



Hain Celestial Expands Zia(R) Natural Skincare Offerings

March 29, 2006

Zia Introduces Brilliance, The First Natural, Eco-Conscious Skin Care Line
For Mature Skin and Natural Microdermabrasion System

MELVILLE, N.Y., March 29 /PRNewswire-FirstCall/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN) today announced several advances in natural skin care from Zia(R) Natural Skincare. Recently introduced at the Natural Products Expo, the largest natural products trade show in the United States, these personal care products are expected to be in stores this summer.

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

"We've been concerned about the importance of what goes on your body as well as what goes in your body," said Irwin D. Simon, President and Chief Executive Officer of Hain Celestial. "Our personal care products provide many of the same healthful benefits as natural and organic foods, rich in antioxidants with pure essential oils and healing botanical extracts to deliver nourishing, effective skin care."

Brilliance

Zia, a leader in premium, quality beauty products has created Brilliance, a natural, paraben free, eco-conscious skin care line for mature skin. Formulas are enriched with botanicals, concentrated essential oils and an exclusive antioxidant fruit blend of fig, date, pomegranate and strawberry to deeply nourish and revitalize skin while smoothing fine lines, wrinkles, restoring elasticity and evening out skin tone.

The Brilliance Facial Rejuvenation System includes: Moisture Infusing Cream Cleanser, Purifying Cleanser, Hydrating Toner, Vanishing Wrinkle Crème SPF 15, Vanishing Wrinkle Lotion SPF 15, Radiantly Firming Concentrate, Revitalizing Eye Creme, Restorative Night Creme and Firming Serum.

Natural Microdermabrasion

Zia has created an aluminum and paraben free natural microdermabrasion system, without the harsh, irritating effects of professional treatments. This is the first system to include post-microdermabrasion products, which work synergistically to help rejuvenate the complexion, restore natural skin balance and stimulate radiant-looking skin, gently and naturally.

The Natural Microdermabrasion System consists of four elements: Natural Microdermabrasion Scrub, Skin Balancing Tonic, Moisture Infusion Serum and a Microdermabrasion Applicator. The Natural Microdermabrasion System uses a blend of natural antioxidants, essential oils and herbal extracts to refresh and restore skin tone for a radiant look and feel.

In recognition of Zia's commitment to the planet, both the Brilliance and Microdermabrasion System unit cartons are made from 100% post consumer waste manufactured with wind power and printed with soy ink.

Zia Natural Skincare is a trusted leader in natural skin care nurturing and fostering A Healthy Way of Life(TM).

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), 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), Zia(R) Natural Skincare, Queen Helene(R), Batherapy(R) and Foottherapy(R). For more information, visit <http://www.hain-celestial.com>.

SOURCE The Hain Celestial Group, Inc.

-0- 03/29/2006

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