



Hain Celestial Personal Care Brands Announce Milestone Partnership With A Leading Humanitarian Organization, CARE®

March 5, 2015

Alba Botanica®, Avalon Organics® and JASON® Named Founding Partners to the CARE® Empower Her through Education Campaign

LAKE SUCCESS, N.Y., March 5, 2015 /PRNewswire/ -- The Hain Celestial Group, Inc. Personal Care Brands, Alba Botanica®, Avalon Organics® and JASON®, announced today a three-year charitable commitment to CARE®, a leading humanitarian organization fighting global poverty. With this commitment, Alba Botanica®, Avalon Organics® and JASON® have been named the founding partners to the **Empower Her through Education** campaign. Empower Her through Education is a multi-brand movement dedicated to eliminating barriers to education for young women, such as: violence, hunger, child marriage and repressive ideological beliefs against women in developing countries. Empower Her through Education will support many of CARE's ongoing, global efforts and share the inspiring stories of young women from around the world at www.care.org/hain.



"We are thrilled to partner with Alba Botanica®, Avalon Organics® and JASON® for the Empower Her through Education campaign and are passionate about the difference we can make, together," said Dr. Helene D. Gayle, President and CEO of CARE. "Education can transform the lives of girls, women and whole communities. It can fuel real progress on a large scale—reducing violence, poverty, and inequality." Research has shown that 31 million girls worldwide are unable to obtain a proper education and a child born to a literate mother is 50% more likely to survive past the age of 5. In fact, a woman's earnings should be 10-20% higher for every year of school completed.

"As a leading organic and natural products company providing consumers with A Healthier Way of Life™, we are inspired by this opportunity to help improve the lives of girls and women across the globe through the elimination of education barriers," said Julie Marchant-Houle, General Manager of Personal Care at Hain Celestial. "It is essential to address the educational obstacles that affect millions of impoverished women. They are the most at risk, and they have the most power to break the cycle of poverty in their families and their communities."

Alba Botanica®, Avalon Organics® and JASON® brands will support programs that reflect each brand's core values and address barriers to education on an individual, relational and structural level.

ALBA BOTANICA®: GROWING GIRL POWER ON A GLOBAL SCALE

The Alba Botanica® brand mission is to Do Beautiful. As purveyors of a full range of products packed with potent botanical ingredients and formulated to nourish skin and hair, Alba Botanica® brand aims to inspire and uplift women from head to soul. Within the Empower Her through Education

campaign, Alba Botanica® efforts will be grounded in Girl Power. Each program will use education to encourage girls to succeed and lead. In 2015, Alba Botanica® brand will support inspiring CARE programs like the Udaan School program in India, which provides broad education and leadership opportunities to adolescent girls in impoverished regions and Educana, a program in Honduras that improves health in communities by educating parents and children about nutrition and proper hygiene. This program also empowers women by forming microfinance groups with training in business and marketing.

JASON®: EMPOWERING MOTHERS AND COMMUNITIES AROUND THE WORLD

Since 1959, JASON® brand has been the trusted, smart choice for families, with its complete range of safe, effective personal care products. For generations, JASON® brand has advocated for the health, safety and wellbeing of families and the planet. Within the Empower Her through Education campaign, the JASON® brand will support programs that build strong communities to support and enable girls to attend and stay in school. In 2015 JASON® brand will support programs like CARE's Mothers Groups in Malawi, an advocacy and support system that encourages equitable distribution of chores between boys and girls, and the Rwanda's Early Childhood Developmental Program, which provides children with balanced meals, and other necessities to ensure a safe and healthy learning environment.

AVALON ORGANICS®: ADVOCATING FOR EQUAL EDUCATION FOR MARGINALIZED GIRLS, WORLDWIDE

For over 20 year, The Avalon Organics® brand has created exceptionally pure and effective personal care products. The brand's commitment to organic agriculture extends beyond personal care formulation to a passion for home-grown sustainability, a cleaner global environment and personal health. Within the Empower Her through Education campaign, Avalon Organics® brand will focus on advocating for policy changes that make education possible for girls of all backgrounds. In 2015 the brand will support efforts like CARE's bilingual and intercultural programs in Peru and Cambodia, programs that help break down a significant barrier to education--language--for girls of minority ethnic groups.

To kick off this charitable alliance, beginning at the Natural Products Expo West show in Anaheim, CA on March 6, 2015, the brands will ask attendees to sign a petition to end child marriage, a key barrier to education for women on a global scale. In 2010 more than 67 million girls worldwide between the ages 20-24 had been married as children. If child marriage continues at this rate, 142 million more girls in developing countries will be married between 2010 and 2020. Child brides have a diminished chance of completing their education and are at a higher risk of being physically abused, contracting HIV and other diseases, and dying while pregnant or giving birth. To help bring an end to this gross human rights violation that puts young girls at risk every single day, please go to www.care.org/hain-petition.

Beyond the petition, consumer can rally behind the Empower Her through Education campaign by sharing social notes of solidarity, using hashtag: #EmpowerHer. Additionally, campaign updates and information on additional ways to get involved will be available on each brand's social channels.

For more information on the Empower Her through Education campaign, please contact ALISON BROD PUBLIC RELATIONS: Ashley Cyburt 212.230.1800/ ashleyc@alisonbrodpr.com

The Hain Celestial Group, Inc.: The Hain Celestial Group (NASDAQ: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, Gluten Free Café™, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, Empire Kosher®, Kosher Valley®, 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®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com.

© 2015 The Hain Celestial Group, Inc. All rights reserved.

CARE®: Founded in 1945, CARE® is a leading humanitarian organization fighting global poverty and providing lifesaving assistance in emergencies. CARE places special focus on working alongside poor girls and women because, equipped with the proper resources, they have the power to help lift whole families and entire communities out of poverty. Last year, CARE worked in 87 countries around the world and reached more than 97 million people through 927 poverty-fighting programs to improve basic health and education, fight hunger, increase access to clean water and sanitation, expand economic opportunities, confront climate change and recover from disasters.

Logo - <http://photos.prnewswire.com/prnh/20130502/NY06743LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/hain-celestial-personal-care-brands-announce-milestone-partnership-with-a-leading-humanitarian-organization-care-300046028.html>

SOURCE The Hain Celestial Group, Inc.