



FOR IMMEDIATE RELEASE



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NURTURING BABIES AND THEIR ENVIRONMENT INSIDE AND OUT, EARTH'S BEST® ENTERS THE HOME CLEANING CATEGORY AND EXPANDS ITS PERSONAL CARE OFFERINGS

Melville, NY (March 2010) – For 25 years, **Earth's Best®**, leading established brand of organic baby food sold in Natural Food and Grocery Stores, has provided infants with pure and simple natural and organic choices. Continuing to nurture baby the purest way, the **Earth's Best** brand is proud to enter the home cleaning category with the introduction of hypo-allergenic *Baby Laundry Detergent* and *All-Purpose Nursery Wipes*. **Earth's Best** is also adding a value size to its personal care line with a new larger 16 oz. bottle of *2 in 1 Shampoo and Body*.

Earth's Best™ Baby Laundry Detergent

Hypo-allergenic and made with 70% organic ingredients, new **Earth's Best Baby Laundry Detergent** is specially formulated to leave clothes fresh, clean and soft for baby's skin. It is



derived from plants and minerals with super stain fighting power to work hard against protein stains. Earth's Best biodegradable *Baby Laundry Detergent* is 2x concentrate to reduce plastic packaging material and is compliant with high efficiency washing machines— making it more environmentally friendly. As with all **Earth's Best** products *Baby Laundry Detergent* is Phalates Free, has no synthetic fragrances, contains no dyes or artificial colors and is never tested on animals. **Earth's Best** *Baby Laundry Detergent* is sold in a 50 oz. bottle, which washes up to 32 loads. SRP: \$13.99 per 50 oz. bottle.

Earth's Best® All-Purpose Nursery Wipes

Keep your baby's crib, car seat and stroller clean with **Earth's Best** *All-Purpose Nursery Wipes*. Produced with a natural, non-toxic, hypo-allergenic formula, our wipes combine naturally cleansing herbal oils, and lavender and lemongrass for a light, natural scent, without using synthetic perfumes or dyes. **Earth's Best** *All-Purpose Nursery Wipes* are made with a chlorine-free natural fabric that provides a softer texture, keeping your hands feeling soft and smooth and leaving no harmful residue on surfaces. Sold in a 50 count canister and 20 count travel pack, they are perfect to keep in the cabinet, desk, car or diaper bag. SRP: \$6.99 per 50count canister. SRP: \$3.49 per travel pack.

Earth's Best® 2 in 1 Shampoo and Body Wash

Earth's Best *2 in 1 Shampoo and Body Wash* is an ever-so-gentle tear-free shampoo & body wash that softly cleanses baby's delicate skin and hair. Because it is lightly scented with lavender and formulated with special ingredients like Beta-Glucan, Organic Chamomile and



Organic Marigold (Calendula) to help hydrate and soothe baby's skin, it's a perfect formula for baby's bath time, just before you kiss baby softly to sleep. **Earth's Best 2 in 1 Shampoo and Body Wash** currently in an 8.5 oz. bottle is now also available in a 16 oz. bottle for greater convenience. SRP: \$8.49 per 8.5 oz. bottle. \$11.99 per 16 oz. bottle. - now redesigned for a new look!

Look for new **Earth's Best Baby Laundry Detergent** and *All-Purpose Nursery Wipes* in the cleaning or infant aisle and *2 in 1 Shampoo and Body Wash* in a 16 oz. bottle in the infant or personal care aisle of grocery and natural foods stores beginning June 2010.

For more information on the complete line of Earth's Best Organic infant formula and foods for babies and toddlers, personal care and cleaning products, 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.

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