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FOR IMMEDIATE RELEASE

Gaia Herbs® Welcomes Guinevere C. Lynn as Director of Sales

BREVARD, NC (January 14, 2014)—On January 6, Gaia Herbs® welcomed Guinevere C. Lynn to the newly created position of Director of Sales. She assumes responsibility for all revenue within the retail channel, and reports directly to Gaia Vice President of Sales Operations, Angela McElwee.



A 17-year veteran of the natural products industry, Lynn's background includes key leadership roles in sales, operations and customer relations management. Before joining Gaia Herbs, for over 15 years Lynn held top management positions at Sun Chlorella, and most recently, at Vega, where she achieved year-over-year growth of more than 60 percent.

"Gaia has been an herbal supplement leader for more than 25 years, and though we have grown tremendously over the years, our commitment to quality, sustainability, and integrity has been unyielding," said McElwee. "We are thrilled to welcome a natural products sales leader with such a deep understanding and commitment to so many of the same principles that Gaia stands for to head our team."

Guinevere Lynn walks her talk as a high-energy natural living advocate. She runs marathons, practices yoga and grew up as a vegetarian. "My parents lived and breathed the natural way before it was even popular," said Lynn, who is now vegan. A Gaia Herbs customer for 20 years, she credits Gaia's Adrenal Health formula with helping her to complete an MBA program at Ashford University with a 4.0 GPA

She has been described as "a cheerleader for the Natural Products Industry," using her enthusiasm and integrity to promote natural solutions, and leveraging product education as a key foundation for success. Lynn said her mission is "to help people learn that many of the traditional modalities to address health challenges are not the only way," and is elated to be part of the Gaia Herbs team.

About Gaia Herbs

Gaia Herbs is a certified organic grower and nationally branded manufacturer of liquid herbal extracts based in western North Carolina. The company cultivates 300 acres of medicinal herbs which, along with all operations at its 45,000-square-foot manufacturing facility, are organically certified each year by Oregon Tilth under USDA's National Organic Program. The company offers herb ingredient source information and test data validation through its groundbreaking, industry-first traceability platform called MeetYourHerbs®. Gaia Herbs' line of all-natural herbal products is carried by independent health food retailers and co-ops, national and regional natural products retail chains, and healthcare professionals. To learn more, call 800.831.7780 or visit www.gaiaherbs.com.