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GAIA HERBS INTRODUCES FOUR NEW HERBAL TEAS

Leading Herbal Brand Unveils Functional Teas Designed to Support Wellness

BREVARD, N.C. – September 21, 2016 – [Gaia Herbs](#), North America’s leading herbal brand, today announced the launch of four new innovations to its popular herbal tea collection: **Essential Tulsi**, **Liver Cleanse**, **Organic Hibiscus**, and **Sinus Comfort**. Just in time for the fall and winter seasons, these four soothing beverages were created to help support the journey of wellness. The new teas are available at retailers nationwide as of this month.

Like all of Gaia’s other herbal teas, new **Essential Tulsi**, **Liver Cleanse**, **Organic Hibiscus**, and **Sinus Comfort** carefully combine freeze-dried herbs with essential oils to deliver potency in every cup. Each sip is steeped in tradition, delivering a delicious taste experience that’s coupled with fast-acting support. The new teas can be sipped on their own, or enjoyed with other Gaia Herbs product, as every package offers suggested pairings should consumers wish to reap the benefits of herbal support in different ways.

“In today’s hectic lifestyle, Americans are busier than ever before and while we rarely make time for self-care, the simple ritual of tea making helps to do just that,” said Todd King, vice president of marketing for Gaia Herbs. “Each of our new teas are unlike anything else on the market, and similar to all of our other Gaia Herbs products, infused with potency and full traceability through our [MeetYourHerbs®](#) platform. Since teas are a bit milder in concentration, they provide a great entry point for those looking to start their journey of wellness and incorporate herbs into their daily routine.”

To achieve the full benefits of each distinctive and nourishing tea, the bag should be steeped and covered in a mug for 10 minutes before drinking. Committed to Mother Earth as much as one’s health, Gaia has designed its teas bags without the use of staples or glue, and they are also entirely compostable – including the tags and strings. Details on the new herbal tea varieties include:

- **Essential Tulsi** blends both Tulsi leaf and essential oil of Holy Basil for a fragrant, rich taste that's noticeably different. Earthy and calming, this herbal tea can help one feel centered as it supports a healthy response to the stresses of life.*
- **Liver Cleanse** has a pleasant minty taste, and supports the liver daily in two of its most prominent roles: natural detoxification and digestive support.* The tea contains Dandelion and Artichoke, which are traditional purifying herbs, while Chinese Skullcap promotes a healthy inflammatory response and Schisandra provides antioxidant support.*
- **Organic Hibiscus** is a delightfully floral tea that is sure to brighten any day. Naturally sweet-tasting, Organic Hibiscus has a tangy kick and a light citrus fragrance from Mandarin Orange peel essential oil. Delicious either served hot or over ice, studies have shown that Hibiscus tea supports healthy blood sugar levels and healthy cholesterol levels (already within normal ranges).*
- **Sinus Comfort** combines familiar, comforting herbs to soothe both the senses and sinuses.* The aroma of Rosemary leaf and Sage are unveiled upon the first sip, followed by Oregano and Thyme. Cinnamon essential oil and Ginger add spice, while Holy Basil and Green Tea balance this robust tea.

Essential Tulsi, Liver Cleanse, Organic Hibiscus, and Sinus Comfort are sold in 16-bag packages for a SRP of \$3.99. 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. For additional detailed information about Gaia and its line of organic and ecologically harvested herbal products, please visit Gaia's [MeetYourHerbs®](https://GaiaHerbs.com/MeetYourHerbs) traceability platform on 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://GaiaHerbs.com/MeetYourHerbs), the industry's only traceability program. Our desire to nurture healthy connections with nature extends beyond our herbs through [GaiaCares](https://GaiaHerbs.com/GaiaCares), which champions environmental and social sustainability on our farm and worldwide.

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