



**News Release
FOR IMMEDIATE RELEASE**

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Gaia Herbs Introduces SleepThru® to Complement Sleep Support Offerings

Brevard, NC (August 8, 2011) – Gaia Herbs, an herbal supplement leader for 25 years, introduces SleepThru® Liquid Phyto-Caps®. This new offering augments an already strong line of herbal formulas targeted to different kinds of sleep support.

SleepThru® belongs to Gaia Herbs’ SystemSupport™ product category and is specifically for those who tend to wake up during the night. With a unique blend of herbs including Ashwagandha, Magnolia bark, Passionflower and Jujube dates, this formula promotes cortisol balance and supports restful sleep without grogginess in the morning.

This new item empowers Gaia Herbs’ line of sleep formulas to address three common sleep support needs. In Gaia Herbs’ RapidRelief™ category is Sound Sleep®, a formula which has been popular for years with those who need support to initially fall asleep quickly. The third formula in the line, Sleep & Relax, belongs to the DailyWellness™ category and promotes relaxation to prepare the body for sleep.

SleepThru® utilizes Gaia Herbs’ patented Liquid Phyto-Caps® technology, allowing for liquid herbal extract delivery in a vegetarian capsule, ensuring quick and easy digestion. Every carton and bottle carries Gaia Herbs’ industry-first MeetYourHerbs® ID# feature, allowing consumers and retailers to access all traceable aspects of the herbs in these products. This includes herb cultivation practices, manufacturing details, and lab results specific to their own bottle of product. The 60-count package has a suggested retail price of \$27.99, with a 30ct available for a suggested retail of \$16.99.

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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