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**Gaia Herbs is Recognized Among the 2011 REBRAND 100® Global Awards Winners**

**February 24, 2011** — Gaia Herbs was named one of the world's most effective rebrands in the seventh annual [REBRAND 100® Global Awards](#). This prestigious accolade is the highest recognition for excellence in brand repositioning, and is the first and only global program of its kind. The rebrand strategic development was conducted by the brand strategy consultancy Pure Branding. The rebrand process encompassed extensive consumer and trade research initiatives that gave voice to Gaia Herbs' belief system with a passion that has resonated with consumers and retailers alike, and marked the launch of the first traceability program in the dietary supplement industry, Meet Your Herbs™.

"We're thrilled that a natural brand has been recognized in such a prestigious venue among household names like Audi, Subaru and Sprint," said Yadim Medore, Principal and Creative Director, Pure Branding. "Our goal was to position Gaia as the category leader that changed the conversation in supplements toward transparency and regaining consumer trust."

"Pure Branding understood us, our industry, and how to rebrand Gaia Herbs in a way that was deeply authentic and smart," said Ann Buchman, Vice President of Marketing at Gaia Herbs. "They really 'got' Gaia Herb's commitment to plant medicine and helped create a revolutionary expression of our brand that empowered our retailers and gave much needed assurance to consumers."

"There's been some great work over the past months, and it wasn't an easy task to shortlist the showcase projects," said Sajag Patel, Managing Director and Principal Creative, Breathe Branding in United Arab Emirates and 2011 juror. To select winners, a new, international panel of multidisciplinary experts convenes yearly to review the best of the submissions. They consider "before" and "after" representations of brand transformations with written summaries.

Emphasis was on executed strategy that made an emotional connection, and met the stated objectives and needs of the identified customers and prospects. Jurors were unaware of the brand strategists' name and size when reviewing the projects. Consequently, a small consulting firm had as much opportunity to be selected as did global organizations with exponentially greater budgets.

Over 32 industries and 34 countries are represented among the 2011 winners. They ranged from Australian Diabetes Council to luxury car brand, Audi, United States Mint, Brazil's Grupo Boticario, and Amrop, a Belgium-based global search firm. Some of the competing branding consultants included FutureBrand, Interbrand, MetaDesign, Siegel+Gale, in addition to in-house teams, small agencies, and representatives of multinational corporations and non-profits.

Some 2011 jurors included Marty Neumeier, Director of Transformation, Liquid Agency and author of *Zag* and *The Designful Company*; Fred Gelli, Creative Director and Partner, Tátil Design de Ideias in Brazil; Janelle James, Vice President, Account Director, Leo Burnett Worldwide; Chris Butler, Vice President, Newfangled; and Inese Silina of Nike Golf Global Brand Design.

**About Gaia Herbs, Inc.:**

Gaia Herbs is a certified organic, vertically integrated grower and manufacturer of premium quality botanical wellness solutions based in western North Carolina. The company cultivates 250 acres of medicinal herbs which, along with all operations at its 45,000-square-foot manufacturing facility, are certified organic each year by Oregon Tilth. Gaia Herbs' extensive line of all-natural herbal products can be found in national and regional natural products stores, independent health food retailers, naturopathic doctors, herbalists, and other health professionals nationwide. For more information, visit [www.gaiaherbs.com](http://www.gaiaherbs.com).

**About Pure Branding, Inc.:**

Pure Branding is a leading consultancy dedicated to brand strategy for companies in the natural products industry. Global clients include Gaia Herbs, Traditional Medicinals, Aura Cacia, Organic India, Vitamin Angels, and Dr. Hauschka Skin Care. For more information, call 413-548-9900 or visit [www.purebranding.com](http://www.purebranding.com).

**About REBRAND™ and the REBRAND 100® Global Awards:**

REBRAND™ is the world's leading resource for effective brand transformations. The REBRAND 100 Global Awards is the first and most respected recognition for repositioned brands. Featured in such media as *The Wall Street Journal*, *CNN Money*, *Bloomberg Businessweek*, various magazines and books, the annual competition has entry deadlines in late September. The full 2011 winners showcase is at [www.rebrand.com](http://www.rebrand.com).

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