



News Release
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Gaia Herbs Makes Its Herbal Extracts More Consumer-Friendly
Label Changes Give More Detailed Information, Making the Right Choice Easier

Brevard, NC (March 4, 2013) – Gaia Herbs, an herbal supplement leader for more than 25 years, is modernizing the look of its broad offering of liquid herbal extracts. Label changes will allow consumers to easily differentiate types of extracts and provide useful information related to function and potency.

Gaia Herbs’ line of liquid extracts covers twenty-one of the health support categories as defined by SPINS, the natural product industry’s largest consumer purchase data measurement firm. With such a broad range of health support needs addressed, Gaia Herbs sought ways of making it easier for consumers to select the right product for their needs, through package design. Gaia’s liquid extract formulas will now carry a structure/function statement on the front of the label, and single herb extracts will list the validated herbal equivalency amount. The label change is an enhancement of their recent full line packaging refresh, which earned the company the honor of being selected as a 2011 Rebrand 100® Global Award Winner.

By using unique state-of-the-art equipment at their western North Carolina facility, Gaia Herbs applies low heat and low atmospheric pressure to the initial herbal preparations, evaporating away much of the water and alcohol used in processing, typically resulting in herbal extracts with greater concentration than others on the market.

Gaia Herbs offers several categories of products in their extensive liquid herbal extract line, including single herb extracts, supreme formulas, alcohol-free extracts – which are distinguished by a light blue color with this label refresh, 100% alcohol-free GaiaKids® products, topical salves and oils, and a line of 100% certified organic herbs called Gaia Organics®.

Gaia Herbs’ Liquid Extracts have suggested retail prices which typically range from \$11.99 to \$19.99. The new look on labels will begin appearing on natural product store shelves in March, 2013

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. The company offers herb ingredient source information and test data validation through its 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.

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