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FOR IMMEDIATE RELEASE

**Gaia Herbs Introduces New USDA Certified Organic Turmeric Gummies to Support Whole-Body Health & Active Lifestyles\***

*Leading Natural Herbal Products Brand Extends Its Best-Selling Turmeric Supreme® Line with a New Efficacious, Convenient & Delicious Format*



**BREVARD, N.C. (June 8, 2021)** – [Gaia Herbs](https://www.gaiaherbs.com), a leading natural herbal products brand in the United States, is pleased to announce the extension of its award-winning Turmeric Supreme® line with two new delicious and convenient USDA Certified Organic and Non-GMO Project Verified gummy supplements: [Turmeric Supreme® Adult Daily Gummies](#) and [Turmeric Supreme® Extra Strength Gummies](#). Both varieties are now available on [GaiaHerbs.com](https://www.GaiaHerbs.com) and began rolling out nationally at natural and health food stores at the beginning of June.

Gaia Herbs has an esteemed reputation for producing some of the highest-quality plant-based herbal supplements in the world by combining scientific expertise and traditional herbal wisdom to develop innovative formulas assured for purity, potency, and integrity. The company brings the same approach to its newest Turmeric Supreme gummies, delivering a concentrated full spectrum Turmeric gummy with proven bioavailability and superior absorption—providing *all* of the herb’s beneficial constituents, including curcuminoids, turmerones, and polysaccharides, and not just isolated curcumins—the way Nature intended.\* The new Turmeric gummies have a delightful citrus flavor and are sweetened only with real fruit without any added colors or refined sugars.

“For over 30 years, our customers have loved and trusted the Gaia Herbs brand because of our reverence for plants and planet, focus on superior quality, and commitment to transparency. We were not satisfied with the gummy options available in the market, which forced consumers to choose between taste, strength, and inferior ingredients, and were determined to produce Turmeric gummies without compromise,” said Ryan Marek, Gaia Herbs Vice President of Marketing and Ecommerce. “We are excited to introduce our new USDA Certified Organic Turmeric gummies, which are great-tasting, super potent, and use only the purest organic ingredients, giving people a superior quality option that they can feel confident about taking to support their health.”

Gaia Herbs' new Turmeric Supreme gummies harness the age-old tradition of using Turmeric to maintain whole-body health.\* Turmeric is a revered Ayurvedic herb that has been valued around the world for thousands of years for its ability to support the body in a variety of ways, including reducing occasional inflammation due to normal daily wear and tear.\*

As a reflection of the company's commitment to ethical and responsible sourcing, the organic Turmeric used in its new gummies is grown with care by family farmers using practices that nurture the soil and help guarantee the production of active phytochemicals without the use of chemical fertilizers, pesticides, or genetically modified ingredients or seeds, delivering vegan, dairy-, gluten-, and soy-free support. Additional product details include:

- [Turmeric Supreme® Adult Daily Gummies](#): This everyday gummy formula tastes delicious and offers the consistent inflammation support that people need to keep moving in an easy-to-take format, with 3.4 grams of Turmeric and 60 mg of total curcuminoids per serving.\* SRP \$20.99 (40 CT)
- [Turmeric Supreme® Extra Strength Gummies](#): This potent gummy formula provides 6.6 grams of Turmeric and an impressive 95 mg of total curcuminoids per serving for healthy inflammatory support.\* With 24x absorption and clinically studied bioavailability, these Extra Strength gummies can help people maintain their active lifestyle.\* SRP \$29.99 (60 CT)

Gaia Herbs believes in providing the highest level of transparency. Through its industry-leading [Meet Your Herbs®](#) traceability program, consumers can enter the ID number located on the back of either of its newest Turmeric Supreme gummies, and all other Gaia Herbs products, 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, potency, and integrity.

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 30 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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