site microbiology and analysis laboratory. Operations are carried out under the applicable U.S. regulatory framework and good manufacturing practices.

Smart nutrition and exclusive formulas

OMNILIFE offers more than 200 exclusive brands developed under a smart nutrition approach that combines innovation, science, and functionality. Each product includes carefully selected ingredients sourced from different parts of the world, based on purity, potency, and traceability criteria.

As part of its U.S. strategy, the company is adapting its portfolio's presentation, including labeling and some product names, to make it easier to understand and better suited to the U.S. market, while keeping formulations and product benefits unchanged.

Evidence and studies

OMNILIFE is working with specialists, researchers, and academic institutions to develop studies on finished products and expand the available evidence on its ingredients, in line with corresponding academic, technical, and regulatory protocols.

Sustainability and efficiency

OMNILIFE Innovation Park was developed under LEAN construction principles aimed at streamlining processes, reducing waste, and making better use of resources. It incorporates LED lighting, efficient electrical systems, green areas, and initiatives focused on the responsible use of energy and water. Manufacturing, storage, and distribution are integrated on a single site to increase logistics efficiency.

Commitment to Allen and the Dallas-Fort Worth area

The operation will drive the creation of direct and indirect jobs and strengthen the local supplier network. OMNILIFE Innovation Park will also become a gathering place for OMNILIFE's distributor community in the United States.

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