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FOR IMMEDIATE RELEASE

## Gaia Herbs Introduces Two New Products to Support Women's Health

*#1 Natural Herbal Brand in the US Expands Women's Wellness Collection to Include Products Designed to Support Healthy Fertility and Comfortable, Restful Sleep During Menopause*



**BREVARD, N.C. (October 1, 2019)** – [Gaia Herbs](http://GaiaHerbs.com), the #1 natural herbal brand in the US, is pleased to introduce two new condition-specific products designed specifically for women, **Fertility Support** and **Nighttime Comfort**. Rooted in traditional herbalism and science, each formulation features herbs that support a woman during the various phases of her reproductive health journey. These new products are now available at [gaiaherbs.com](http://gaiaherbs.com) as well as in natural and health food stores nationally.

Gaia Herbs' new formulas provide the natural support that women may need at different phases of their life.

- **Fertility Support** – When a woman is preparing for motherhood, there are herbs well-known for their ability to support a healthy reproductive system and maintain regular cycles.\* Gaia Herbs' Fertility Support includes herbs commonly used by midwives and herbalists to support healthy fertility levels, including Chaste tree berry, Dandelion root and Cramp Bark. This formula is recommended for any adult woman seeking to support healthy reproduction function.\* This supplement is vegan, gluten-free, soy-free, and dairy-free. SRP 60 ct. / \$32.99
- **Nighttime Comfort** – While navigating the natural changes which occur during peri-menopause and menopause, a good night of sleep may not come easily for many women due to occasional night sweats, hot flashes, and/or restlessness.\* Gaia Herbs' Nighttime Comfort features a blend of herbs including Black Cohosh, Mimosa, Passionflower, and St. John's Wort – herbs traditionally known to help women maintain a healthy hormonal balance during menopause so they can enjoy comfortable and restful sleep.\* Emerging research has also shown that the specific combination of Black Cohosh & St. John's Wort has been effective in providing relief from occasional hot flashes and night sweats during the menopausal years.\* This supplement is vegan, gluten-free, soy-free, and dairy-free. SRP 60 ct. / \$28.99

(more)

“The stages and corresponding needs in women’s lives are to be honored and heralded and have parallels to the seasons and life cycles that we see in nature, including growth, reproduction, maturation, and the passing of wisdom to the next generation. As the nation’s leading natural herbal brand, we are honored to offer women a range of plant-based herbal supplements to support their needs through different ages and stages,” said Angela McElwee, Gaia Herbs President and CEO. “I am also proud to share that our newest women’s products, Fertility Support and Nighttime Comfort, were formulated especially for women by a team of women, led by Dr. Mary Bove, a member of the Gaia Herbs Scientific Advisory Board and an esteemed naturopathic physician and midwife with more than 40 years of experience caring for women as a practitioner.”

Through Gaia Herbs’ industry-leading [MeetYourHerbs® traceability program](#), customers can enter the ID number located on the back of any Gaia Herbs’ product to learn where each ingredient came from, 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 only herbal supplement companies to allow you to do this as the brand believes that everyone should know the life story of the herbs that they take.

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](#). To find a store near you, visit [gaiaherbs.com/where-to-buy](#).

### **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-leading [MeetYourHerbs® traceability program](#), 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, in our community, 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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