



FOR IMMEDIATE RELEASE

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INTRODUCING EARTH'S BEST® TENDERCARE™ TOTS FLUSHABLE CHLORINE-FREE WIPES

Melville, NY (March 2009) – For more than 20 years, **Earth's Best®**, the #1 brand of organic baby food sold in Grocery and Natural Food stores, has nurtured babies with the purest organic foods. In January 2009, the brand expanded its offerings to provide healthier alternatives for babies and their environment with the introduction of new **Earth's Best TenderCare™** earth-friendly, chlorine free *Disposable Diapers and Wipes* for babies . Building upon this successful product launch, **Earth's Best** proudly introduces new **Earth's Best TenderCare™ Tots Flushable Chlorine Free Wipes** for Toddlers – the only one of its kind for Toddlers.

As with the entire **Earth's Best TenderCare** diaper and wipe product line, new **Tots Flushable Wipes** are made from 100% natural cotton and are NEVER treated with chlorine bleaching agents that may contribute to dioxin pollution. They are exceptionally soft,



providing the ultimate comfort for toddlers, with the convenience of being flushable. Perfect for potty-training time! No mess – just wipe & flush.

Earth's Best TenderCare Tots Flushable Chlorine Free Wipes are moistened with a natural soothing formula of Vitamin E, Aloe Vera and Chamomile to help clean, sooth and soften skin. Hypo-allergenic and alcohol-free, these new soft cotton wipes are gentle enough for hands and face.

Earth's Best TenderCare Tots Flushable Chlorine Free Wipes are sold in fun, colorful, soft packs with a pop-up tab. This environmentally friendly soft pack reduces packaging materials by 75% compared to competitor's hard tubs. **Earth's Best TenderCare Tots Flushable Wipes** are available in 50 Count Soft Pack SRP: \$2.99

Earth's Best TenderCare is also pleased to expand its existing line of chlorine free baby wipes with a new Value Pack containing six 80 Count Soft Pack Refills. SRP: \$22.99

Look for **Earth's Best TenderCare Tots Flushable Wipes**, alongside the entire line of **Earth's Best TenderCare** chlorine free baby diapers and wipes in the baby care aisle of Natural Food stores or the infant and natural products sections of select Grocery stores, beginning June 2009.

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.

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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.

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