



Hain Celestial, Kiss My Face and Nature's Gate Work Together to Support Labeling Standards for Organic Personal Care Products

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NEW YORK, May 1 /PRNewswire-FirstCall/ -- The Hain Celestial Group, Inc., Kiss My Face Corporation and Nature's Gate, the leading marketers of personal care products in natural products stores, today responded to allegations made by All In One God Faith, Inc. d/b/a Dr. Bronner's Magic Soaps regarding labeling of the companies' personal care products that use certified organic raw materials.

The companies' statement follows:

Hain Celestial, Kiss My Face and Nature's Gate strongly support the need for clear and verifiable standards for the use of the term "organic" in personal care products. Currently, there are several competing standards regarding the use of organic materials in personal care products, none of which have been adopted by United States Department of Agriculture and incorporated into its National Organic Program. The statements and claims advanced by Mr. David Bronner appear to be more about the lack of action by the government to settle the standards issues than about the products he mentions. We are confident that the allegations about our companies' products will be proven to be without merit.

Paddy Spence, President of Nature's Gate, said, "Each of our companies has worked with Mr. Bronner, other industry participants and the Organic Consumers Association to draft and formalize such standards. We are committed to creating safe, effective personal care products that fulfill our consumers' demand for performance, safety and purity. We continually review our formulas to best meet customer expectations, and work diligently with our raw material suppliers to develop new, safe and peer-reviewed organic ingredients."

"As one of the leading natural and organic food and personal care products companies, at Hain Celestial we have a commitment to the highest standards for ingredients and regulatory compliance, and the safety of consumers is of the utmost importance to us," said Irwin D. Simon, President of Hain Celestial. "Improving personal care industry standards is a priority, and Hain Celestial will continue to work with other industry leaders to accomplish this initiative."

Bob MacLeod, CEO of Kiss My Face, said, "We believe that collaboration and an open dialogue among industry participants, consumers and regulators, not litigation, is the best approach to developing meaningful organic personal care product standards. This process will result in much-needed clarity, and the best available products for consumers."

About 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(R), Garden of Eatin'(R), Health Valley(R), WestSoy(R), Earth's Best(R), Arrowhead Mills(R), MaraNatha(R), SunSpire(R), DeBoles(R), Hain Pure Foods(R), FreeBird(TM), Plainville Farms(R), Hollywood(R), Spectrum Naturals(R), Spectrum Essentials(R), Walnut Acres Organic(R), Imagine(R), Rice Dream(R), Soy Dream(R), Rosetto(R), Ethnic Gourmet(R), Yves Veggie Cuisine(R), Granose(R), Realeat(R), Linda McCartney(R), Daily Bread(TM), Lima(R), Grains Noirs(R), Natumi(R), JASON(R), Zia(R) Natural Skincare, Avalon Organics(R), Alba Botanica(R), Queen Helene(R), Tushies(R) and TenderCare(R). Hain Celestial has been providing "A Healthy Way of Life(TM)" since 1993. For more information, visit <http://www.hain-celestial.com>.

About Kiss My Face:

Kiss My Face was founded by Bob MacLeod and Steve Byckiewicz 25 years ago. They are still the owners with the same mission; that of creating products that truly work made with natural and organic ingredients. A lot of things have changed since we started, but not our commitment to making trusted, effective products for our consumers, our families and friends. We are focused, along with our industry partners, to continue the evolution.

About Nature's Gate:

Nature's Gate was founded over 30 years ago with a single shampoo inspired by rainwater and locally grown herbs. Today, Nature's Gate offers a wide range of products based on floral, herbal and fruit blends carefully selected and formulated to deliver results. All of our products reflect ongoing efforts to preserve the earth's natural resources and develop sustainable sources of clean water.

SOURCE Hain Celestial; Kiss My Face; Nature's Gate
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