



News Release
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Contact: Ann Griffen Buchman
828-883-5929
agb@gaiaherbs.com

Gaia Herbs Expands Supplement Line to Include Medicinal Teas

Brevard, NC (March 9, 2011) – Herbal supplement leader Gaia Herbs announces the launch of its new medicinal teas product line during Natural Products Expo West at the Anaheim Convention Center, March 11-13. All retailers, media, and guests are invited to stop by booth #1742 to taste the teas and get more information on the new line.

The seven caffeine-free herbal teas are formulated to support specific health needs in the Rapid Relief and Daily Wellness product categories. The tea bags are manufactured using a patented process that involves no staples or glue and are individually packaged in foil-lined pouches to preserve flavor and potency. Many of the teas use freeze-dried extracts for added potency and all the herbs are either EU organic or ecologically harvested. All tea cartons include Gaia’s industry-first MeetYourHerbs ID# feature, which allows consumers and retailers to access to all traceable aspects of the herbs in the products. The 20-count tea packages have a suggested retail price of \$7.99 and will start shipping to retail stores on April 15th.

The line was brought to fruition through Gaia’s partnership with Aboca, the Italy-based herbal supplement leader in more than 25,000 European pharmacies and health food stores. The selected teas have been successfully manufactured and sold in Europe by Aboca for over a decade. Five of the teas have companion capsule or syrup products in the Gaia Herbs line that complement the therapeutic regimen.

"Our new medicinal tea line allows Gaia the opportunity to offer strong consumer value through effective, high quality products in a traditional liquid delivery system that also leverages the core values of Gaia, including the use of organic herbs and socially responsibly business practices.", said Ric Scalzo, Gaia Herbs founder and CEO.

Gaia Herbs is a certified organic grower and nationally-branded manufacturer of liquid herbal extracts based in Western North Carolina. The company cultivates 250 acres of medicinal herbs which, along with all operations at its 45,000 sq. ft. manufacturing facility, are organically certified each year by Oregon Tilth under USDA’s National Organic Program. 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.

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