



News Release
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Gaia Herbs Launches 99.9% Caffeine Free Herbal Energy Plus Shots

Two revolutionary, great tasting products provide immediate & sustained energy along with Stress Response & Immune Support

Brevard, NC (March 6, 2013) – Gaia Herbs, an herbal supplement leader for more than 25 years, announces the launch of a 99.9% caffeine-free shots product line that delivers immediate and sustained energy, along with functional benefits that address the reasons people often feel depleted. Accompanied by neither jitters nor a crash, the company is introducing Herbal Energy Plus™ Stress Response® and Herbal Energy Plus Immune Support as the first two offerings in this new product category.

In 2012, Gaia commissioned an independent market research study to determine what natural products consumers want in relation to energy shots. The research identified a market gap for products that use the power of herbs, not caffeine, to drive energy. Respondents also clearly stated that they desire energy shots that deliver functional benefits.

“There is a misconception that caffeine alone drives energy,” say Ric Scalzo, Gaia Herbs Founder and CEO. “The botanical blends in both our Herbal Energy Plus shots promote energy at the cellular level by stimulating the vital essence. Additional herbs provide stress response and immune support, promoting functional benefits that address reasons people feel fatigued.”

Made by infusing highly concentrated herbal blends into a base of organic honey, Herbal Energy Plus Stress Response® and Herbal Energy Plus Immune Support have an herbal energy base that is common to both shots. The Stress Response® shot, which builds off the success of a popular Gaia Herbs Liquid Phyto-cap® product, also includes extracts of Holy Basil and Rhodiola, two adaptogenic herbs that are widely known for optimizing a healthy response to stress. The Immune Support shot incorporates extracts of Astragalus and Schisandra, which promote healthy immune function. Both products have naturally pleasing tastes and do not include refined sugar.

These two Herbal Energy Plus shots, which are sold in 2-ounce glass bottles with a suggested retail price of \$4.99, will start shipping to retailers beginning April 1, 2013.

Gaia Herbs is a certified organic grower and nationally-branded manufacturer of liquid herbal extracts based in Western North Carolina. The company cultivates 250 acres of medicinal herbs which, along with all operations at its 45,000 sq. ft. manufacturing facility, are organically certified each year by Oregon Tilth under USDA’s National Organic Program. The company offers herb ingredient source information and test data validation through its industry-first traceability platform called MeetYourHerbs®. Gaia Herbs’ line of all-natural herbal products is carried by independent health food retailers and co-ops, national and regional natural products retail chains, and healthcare professionals. To learn more, call 800.831.7780 or visit www.gaiaherbs.com.

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