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FOR IMMEDIATE RELEASE

GAIA HERBS CALLS FOR INDUSTRY-WIDE HERBAL SUPPLEMENT TRANSPARENCY AND INCREASED CONSUMER EDUCATION

Leader in Organic Herbal Supplements Employs Pioneering Validation Technologies to Ensure Potency, Purity and Safety from Seed to Shelf

BREVARD, N.C. – Feb. 9th, 2015 – Following an investigation by the New York Attorney General finding numerous store-brand supplements contained unverifiable and/or undisclosed ingredients, [Gaia Herbs](#), the industry leader in harnessing the healing power of organic herbs, is urging for an industry-wide dedication to increased product transparency, traceability and accountability. Consumers need proof and as a market leader, Gaia has a steadfast commitment to providing consumers with assurance they deserve in order to trust that their herbal supplements are safe and potent. Using proven science to meticulously validate its herbs at multiple levels throughout the manufacturing process, Gaia makes all of this information available to consumers via its [MeetYourHerbs](#)[®] herb traceability platform, an industry first. The company advises consumers to make informed purchasing decisions to protect themselves from potentially harmful adulterants and take a stand against fraudulent supplements.

“It’s indefensible that some companies are mislabeling their products – potentially tainting the integrity of the industry as whole,” said Dr. Jeremy Stewart, vice president of scientific affairs at Gaia Herbs. “But, the real concern is the myth that the supplement industry is not regulated, as this is far from the case. The entire industry is held accountable to GMP (Good Manufacturing Practices) by the Food and Drug Administration, including verification of the identity, strength, quality and purity of each supplement. At Gaia, we go beyond these standards, starting with DNA identity verification on all raw materials before we even consider putting them through the manufacturing process, and we employ the optimal tests at each stage of the process so consumers know exactly what they’re taking. It’s a method of purity and integrity that equates to potency and safety. There is a huge need for industry-wide quality assurance measures that go beyond the occasional regulated testing so shoppers can have confidence in herbal supplements. But at Gaia, we’re already there.”

While many companies test their raw materials upon receipt using organoleptic means, Gaia is the only one to test its raw materials through DNA identity verification. The company’s team of scientists

continues to test and analyze throughout the production process using a combination of DNA testing with statistical methods to validate herb identity and uncover adulterants. Statistical analysis further identifies ingredient standards, comparing samples against those from other seasons and batches – an approach which removes all human subjectivity from the process to provide scientists with definitive answers and certainty. Once all raw ingredients are identified and analyzed, validation of the end product ensures that each batch meets Gaia’s strict standards for accuracy.

To complete the circle of full transparency and consumer education, Gaia Herbs’ [MeetYourHerbs®](#) traceability platform provides complete visibility of the life span of each herb from seed to shelf, and proof of the company’s commitment to purity, integrity and potency. Through MeetYourHerbs® consumers can view ingredient information, botanical information, grower certified organic status, harvest date, identity validation and methodology, purity testing, results for heavy metal toxicity, microbials and other adulterants in each and every product. Since 2010, Gaia has publically shared every test conducted on the herbs in all of its products via the MeetYourHerbs® online platform.

Gaia Herbs products are available at national and independently owned health food stores nationwide. For more information on Gaia Herbs and its line of organic and ecologically harvested herbal products, please visit [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. And 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 and allows us to share complete transparency through [MeetYourHerbs®](#), the industry’s only traceability program. Our desire to nurture healthy connections with nature extends beyond our herbs through [Gaia Cares](#), which champions environmental and social sustainability on our farm and worldwide.

Learn more at [www.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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