



## Hain Celestial Celebrates Innovation at Natural Products Expo West 2016

March 8, 2016

**FEATURES OVER 100 NEW AND EXCITING FOOD, BEVERAGE, SNACK, PROTEIN AND PERSONAL CARE PRODUCTS  
LATER THIS WEEK**

LAKE SUCCESS, N.Y., March 8, 2016 /PRNewswire/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading organic and natural products company with operations in North America, Europe and India providing consumers with A Healthier Way of Life™, today announced over 100 new products that will be featured later this week at Natural Products Expo West, produced by New Hope Natural Media. Expo West is the world's largest and premier tradeshow for the natural, organic and healthy products industry and is expected to host more than 70,000 attendees.



"As a company known for setting the standard for organic, natural and better-for-you products since the 1990s, we are proud of our brands and our new product innovation, which solidifies our leadership in the organic and natural, health and wellness space," said Irwin D. Simon, Founder, President and Chief Executive Officer of Hain Celestial. "Our best-in-class organic, non-GMO sourcing capabilities and our ability to identify emerging and significant consumer trends resonate with consumers and our customers across all generations with our food, beverage, snack, protein and personal care products."

Selected new product innovation from Hain Celestial includes:

- **Arrowhead Mills®**, one of America's trusted organic brands for over 50 years, introduces new re-sealable bags and two new cold cereals, **Organic Vanilla Sunrise Blend** with Kamut® Flakes and Amaranth Clusters with Almonds and Flax Seeds and **Organic Maple Morning Blend** with Kamut® Flakes and Spelt Clusters with Sunflower and Chia Seeds, each with whole grains and 6 grams of protein and 5 grams of fiber per serving.
- **BluePrint®** brand adds a new **Organic Vegetable & Fruit Drink** line crafted with cold pressed juice from fruits and vegetables, designed to address key benefits identified by consumers while expanding into four new categories focused on function and real food nutrition. Also launching, **BluePrint® Kombucha, Ready-To-Drink Tea, Vinegar Tonic and Dry Tea**. **BluePrint®** continues to innovate its core 16 green fluid ounce products with **Watercress Warrior** and **Dandelion Drive** vegetable and fruit drinks.
- **Celestial Seasonings®** brand offers innovative new products in popular herbal and green tea lines with **Sleepytime® Mint, Sangria Zinger®** and **Spiced Vanilla Herbal Teas; Ginger Green** and **Matcha Green Teas**, and three **Fair Trade**

**Organic Green Teas: Pure Green, Jasmine Green and Lemongrass Green Teas.** In conjunction with Keurig®, **Celestial™ Lattes** introduces **Dirty Chai Tea Espresso K-Cup® Pods**.

