

# LA LUNA



## Press Release

FOR IMMEDIATE RELEASE

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### Groupe Batteur North America Partners with iLevel Management to Accelerate Growth in the Natural Health Channel

*Strategic broker appointment positions Le Comptoir Aroma and La Luna for expanded market presence and retail excellence.*

**Brossard, Quebec – February 4, 2026** – Groupe Batteur North America, a leading manufacturer and distributor of premium natural health and wellness products, today announced a strategic partnership with iLevel Management Inc., effective February 1, 2026.

iLevel will serve as the exclusive broker for Le Comptoir Aroma and La Luna branded products across the Canadian natural health food retail channel.

### Partnership Highlights

The partnership leverages iLevel's deep expertise in the natural health retail landscape and their established relationships with key natural food retailers and distributors across Canada. Under this agreement, iLevel will:

- **Expand Market Coverage:** Drive comprehensive representation across natural health food retailers, natural product stores, and natural-focused specialty banners including Whole Foods Market, Avril, Rachelle Béry, Choices Market, and independent natural health retailers.
- **Strengthen Retailer Engagement:** Provide dedicated representatives focused on account management, in-store merchandising, staff training, and promotional support.
- **Drive Listing Growth:** Support new product listings and category expansion through targeted retailer partnerships and vendor onboarding.
- **Enhance In-Store Execution:** Ensure optimal shelf presence, planogram compliance, POS/tester management, and consistent brand visibility across the natural channel.

### Collaborative Approach

This partnership is built on a foundation of collaboration and shared success. Groupe Batteur and iLevel have committed to regular joint field work, ongoing product training, and strategic account support to ensure exceptional execution and retail excellence.

"We are excited to partner with iLevel, I have known Jimmy Vaid for more than 20 years and I think his organization will fit better our team and our needs" said Majid Djoudi, President of Groupe Batteur North America. "Their deep understanding of the natural health retail channel and their commitment to hands-on account management align perfectly with our vision for Le Comptoir Aroma and La Luna.

This partnership will enable us to better serve retailers and consumers, and to accelerate our growth in the natural products space."

"We're honored to represent Le Comptoir Aroma and La Luna," said Jimmy Vaid, President of iLevel Management Inc. "These are exceptional brands with strong consumer appeal and exciting retail potential. We look forward to collaborating closely with the Groupe Batteur team to drive meaningful growth and support our retail partners."

## About the Brands

**Le Comptoir Aroma** is a premium line of eco-friendly diffusers for essential oils featuring all kinds of diffusers (plaster galets, mist diffusers and nebulizers)

**La Luna** offers a selection of natural health and wellness products, i.e. candles, waterless diffusers, fragranced oils that blend traditional wisdom with modern consumer preferences.

## About Groupe Batteur North America

Groupe Batteur North America is a family Quebec-based manufacturer and distributor specializing in natural health, beauty, and wellness products for the North American market. The company works with retailers and distributors across multiple channels to bring innovative, high-quality natural products to consumers.

## About iLevel Management Inc.

iLevel Management Inc. is a leading sales and marketing brokerage specializing in the natural health and wellness retail channel. Based in Toronto, iLevel brings over 20 years of industry expertise, established retail partnerships, and a commitment to driving mutual success for manufacturers and retailers alike.

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