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FOR IMMEDIATE RELEASE

Gaia Herbs Expands Line of Best-Selling Black Elderberry Products with New Black Elderberry Tonic
*Elderberry Wellness Tonic Made with Only Four Whole-Food Ingredients Offers Delicious Daily Support for Immune Health**



BREVARD, N.C. (July 1, 2021) – [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 its latest USDA Certified Organic immune health product: [Black Elderberry Tonic](https://www.GaiaHerbs.com). This new product is 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 a pioneering leader in the natural products industry and is well known for its [best-selling organic Black Elderberry Syrup](https://www.GaiaHerbs.com), which has been a top-seller in the U.S. market for many years. The company's newest product, Gaia Herbs USDA Certified Black Elderberry Tonic, utilizes a traditional herbal oxymel recipe combined with the power of immune-supportive Black Elderberries.* Oxymels is the time-honored name for herbal elixirs containing vinegar and raw honey and have been used traditionally for thousands of years to maintain immune health.*

Gaia Herbs' new Black Elderberry Tonic contains an expertly crafted immune blend made with only four whole-food, organic and non-GMO ingredients, including organic Black Elderberries, organic raw apple cider vinegar, organic raw honey, and organic Acerola, with no artificial preservatives, sweeteners, or added flavors.* The Elderberries utilized in the tonic are a particular variety celebrated for their antioxidant properties, and for being high in flavonoids and naturally occurring anthocyanins. The berries are grown with care by family farmers, and every Elderberry is handpicked, and fresh-pressed shortly after harvest to preserve potency.

The company's new Black Elderberry Tonic can be enjoyed straight from the spoon or easily incorporated into a variety of recipes. Like all Gaia Herbs supplements, the Black Elderberry Tonic is brought to life without the use of chemical fertilizers or pesticides—delivering vegetarian, dairy-, gluten-, and soy-free support. Additional product details include:

- **Black Elderberry Tonic:** A deliciously different way to support immune health. This tasty tonic contains 3.2g of Elderberry fruit extract, equivalent to 55 fresh organic Black Elderberries per one teaspoon serving, plus organic raw

apple cider vinegar with the mother, organic raw honey, and organic Acerola, with no artificial flavors, preservatives, or sweeteners.* SRP \$14.99 per 4 fl. oz.

“Great-tasting, concentrated immune support with only the purest organic ingredients and no added sugars—this is what we set out to achieve with our new USDA Certified Organic Black Elderberry Tonic. We were not satisfied with the options available in the market, which forced consumers to choose between taste and inferior ingredients, and were determined to produce a superior quality version without compromise,” said Ryan Marek, Gaia Herbs Vice President of Marketing and Ecommerce. “We are excited to release our new Black Elderberry Tonic, utilizing our extensive scientific knowledge and over 30 years of herbal expertise, to deliver a delicious and convenient option for daily immune support that people can trust and feel confident about taking.*”

Through Gaia Herbs’ industry-leading [Meet Your Herbs®](#) traceability program, consumers can enter the ID number located on the back of its newest Black Elderberry Tonic, and all other Gaia Herbs products, to learn where the ingredients came from; how the herbs were grown, harvested, and extracted; and the tests the product(s) 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: The company believes that everyone has the right to know what they are putting in their body and is committed to complete ingredient transparency.

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

For over 30 years, Gaia Herbs has been connecting people, plants, and planet to create healing. Gaia Herbs is a leading herbal brand in North America committed to creating the highest-quality health and wellness products assured for purity, potency, and integrity. The company offers more than 200 herbal products, including liquid extracts, functional powders, gummies, teas, and patented Liquid Phyto-Caps.® From its Certified Organic farm nestled in the Blue Ridge Mountains of Western North Carolina, the company uses regenerative agriculture methods to grow more than three million plants each year and harvests and extracts the herbs at just the right time, when the phytochemicals are at their peak. Gaia Herbs introduced the world’s first herb traceability program, [meetyourherbs.com](#), which allows it to share complete transparency around its herbs and ingredients. The company is proud to be a [Certified B Corporation®](#) using business as a force for good™. Through the [Gaia Herbs Roots Initiative](#), the company champions environmental and social sustainability on its farm and around the world. 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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