



Hain Celestial Expands Personal Care

04/05/2005

Acquires Zia(R) Natural Skincare Brand

MELVILLE, N.Y., April 5 /PRNewswire-FirstCall/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN) today announced the acquisition of Zia Cosmetics, Inc., including the Zia Natural Skincare brand, a respected leader in therapeutic products for healthy, beautiful skin sold mainly through natural food retailers. In its last fiscal year, Zia Natural Skincare sales totaled less than \$10 million in skin care, body care and cosmetics products. Zia Natural Skincare complements Hain Celestial's Jason(R) personal care line of pure, natural and organic products acquired in June 2004 and expands the premium skin care offerings of the Company in the fast-growing natural health and personal care products category. Jason is a category leader in high-quality natural and organic oral, body and hair care products for the whole family in the United States and Europe.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20050324/NYTH131>)

Irwin D. Simon, President and Chief Executive Officer of The Hain Celestial Group said, "Since our entry into the personal care category, we have expanded the Jason product lines and leveraged our existing brands with offerings of Earth's Best(R) Baby Body Care by Jason, Red Elements(TM) skin care, Temptations Lip Tints and new, innovative Sunbrellas(R) sun protection formulas. Now with the strategic acquisition of the Zia Natural Skincare brand our leadership position in natural personal care products in the United States and Canada is strengthened and expanded. Additionally, Zia Natural Cosmetics provides us with a platform into the fast-growing natural cosmetics category. Our strategy is to build the No. 1 skin care brand in natural and organic channels with a range of offerings from value-priced to premium-priced products."

"We are also pleased to have Fran Strachan, a founder of Zia Natural Skincare over 20 years ago and its President, join Hain Celestial as Vice President, Business Development - Personal Care working with Andrew Jacobson, General Manager - Personal Care in California," concluded Mr. Simon.

The terms of the acquisition, which closed on April 4, 2005, were not disclosed. The transaction is expected to be accretive to Hain Celestial's earnings during its fiscal year 2006.

The Hain Celestial Group

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Melville, NY, is a leading natural and organic beverage, snack, specialty food and personal care products company in North America and Europe. Hain Celestial participates in almost all natural food categories with well-known brands that include Celestial Seasonings(R), Terra Chips(R), Garden of Eatin'(R), Health Valley(R), WestSoy(R), Earth's Best(R), Arrowhead Mills(R), Hain Pure Foods(R), Hollywood(R), Walnut Acres Organic(R), Imagine Foods(R), Rice Dream(R), Soy Dream(R), Rosetto(R), Ethnic Gourmet(R), Kineret(R), Yves Veggie Cuisine(R), Lima(R), Biomarche(R), Grains Noirs(R), Natumi(R) and JASON(R). For more information, visit www.hain-celestial.com.

Safe Harbor Statement

This press release contains forward-looking statements within and constitutes a "Safe Harbor" statement under the Private Securities Litigation Act of 1995. Except for the historical information contained herein, the matters discussed in this press release are forward-looking statements that involve known and unknown risks and uncertainties, which could cause our actual results to differ materially from those described in the forward-looking statements. These risks include but are not limited to general economic and business conditions; the ability to implement business and acquisition strategies, integrate acquisitions; competition, retention of key personnel and compliance with government regulations and other risks detailed from time-to-time in the Company's reports filed with the Securities and Exchange Commission, including the report on Form 10-K for the fiscal year ended June 30, 2004. The Company does not undertake any obligation to update forward-looking statements.

SOURCE The Hain Celestial Group, Inc.

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