



News Release
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Gaia Herbs Launches Industry First “Meet Your Herbs™” Consumer Transparency Platform Along with New Packaging

Brevard, NC (June 22, 2010) – Herbal supplement industry leader Gaia Herbs announces the launch of its new branding, new packaging, and a new industry-first herb traceability program called “Meet Your Herbs™”.

In an era where dietary supplement ingredients are frequently called into question, Gaia Herbs is leading the commitment to quality and safety by introducing the most significant advancement to date within the industry: lot-by-lot, consumer-accessible traceability of the regional origin, harvest story, and quality test results of the company’s herbal ingredients and finished products. Consumers and retailers will be able to retrieve information about the company’s products by entering an ID number from the package into the “Meet Your Herbs” field on the company’s website or through a new mobile device application. A demo of the traceability feature is available at Gaia Herb’s new website: <http://new.gaiaherbs.com>.

According to Ric Scalzo, Herbalist, Founder and CEO of Gaia Herbs, “We believe that every herb needs to be held to the highest standards of purity and integrity in order to ensure maximum potency and results for our consumers. We also feel that it is not enough to simply state these claims, so we are offering accountability through complete transparency with our Meet Your Herbs traceability program.”

Gaia Herbs is the only medicinal herb manufacturer to offer this type of full disclosure to consumers. All available aspects of the herbs in Gaia Herbs’ products will be displayed including ingredient information; botanical information; grower certified organic status; harvest date; identity validation and methodology; and purity testing results for heavy metals, microbials and other adulterants.

To complete the branding process, Gaia Herbs announces its new packaging, featuring 100% recycled paperboard cartons for its Liquid Phyto-caps™ and a brighter green label for its liquid extracts. With over 300 products, Gaia Herbs is a true leader in herbal innovation, offering consumers a commitment to purity, integrity and potency from seed to shelf.

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 www.gaiaherbs.com.

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