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FOR IMMEDIATE RELEASE

**GAIA HERBS DEBUTS NEW GOLDEN MILK, DAILY WELLBEING  
AND ADRENAL HEALTH INNOVATIONS**

*Organic Herbal Supplements Leader Introduces Modern Takes on Time-Honored Adaptogenic  
and Superplant Formulations at Natural Products Expo West 2016*

**BREVARD, N.C. – March 8, 2016** – [Gaia Herbs](http://GaiaHerbs.com), the leading herbal brand in North America, is unveiling several new product innovations at Natural Products Expo West March 11-13, 2016, including **Golden Milk** mix, **Daily WellBeing for Women** and **for Men** and an expanded **Adrenal Health**® line. The company's best-selling **Adrenal Health** supplement — which is #1 in the industry — is now called **Adrenal Health Daily Support** and is joined by new **Adrenal Health Nightly Restore** and **Adrenal Health Jump Start**.

Show attendees will be among the first to experience these new products, designed to support stress response and promote overall wellness, and they are invited to visit the Gaia Herbs **booth #1849** for samples and additional information. The company will also be hosting Golden Hour at its booth from 4-5 p.m. on Friday, March 11, and Saturday, March 12, to offer people an opportunity to replenish and unwind while sampling customized Golden Milk with limited-edition recipes using Gaia Herbs' potent liquid extracts.

"At a time when many Americans are experiencing both the physical and psychological symptoms of stress, maintaining a healthy response to it and taking time to nurture and nourish the self are necessary for overall health and wellbeing," said Todd King, vice president of marketing at Gaia Herbs. "Gaia has always been committed to ensuring the highest purity, integrity and potency of everything we bring to market, and these new innovations are no exception. Consumers are increasingly turning to plants to support their bodies and lifestyles, and these new products provide a trusted and convenient way to do that."

The expanded Adrenal Health line from Gaia Herbs comprises three products that uniquely utilize adaptogenic herbs to help people naturally acclimate to life's daily stresses. **Adrenal Health Daily Support** (formerly called simply, Adrenal Health) provides daily nourishment to the adrenals, with a combination of pure and potent extracts.\* For those who need support while their bodies revitalize and restore at night, **Adrenal Health Nightly Restore** enables the body to

adapt to tension in a healthy way by nourishing the adrenals during sleep.\* Finally, occasional exhaustion and stress are seen far too often in modern life, and **Adrenal Health Jump Start** combines pure, potent herbal extracts that approach and address these concerns holistically.\* Jump Start is a short-term program designed to promote normal energy and stamina levels.\* Daily Support has a suggested retail price of \$29.99 per 60-count bottle or \$49.99 per 120-count bottle, Nightly Restore has a suggested retail price of \$29.99 per 60-count bottle or \$49.99 per 120-count bottle, and Jump Start has a suggested retail price of \$34.99 per 60-count bottle.

Gaia Herbs **Daily WellBeing** is designed to provide functional wellness for both men and women, with a convenient, once-daily blend of pure herbal extracts and plant-based Magnesium, Calcium and Vitamin D3 to help maintain whole-self wellness.\* The Daily WellBeing line consists of one product specifically for men and one for women, featuring superplants, also known as herbs, that support four areas of wellness: inflammatory response, immune health, stress management and men's and women's health.\* Daily WellBeing has a suggested retail price of \$39.99 per 60-count bottle.

Gaia Herbs **Golden Milk** is a nourishing plant-based blend of Turmeric, Dates and Herbs inspired by the traditional Ayurvedic recipe that has been savored for centuries and used to support the mind and body in a number of ways.\* The delicious mix comes in a convenient powder form that is designed to be stirred into regular milk or plant-based milk alternatives. Created to support those in need of a little "me" time, Golden Milk is intended to be sipped warm and is perfect for people who want to relax and unwind at the end of a busy day with something nourishing and delicious. Golden Milk has a suggested retail price of \$19.99 per 3.7-ounce glass jar.

Adrenal Health, Daily WellBeing and Golden Milk products will be available to consumers beginning in April. Gaia Herbs products are sold through national and independently owned health food stores across the U.S. as well as through trusted online retail sites and GaiaHerbs.com. To find a store, visit [GaiaHerbs.com/stores](https://GaiaHerbs.com/stores). For additional detailed information about Gaia and its line of organic and ecologically harvested herbal products, please visit Gaia's [MeetYourHerbs®](https://MeetYourHerbs.com) traceability platform on [GaiaHerbs.com](https://GaiaHerbs.com).

### **About Gaia Herbs**

Gaia Herbs is the leading herbal brand in North America with more than 200 liquid extracts, functional powders, teas, and patented Liquid Phyto-Caps®. We cultivate health and well-being by stewarding sustainable relationships between plants and people. Our steadfast dedication to quality and integrity is unparalleled and meticulously proven by science, including pioneering DNA validation models for each herb. We use only organic methods to cultivate more than 6.5 million plants each year on our farms in the United States and Costa Rica, and that same organic approach continues through manufacture using patented technology to achieve the highest efficacy of each herb, validated by our scientists throughout the process. This method of purity, integrity and potency, and our seed to shelf commitment, ensures the highest quality products and allows us to share complete transparency through [MeetYourHerbs®](https://MeetYourHerbs.com), the

industry's only traceability program. Our desire to nurture healthy connections with nature extends beyond our herbs through [GaiaCares](#), which champions environmental and social sustainability on our farm and worldwide.

Learn more at [GaiaHerbs.com](#) and join in the conversation on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

*\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.*

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