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EARTH'S BEST ORGANIC® PROUDLY ENTERS THE PRENATAL MARKET WITH THE INTRODUCTION OF NEW MOMMY BARS™

Melville, NY (September 2010) – For 25 years **Earth's Best®**, the leading established brand of organic baby food sold in Natural Food and Grocery Stores, has been providing infants with only pure and simple organic foods. Realizing that optimal nutrition is important for babies before and after birth, as well as for their mothers, **Earth's Best** announces the launch of *Organic Nutritional Mommy Bars* - fortified with key nutrients needed for mom's health and babies' development.

New **Earth's Best Organic Nutritional Mommy Bars** are delicious soft and chewy snack bars made from whole grain oats and chocolate, providing moms with an indulgent treat that is good for them and their babies. A quick nutrition pick-me-up before, during and after

pregnancy, *Organic Nutritional Mommy Bars* were developed for special dietary use with our The Hain Celestial Group, Inc · 58 South Service Road, Melville NY · 11747 Telephone 631-730-2200
www.hain-celestial.com



board certified OB/GYN Dr. Austin Abramson who has been practicing for over 25 years.

Each bar is packed with essential nutrients and 50 milligrams of DHA omega-3 fatty acids, which are important to baby's eye and brain development. Each snack bar is also:

- Made with organic ingredients
- 100% recommended daily value of Vitamin A
- An excellent source of , calcium, iron, Vitamin D, folic acid and six B vitamins and 50 mg DHA .
- A good source of protein
- A good source of fiber
- Kosher certified

“Earth’s Best Organic Nutritional Mommy Bars are a great snack option for moms – packed with essential vitamins and omega-3 fatty acids for babies’ development,” states board certified OB/GYN Dr. Austin Abramson. “They contain less sugar and sodium than the leading prenatal nutrition bar and contain Omega 3’s, 100% of the daily recommended value of Vitamin A and are a good source of fiber. Because they use organic ingredients which are grown without potentially harmful pesticides and herbicides, they may be a healthier option for mom and baby.”

Earth’s Best Organic Nutritional Mommy Bars are available in indulgent Double Chocolate Fudge either as an individual bar or packages of five. Individually wrapped, they are the perfect on-the-go protein pick-me-up anytime. **Earth’s Best Organic Nutritional Mommy Bars** are 0.74 oz each. SRP: \$1.39 per bar; \$6.99 per box of five.



Look for new **Earth's Best Organic Nutritional Mommy Bars** beginning June 2010 in the snack bar section of select retailers.

For more information on the complete line of Earth's Best Organic infant formula and foods for babies and toddlers and new Earth's Best TenderCare® diapers and wipes, including where to purchase, log onto www.earthsbest.com.

The Hain Celestial Group

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Melville, NY, is a leading natural and organic products company in North America and Europe. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Terra®, Garden of Eatin'®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Gluten Free Café™, Hain Pure Foods®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Rice Dream®, Soy Dream®, Rosetto®, Ethnic Gourmet®, WestSoy®, Yves Veggie Cuisine®, Granose®, Realeat®, Linda McCartney®, Daily Bread™, Lima®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene®, Tushies®, TenderCare® and Martha Stewart Clean™. Hain Celestial has been providing "A Healthy Way of Life™" since 1993. For more information, visit www.hain-celestial.com.

Dr. Austin Abramson

Austin Abramson is a medical doctor board certified in Obstetrics and Gynecology and a Fellow of The American Board of Obstetrics & Gynecology. In addition to private practice in New York City for more than 25 years, Dr. Abramson is an Assistant Professor and Associate Director of the DTC at The Mount Sinai Medical Center. Dr. Abramson currently spends most of his time teaching the next generation of physicians at the Mount Sinai Medical School. In addition to clinical practice and teaching he has been able to blend medical practice with the development of healthier-for-you foods and personal care products at The Hain Celestial Group.

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