



**News Release
FOR IMMEDIATE RELEASE**

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Gaia Herbs Introduces PlantForce™ Liquid Iron
Delivers daily dose of highly absorbable iron with a pleasing taste profile

Brevard, NC (March 6, 2013) – Gaia Herbs, an herbal supplement leader for more than 25 years, introduces PlantForce™ Liquid Iron, a highly absorbable dietary supplement in a great tasting base of botanicals that were carefully selected and gently extracted to leverage their natural content of food-bound iron phosphate.

According to the Center for Disease Control and Prevention (CDC), iron deficiency is the most common nutritional deficiency and leading cause of anemia in the United States.

“Iron helps our blood deliver the oxygen our cells need to function,” says Ric Scalzo, Gaia Herbs founder and CEO. “While iron draws oxygen from the lungs into the blood, phosphorus releases oxygen from the blood into the cells.”

PlantForce™ Liquid Iron is a vegetarian iron supplement consisting of plant-based ingredients that facilitate iron absorption, support red blood cell production, and provide elemental balance to the formula. This product is appropriate for both pregnant and breast feeding women, both of whom are traditional users of liquid iron.

Liquid, which is widely known as the ideal delivery method for iron supplementation, allows the mineral to be easily and rapidly assimilated throughout the body. Most liquid iron supplements leave a displeasing, metallic, aftertaste. Gaia Herbs’ PlantForce™ Liquid Iron delivers a 20 mg daily iron dosage with a pleasing taste profile derived from organic honey, organic Elderberry juice, essential oil of sweet orange, and extract of star anise.

The first of a new PlantForce™ line of products, the formula is intended to combine the power of traditional herbs with nutrients from fruits and vegetables, to fill a void that would otherwise be addressed by USP vitamins. Gaia Herbs’ PlantForce™ Liquid Iron will be offered nationally in an 8.5 ounce glass bottle, with a suggested retail price of \$25.99, and will available in April 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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