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GAIA HERBS ANNOUNCES NEW GROWTH TEAM, UNITING SALES AND MARKETING
ENHANCED ORGANIZATIONAL STRUCTURE INCLUDES INTERNAL PROMOTIONS AND NEW HIRES

BREVARD, N.C. – July 18, 2017 – [Gaia Herbs](#), the leading herbal brand in North America, today announced the promotions of **Tammy McIver-Gay** and **Elizabeth Lawson**, as well as the additions of **Elena Levitskaya-Lécué** and **Anna DeMers**, within its sales and marketing team. This new leadership team was implemented to provide greater focus on the company's strategic objectives, unify processes, and unlock fresh opportunities for innovation, efficiency, and long-term growth.

"There's a growing demand for authenticity, quality, and a relationship of deep trust with the products that consumers choose to bring into their homes. Gaia's tenured history as a certified organic and seed to shelf brand has enabled us to gain the hearts of many emerging wellness seekers, allowing us to broaden the connections between plants and people," said **Angela McElwee, President of Gaia Herbs**. "As the landscape for herbal products continues to broaden, we are thrilled to expand the Gaia team to better reach consumers. With the promotion of both Tammy and Elizabeth, as tenured Gaia leaders, and the hiring of Anna and Elena, we are led in these key areas by a strong and expert group of sales and marketing strategists, all of whom embody not just expertise in their respective areas, but also bring a spirit of authenticity and integrity to the work they do."

McIver-Gay has been promoted to **Vice President of Customer Development and Strategy**. McIver-Gay has held numerous roles in her seven year tenure at Gaia, including leading the healthcare practitioner division, the ecommerce business, as well as launching the consumer direct business and serving on the executive team in various strategic planning capacities. Prior to joining Gaia, McIver-Gay spent seven years at Enzymatic Therapy as managing director of business development where she led the healthcare practitioner, distributor, pharmacy, international, and consumer direct divisions.

Lawson has been promoted to **Director of Field Sales**, bringing a wealth of knowledge and experience to this new role with 20 years of experience in the natural food industry. Prior to Gaia, Lawson served as the national account manager at Enzymatic Therapy where she was instrumental in growing and managing some of the company's largest customers. Lawson's professional journey ultimately led her to Gaia where she has spent the past nine years leading the eastern sales team, along with account management.

Levitskaya-Lécué joins Gaia Herbs as **Executive Vice President of Sales and Marketing**, bringing extensive experience in progressive marketing and brand management, as well as digital and sales strategy for Group Danone, both in the U.S. and Europe. Her most recent role as the head of ecommerce at DanoneWave provided her with a digital perspective, which gives her a unique vantage point on the fast-shifting landscape of brands and channels. This combined with her traditional CPG background and passion for wellness and purpose-driven leadership, make her a natural fit for leading the sales and marketing teams at Gaia Herbs.

"I strongly believe that herbal supplements, as a way of taking care of health in a more natural and holistic way, are ready to cross over into mainstream," said **Levitskaya-Lécué**. "Gaia is a company that brings together the past and

the future, combining ancestral knowledge of herbal medicine, a sustainable seed-to-shelf operational model and a cutting-edge patented technology of delivering herbal extracts. Gaia is the leader in the herbal supplement market with a story that no other company can tell. I am looking forward to bringing this story to more consumers and retailers.”

DeMers also joins the team as **Director of Strategic Accounts** where she is responsible for the Whole Foods Market business, as well as strategically and thoughtfully growing Gaia’s presence with key retailers across all channels. With 30 years of sales experience and 12 specifically within the natural products industry, DeMers previously held positions at Clorox, Renew Life, Quigley, Alacer, and Rainbow Light.

For additional information or to speak with a company representative, please visit: www.GaiaHerbs.com.

About Gaia Herbs

Gaia Herbs is the leading herbal brand in North America with more than 200 liquid extracts, functional powders, teas, and patented Liquid Phyto-Caps®. We cultivate health and well-being by stewarding sustainable relationships between plants and people. Our steadfast dedication to quality and integrity is unparalleled and meticulously proven by science, including pioneering DNA validation models for each herb. We use only organic methods to cultivate more than 6.5 million plants each year on our farms in the United States and Costa Rica, and that same organic approach continues through manufacture using patented technology to achieve the highest efficacy of each herb, validated by our scientists throughout the process. This method of purity, integrity and potency, and our seed to shelf commitment, ensures the highest quality products and allows us to share complete transparency through [MeetYourHerbs®](#), the industry’s only traceability program. Our desire to nurture healthy connections with nature extends beyond our herbs through [GaiaCares](#), which champions environmental and social sustainability on our farm and worldwide.

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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