Ananda Health Acquires Elixinol's U.S. Operations

Expands Contract Manufacturing and 3PL Platform Amid Federal Hemp Regulatory Change



Ananda Health Manufacturing Capabilities

GEORGETOWN, KY, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- Ananda Health, a vertically integrated, U.S.-based manufacturer of dietary supplements and plant-derived wellness products, today announced the acquisition of Elixinol's U.S. operations and the expansion of its contract manufacturing and third-party logistics (3PL) offering for brand partners. The company is also developing plans for new and reformulated products designed for the next phase of the market ahead of changes to federal hemp law currently scheduled to take effect December 11, 2026.

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>
> *Alex Nance, President of Ananda Health*

The announcement comes as the hemp industry undergoes a significant regulatory transition that is expected to drive consolidation and push non-compliant operators out of the market. Ananda Health believes the new environment will increasingly favor operators with established brands, manufacturing infrastructure, distribution capabilities, and the ability to adapt quickly to evolving compliance requirements. Against this backdrop, Ananda Health is expanding its vertically integrated platform to support both established operators and new entrants across the broader wellness market through its contract manufacturing and 3PL services.

Elixinol Joins the Ananda Health Platform

Ananda Health has completed its acquisition of the U.S. operations of Elixinol, a pioneering hemp wellness brand, bringing Elixinol's established customer base and product portfolio into

Ananda Health's manufacturing and distribution platform. Elixinol will continue to operate as a standalone brand within Ananda Health, joining Ananda Professional and Ananda Wellness. Elixinol's existing customers and product lines will continue to be supported without interruption.



Ananda Health Logo

"We are excited to bring Elixinol's U.S. operations into Ananda Health," said Alex Nance, President of Ananda Health. "The acquisition represents a compelling strategic opportunity to bring an established U.S. wellness brand into our portfolio. We see considerable potential to build on Elixinol's existing market presence by leveraging our manufacturing capabilities, industry experience, and broader operating platform. We have great respect for what the Elixinol team has built. Our immediate focus is on ensuring continuity for the Elixinol business and its customers, while investing in the brand, product offering, and customer experience to position Elixinol for its next phase of growth."

As federal hemp law reshapes the market and the industry navigates a changing regulatory environment, Ananda Health believes its manufacturing infrastructure, distribution capabilities, and ability to adapt to evolving compliance requirements provide a strong foundation for the changes ahead.

A Platform Built for Partners: Contract Manufacturing and 3PL at Scale
Alongside the Elixinol acquisition, Ananda Health is expanding its contract manufacturing and 3PL business to support brands seeking U.S.-based manufacturing, product development, and fulfillment capabilities across the broader dietary supplement and wellness market, including both cannabinoid and non-cannabinoid products. From its purpose-built facility in Georgetown, Kentucky, Ananda Health operates the only LEED Platinum dietary supplement facility in the United States.

The company brings sourcing, formulation and R&D, cGMP manufacturing, quality and testing, and in-house pick, pack and ship under one roof. Its contract manufacturing capabilities span white label, private label and toll manufacturing across tinctures, topicals, molten/hot-fill products and gummies, with powders and capsules expected to be added soon.

“We see a significant opportunity to apply the infrastructure we have built not only to our own brands, but to other companies looking for a U.S. manufacturing and fulfillment partner,” said Nance. “For brands navigating changing consumer and regulatory requirements, the ability to bring product development, manufacturing, quality, and fulfillment together on a single platform can simplify operations and provide a strong foundation for growth.”

Leading the Industry Through the December 11th Hemp Law Change
Changes to the federal definition of hemp are currently scheduled to take effect on December 11, 2026. Among the changes, the revised definition applies a total-THC standard to certain hemp material. It also excludes final hemp-derived cannabinoid products containing more than 0.4 milligrams per container of total THC as well as certain other cannabinoids specified under the new framework. Products that no longer meet the federal definition of hemp would be subject to the federal Controlled Substances Act.

The U.S. Hemp Roundtable estimates the changes, if implemented as enacted, would eliminate roughly 95% of hemp products currently on the market. The changes would affect products containing delta-8, delta-9, delta-10, THCA and HHC that are often sold in gas stations, vape shops and online. The changes would also require reformulating or discontinuing full-spectrum products across the category.

Ananda Health began preparing for this shift well before the law’s passage and is proactively transitioning its own product range. This includes launching reformulated replacement products designed to comply with the revised federal hemp definition. A number of existing Ananda products — including its GLP-1 Support Gummies, Stress Shots, Mobility Chews and Focus and Memory Chews — already meet the requirements of the revised federal hemp definition and require no reformulation.

“As the only brand representing the hemp industry at the signing of the 2018 Farm Bill, we have always understood the intent of the law and will continue to pursue our mission of helping people improve their wellbeing with natural, enjoyable solutions,” said Nance.
“Regulatory frameworks change, but consumer demand for natural approaches to pain, sleep, and stress does not,” Nance added. “Our focus is on making that transition straightforward for our customers, pharmacy partners, and manufacturing clients while continuing to invest in products that fit the next version of the market.”

Ananda Health believes the transition also creates an opportunity for independent pharmacies, where trained healthcare professionals can help consumers navigate an increasingly complex wellness category as non-compliant products leave the shelves. The company currently serves more than 2,000 independent pharmacies nationwide and expects that channel to remain central to its strategy.

About Ananda Health
Founded in 2014 and based in Georgetown, Kentucky, Ananda Health is a vertically integrated,

U.S.-based manufacturer of dietary supplements and hemp-derived products, operating a cGMP-certified, FDA-registered, LEED Platinum manufacturing and 3PL facility. Its brand portfolio includes Ananda Professional, a pharmacy-trusted line of wellness products, and Elixinol.

Ananda Health products are available through independent pharmacies, online at AnandaProfessional.com, Elixinol.com, and other e-commerce marketplaces. Ananda Health also provides contract manufacturing and 3PL services across the broader dietary supplement and wellness market. Learn more at AnandaHealth.com.

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