



## Hain Celestial Announces New Personal Care Product Offerings

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### Personal Care Leader Introduces New Products, Packaging and Reformulations

MELVILLE, N.Y., March 22, 2011 /PRNewswire via COMTEX/ -- The Hain Celestial Group, Inc. (Nasdaq: HAIN), a leading natural and organic products company providing consumers with **A Healthy Way of Life(TM)** and a leader in natural personal care products(1), announced the debut of several new personal care products as well as updated packaging and enhanced formulations at the Natural Products Expo West earlier this month.

(Logo: <http://photos.prnewswire.com/prnh/20050324/NYTH131>)

"As a leader in natural and organic products, Hain Celestial is proud to offer our consumers five unique brands that feature safe and effective products across the natural and organic categories from hair care to body care to oral care," said Irwin D. Simon, President and Chief Executive Officer, Hain Celestial. "Hain Celestial was pleased to showcase our new personal care products at Expo West, the natural and organic industry's premier event."

Highlights of Hain Celestial's personal care product offerings included:

#### **JASON(R) Brand**

Beginning in 2011, all products in the **JASON(R)** collection will boast new and improved packaging designs that feature an updated logo and create stronger shelf presence. The new design communicates the brand's pioneering personality and the ingredient-specific benefits of each product.

Another notable change is the structural redesign of the **Pure, Natural Hair Care** collection with an inverted design that allows the bottle to stand right-side up or upside down to differentiate between shampoos and conditioners while facilitating complete evacuation of product. Each of the hair care products will now address a specific hair care need including natural manageability, super shine and volumizing. Additionally, the **JASON(R) Pure Natural Deodorant Stick** has been reformulated for improved efficacy to deliver all-day odor protection.

Newly renovated, the **JASON(R) C-Effects(TM)** line, formerly known as the **Ester-C(R)** line, now delivers an arsenal of formulas to fight free radical attack with its exclusive Multi-Antioxidant Defense Complex, powered by Ester-C(R). The Multi-Antioxidant Defense Complex, features a potent blend of antioxidant ingredients, to fight all forms of free radical damage and help promote younger, healthy-looking skin. The new product addition, unveiled at Expo West, is the super lightweight **JASON(R) C-Effects(TM) Pure Natural Anti-Wrinkle Day Lotion SPF 30 Sunscreen**. Formulated for daily use, to be worn alone or under makeup, this sheer formula treats fine lines and wrinkles while protecting skin from future damage with broad spectrum UVA/UVB SPF 30 daily sunscreen.

#### **Alba Botanica(R) Brand**

The **Alba Botanica(R)** brand has renovated the Advanced line, which will now be known as the **Natural Even Advanced(TM)** skin care line. The line now boasts eight reformulated and repackaged skin care products that target uneven pigmentation to improve complexion and skin's tone and clarity. The improved hypo-allergenic technology in the **Alba Botanica(R) Natural Even Advanced(TM)** skin care line is its unique Marine Complex that helps stimulate, hydrate and nourish skin cells for a more even appearance of skin tone, while mineral-rich marine extracts provide nutrients and moisture to stimulate cell regeneration for healthier and more balanced-looking skin.

The line also includes one brand-new introduction, **Alba Botanica(TM) Natural Even Advanced(TM) Sea Elements Eye Makeup Remover**, the brand's first pure natural eye makeup remover.

#### **Queen Helene(R) Brand**

**Queen Helene(R)**, a trusted beauty brand with over 80 years of experience in curly and kinky hair care products introduced **Royal Curl(TM)** hair care products. The **Royal Curl(TM)** natural curl enhancing hair care line is infused with Royal Jelly, the nutrient packed super-food that feeds the queen bee in her hive and is packed with 17 amino acids, plus Vitamins A, B, C, D, and K. The Royal Jelly in the new **Royal Curl(TM)** hair care line works with natural oils and botanical extracts to soften kinks, smooth waves and define curls while delivering luxurious shine and ultimate softness.

(1) Hain Celestial Personal Care brands combined represent the leading market share in natural and grocery sales for the 52-weeks ended 1/22/11, SPINS, Inc.

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

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Melville, NY, is a leading natural and organic products company in North America and Europe. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings(R), Terra(R), Garden of Eatin'(R), Sensible Portions(R), Health Valley(R), WestSoy(R), Earth's Best(R), Arrowhead Mills(R), MaraNatha(R), SunSpire(R), DeBoles(R), Gluten Free Cafe(TM), Hain Pure Foods(R), Hollywood(R), Spectrum Naturals(R), Spectrum Essentials(R), Walnut Acres Organic(R), Imagine(R), Almond Dream(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), Danival(R), GG UniqueFiber(TM), Grains Noirs(R), Natumi(R), JASON(R), Zia(R) Natural Skincare, Avalon Organics(R), Alba Botanica(R), Queen Helene(R), Earth's Best TenderCare(R) and Martha Stewart Clean(TM). Hain Celestial has been providing "A Healthy Way of Life(TM)" since 1993. For more information, visit <http://www.hain-celestial.com/>.

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