

FOR IMMEDIATE RELEASE



Gaia Herbs Introduces New Products for Menstrual Cycle Support
Leading Natural Herbal Supplements Brand Expands Portfolio with Collection Geared Toward Women's Health Needs



BREVARD, N.C. (October 4, 2023) – Gaia Herbs, a leading natural herbal products brand in the United States, is pleased to announce the launch of four new products for menstrual cycle support. Adding to a portfolio of products offering support to women of all ages, the four new products were created by women for women and focus on symptom-specific needs related to menstrual symptoms in childbearing years. The products in this line will be available at gaiaherbs.com and nationally at natural and health food stores, rolling out throughout the month of October.

Gaia Herbs' four new products focus on symptom-specific supplements to support women during their menstrual cycle, no matter what stage or concern it may be. While other brands take a generalized "one size fits all approach," this new line is personalized to fit women's unique needs such as bloating, cramping and mood swings.

Studies show 80% of women experience cramps at some point in their life and 20% of them suffer from cramping so severe that it impacts daily life. Of those who experience bloating, 79% had moderate to severe symptoms. Up to 25% of women experience irregular cycles and 64% of women experience mood swings and anxiety during their menstrual cycle. Gaia Herbs developed these products to support women experiencing these symptoms.

New products to the Gaia Herbs portfolio include:

- **Period Cramp Relief (SRP: \$32.99 / 60 Capsules)** - *relieves occasional discomfort and cramps associated with menstrual cycles.* Full spectrum formula with synergistic ingredients, licorice root and white peony root that is known for its herbal antispasmodic properties.**

- **Period Bloat Support (SRP: \$32.99 / 30 Capsules)** - helps with occasional belly bloat relief for women.* Full spectrum formula with dandelion leaf that is traditionally used to support the liver and burdock root that is traditionally used to help with water retention, digestive discomfort and gas.*
- **Period Cycle Support (SRP: \$32.99 / 30 Capsules)** - helps to promote hormone balance to minimize menstrual symptoms*. Full spectrum formula with dandelion root, schisandra berry, and vitex berry - an ingredient that is clinically shown to support a healthy hormone balance and occasional discomfort associated with the menstrual cycle.*
- **Period Cycle Serenity (SRP: \$32.99 / 60 Capsules)** - helps to balance mood with clinically-studied saffron.* Full spectrum formula with turmeric, fenugreek, and hawthorn to support a healthy heart and healthy brain function, with the addition of saffron to support a healthy mood.*

*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.

About Gaia Herbs

For more than 35 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 transparency. In 2023, Gaia Herbs announced a partnership with Gisele Bundchen, international supermodel and New York Times bestselling author, who has joined the company as Wellness Ambassador. Through this partnership, Gisele will share her own experience with Gaia Herbs and provide inspiration for those beginning or continuing their wellness journeys. Gaia Herbs offers more than 200 herbal products, including liquid extracts, functional powders, gummies, teas, and patented Liquid Phyto-Caps®. From its [Regenerative Organic Certified®](#) 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. What they can't grow on the Gaia Farm, they source from like-minded partners around the world, ensuring fair trade and sustainable business practices. Gaia Herbs introduced the world's first herb traceability program, [meetyourherbs.com](#), which allows the company to share transparency around its herbs, ingredients, and quality testing results. The company is proud to be a [Certified B Corporation®](#), using business as a force for good. Through its [Environmental](#) and [Social Impact](#) Programs, the company champions environmental and social sustainability on its farm and around the world. Learn more at [gaiaherbs.com](#) and join the conversation on Facebook, Twitter, Pinterest, and Instagram.

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