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FOR IMMEDIATE RELEASE

Gaia Herbs Launches Vegan Nootropics Line To Support Brain Health
*Premium Herbal Supplements Leader Develops Proprietary Blend of Herbs
that Nourish The Mind and Support Cognitive Health*



BREVARD, N.C. (April 18, 2019) – [Gaia Herbs](https://www.gaiaherbs.com), the leading herbal brand in North America, unveils its new line of vegan nootropic supplements, Bacopa, Agile Mind, and Nootropic Focus, available as of today on [GaiaHerbs.com](https://www.GaiaHerbs.com) and rolling out across natural food stores nationally beginning this month. “Nootropics” is a term used to describe supplements that support mental performance.* This new collection delivers the powerful benefits of nootropics in the way nature intended, using traditional herbs to nourish the mind.*

“Research has shown that declining memory function may begin as early as age 30, so it is essential to focus on brain health throughout your life,” said Elena Lécué, Executive Vice President of Sales and Marketing at Gaia Herbs. “Stress, lack of sleep, and overstimulation are all issues that can contribute to declining cognitive function. With these factors in mind, we decided to develop a new line of plant-based nootropic products that help maintain cognitive health.* We did the research, testing, and vetting to deliver nootropics that people can believe in and feel confident putting in their bodies.”

The new product line transforms nature's wisdom into herbal formulas, combining science and tradition to create proprietary blends rooted in purity, potency, and integrity. Additional product details include:

- **Bacopa:** Made with Gaia-grown™ Bacopa. This full-spectrum, single-herb extract supports brain health during all stages of life.* When Gaia Herbs was unable to find Bacopa that met its rigorous quality standards, the company began a three-year cultivation process to grow its own Bacopa crop, becoming one of the only U.S. grown sources for this Ayurvedic herb. SRP \$17.99 (60ct)
- **Agile Mind:** Made with Bacopa, Turmeric, and Ginkgo — a synergistic formula that provides adaptogenic support to help your mind stay sharp and to help maintain healthy recall.* SRP \$41.99 (60ct)
- **Nootropic Focus:** A targeted formula for healthy concentration made with a revitalizing blend of Saffron, Spearmint, and Lemon Balm, so you can stay focused to keep up with life’s demands.* SRP \$18.99 (20ct), \$34.99 (40ct)

Gaia Herbs products are sold through natural and independently owned health food stores across the nation as well as through trusted online retail sites and [GaiaHerbs.com](https://www.GaiaHerbs.com). To find a store near you, visit [GaiaHerbs.com/stores](https://www.GaiaHerbs.com/stores). For additional information about Gaia Herbs Organic, ethically harvested herbal products, please visit [GaiaHerbs.com](https://www.GaiaHerbs.com) and Gaia’s [MeetYourHerbs®](https://www.MeetYourHerbs.com) traceability platform.

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](https://www.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 Cares](#), which champions environmental and social sustainability on our farm, our community, and around the world. Learn more at [GaiaHerbs.com](https://www.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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