



Celestial Seasonings® Unveils Refreshed Tea Packaging

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Brand Infuses Simplicity and Heritage Into Fresh New Look and New Logo

BOULDER, Colo., Aug. 13, 2015 /PRNewswire/ -- [Celestial Seasonings®](#), a brand of [The Hain Celestial Group, Inc.](#) (NASDAQ: HAIN) and a leader in the specialty tea category, has unveiled its fresh new brand look and feel—including refreshed tea packaging that highlights the brand's heritage and a new, contemporary logo.



"We're excited to introduce our refreshed packaging to consumers since we think the new boxes are an even better reflection of the Celestial Seasonings® goodness inside," said Tom Arcuri, vice president of sales and marketing at Celestial Seasonings, Inc. "We kept the elements that our consumers loved from our previous boxes and built upon them to appeal to an even wider audience."

The refreshed packaging blends many of the heritage elements for which the brand is known—including commissioned tea box art featuring iconic characters like Sleepytime® Bear—with a contemporary design. Consumers will find the same high-quality teas inside—the brand has not changed any of its recipes and continues to source its ingredients and blend its teas according to its strict "Blended With Care: From Seed to Sip" standard for purity and quality.

Celestial Seasonings maintains its strong belief in social responsibility, so its refreshed packaging will continue to feature an earth-friendly design. The brand's cartons are still biodegradable and recyclable, and its signature tea bag omits strings, staples and individual wrappers—saving 3.5 million pounds of material from landfills every year.

The first Celestial Seasonings teas in refreshed packaging are available on store shelves now, with the full new shelf set expected to be in place by the fall. All items will also be available at the [Celestial Seasonings Online Store](#).

Celestial Seasonings, Inc.

For more than 40 years, Celestial Seasonings, Inc. (a subsidiary of The Hain Celestial Group, Inc., NASDAQ: HAIN) has created delicious specialty teas that are good for you and good for the world. The brand currently offers more than 70 unique varieties of herbal, green, black, wellness, Rooibos and chai teas, as well as ready-to-drink beverages like organic Kombucha and tea lattes. Each blend is expertly crafted from the finest herbs, teas, spices and botanicals, and is presented in packaging adorned with the beautiful imagery and inspiring words that are part of the brand's heritage. From calming and relaxing to refreshing and rejuvenating to everyday wellness support, there's a Celestial Seasonings® product for any mood, any moment, any time of day. For more information, visit [celestialseasonings.com](#) or [facebook.com/CelestialSeasonings](#).

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 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®, Joya® 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](#).

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