



News Release
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Gaia Herbs Introduces Organic Gelatinized Maca Powder

Line extension’s Earth Bottle® packaging reinforces commitment to environmental sustainability

Brevard, NC (March 6, 2013) – Gaia Herbs, an herbal supplement leader for more than 25 years, introduces a certified organic gelatinized Maca Powder, a highly concentrated, vegetarian product that is more easily absorbed and digested than raw Maca. This herb, which is grown and cultivated at high altitudes in the Peruvian Andes, is traditionally used to ease stress, promote energy, and increase libido.

A certified organic, vegetarian, gluten-free, non-GMO supplement, Gaia Herbs’ Maca Powder has undergone a steam and pressure extraction process that separates the plant’s active constituents from the inactive starch. Known as gelatinization, this increases Maca’s digestibility and absorption.

“Peruvians have relied upon the adaptogenic benefits of Maca for centuries,” says Ric Scalzo, Gaia Herbs founder and CEO. “Our product leverages both the wisdom of these ancient cultures and the benefits of modern extraction processes to provide a highly concentrated supplement that strengthens the vital essence.”

Gaia Herbs’ gelatinized Maca Powder is packaged in the Earth Bottle®, a canister made completely from plant and mineral based renewable resources, and co-developed by Gaia Herbs as part of its global solution for minimizing fossil fuel-based plastic packaging.

In November 2011, Gaia Herbs introduced a Maca Root capsule, which also realizes the benefits of gelatinized Maca. Gelatinized Maca Powder, which is a popular addition to smoothies, yogurt, cereals and other foods, is an extension of Gaia Herbs’ Maca product line.

Gaia Herbs’ Gelatinized Maca Powder, which is sold in 16 ounce Earth Bottle® canisters, retails for \$29.99. The product will ship to retailers beginning April 15, 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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