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FOR IMMEDIATE RELEASE

Gaia Herbs Announces New Interim President, Continuing Commitment to People, Plants & Planet
Leading Natural Herbal Products Brand Appoints Bill Cave, Chief Financial Officer, to Serve as Interim President, Continuing Commitment to Company Purpose and Long-Term Growth

BREVARD, N.C. (Jan. 8, 2020) – [Gaia Herbs](#), a leading natural herbal products brand in the United States, has announced the appointment of Bill Cave as Interim President for the company, effective immediately. Cave previously served as Chief Financial Officer for Gaia Herbs over the past three years.

Gaia Herbs' Board of Directors appointed Bill Cave as Interim President, as Cave is ideally suited to take on this role at the company with over 30 years of leadership experience. Cave has an established reputation for aligning financial and business metrics to support business strategy and high-growth, and has extensive experience growing large and small companies across many consumer sectors.

“It’s a tremendous honor to take on this leadership role. I believe deeply in what we do and know that our products make a positive difference in people’s lives. Gaia Herbs will remain steadfast in our commitment to connecting people, plants, and planet to create healing and using our business as a force for good,” said Bill Cave, Interim President of Gaia Herbs. “This past year has been a record year for Gaia Herbs, and we have been very pleased with the growth experienced and knowing that our products have been able to reach more people, helping them maintain their health. I’m excited about what the future holds for our brand, our people, and our customers.”

This new appointment is due to the recent departure of Angela McElwee, who most recently served as President & CEO at Gaia Herbs for the past four years, and previously held other leadership positions at the company for an additional nine years. McElwee’s tenure has seen the natural products legacy brand through tremendous growth, innovation, and industry change, concluding in 2020 as the most successful year in Gaia Herbs’ history. McElwee also helped to build a world-class team at Gaia Herbs, one that is well prepared to lead the company moving forward, continuing its mission and meeting strategic objectives.

Angela McElwee, former President & CEO of Gaia Herbs, shared “The last four years of leading this business have been the greatest honor of my career. I have worked alongside incredible people and together we have placed Gaia Herbs on a path that enables continued growth and scale, while still preserving our soul and purpose. The opportunities before Gaia Herbs are boundless, and we are entering what I believe can be a season of incredible growth and innovation. I believe in Bill and the talented leaders in place at Gaia, and trust that the future has never been brighter for this purpose-centered business.”

(more)

About Gaia Herbs

For over thirty years, Gaia Herbs has been connecting people, plants, and planet to create healing. Today, 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 Gaia Herbs' Certified Organic farm nestled in the Blue Ridge Mountains, 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 their 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.

All of 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.

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