



## **JASON NATURAL PRODUCTS(R) Joins the Fight Against Breast Cancer**

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### **Limited Edition Shade 'Pink Hope' Benefits Susan G. Komen Breast Cancer Foundation**

MELVILLE, N.Y., Oct 06, 2005 /PRNewswire-FirstCall via COMTEX News Network/ -- JASON NATURAL PRODUCTS(R), a personal care brand of The Hain Celestial Group (Nasdaq: HAIN), is joining the fight against breast cancer with its new limited edition Pink Hope Lip Temptations, a naturally sheer and radiant pink lip tint that softens and smoothes lips. JASON NATURAL PRODUCTS will donate 10% or \$.60 of every Pink Hope purchase to the Susan G. Komen Breast Cancer Foundation, a global leader in the fight against breast cancer through its support of innovative research and community-based outreach programs.

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

JASON, a leader in personal beauty care for more than 40 years, believes that you shouldn't have to sacrifice health for beauty. Lip Temptations Pink Hope is available as a limited edition shade, on sale during the months of September 2005 until June 2006, in natural health stores around the country and select national supermarket chains. Pink Hope is the most recent addition to the highly successful Lip Temptations(TM), a tasty collection of moisturizing lip tints that soothe, condition and protect lips, while providing shiny, sassy color with a delicious hint of mint.

Each luscious shade contains all natural ingredients to beautify lips from the inside out. The products are all natural, 100% vegetarian and contain no lanolin, mineral oil, petroleum or preservatives. Key ingredients include: Vitamin E to protect and condition; Peppermint to naturally plump and provide a minty, fresh taste; Aloe Vera to condition and moisturize; Green Tea to fortify and protect; and Marigold to soothe and condition.

#### **ABOUT JASON(R)**

Since 1959, JASON NATURAL PRODUCTS(R) has been deeply committed to developing only pure, carefully balanced products that contain the highest quality, naturally sourced ingredients, known to be skin compatible and proven effective. JASON products are devoid of parabens, mineral oils, petroleum, lauryl/laureth sulfates, aluminum chlorohydrates, artificial colors, animal by-products and other known irritants and environmentally hazardous materials. They are biodegradable and packaged in recycled and/or recyclable containers. JASON NATURAL PRODUCTS are available in natural health food stores, nutrition centers and select supermarket chains in the United States and Canada. For more information, visit [www.jason-natural.com](http://www.jason-natural.com) or call 1-877-JASON-01.

#### **About the Komen Foundation**

The Susan G. Komen Breast Cancer Foundation was established in 1982 by Nancy Brinker to honor the memory of her sister, Susan G. Komen, who died from breast cancer. Today, the Foundation is an international organization with a network of more than 75,000 active volunteers working through local Affiliates and events like the Komen Race for the Cure(R) to eradicate breast cancer as a life-threatening disease. In addition to funding research, the Foundation supports education, screening and treatment projects in communities around the world and delivers the life-saving message of early detection to millions of women and men. For more information, visit the Foundation's Web site at [www.komen.org](http://www.komen.org) or call 1.800 I'M AWARE(R) (1.800.462.9273). Together with its Affiliate Network, corporate partners and generous donors, the Komen Foundation has raised \$750 million for the fight against breast cancer.

#### **The Hain Celestial Group**

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Melville, NY, is a leading natural and organic 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), Raised Right(R), Hollywood(R), Walnut Acres Organic(R), Imagine Foods(R), Rice Dream(R), Soy Dream(R), Rosetto(R), Ethnic Gourmet(R), Yves Veggie Cuisine(R), Lima(R), Biomarch  (R), Grains Noirs(R), Natumi(R), JASON(R) and Zia(R) Natural Skincare. For more information, visit [www.hain-celestial.com](http://www.hain-celestial.com).

#### **SOURCE The Hain Celestial Group**

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