

**News Release  
FOR IMMEDIATE RELEASE**

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### **Gaia Herbs Expands Medicinal Tea Line**

**Brevard, NC (March 19, 2012)** – Herbal supplement leader Gaia Herbs announces the launch of two new medicinal teas, expanding the tea line to a total of nine formulas, each addressing a different common health support area.

Lactation Support™ tea is made from all organic herbs which promote the production of breast milk. This herbal blend is formulated to help in providing optimal breast milk nutrition and promote healthy digestion for when lactating mothers have occasional slight stomach upset. The second formula, Throat Shield™ tea, helps maintain the normal protective lining of the throat while providing hydration and immune support. The essential oils of Peppermint and Sage in this tea provide both a great taste and soothing sensation.

The Lactation Support and Throat Shield teas are the latest in line of nine caffeine-free herbal teas from Gaia Herbs. The tea bags are manufactured using a patented process that involves no staples or glue and are individually packaged in foil-lined pouches to preserve flavor and potency. Many of the teas use freeze-dried extracts for added potency and all the herbs are either EU organic or ecologically harvested. All tea cartons include Gaia's industry-first MeetYourHerbs ID# feature, which allows consumers and retailers to access to all traceable aspects of the herbs in the products. The 20-count tea packages have a suggested retail price of \$7.99 and the two new varieties start shipping to retail stores on March 19<sup>th</sup>.

Gaia's tea line received the 2011 Best New Product award in the medicinal tea category from noted industry publication Vitamin Retailer. The line was brought to fruition through Gaia's partnership with Aboca, the Italy-based herbal supplement leader in more than 25,000 European pharmacies and health food stores. Many of the teas have been manufactured and sold in Europe by Aboca for over a decade. Seven of the teas have companion capsule or syrup products in the Gaia Herbs line that complement the therapeutic regimen.

"Our medicinal tea line allows Gaia the opportunity to offer strong consumer value through effective, high quality products in a traditional liquid delivery system that also leverages the core values of Gaia, including the use of organic herbs and socially responsibly business practices.", said Ric Scalzo, Gaia Herbs founder and CEO.

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](http://www.gaiaherbs.com).

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