- **DREAM®** brand plant-based beverage offerings expand in the refrigerated category with **Ultimate Almond Beverages**, which contain four times more almonds for more protein in every 8 ounce serving than Almond Dream Original for a rich and creamy tasting beverage. **DREAM®** is also introducing three new product lines for the shelf-stable section—**Ultimate Almond Beverages**, **Boosted Beverages** and **Rice DREAM® with Coconut**, an extension of the popular Rice DREAM® line.
- **DREAM®** frozen novelties expand with two new **Almond Dream™ Bites** flavors: **Peppermint** and **Pumpkin Spice**, delicious and indulgent bite size frozen nuggets made with almonds and coated with rich chocolate.
- **Earth's Best®** introduces new packaging design and innovation in infant feeding and kids meals including **Earth's Best Organic® Homestyle Meal Pouches**, inspired by classic meal time favorites—**Chicken Pot Pie**, **Cheesy Pasta with Veggies** and **Turkey Quinoa Apple Sweet Potato**. **Earth's Best®** brand of kids frozen products expands with **Stuffed Bites: Egg, Cheese & Spinach; Chicken & White Bean Chili** and **Beef, Cheese & Vegetable Taco** and **Veggie Medley Nuggets** made from carrots, green beans and spinach.
- **Ella's Kitchen®** brand nutritious organic drink options expand with **Organic Aloe Water Juice Blend Drinks**, a refreshing drink with naturally hydrating aloe and just 5 grams of sugar per 6.75 fluid ounce serving. **Ella's Kitchen® HPP Organic Raw Juice Pressies** are cold pressed juice blend drinks that are pasteurized by pressure, never heated, to help keep more nutrients and flavor.
- **Empire® Kosher** poultry brand introduces deli meats, natural and certified kosher, with no antibiotics ever, including **Pre-Sliced** and **Bulk Deli Turkey**, **Chicken Franks**, **Turkey Bacon** and **Chicken Sausage** in **Mild Italian**, **Hot Italian** and **Spicy Apple Chicken** varieties. **Empire® Kosher** is also introducing new children's frozen chicken bites and chicken and turkey burgers.
- **FreeBird®** brand introduces natural, with no antibiotics ever, frozen ¼ pound burgers—**Lightly-Seasoned Chicken**, **Lightly Seasoned Turkey** and **Mediterranean-Style Chicken** with feta cheese and savory spices.
- **The Greek Gods®** brand unveils a high protein **Nonfat Greek Yogurt with Chia Seeds**, available in four delectable flavors: **Blackberry**, **Peach**, **Strawberry** and **Vanilla**.
- **Imagine®** brand has a strong soup position for fall 2016 that features **Imagine® Cauliflower & Potato Creamy Soup** and two **Imagine® Asian-style Noodle Chunky Soups: Ginger Miso** and **Soy-Ginger Chicken & Edamame**. **Imagine®** also debuts **Organic Ramen and Miso Broth** and **Imagine® Bone Broth** available in **Chicken** and **Hearth**, a combination of chicken, beef and turkey.
- **MaraNatha®** brand introduces new **No Sugar or No Salt Added, No Stir Almond Butter**, made with two simple ingredients: dry roasted almonds and palm oil so that no stirring is required. Our palm oil is verified by Roundtable on Sustainable Palm Oil (RSPO).
- **Plainville Farms®** brand announces an expanded deli meat lineup with no antibiotics ever including **Certified Organic Beef Franks**, **Pre-sliced Certified Organic Chicken Breast** and **Organic Turkey Bacon** featuring the brand's new logo and packaging. **Plainville Farms®** has also expanded its fresh organic product line with new **Organic Lean Ground Turkey**.
- **Spectrum®** brand introduces three **Non-Aerosol Oil Sprays** with no propellants—**Extra Virgin Olive Oil** and **White Truffle Flavored Extra Virgin Olive Oil** and **Avocado Oil**. Our extra virgin olive oil is sourced from a family-owned olive grove in the Mediterranean coast of Spain. **Spectrum® Sriracha Mayonnaise** enhances every bite with its spicy, bold flavor and creamy, feathery light texture.
- **TERRA®** adds **Real Freeze Dried Fruit** to its portfolio, simple ingredients with the taste of real fruit in a convenient shelf stable format. **TERRA® Real Freeze Dried Fruit** is available in two delicious varieties: **Honey-Infused Fuji Apples** and **Tropical Fruit Blend** with coconut oil and made with pineapple, mango and banana.
- **Tilda®** brand introduces **Wholegrain Brown Basmati Rice & Quinoa**, classic brown basmati rice grown in the foothills of the Himalayas combined with nutritious quinoa.
- **WestSoy® by Yves® Seitan Salad Topper** is a convenient blend of seitan cubes with a delicious Mediterranean sauce, with 21 grams of protein per serving.
- **Yves Veggie Cuisine® Jackfruit Pulled BBQ** is nutritious shredded jackfruit with a tangy and tasty BBQ sauce—vegan and cholesterol free.

Hain Celestial's featured personal care products include:

- **Alba Botanica®** brand **Body in the Buff** freshly-fragranced, biodegradable body scrubs; **Very Emollient™ Mineral Sunscreen Sprays** for reef-safe, broad spectrum SPF 35 sun protection; and **Cooling Aloe Burn Relief Spray** for instant, pain relieving treatment of sunburned skin.
- **Avalon Organics®** brand **Intense Defense with Vitamin C Detoxifying Facial Towelettes** cleanse, tone and hydrate in one step; **Antioxidant Facial Oil** crafted to protect skin from environmental stressors; **Intense Defense Sheer Moisture SPF 10** daily moisturizer with mineral sunscreen for incidental UV exposure; **Wrinkle Therapy Cleansing Oil** to help reduce fine lines; **Brilliant Balance™ Purifying Facial Towelettes**, hypo-allergenic and dermatologist tested; **Damage**

**Control Argan Oil Shampoo** and **Conditioner** to help resist the visual signs of aging hair, leaving it soft and shiny.

- **JASÖN®** brand introduces indulgent, nourishing **Foaming Shower Oils** that instantly transform into moisturizing, cleansing foams. The **Gentle Basics™** line offers clinically-tested, hypoallergenic hydration for people with dry, sensitive skin while the **Total Protection Sea Salt Mouth Rinse** cares for the whole mouth and freshens breath with a Cool Mint flavor. **Dry Spray Deodorants** deliver quick-dry, 24-hour odor protection, available in 3 fresh scents and **JASÖN® Men**, a new line featuring **Dry Spray Deodorant**, **Stick Deodorant** and **All-in-One Body Wash**, provides just-for-Men personal care, each one with the same woody fragrance.
- **Queen Helene®** brand introduces **100% Coconut Oil**, rich in antioxidant Vitamin E and polyphenols that are beneficial to skin, hair and nails.

Hain Celestial's products will be coming to market now through the end of 2016 and sold in selected markets in the United States.

#### **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®, JASÖN®, 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](http://www.hain.com).

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