



**FOR IMMEDIATE RELEASE**

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**EARTH'S BEST® NOW CARES FOR BABIES'  
FROM TOP TO BOTTOM WITH NEW EARTH'S BEST  
TENDER CARE® CHLORINE-FREE DIAPERS & WIPES**

Melville, NY (October 2008) - For more than 20 years, **Earth's Best®**, the #1 brand of organic baby food sold in Natural Food stores and the fastest growing organic Grocery baby food brand, has promoted organic farming based on a desire to protect the environment and keep potentially harmful pesticides out of our earth and food supply. In a continued effort to provide a healthier alternative for babies and a cleaner, safer world for them to grow up in, Earth's Best proudly introduces new **Earth's Best TenderCare™** earth-friendly, chlorine free *Disposable Diapers and Wipes*.

**Earth's Best TenderCare™ Diapers and Wipes** are made from only chlorine-free materials and are NEVER treated with chlorine bleaching agents which may contribute to pollution. Made with soft cloth-like materials, they provide the ultimate comfort for babies.

The Hain Celestial Group, Inc. · 58 South Service Road, Melville NY · 11747 Telephone 631-730-2200  
[www.hain-celestial.com](http://www.hain-celestial.com)



## **Earth's Best TenderCare Disposable Diapers**

New **Earth's Best TenderCare** chlorine-free *Disposable Diapers* are made from only chlorine-free absorbent materials that are never treated with chlorine bleaching agents.

Available in seven sizes from newborn to 35+ lbs., their breathable sides, moisture barrier cuffs and refastenable tabs ensure ultimate comfort and premium fit for babies, plus ease of use for parents. **Earth's Best TenderCare Disposable Diapers** are made from renewable resources, such as corn and wheat for absorption, which result in the use of fewer petrochemicals to reduce babies' environmental footprint. **Earth's Best TenderCare Disposable Diapers** are also latex-free, dye-free and perfume-free.

"Diapers are a natural line extension for the **Earth's Best** brand," said Kim Bremer, Director of Infant Products, which includes organic infant formula, infant and toddler foods and a line of baby body care products, such as diaper relief ointment. "**Earth's Best TenderCare Disposable Diapers** are chlorine-free and made to the same high quality standards as all our products, furthering the **Earth's Best** commitment to provide better solutions for babies and the environment."

**Earth's Best TenderCare** diapers are available in seven sizes in color coded packaging:

Color Code	Size	Babies Wt	# Diapers/ Pack	# Diapers/ Case
Lavender	Newborn (N)	Up to 10 lbs	40	160
Teal	1	8-14 lbs	44	176
Red	2	12-18 lbs	40	160
Blue	3	16-28 lbs	35	140
Yellow	4	22-37 lbs	30	120
Purple	5	27+ lbs	26	104
Green	6	35+ lbs	22	88

SRP: \$12.99 per Jumbo pack.

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## **Earth's Best TenderCare Wipes**

**Earth's Best TenderCare** chlorine-free *Wipes* are moistened with an unscented natural formula of Vitamin E and Aloe. Hypo-allergenic and alcohol-free, these thick cloth-like wipes gently clean, soothe and soften babies' skin - perfect for hands and face too! **Earth's**

**Best TenderCare Wipes** are available in three convenient sizes:

### *Wipes- 3 Sizes/ Packaging:*

80 Count Pop-Up Tub

80 Count Pop-Up Tub Refill bag with Refastenable Closure

30 Count Travel Pack with Refastenable Closure

SRP: Pop-Up Tub - \$4.59; Resealable Tub Refill Bag - \$3.99; Travel Pack - \$1.99

Look for **Earth's Best TenderCare Disposable Diapers** and *Wipes*, in the baby care aisle in Natural Food stores, or the infant and natural products section of select Grocery stores, beginning in January 2009.

For more information on the complete line of Earth's Best organic formulas, foods and body care products for babies and toddlers, including where to purchase them, log onto [www.earthsbest.com](http://www.earthsbest.com).

### The Hain Celestial Group

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

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