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FOR IMMEDIATE RELEASE

## Gaia Herbs Introduces Three New USDA Certified Organic Black Elderberry Gummies for Year-Round Immune Support for the Whole Family

*Leading Natural Herbal Products Brand Extends Best-Selling Black Elderberry Line with New Delicious and Efficacious Format*



**BREVARD, N.C. (July 1, 2020)** – [Gaia Herbs](https://www.GaiaHerbs.com), a leading natural herbal products brand in the United States, is pleased to announce the extension of its Black Elderberry line with three new delicious and efficacious USDA Certified Organic immune health products: [Black Elderberry Extra Strength Gummies](#), [Everyday Elderberry Gummies](#), and [GaiaKids® Everyday Elderberry Gummies](#). All three varieties are available as of today on [GaiaHerbs.com](https://www.GaiaHerbs.com) and will roll out across natural and health food stores nationally throughout July.

For more than 30 years, Gaia Herbs has been connecting people, plants, and planet to create healing. Gaia Herbs is renowned and long recognized for producing America’s best-selling organic Black Elderberry Syrup and is now providing this same delicious, highly concentrated, and powerful immune support, in a convenient and amazingly tasty gummy format that the whole family can enjoy.\*

“Great-tasting, super potent, no added sugars, and using only the purest organic ingredients—this is what we set out to achieve with our new USDA Certified Organic Black Elderberry gummies. We were not satisfied with the gummy options available in the market, which forced consumers to choose between taste, potency, and inferior ingredients, and were determined to produce gummies without compromise,” said Angela McElwee, President and CEO of Gaia Herbs. “Given the lofty goals, we are excited to release our new Black Elderberry immune support gummies, which use organic Black Elderberry fruit with no added sugars, flavors, colors, or gelatin, providing a truly delicious and efficacious option for daily immune support.\* Gaia Herbs is committed to purity, potency, integrity and ethical sourcing in all of our products, and are thrilled to bring that same promise to life in the gummy category, after years of research and development.”

Gaia Herbs’ new Black Elderberry immune support gummies harness the age-old tradition of using Elderberry, long known as “Nature’s Immune Tonic,” to support immune health and boost overall wellness.\* The organic Black Elderberries used in its new gummy line are grown with care by farmers in the Styrian region of Austria, who have been cultivating the land for

generations. Every Elderberry is handpicked and harvested at just the right time. This particular variety of Haschberg Elderberries is celebrated for its antioxidant properties, and is high in flavonoids and naturally occurring anthocyanins.

Gaia Herbs' new Black Elderberry gummies provide a convenient and delicious way to support immune health year-round with potent, wholesome ingredients.\* Like all Gaia Herbs products, these newest additions are brought to life without the use of chemical fertilizers, pesticides, or genetically modified ingredients or seeds, delivering vegan, dairy-, gluten-, and soy-free products. Additional product details include:

- **Black Elderberry Extra Strength Gummies:** With 770mg of Elderberry juice and concentrate, these potent gummies contain a powerful immune blend equivalent to 10 grams of fresh Elderberries per serving and provide extra support when you need it most.\* SRP \$17.99 per 40 ct.; \$32.99 per 80 ct.
- **Everyday Elderberry Gummies:** Containing 462mg of Elderberry juice and concentrate, these delicious gummies contain the equivalent of six grams of fresh Elderberries per serving. With only three grams of natural sugar per serving, this is a great choice for daily immune support year-round.\* SRP \$14.99 per 40 ct.; \$26.99 per 80 ct.
- **GaiaKids® Everyday Elderberry Gummies:** Supporting children's health is always a top priority for parents. Each gummy contains 231mg of Elderberry extract and concentrate – equivalent to three grams of fresh Elderberries – with a delicious taste that kids love. SRP \$14.99 per 40 ct.

As a reflection of their commitment to protecting the planet, Gaia Herbs used eco-friendly, reusable, and recyclable glass material for its new Black Elderberry immune support gummies packaging versus the single-use plastic packaging that is the standard for most gummy products in the market.

Gaia Herbs also believes in providing the highest level of transparency. Through its industry-leading [Meet Your Herbs®](#) traceability program, people can enter the ID number located on the back of any Gaia Herbs product to learn where the ingredients came from; how the herbs were grown, harvested and extracted; and the tests the product underwent to validate its purity, integrity, and potency. Gaia Herbs is one of the few companies in the world that allows consumers to do this for a simple reason: Gaia Herbs has nothing to hide and everything to share.

All Gaia Herbs products are sold through natural and independently owned health food stores across the nation as well as through [gaiaherbs.com](#) and other trusted online retail sites. To find a store near you, visit [gaiaherbs.com/stores](#).

### **About Gaia Herbs**

Since 1987, Gaia Herbs has been connecting people, plants and planet to create healing. Today, Gaia Herbs is a leading herbal brand in North America with more than 200 liquid extracts, functional powders, teas, and patented Liquid Phyto-Caps®. Our dedication to quality and integrity is unparalleled and meticulously proven by science. We use organic methods to cultivate more than 3 million plants each year on our farm, and we screen the plants in our analytical laboratory to pinpoint the exact right time to harvest and extract in our state-of-the-art processing facility. All of that leads to products exceptional in their purity and integrity. We offer the industry's first comprehensive herb traceability program, [meetyourherbs.com](#), which allows us to share complete transparency with our customers. We are proud to be a [Certified B Corporation®](#) Using Business as a Force for Good™. Our mission to nurture healthy connections with nature extends beyond our herbs through the [Gaia Herbs Roots Initiative](#), where we partner with mission-aligned organizations at the intersection of racial justice, regenerative farming, and health & wellness. 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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