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FOR IMMEDIATE RELEASE

## **Gaia Herbs Announces Partnership with German Natural Products Company, SALUS Haus**

*Leading Natural Herbal Products Brand Becomes Exclusive U.S. Distributor of Salus Herbal and Dietary Supplements*

**BREVARD, N.C. (October 27, 2020)** – [Gaia Herbs](#), a leading natural herbal products brand in the United States, announced its partnership with the esteemed German herbal products company, [SALUS Haus](#) (Salus). As of March 1, 2021, Gaia Herbs will become the exclusive U.S. distributor of the Salus brand’s complete line of high-quality herbal products and dietary supplements, which are marketed under the name Floradix®.

Salus, a renowned global company in the natural remedies and food supplements industry, has been producing natural health products for more than 100 years. In that time, this well-respected company has helped to set the overall quality standards in the natural healthcare and nutrition industries.

Gaia Herbs’ U.S. distribution will include Salus’ top-selling product, Floradix® Iron + Herbs Liquid, which is also the best-selling natural liquid iron supplement in the Natural Channel in the U.S. today. The Floradix brand has an esteemed reputation amongst iron supplements for being gentle-to-digest and easily absorbed, which are common complaints of conventional iron supplements. Additional products include:

- Floravital® Iron + Herbs Liquid – A yeast and gluten-free, vegan alternative to the best-selling Floradix iron liquid supplement.
- Floradix® Iron Tablets – A convenient tablet form of the top-selling liquid Floradix iron formulation.
- Calcium Liquid – A gentle and easily-absorbed form of this mineral, which is essential for bone health.
- Calcium-Magnesium Liquid – An easily absorbable form of essential calcium with magnesium, zinc, and vitamin D, all nutrients essential for bone health.
- Magnesium Liquid – With 250 mg of easily absorbable magnesium in each delicious serving.
- Kinder Love® Children’s Multivitamin – Provides essential vitamins A, B, C, D, and E, as well as key nutrients including calcium, choline, and iodine in an easily absorbed liquid format, which is lightly sweetened with fruit juice concentrates.
- Epresat® Multivitamin – An easily absorbed liquid multivitamin that delivers essential nutrients in a concentrated food and herbal extract base that is easy to digest.
- Red Beet Soluble Crystals – Naturally sweet tasting and instantly soluble crystals crafted from the juice of freshly harvested organic beets. These crystals are a great addition to smoothies and soups and are also ideal for use in baking.
- Gallexier® Herbal Bitters Liquid – A traditional bitter herbal formulation, which helps to support digestion, especially after a rich or heavy meal.

“Salus has been paving the way in natural remedies for more than a hundred years while maintaining their strict commitment to organic cultivation and environmental sustainability. We are honored to partner with Salus as the exclusive U.S. distributor of its herbal and dietary supplements as we have long admired this company,” said Angela

McElwee, President and CEO of Gaia Herbs. “At Gaia Herbs, our purpose is to connect people, plants, and planet to create healing. Our philosophy is grounded in certain truths that serve as the pillars for everything we do, including the companies we choose to align ourselves with. Salus shares our commitment to environmental protection and positive social impact efforts, and we’re excited to further the work of protecting our planet while providing consumers with high-quality, trusted functional products that support health and wellness through this partnership.”

“We are delighted that Gaia Herbs has become our new U.S. distributor for our herbal products and dietary supplements,” added Dr. Florian Block, Managing Director of Salus. “Gaia Herbs shares our commitment to plants, product quality, and sustainability, so we are pleased to partner with them. Since 1916, Salus has been a family-run company dedicated to developing the highest-quality products to support health and wellness. Our company has implemented the highest certified sustainability standards for the environment, society, and all of our employees working in our climate-neutral production sites in Germany. Salus products are currently distributed in more than 60 countries globally, and we look forward to working with Gaia Herbs to expand our U.S. distribution so that our products can help support the health of even more people during these challenging times.”

The FloradixUSA.com website will go live in mid-November and will contain additional information. Gaia Herbs will officially begin distributing Salus’ products in the U.S. market on March 1, 2021. These products will be available through independent health food and organic stores including, Whole Foods and Sprouts, as well as through FloradixUSA.com and e-commerce channels including Amazon, Thrive Market, and more.

### **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 their phytochemicals are at their peak. Gaia Herbs introduced the world’s first herb traceability program, [meetyourherbs.com](https://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](https://gaiaherbs.com) and join in the conversation on [Facebook](#), [Twitter](#), [Pinterest](#) and [Instagram](#).

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

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