



Hain Celestial Leads in Free-From Artificials, Better-For-You With 30+ Year Legacy Innovating to Support Diverse Dietary Needs

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Hain President and Chief Executive Officer explains how the manufacturer makes it easier for consumers to understand their options in the latest post on The Hain Way corporate blog

HOBOKEN, N.J., March 25, 2025 /PRNewswire/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading global health and wellness company whose purpose is to inspire healthier living through better-for-you brands, continues to lead the industry by leveraging its deep expertise and legacy of delivering great-tasting products while prioritizing better-for-you credentials.



In fact, 100% of Hain's portfolio in the U.S. is **free from FD&C artificial colors**; the manufacturer only uses colors from natural sources and does not use Red Dye No. 3.

This is especially important as consumers are increasingly mindful of potential health risks posed by artificial colors and looking for better-for-you options. [According to a recent McKinsey & Company article](#), 82% of U.S. consumers are prioritizing wellness into their everyday lives, and 75% of shoppers purchased at least one natural or organic product in the last 6 months¹.

"Hain Celestial is a pioneer in better-for-you, and we've focused our portfolio in this space for more than 30 years," said Wendy Davidson, Hain President and Chief Executive Officer. "Our extensive portfolio supports a variety of dietary needs, including gluten-free, dairy-free, GLP-1 support, heart-healthy options, and more. Healthier living shouldn't mean sacrificing taste, convenience or availability, and we strive to make it easier for shoppers to understand their options."

Wendy Davidson shares the inside story on how Hain leads in the better-for-you space by not using artificial colors and meeting consumer needs [in this latest post on The Hain Way corporate blog](#).

About The Hain Celestial Group

Hain Celestial Group is a leading health and wellness company whose purpose is to inspire healthier living for people, communities and the planet through better-for-you brands. For more than 30 years, Hain has intentionally focused on delivering nutrition and well-being that positively impacts today and tomorrow. Headquartered in Hoboken, N.J., Hain Celestial's products across snacks, baby/kids, beverages, meal preparation, and personal care, are marketed and sold in over 70 countries around the world. Our leading brands include Garden Veggie Snacks™, Terra® chips, Garden of Eatin'® snacks, Hartley's® jelly, Earth's Best® and Ella's Kitchen® baby and kids foods, Celestial Seasonings® teas, Joya® and Natumi® plant-based beverages, Greek Gods® yogurt, Cully & Sully®, Yorkshire Provender®, New Covent Garden® and Imagine® soups, Yves® and Linda McCartney's® (under license) meat-free, and Avalon Organics® personal care, among others. For more information, visit hain.com and [LinkedIn](#).

¹Source: https://storebrands.com/consumer-demand-natural-organic-products-grows?utm_source=swiftmail&utm_medium=email&utm_campaign=SB_NL_Today&mkt_tok=QDI1LXtUC01NDUAAAGYyG2KFMqWIExDg-xpttDEa5DqTSj8iXViKuMJJc2a0JYHFFLi4ScJ-IzqPtcnRSxjsNKjDhheKxU2dbT3s91eYHC4HpKDAjJue5N8rNm3eWw



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