



GAIA HERBS EXTENDS AN OPEN INVITE TO THE FOOD AND DRUG ADMINISTRATION IN LATEST CAMPAIGN, “FDA INVITATION”

The Herbal Supplement Brand Issues an Invite to the FDA to Inspect and Evaluate Their Practices and Products, Shining a Light on Gaia’s Industry Leading Quality Standards

Brevard, NC (August 21, 2023) - [Gaia Herbs](#) is leveraging their role as a leading herbal supplement company to call attention to the importance of quality, transparency, and traceability standards by issuing an open invitation to the Food and Drug Administration. Industry watchdogs and federal regulators play essential roles in protecting consumers, and Gaia Herbs has always respected and welcomed the role of external auditing in ensuring compliance. Gaia Herbs is confident in how quality is built into all our business operations, demonstrated in our ISO-certified laboratory, our Regenerative Organic Certified® farm, and B-Corporation Certification®. While the FDA has certainly visited Gaia Herbs before, this invitation is extended in an effort to raise industry and consumer awareness of the company’s dedicated people, rigorous processes, with a goal of elevating these stringent standards across the supplement industry.

“Our research shows that consumers are confused about how to assess product quality and think that all herbal supplements are essentially created equal. This is simply not true,” said Gaia Herbs CEO, Jim Geikie. “For 35 years, Gaia Herbs has valued transparency and welcomed scrutiny of our rigorous processes and intentional methods. This invitation to the FDA dramatizes that commitment and helps to inspire consumer confidence and trust. We salute the FDA for their vital regulatory role as we do other industry watch-dogs who exist to protect our consumers.”

The FDA invitation, developed by Gaia Herbs’ strategic advertising and marketing agency partner [Baldwin&](#), pulls back the curtain on Gaia Herbs’ seed to bottle practices. The campaign will launch with a full page ad in the New York Times, followed by organic and paid social content featuring the Gaia Farm, onsite laboratories for testing the potency and integrity of herbs used in Gaia Herbs products, and the manufacturing facility where they are converted into their many formats – liquid extracts, functional powders, teas, Liquid Phyto-Caps™, and powder capsules. The goal of the campaign is to highlight the product integrity and manufacturing transparency that sets Gaia Herbs apart from other brands in the industry, and to prompt consumer awareness of an industry conversation about current supplement regulations while challenging higher standards across the board.

Planned social media content includes demonstrations of quality testing methods and behind-the-scenes glances at how Gaia’s products are grown, sourced, manufactured, and tested.

Consumers can also learn more about Gaia Herbs' commitment to product integrity at www.gaiaherbs.com/invitation, which will feature a deeper look at Gaia's practices.

About Gaia Herbs

Since 1987, Gaia Herbs has lived its mission of connecting people, plants, and planet to create healing by combining the wisdom of traditional herbalism with the rigor of today's innovation and science. We set the industry standards for growing, harvesting, sourcing and manufacturing clean and pure herbal supplements and provide ingredient traceability through our industry-leading transparency tool, MeetYourHerbs.com. In the heart of the Blue Ridge Mountains, the Gaia Farm is where we give back to the planet by implementing regenerative agriculture practices that preserve the Earth's strength, which is reflected in the quality of our products. As a Certified B-Corporation®, we are proud to promote personal wellness, responsible business practices, and planetary health to build a more inclusive and sustainable economy. More information about Gaia Herbs can be found at www.gaiaherbs.com.

About Baldwin&

Founded in 2009, Baldwin& is a national agency headquartered in Raleigh, NC. We work with an amazing and diverse group of clients, including Zulily, Volvo Trucks, Wolfspeed, Lansinoh, Bridgestone Motorcycle Tires, Long John Silver's, and KIOTI Tractor. We believe the world needs brands to make things better. What are our specialties? Advertising. Strategy. Design. Media. Beer. Learn more at baldwinand.com.