Celestial Seasonings® Tea Expands Category-Leading Wellness Platform with New Line of Benefit Teas

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New anytime wellness teas blend flavor and function to support well-being from morning to night

BOULDER, Colo., July 29, 2025 /PRNewswire/ -- **Celestial Seasonings**, a pioneer in the specialty tea aisle for over 50 years and the leading herbal tea brand[1], is redefining what wellness in a teacup tastes like. Today, the brand is proud to announce the expansion of its wellness tea portfolio beyond its fan-favorite Sleepytime® offerings to include new benefit teas that support a variety of daily wellness needs. This thoughtfully curated collection of functional, **anytime wellness tea blends** is designed to meet the emotional and physical needs of today's wellness-minded sipper – from morning motivation to nighttime wind-downs.



Celestial Seasonings' new anytime wellness teas prove that mindful choices don't have to compromise on exceptional taste. Crafted with care and decades of expertise, each tea in the new anytime wellness line blends purposeful ingredients, delightful flavor and daily intention – rooted in the brand's belief that tea can inspire a happier, healthier life, one delicious cup at a time.

The new anytime wellness teas platform from Celestial Seasonings includes:

- **She-Well™ Raspberry Leaf** tea is a soothing, restorative blend with a delicious raspberry taste that features raspberry leaf, nettle and chamomile to help women feel their best throughout their monthly cycle.
- **Good Vibes ™ Lemon Mint** offers a refreshing fusion of lemon and mint, blended with adaptogen ginseng and lemongrass to help support your mood and refresh your mindset, no matter the moment.
- **Detox Blend Dandelion** combines lightly sweet and earthy flavors of dandelion, green rooibos, and aloe vera to gently support the body's natural detoxifying processes in a delicious and approachable way.
- **Everyday Wellness Variety Pack** features Sleepytime® Echinacea Immune Support, Sleepytime® Extra, Vitamin C Shine ™, and Ginger + Probiotics. This pack marks the brand's first-ever wellness variety pack, bringing together a curated mix of four functional blends that make it easier than ever to support your daily wellness needs, whether it be sleep, digestion or immune health.

"More than ever, health-conscious consumers are looking to their daily cup of tea as part of their overall wellness ritual," said Lee Nelson, Marketing Director, Celestial Seasonings at the Hain Celestial Group. "We're proud that our Sleepytime teas are part of the nightly routine for so many tea drinkers, and we're eager for these fans to discover the benefits and flavors we've blended in these new offerings that support wellbeing all day long."

Celestial Seasonings has long been known and loved for its signature Sleepytime® teas, which offer a soothing, flavorful experience that is a trusted part of nightly wellness routines. Now, with an expanded wellness lineup, Celestial Seasonings is bringing that same level of expertise, taste, and functional support to every part of the day. Whether you're starting your morning with a moment of clarity, seeking midday mood support, or winding down with intention, these new blends make wellness more flavorful, approachable and accessible than ever.

Celestial Seasoning's new anytime wellness platform is available now at celestialseasonings.com and Walmart – including Good Vibes ™ Lemon Mint, which is available exclusively at Walmart – with the new teas arriving later this summer at Amazon, Kroger, Publix, and Albertson's.

[1] *Source: Circana, Total US MULO + C, L52 weeks ending 7/13/25 herb specialty bagged tea*

About Celestial Seasonings®
For more than 50 years, Celestial Seasonings, part of the Hain Celestial Group family of brands, has created delicious specialty teas that inspire magical moments of delight. The brand currently offers more than 90 flavorful varieties of herbal, green, black, and wellness teas. Each blend is expertly crafted by our Blendmaster from the finest herbs, teas, spices and botanicals and is presented in packaging adorned with beautiful artwork and inspiring quotes. From calming and relaxing to refreshing and rejuvenating to everyday wellness support, there's a Celestial Seasonings® product for all the moods and moments of your day. We invite you to Taste our World. For more information, visit **celestialseasonings.com** or follow Celestial Seasonings on **Facebook**, **Instagram**, or **TikTok**.

About The Hain Celestial Group
The 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 and meal preparation 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® Organic and Ella's Kitchen® baby and kid's foods, Celestial Seasonings® teas, Joya® and Natumi® plant-based beverages, The Greek Gods® yogurt, Cully & Sully®, Yorkshire Provender®, New Covent Garden® and Imagine® soups, among others. For more information, visit **Hain.com** and **LinkedIn**.

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