



News Release  
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**Gaia Herbs Introduces New Supreme Cleanse™ Kit**

*Improved Formula and Lower Price Increase Focus in the Cleanse & Detox Market*

**Brevard, NC (January 1, 2013)** – Gaia Herbs, an herbal supplement leader for more than 25 years, introduces a new and improved formula for Supreme Cleanse™, a whole body detox program to support gentle internal cleansing. This unique program supports cleansing using only herbs and comes with an online support program for consumers wanting a little extra help during the simple-to-use 12 day cleanse.

Two herbal formulas make up the Supreme Cleanse kit. Liver Cleanse Liquid Phyto-Caps™ support the detoxification functions of the liver. Daily Cleanse Fiber promotes healthy and gentle elimination of toxins through the gastrointestinal tract. Combined, these two formulas address whole body cleansing, gently and completely. Since the fiber component is taken in the morning before breakfast and the liver formula is taken before bedtime, this cleanse is exceptionally convenient for consumers with a busy lifestyle.

The prior Supreme Cleanse formula included three formulas instead of two, including two Liquid Phyto-Caps and one fiber product. Through a thoughtful formulation strategy by Ric Scalzo, founder and president of Gaia Herbs, the actions of the two Liquid Phyto-Caps were combined into a single fourteen-herb formula known as Liver Cleanse. This strategy also allowed for a price reduction on the product.

Market research informed Gaia Herbs that many consumers wanted help while cleansing, including lifestyle tips, recipe ideas and information on the herbs they were taking. These needs are now incorporated into an online support tool – the Gaia Herbs Cleanse Support Center. By signing up with their email address, consumers receive a daily email – for each of the 12 days of the program, that includes tips and encouragement for a successful cleanse experience. The Cleanse Support Center is found at [www.gaiaherbs.com/go/cleanse](http://www.gaiaherbs.com/go/cleanse).

Gaia Herbs’ Supreme Cleanse retails for \$29.99. Also sold separately are the two formulas in the kit, Liver Cleanse 60ct (\$27.99 retail) and Daily Cleanse Fiber 110g (\$16.99 retail). The product will ship to retailers beginning January 1, 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](http://www.gaiaherbs.com).

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