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FOR IMMEDIATE RELEASE

HERBAL INDUSTRY LEADER GAIA HERBS A LIVING WAGE EMPLOYER

*Organic Herbal Supplements Company Joins
Living Wage Coalition of Transylvania County*

BREVARD, N.C. – April 20, 2017 – [Gaia Herbs](#), North America’s leading herbal brand, is now a living wage employer, as certified by the [Living Wage Coalition of Transylvania County](#) (LWCTC).

At Gaia, our people are our strength, and their passion and commitment are reflected in all that we do. That’s why Gaia Herbs is an official Living Wage Employer, certified through Just Economics, whose network in Western North Carolina is the nation’s largest advocacy group for the fair-wage movement. This designation reflects the values by which we at Gaia Herbs live and operate, and it allows us to invest in our people and help promote a sustainable and just future for our region.

“Our people are at the heart of what we do,” said Gaia Herbs President Angela McElwee. “Paying our team a living wage enables us to attract and retain great employees, making it possible for us to continue producing the highest quality herbal products. Providing a living wage is an essential part of Gaia Herbs’ mission, vision and values. It not only contributes to the financial and emotional health of our employees, but it is also a smart business strategy that will enable the continuous growth of Gaia and support our local communities.”

The LWCTC is a coalition working as a part of Just Economics to promote living wages in Brevard and the surrounding areas by advocating for responsible public policy, participating in the voluntary living wage employer certification program and by educating the community about

issues of economic justice through activities like the Western North Carolina Poverty Simulation. The group also works to involve leaders from low-income communities through the Voices for Economic Justice program.

“Just Economics is happy to have Gaia Herbs join our growing network of Living Wage Certified Employers,” said Vicki Meath, the executive director of Just Economics. “It’s our belief at Just Economics that as a community, we have to be willing to make changes so that everyone in our region can have a chance to thrive. By paying a Living Wage, Gaia has taken steps that will help continue the growth of a sustainable economy that works for all, and it speaks volumes about the kind of business and workplace Gaia is.”

According to Just Economics, living wages are part of a broad effort to end poverty and inequity, and work toward a more just and sustainable local economy; living wages stimulate the economy through increased consumer spending and the money multiplier effect.

“Living Wage Certification has a benefit to business as well,” said Meath. “Paying a living wage has proven to help employers recruit top talent, make for a more loyal workforce and reduce employee turnover. We appreciate employers like Gaia who invest in their employees and contribute to a more just and sustainable economic community.”

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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[®]](#), 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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