



JASON® Brand Joins Earth Day Network's Canopy Project, Encourages Consumers To "Like" Their Way To A Greener World

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MELVILLE, N.Y., April 3, 2013 /PRNewswire/ -- A mature, leafy tree produces as much oxygen in one season as ten people inhale in a year[1]. JASON® brand, a leader in the natural personal care category, is partnering with Earth Day Network's Canopy Project to create enough oxygen to fill thousands of lungs across the globe with a program that will result in the donation of 5,000 new trees to be planted.

From April 1st through 30th, JASON®, a brand long known for its pioneering spirit, will host a program through its Facebook page allowing consumers to do their part for the environment in celebration of Earth Day. For every new "like" on the JASON® page during this time frame, one tree will be planted via the Canopy Project.

The Canopy Project has already planted over 1.5 million trees in 18 countries. The partnership with JASON® will help bring them closer to achieving the organization's goal of planting ten million more over the next five years. As unpredictable weather, increasingly frequent and violent storms, floods and fires have created devastating soil erosion, Earth Day Network (EDN) is relying on the support of sponsors like JASON® to dramatically increase the number of trees planted for soil cover.

Earth Day Network's mission is to broaden, diversify and mobilize the environmental movement. EDN coordinates Earth Day, mobilizing over one billion people in 192 countries every year on environmental challenges impacting health, quality of life and the natural world. Each year, the trees planted via their Canopy Project help communities – especially in the world's impoverished areas – sustain themselves and their local economies. In many cases, these lands have been damaged by fire, flood or stripped bare of trees by logging.

"The JASON® name means 'healer' in Greek. We stay true to our mission to create innovative personal care products that are safer for us, our families and the planet," says Nathalie Yin, Director, Marketing of Hain Celestial Personal Care. "As deforestation has compromised the economic and environmental stability of communities around the world, we're thrilled to be aligned with a charitable initiative that helps 'heal' forests and their associated communities. We're all very proud to be doing our small part."

Visit the JASON® Facebook page at www.facebook.com/JASONPersonalCare. For more information on Earth Day Network's mission, please visit <http://www.earthday.org/>.

ABOUT JASON® BRAND: We believe what you put on your body is as important as what you put in your body. The JASON® brand has been a leader in the natural personal care category since 1959. Combining our generations of formulation experience with the highest quality ingredients and the strictest regard for safety, JASON® products are terrific alternatives to care for your body, head to toe every day. But beyond our own brand, we believe the Natural Personal Care industry makes a difference to the health and safety of our families as well as our shared environment for future generations to come. We are proud to have been a leading voice in the industry since the very beginning.

The JASON® Promise: We continually strive to find the most effective natural ingredients to put into our formulas so each JASON® product delivers the results you expect. We source only the highest quality ingredients and avoid using animal by-products, synthetic colors, and harmful chemicals in all our products. Additionally, we do not engage in any animal testing in the development of our products.

The Hain Celestial Group, Inc.

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®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Gluten Free Cafe™, Hain Pure Foods®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, Ethnic Gourmet®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, GG UniqueFiber®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene® and Earth's Best TenderCare®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit <http://www.hain-celestial.com/>.

[1] The Arbor Day Foundation

SOURCE JASON

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