



## GAIA HERBS APPOINTS EXPERIENCED INDUSTRY LEADER KYLE BLIFFERT PRESIDENT AND CEO



**BREVARD, N.C., Feb. 6, 2024** – [Gaia Herbs](#), a renowned global leader in herbal supplements, has named Kyle Bliffert President and CEO of the company, effective immediately.

Mr. Bliffert, who has served on the board of Gaia Herbs since June 2022, has more than 30 years of leadership and industry experience. Most recently, Bliffert acted as CEO of Nestle' Health Science USA where he led and contributed to the success of more than a dozen different brands in the consumer goods, natural health and practitioner channels of the nutritional supplement industry.

Mr. Bliffert is a well-known and respected leader in the nutritional health and wellness industry, specifically in the nutritional supplement segment. He has built an impressive career successfully leading and managing several well-known brands within the nutritional supplement industry. He started his career in 1992 with Metabolic Maintenance, a supplement manufacturing company in Sisters, Oregon. In 2003, he joined Nordic Naturals where he contributed to the exponential growth of the company until 2008. In early 2008, he joined Atrium Innovations and became President and CEO of Pure Encapsulations. During his 14 years leading Pure Encapsulations and the Atrium Innovations professional brands division, Mr. Bliffert was instrumental in building one of the most successful and dynamic brand platforms in the industry. Additionally, Mr. Bliffert led and participated in the success of Douglas Labs, Genestra Brands, Persona, Boost and Carnation Breakfast Essentials.

Mr. Bliffert is taking over for outgoing CEO Jim Geikie.

### **About Gaia Herbs**

Since 1987, Gaia Herbs has 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. Located in Western North Carolina 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](http://www.gaiaherbs.com).

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### *Connecting People, Plants, & Planet*

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