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FOR IMMEDIATE RELEASE

**Gaia Herbs Launches New Line of Plant-Based Respiratory Wellness Products Providing Year-Round Support**  
*Leading Natural Herbal Products Brand Introduces Three New Respiratory Health-Supportive Products to Help People Maintain Lung Health and Function\**



**BREVARD, N.C. (Nov. 10, 2020)** – [Gaia Herbs](https://www.gaiaherbs.com), a leading natural herbal products brand in the United States, is pleased to announce the launch of its new line of high-quality, plant-based, efficacious respiratory health-supportive products, including [Mighty Lungs™](#), [Sinus Comfort™](#), and [Black Seed Oil](#) to help people continue to breathe with ease.\* All three varieties are now available on [GaiaHerbs.com](https://www.GaiaHerbs.com) and will roll out across natural and health food stores nationally throughout November.

“With poor air quality due to wildfires across the West and other environmental pollutions, as well as COVID-19 cases continuing to climb, we have seen a heightened focus on respiratory health this year. For all of these reasons and more, people are increasingly seeking plant-based, natural wellness solutions to help support their lung health. For over thirty years, Gaia Herbs has been a trusted herbal brand connecting people, plants, and planet to create healing. We are thrilled to use our expertise in developing safe, trusted, and efficacious herbal products utilizing traditional herbal wisdom combined with the latest modern scientific expertise to create our new line of respiratory health products, especially at a time when lung health is so important,” said Angela McElwee, President and CEO of Gaia Herbs. “Our new formulas provide effective, plant-based support before and during a respiratory challenge and also help people maintain lung health all year long.\* Like all Gaia Herbs’ products, consumers can have confidence that our newest products are assured for purity, potency, and integrity, and that each ingredient has been either grown with care on our Certified Organic farm in North Carolina or ethically and sustainably sourced from our trusted farm partners, ensuring the highest quality products to help people stay healthy.\*”

Gaia Herbs’ newest products provide a convenient way to support respiratory health year-round using only clean, pure, and potent ingredients.\* Like all Gaia Herbs products, these newest additions are brought to life without the use of chemical fertilizers, pesticides, or genetically modified ingredients or seeds, delivering vegan, dairy-, gluten-, and soy-free products. Additional product details include:

- [Mighty Lungs](#): Mighty plants, mighty lungs. With lung health being more important than ever, Mighty Lungs helps people provide their lungs with extra daily support all year long.\* This powerful blend combines adaptogenic and respiratory-supporting herbs to support healthy lung function and to help maintain long-term lung health.\* This formula contains herbs including, Mullein, Plantain, Schisandra, and Elecampane, which have been traditionally used as lung and respiratory tonics.\* SRP \$29.99 per 60 ct.

- [Sinus Comfort](#): During a challenging immune season or when dealing with annual seasonal transitions, the body may need some extra sinus support. Sinus Comfort is ideal for helping during these times, containing a blend of respiratory and sinus supportive herbs including, Yarrow, Plantain, Bayberry, and Gaia-grown® Nettle.\* This blend of traditional herbs helps to maintain sinus health so that people can keep breathing comfortably.\* SRP \$19.99 per 2 oz.
- [Black Seed Oil](#): Also known as Nigella, this herb has been revered for centuries in Ayurvedic medicine for its ability to support lung health and to help maintain the respiratory system.\* This powerful single herb extract helps to keep lungs working optimally and efficiently.\* Gaia Herbs uses only cold-pressed oil, which provides the full-spectrum of constituents, maintaining the plant's natural integrity and balance, and keeping the extract as close to the original plant as possible. SRP \$29.99 per 60 ct.

As a reflection of its commitment to protecting the planet, Gaia Herbs uses eco-friendly, reusable, and recyclable glass material for the new respiratory product line packaging versus the single-use plastic packaging that is the standard for most supplements on the market.

Gaia Herbs also believes in providing the highest level of transparency. Through its industry-leading [Meet Your Herbs®](#) traceability program, people can enter the ID number located on the back of any Gaia Herbs product to learn where the ingredients came from including, how the herbs were grown, harvested, and extracted, and the tests the product underwent to validate its purity, integrity, and potency. Gaia Herbs is one of the few companies in the world that allows consumers to do this for a simple reason: Gaia Herbs has nothing to hide and everything to share, and the company believes that everyone has the right to know what they are putting in their body.

All 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](#).

### **About Gaia Herbs**

For over thirty 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 200 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](#), 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](#).

*\*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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