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FOR IMMEDIATE RELEASE

HERBAL INDUSTRY LEADER GAIA HERBS CELEBRATES 30th ANNIVERSARY
*Organic Herbal Supplements Company Honors Three Decades
of Cultivating Connections Between Plants and People*

BREVARD, N.C. – March 6, 2017 – [Gaia Herbs](#), North America’s leading herbal brand, is celebrating three decades of cultivating health and well-being by stewarding sustainable relationships between plants and people. The company was founded in 1987 by Ric Scalzo, one of North America’s most respected herbalists and botanical researchers, with a mission to create products deeply rooted in purity, integrity and potency.

Scalzo started the company with just seven elixirs made from fresh plant extracts — something that was completely new to the herbal market. Now, Gaia Herbs offers more than 200 patented Liquid Phyto-Caps[®], liquid extracts, functional powders and herbal teas to help support and maintain optimal health. Originally based on a few acres in Harvard, Massachusetts, the Gaia Herbs farm relocated in 1996 to its current home, seated among the breathtaking foothills of the Blue Ridge Mountains in Brevard, N.C., to accommodate rapid growth. Gaia’s headquarters and sustainable organic farm are certified each year by Oregon Tilth, one of the most stringent U.S.D.A. organic certifiers in the nation. Today, Gaia Herbs stewards 350 acres of organic farmland, next to their state-of-the-art, 45,000-square-foot manufacturing facility.

“When I started Gaia, the concepts of wellness and self-care had not yet gained the attention that they have today,” said Scalzo, the founder and CEO of Gaia Herbs. “As the natural products industry grew and reached the mainstream, consumers increasingly sought out brands that prioritized transparency and trust, like Gaia. Our commitment to quality — and proof of that quality — have set us apart and allowed us to thrive. My vision for Gaia was to steward the connection between people and plants, and we’re honored to have upheld that for 30 years.”

Gaia’s dedication to transparency remains unparalleled via its [MeetYourHerbs[®]](#) platform, the world’s first and only herb traceability program that allows consumers to learn about and engage with their herbs. Through MeetYourHerbs, consumers can follow the life cycle of an ingredient from seed to shelf, and they can see proof of the methods to assure purity, potency and integrity of the herbs by entering the ID number on the back of any Gaia Herbs product.

Gaia also continues to be a passionate champion of environmental sustainability and spearheads multiple projects through [GaiaCares](#), including an organic produce program and the use of biodiesel in all farm equipment.

Gaia Herbs products are sold through national and independently owned health food stores across the U.S. as well as through trusted online retail sites and [GaiaHerbs.com](#). To find a store, visit [GaiaHerbs.com/stores](#). For additional detailed information about Gaia and its line of organic and ecologically harvested herbal products, please visit Gaia's [MeetYourHerbs®](#) traceability platform on [GaiaHerbs.com](#).

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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