



Alba Botanica® Brand is Urging Consumers to Recycle

April 10, 2013

Natural Personal Care Leader Partners with Recyclebank® to Inspire a Renewed Commitment to the Environment
The Alba Botanica® brand has a call to action for every "naturalista" - don't just be beautiful, Do Beautiful™.

MELVILLE, N.Y., April 10, 2013 /PRNewswire/ -- The average American produces about 1,600 pounds of garbage annually, meaning that each year the United States produces enough waste to fill a convoy of garbage trucks long enough to reach the moon¹. Yet less than 35% of households and 10% of businesses throughout the nation recycle², leaving astronomical amounts of waste disposed in landfills. The Alba Botanica® brand, which takes pride in its recyclable packaging, is partnering with Recyclebank® to motivate people to start recycling now.

In celebration of Earth Month, from March 5th through April 30th the two organizations are issuing a coupon for use in stores for \$2 off any Alba Botanica® product, rewarding consumers who care for the environment by purchasing beauty products sold in recyclable packaging. This partnership reflects the Alba Botanica® brand's commitment to creating products with environmentally-friendly formulas *and* packaging. Since 2012, the brand has gone a step further by transitioning many products to 100% post-consumer resin (PCR) bottles, which are not only recyclable, but are also made from recycled materials. Test results show that products made with recycled materials reduce energy use and greenhouse gas emissions by as much as 85% and 71% respectively³.

At its core, Recyclebank® works to change the patterns of recycling by rewarding individuals for seemingly insignificant behavior modifications which collectively have an important, positive impact. By motivating people to recycle, the amount of landfill waste in local communities across the country is reduced. This in turn reduces the noxious materials created by that landfill waste, including methane, heavy metals, leachate and dioxins that contribute to air, ground and water pollution.

"The Alba Botanica® brand mission is to Do Beautiful™. This means not only creating products that help people look and feel beautiful, but ones that are also friendly to the Earth. We are passionate about recycling and committed to steadily increasing the amount of PCR materials used in our packaging," said Sarah Galusha, Director of Marketing for Alba Botanica®, Hain Celestial Personal Care. "We are thrilled to be partnering with Recyclebank®, which has empowered more than 4 million members and mobilized green behavior worldwide. Our goal this Earth Month is to inspire people across the country to join the effort to make recycling a permanent national habit."

Alba Botanica® products are available at Whole Foods Market, Target, WalMart, natural food stores, grocery stores and on the web at <http://www.albabotanica.com/>.

ABOUT THE ALBA BOTANICA® BRAND: Alba Botanica® products contain 100% vegetarian ingredients and are made with vitamins, plant emollients and therapeutic botanicals for optimum beauty benefits. The product range includes: Hawaiian skin care, hair care and spa treatments; **Even Advanced™** skin care; **ACNEdote™** acne skin care treatments; **Good & Clean™** skin care; **Very Emollient™** body lotions, shower gels, sunscreens, cream and foam shaves; and deodorants. Alba Botanica® brand is now on Facebook at: <http://www.facebook.com/albabotanica>

1 Environmental Protection Agency. <http://www.mnn.com/lifestyle/responsible-living/stories/wasting-away-our-garbage-by-the-numbers>

2 Environmental Protection Agency 2011. <http://www.recycleacrossamerica.org/recycling-fact.html>

3 Life Cycle Inventory Report, April 2010. http://www.eoproducts.com/learn_more/recycled_packaging/pcr_bottles.aspx

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 www.hain-celestial.com.

SOURCE Alba Botanica

ALISON BROD PUBLIC RELATIONS: Emmy Brooks/Ashley Cyburt/212.230.1800/ emmy@alisonbrodpr.com, ashleyc@alisonbrodpr.com