



Contact: Kaitlin Bowen
Spectrum Science Communications
202.587.2553
kbowen@spectrumscience.com

FOR IMMEDIATE RELEASE

Gaia Herbs Announces Blue Zones Certification Recognizing Company's Efforts to Promote Longevity

Leading Natural Herbal Products Brand Joins Peers in Brevard, N.C., as a Blue Zones Certified Workplace

BREVARD, N.C. (June 22, 2022) – [Gaia Herbs](#), a leading natural herbal products brand in the United States, has been certified as a Blue Zones Workplace. This certification reinforces the company's commitment to social impact and long-standing mission of connecting people, plants and planet to create healing.

Gaia Herbs will join other organizations in western North Carolina with the [Blue Zones Certification](#), which recognizes geographic areas where the population has a longer lifespan compared to other parts of the world. The workplace certification specifically recognizes organizations that prioritize activities related to behavior, nutrition, human and physical environment, and lifestyle that are considered to extend life expectancy.

"Gaia Herbs and Blue Zones® share a common mission to empower people to live longer, better. Gaia is proud to join 10 other like-minded organizations in our hometown of Brevard as Blue Zones Certified workplaces who put the Power 9® into practice to improve work site wellness," said Jim Geikie, President, and CEO at Gaia Herbs. "Health and well-being are core to both the Gaia brand promise and our company culture."

Gaia Herbs hosted an event at their farm in the Blue Ridge Mountains on June 21, 2022, to celebrate the accomplishment with members of the community, as well as other Blue Zones Certified workplaces. The event featured live music from local artists and herb-forward refreshments handcrafted by Gaia Herbs' chef. The event also served as a networking opportunity for those who attended.

"At Gaia, we are committed to providing a foundation of wellness not only in Brevard, but for all communities," said Alison Czczuga, Director of Social Impact and Sustainability at Gaia Herbs. "Social impact is at the heart of our work as we empower communities to learn how to use and cultivate herbs. This Blue Zones Certification reflects both our long-standing commitment to wellness through high-quality, evidence-backed products as well as the fruits of our recent social responsibility efforts."

About Gaia Herbs

For 35 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 150 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](https://www.meetyourherbs.com), which allows it to share complete transparency around its herbs and ingredients. An extensive quality team and certified laboratory (ISO/IEC 17025) further support product integrity. 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](https://www.gaiaherbs.com) and join in the conversation on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).