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FOR IMMEDIATE RELEASE

Gaia Herbs New Calm A.S.A.P. Wins Expo East 2018 NEXTY Award

Organic Herbal Supplements Leader Honored for Transformative New Supplement to Reduce Occasional Anxiousness in "Best Condition-Specific Supplement" Category



BREVARD, N.C. (Sept. 19, 2018) – [Gaia Herbs](http://GaiaHerbs.com), the leading herbal brand in North America, is one of only 22 winners of the Expo East 2018 NEXTY Awards for outstanding new products in the natural products industry. Calm A.S.A.P.™, which was unveiled at Natural Product Expo East Sept. 13-15, won for “Best Condition-Specific Supplement.”

Expo East 2018 NEXTY Awards are a twice-annual award competition connected to New Hope Network's Natural Products Expo shows in March and September. The awards were given to the utmost progressive, innovative, inspiring, and trustworthy products in the natural product industry. Winners were chosen through a two-tier judging process by the New Hope Network content team and a panel of industry judges.

“It’s inspiring to see all the innovative products coming out in the natural products industry, and I’m thrilled that our newest launch, Calm A.S.A.P., was given recognition for the excellence of its formula and the positive impact that it can have on people’s lives,” said Elena Lécué, Executive Vice President of Sales and Marketing for Gaia Herbs.

(more)

Lécué went on to say, “We all have those occasional moments of panic or anxiousness in our lives – it may be a job interview, public speaking, or even travel. No one is immune to these moments, but fortunately nature can assist with solutions to restore balance. This award is just the start of exciting things to come for Calm A.S.A.P.”

Calm A.S.A.P. was one of the category winners from 450 entries across 22 award categories. Winners were announced and presented with their awards on Sept. 14.

Adding to the brand’s expanding portfolio of herbal wellness products formulated to help people find peace in the chaos of modern life, Calm A.S.A.P. combines herbs traditionally used to support the nervous system, promoting a sense of calm and reduce occasional anxiousness.*

Calm A.S.A.P. was formulated with a combination of passionflower, skullcap, chamomile and lavender and was developed to deliver a sense of calm and peace during stressful moments in life.* This formula enables users to go from feeling anxious to feeling tranquil.* Calm A.S.A.P. will be available at retailers nationwide beginning February 2019 at a suggested retail price of \$29.99 for a bottle of 60 capsules and \$15.99 for a bottle of 30 capsules.

Gaia Herbs products are sold through natural and independently owned health food stores across the nation as well as through trusted online retail sites and [GaiaHerbs.com](https://www.GaiaHerbs.com). To find a store, visit [GaiaHerbs.com/stores](https://www.GaiaHerbs.com/stores). For additional detailed information about Gaia Herbs and its line of organic and ecologically harvested herbal products, please visit Gaia’s [MeetYourHerbs®](https://www.MeetYourHerbs.com) traceability platform on [GaiaHerbs.com](https://www.GaiaHerbs.com).

About Gaia Herbs

Since 1987, Gaia Herbs has been connecting plants with people to nurture health and well-being. Today, Gaia Herbs is the leading herbal brand in North America with more than 200 liquid extracts, functional powders, teas, and patented Liquid Phyto-Caps. Our steadfast dedication to quality and integrity is unparalleled and meticulously proven by science. We use only organic methods to cultivate more than 6.5 million plants each year on our farms and we screen the plants in our analytical laboratory to pinpoint the exact right time to harvest, extract, and concentrate the plants’ healing power in our state-of-the-art processing facility. All of that leads to products exceptional in their purity and integrity. We provide the industry’s first and only comprehensive herb traceability program, [MeetYourHerbs®](https://www.MeetYourHerbs.com), which allows us to share complete transparency with our customers. Our mission to nurture healthy connections with nature extends beyond our herbs through [Gaia Cares](https://www.GaiaCares.com), which champions environmental and social sustainability on our farm, our community, and around the world. Learn more at [GaiaHerbs.com](https://www.GaiaHerbs.com) and join in the conversation on [Facebook](https://www.facebook.com/GaiaHerbs), [Twitter](https://twitter.com/GaiaHerbs), [Pinterest](https://www.pinterest.com/GaiaHerbs) and [Instagram](https://www.instagram.com/GaiaHerbs).

**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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