



Live Clean® Launches Nationwide in the United States

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Consumers and Retailers Embrace Sustainable, Efficacious and Accessibly Priced Beauty Care Line Products As They Hit the Market!

LAKE SUCCESS, N.Y., Jan. 31, 2017 /PRNewswire/ -- **Live Clean®** Canada's top eco-friendly beauty and baby care line is making its United States debut in January 2017. Live Clean® brand is bringing its clear and simple vision to the United States with a new line of high-performing, eco-friendly products that deliver exceptional results using plant-based ingredients for all skin and hair types.

live clean®

Offering a wide-range of efficacious products, Live Clean® brand uses 97% plant-based formulations from renewable sources, cruelty-free and made without the use of harsh chemicals such as parabens, sodium lauryl sulfate, phthalates, phosphates and dyes. Live Clean® brand heralds the next wave of eco-friendly, clean personal care products, exclusively launching its haircare, bath and baby collections in select retailers in January 2017 followed by a nationwide rollout.

"Our collection of beauty and baby care products provides an accessible solution for traditional consumers that are looking for eco-friendly alternatives for themselves and their families. We are excited to share our belief and vision for these affordable, clean beauty products in the United States market," said Roseann Fernandez, Director of Personal Care Marketing for Live Clean®, Hain Celestial United States.

Sustainable, renewable and efficacious, Live Clean® hair care, body care and bath care products cleanse without stripping, hydrate without adding excess weight, and moisturize while maintaining balance—all by means of naturally-derived plant-based ingredients. LiveClean(R) brand offers a fresh cleansing experience by means of non-irritating ingredients including a blend of certified organic botanical extracts: rosemary, chamomile and lavender and pure coconut and argan oils that gently cleanse while nourishing. Live Clean® lineup includes three collections: Fresh Water, Argan Oil and Coconut Milk.

Live Clean® baby care products features three collections: Gentle Moisture, Calming Bedtime and Soothing Oatmeal. Made with a blend of certified organic botanicals and 97% plant-based ingredients that are as safe for babies as they are for the earth, each Live Clean® baby product is infused with calming ingredients to soothe and relieve baby's sensitive skin. Chamomile, lavender and aloe work to calm baby's skin while colloidal oatmeal and lavender work to relieve dryness with a formula that is hypo-allergenic, pediatrician tested and free of parabens, harsh sulfates and phthalates.

Live Clean® haircare, body care, bath care and baby care lines are customer-friendly and line-priced for \$5.99 in select Target, Whole Foods Market, Walgreens, H-E-B, Rite Aid, Kroger and Harmon's Drug locations beginning January 2017.

About Live Clean®

A Canadian brand, Live Clean® launched with the premise that hair care products could be environmentally friendly, highly effective, and a pleasure to use. Go Green without compromising performance. Live Clean® brand has now become a full range of hair care, baby care, bath care, skin care and lip care products for everyone in the family: baby, kids, mom and dad.

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®, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, 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®, Happy®, 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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