



## **Estee(R) Launches LOW-G(TM) Low Glycemic Nutrition Bars**

03/02/2006

Mar 02, 2006 /PRNewswire-FirstCall via COMTEX News Network/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading natural and organic food and personal care products company, today announced the introduction by its Estee brand of a new low glycemic product line featuring Low-G nutrition bars in three varieties-Mocha Java, Peanut Butter and Wild Berry.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20060302/NYTH070> )

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

"We saw a need to provide consumers with great tasting and convenient snack foods and beverages to help sustain energy and maintain blood sugar levels," said Ellen B. Deutsch, Senior Vice President and Chief Growth Officer of Hain Celestial. "Made with natural flavors and colors and with no hydrogenated oils, our Low-G nutrition bars also deliver the proven health benefits of antioxidant vitamins, magnesium and chromium with a low glycemic index for sustained energy to those living with diabetes."

The Glycemic Index (GI) uses a scale of 1 to 100 to measure the impact of carbohydrates on blood sugar levels. Low-G nutrition bars have been scientifically developed and clinically tested to have a low GI-an index of less than 55. Low-G nutrition bars will be available later this month.

Hain Celestial has long marketed the Estee brand of sugar-free and fructose-sweetened foods and snacks for people with diabetes and related illnesses. Estee plans to introduce several new Low-G products later this year.

"The development of our Low-G line reflects Hain Celestial's commitment to bringing great-tasting, healthful, on-trend foods that meet consumer needs," stated Irwin Simon, President and Chief Executive Officer of Hain Celestial. "Now Hain Celestial can provide convenient snacks that are good for people looking to control their sugar and carbohydrate intake. Our Estee Low-G products are truly next-generation products with broader, mainstream appeal."

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), Estee(R), DeBoles(R), Hain Pure Foods(R), Raised Right(TM), Hollywood(R), Spectrum Naturals(R), Spectrum Essentials(R), Walnut Acres Organic(TM), Imagine Foods(R), Rice Dream(R), Soy Dream(R), Rosetto(R), Ethnic Gourmet(R), Yves Veggie Cuisine(R), Lima(R), Biomarche(TM), Grains Noirs(R), Natumi(R), JASON(R) and Zia(R) Natural Skincare. For more information, visit <http://www.hain-celestial.com>.

SOURCE The Hain Celestial Group

Ellen Deutsch, or Mary Anthes, both of The Hain Celestial Group, Inc.,  
+1-631-720-2200

<http://www.prnewswire.com>