



News Release
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Gaia Herbs Professional Division Accepted Into Emerson Quality ProgramSM (EQP) for Dietary Supplement Safety and Quality

Brevard, NC (June 23, 2010) – Gaia Herbs Professional Division, under the brand name Professional Solutions, announced today its acceptance as a Gold Partner in the Emerson Quality ProgramSM (EQP), a voluntary program for the nutritional supplement industry that will facilitate increased awareness of quality by providing healthcare professionals and their patients access to comprehensive information about the practices of EQP participating manufacturers. EQP provides information on quality controlled manufacturing processes and compliance to FDA Dietary Supplement GMP's, raw material ingredient testing methods, and finished product testing procedures/methods via www.emersonecologics.com/quality.

To be accepted into the Emerson Quality Program (EQP), a manufacturer must undergo a rigorous evaluation and audit process. "I had the opportunity of auditing Gaia's facility as part of their EQP Gold Partner verification," said Lise Alschuler, ND, FABNO, and Vice President of Quality and Education at Emerson Ecologics. "I was most impressed with the exemplary quality of Gaia's facility. Their organic farms are beautiful and their manufacturing facility and in-house analytical laboratory are excellent. Gaia is truly a leader in producing the highest quality botanical extracts."

The objective of the EQP is to provide a convenient information portal for healthcare practitioners interested in recommending high quality dietary supplements to their patients. "The launch of EQP was inspired by the knowledge that medical practitioners spent too much time searching for evidence and independent verification for supplements. By making all the data needed to make informed decisions regarding quality and efficacy easily accessible, we have done this homework for them," said Fran Towey, President of Emerson Ecologics. "This ideal of educated physicians and patients is shared by Gaia Herbs, which is evident in their continued commitment to quality and sustainability."

"We congratulate Emerson Ecologics on implementing such an outstanding initiative for assurance and awareness around critical quality standards," noted Dr. Keri Marshall, Medical Director of Gaia Herbs. "In line with our own values, we as a company feel that a greater level of compliance and transparency is needed within our industry and this brings us one step closer to accomplishing industry accountability."

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. As a vertically integrated grower and manufacturer of the purest and most potent botanical dietary supplements, Gaia Herbs uses efficient, ecologically sustainable practices that deliver improved customer satisfaction and regulatory compliance. The company's farm and manufacturing facility is compliant to FDA 21 CFR Part 111 regulations covering Dietary Supplements. 800.831.7780 or www.gaiaprofessional.com.

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