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## Gaia Herbs Unveils Modern New Look and Online Experience That Honors Its Roots & Reinforces Its Mission of Connecting Plants & People

*The nation's leading herbal products company reveals rebrand with revitalized package design and new company website.*



**BREVARD, N.C. (May 21, 2019)** – [Gaia Herbs](https://www.gaiaherbs.com) is proud to unveil its new product packaging and the launch of the new company website. These changes represent the latest chapter for the nation's leading herbal products company, which has transformed Nature's wisdom into herbal formulas rooted in purity and integrity since 1987.

“As a brand that has been a pioneer in the herbal industry for more than three decades, we are excited to reveal our new look,” said Elena Lécué, Executive Vice President of Sales and Marketing at Gaia Herbs. “Our new package design further reinforces our mission of connecting plants and people with beautiful close-up images of the heroes of our supplements — the herbs. We are proud to have developed the design completely in-house, leveraging the talent of Gaia Herbs’ visionary Brand Experience team. In addition to our new package design, we also launched the new Gaia Herbs’ website, which provides an enhanced customer experience.”

The rebrand began with an extensive 3-month, in-house brand audit, which included a look into the company’s mission and vision, past and present branding strategies, and an extensive competitive landscape study. “We didn’t rebrand for the sake of rebranding,” said Frederic Terral, Director of Brand Experience. “We knew we had to evolve the brand identity to be relevant with the times while honoring the company’s 32-year legacy and values, and appealing to our loyal audience and new customers alike. The final package design strategy was thoroughly tested with varied consumer groups and we witnessed overwhelming positive endorsements for the new look.” With the new design strategy, Gaia Herbs made its packaging as amazing on the outside as the exceptional herbal supplements on the inside.

New package design highlights:

- The plant photography is much more prominent to reinforce the connection between plants and people. The close-up images of the herbs serve as billboards on the shelves, making it easier for people to locate their herbs of interest and the products.
- A modernized Gaia Herbs logo with a refined letter 'g' that resembles a sprouting plant to emphasize growth and rejuvenation.
- New brand and category colors directly inspired by the hues of nature at The Gaia Farm and the surrounding Blue Ridge Mountains.
- While much on the outside has changed, Gaia Herbs will continue to use the same trusted herbal formulas on the inside.
- A phased rollout of the new packaging design will begin arriving on store shelves in June 2019.

In addition to the new package design, Gaia Herbs launched its new [website](#), which allows the company to highlight its commitment to quality and transparency, share the magic of the Gaia Farm, and the benefits of herbal supplements. It delivers a beautiful, enhanced and modern user experience featuring:

- A new, more approachable and relatable brand identity to reinforce Gaia Herbs' mission of connecting plants and people.
- An enhanced version of the groundbreaking [Meet Your Herbs®](#) traceability platform.
- A refined, comprehensive [Herb Reference Guide](#) making it easier to find the information that people are looking for to make an informed choice on the best herbs and products for their health interests.
- A streamlined shopping experience so that visitors can more easily find and purchase products.
- [Gaia Ambassadors](#) sharing their personal stories and their favorite Gaia Herbs products, reinforcing Gaia Herbs' commitment to promoting healthy living.
- A responsive, mobile-first design for an easier and more intuitive browsing experience on a wide range of devices.

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](#).

### **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, [Meet Your Herbs®](#), 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, our community, and around the world. Learn more at [GaiaHerbs.com](#) and join in the conversation on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

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