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FOR IMMEDIATE RELEASE

Gaia Herbs Introduces New Mushrooms & Herbs Powders Line

Leading Herbal Brand in North America Launches Functional Mushrooms & Herbs Powders to Nourish Your Body and Support Energy, Cognitive, and Immune Health



BREVARD, N.C. (July 31, 2019) – [Gaia Herbs](https://www.gaiaherbs.com), the leading herbal brand in North America, is excited to introduce three new Mushrooms & Herbs powder blends, utilizing the symbiotic relationship between plants and mushrooms and the wisdom of nature to create synergistic blends that support cognitive, energy, and immune health.* All three powder blends are available at [gaiaherbs.com](https://www.gaiaherbs.com) as well as in natural and health food stores nationally.

Gaia Herbs' three new functional powder blends provide a convenient and delicious way for people to nourish their bodies with Mushrooms & Herbs.

- **Everyday Adaptogen™**— Perfect for those trying to live a more active lifestyle, Everyday Adaptogen helps to support physical performance and recovery.* Made with Cordyceps and Shiitake mushrooms plus Ashwagandha, Astragalus, Maca, Rhodiola, and Schisandra, this powder blend can help people maintain peak performance at home, work, and play.* SRP \$34.99
- **Immune Shine™**— Made with Chaga and Maitake mushrooms combined with Elderberry, Astragalus, and Ginger, this delicious powder blend supports immune health.* Adding this powder to a daily routine is an easy way for people to support their body's natural defenses all year round.* SRP \$39.99
- **Mind Spring™**— Often, it's not our bodies that give out on us at the end of the day, but our minds. Made with Lion's Mane and Reishi mushrooms plus Ginkgo, Gotu Kola, Holy Basil, and Turmeric, this powder blend supports overall brain health and recall, while also supporting a state of mindfulness and overall emotional well-being.* SRP \$34.99

"As the leading herbal brand, we are always looking for ways to make it even easier for people to add herbs into their lifestyle," said Elena Lécué, Gaia Herbs Executive Vice President of Sales and Marketing. "Targeting immune health, energy support, and cognitive health, these new synergistic powder blends can be added to smoothies, milk, or any other beverage of choice, providing a convenient and delicious way for people to include organic mushrooms and herbs in their daily wellness routine."

According to Stacey Gillespie, Gaia Herbs Director of Product Strategy, “Our Mushrooms & Herbs powders are all certified organic, vegan, gluten-free, dairy-free and soy-free, plus there are no added fillers, flavors, or sweeteners, which makes them ideal for many dietary lifestyles and preferences.*”

Gaia Herbs sources only naturally grown, quality-tested mushrooms and uses only mushroom fruiting body extracts, with no added fillers, for concentrated potency in their Mushrooms & Herbs powders. By using only the fruiting bodies, Gaia does not harvest any of the growth substrate, thereby keeping their powder blends free of grains and starches, so they can be consumed by anyone following a paleo, keto, or any grain-free diet.

Leveraging the world’s first and industry-leading [MeetYourHerbs® traceability program](#), Gaia Herbs’ customers can enter the ID number located on the back of their Mushroom & Herbs powder (or any other Gaia Herbs’ product) to learn where each ingredient came from, how they were grown, harvested and extracted, and the tests the product underwent to validate its purity, integrity and potency. Gaia Herbs is one of the only herbal supplement companies to allow you to do this as they believe that everyone should know the life story of the herbs that they take.

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

About Gaia Herbs

Since 1987, Gaia Herbs has been connecting plants and people to nurture health and well-being. Today, Gaia Herbs is the 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 6.5 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 [Gaia Roots](#), which champions environmental sustainability on our farm, in our community, 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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