



## Hain Celestial Announces New Personal Care Product Offerings at Natural Products Expo West

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### Personal Care Leader Debuts New Products Plus Reformulations that meet the NSF/ANSI 305 Standard for Personal Care Products Containing Organic Ingredients

MELVILLE, N.Y., March 20, 2012 /PRNewswire/ -- The Hain Celestial Group, Inc. (NASDAQ: HAIN), a leading natural and organic products company providing consumers with **A Healthy Way of Life™** and a leader in natural personal care products[1], announced the debut of over 20 new personal care products at the Natural Products Expo West earlier this month as well as over 90 product reformulations to the NSF/ANSI 305 Standard for Personal Care Products Containing Organic Ingredients.

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

"As a leader in natural and organic products, including personal care products certified under The NSF/ANSI 305 Standard, Hain Celestial was pleased to showcase our new personal care product offerings at the Natural Products Expo West, the natural and organic industry's premier event," said Irwin D. Simon, Founder, President and Chief Executive Officer, Hain Celestial.

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

#### Alba Botanica® Brand

Known for its effective broad spectrum sunscreen protection, the **Alba Botanica®** brand has introduced two new natural **Very Emollient™ Sunscreen Sprays** that offer a quick and easy spray application of effective sunscreen. Available in Sport SPF 40 and Kids SPF 40, the no-slip-grip pump sprayer reduces environmental and inhalation risks associated with aerosol chemical propellant sprays. Later this spring, the **Alba Botanica®** brand will offer two easy and convenient pre-moistened towelettes. Each uses cloths made from natural, biodegradable material to remove make-up, cleanse and tone the skin. **Alba Botanica® Natural ACNEdoté Clean 'n Treat Towelettes** feature an active ingredient, salicylic acid at the maximum strength 2% level, to help prevent and treat acne. **Alba Botanica® Hawaiian 3-in-1 Clean Towelettes** feature pineapple and papaya enzymes to break through oil and dead surface cells for a deep pore cleanse and aloe and awapuhi to tone, nourish and refine the skin without tightness. No water, no rinsing and no residue with these hypo-allergenic and alcohol-free towelettes. **Alba Botanica®** brand formulations are never tested on animals and are made from 100% vegetarian ingredients with no artificial colors, parabens, phthalates, sodium lauryl/laureth sulfate or sodium methyl sulfate.

#### Earth's Best® Brand

The **Earth's Best®** brand line of baby body care products proudly announced the arrival of several new items. **Earth's Best™ Non-Petroleum Jelly** is made with a medley of botanical oils and extracts including Vitamins A and E to nourish the skin and reduce chafing while relieving dryness. **Earth's Best Organic™ Teething Gels** a non-medicated gel with organic menthol to help soothe painful gums; organic licorice and chamomile to help ease baby's discomfort; and organic vanilla to warm and alleviate gum and tummy irritation associated with teething. **Earth's Best Organic™ Cold Relief Vapor Ointment** helps soothe and relieve coughing associated with the common cold and helps clear nasal passages and loosen mucus so baby can breathe more easily. To relieve minor aches and pains associated with the common cold, moms will love **Earth's Best Organic™ Cold Relief Vapor Ointment** which contains calming eucalyptus and peppermint essential oils in a non-sticky botanical formula. To round out the new product offerings, the brand is launching **Earth's Best Organic™ Cold Soothing Baby Wash** which contains therapeutic aromas of natural eucalyptus and tee tree essential oils to help open airways and echinacea to help soothe and relieve discomfort along with aloe vera and beta glucan to gently hydrate baby's skin. **Earth's Best Organic™ Teething Gel/Cold Relief Vapor Ointment and Cold Soothing Baby Wash** are certified to the NSF/ANSI 305 Standard for Personal Care Products Containing Organic Ingredients' by Quality Assurance International.

#### Queen Helene® Brand

Based upon the successful introduction a year ago of **Royal Curl™** hair care products, the new **Princess Curl™** line is specially designed for curly-haired children. Available in **Soft Twirls Shampoo**, **Silky Twirls Conditioner** and **Curly Twirls Creme**, the **Princess Curl™** curl enhancing hair care line is infused with Royal Jelly, the nutritious super-food, packed with 17 amino acids, plus Vitamins A, B, C, D, and K, that feeds the queen bee in her hive. The Royal Jelly in the new **Princess Curl™** 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. The delicious scent in **Princess Curl™** products is made exclusively of botanical oils and extracts with no artificial fragrances. The **Queen Helene® Royal Curl™** and **Princess Curl™** lines are free of alcohol, sulfates, petrolatums, parabens and phthalates.

#### 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®, Earth's Best®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Gluten Free Cafe™, Hain Pure Foods®, Hollywood®, Spectrum Naturals®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, Ethnic Gourmet®, Yves Veggie Cuisine®, Europe's Best®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Linda McCartney®, Daily Bread™, Lima®, Danival®, GG UniqueFiber®, Grains Noirs®, Natumi®, JASON®, Zia® Natural Skincare, Avalon Organics®, Alba Botanica®, Queen Helene®, Earth's Best TenderCare® and Martha Stewart Clean™. Hain Celestial has been

providing "A Healthy Way of Life™" since 1993. For more information, visit [www.hain-celestial.com](http://www.hain-celestial.com).

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[1] Hain Celestial Personal Care brands combined represent the leading market share in natural and grocery sales for the 52-weeks ended 2/18/12, SPINS, Inc.

SOURCE The Hain Celestial Group, Inc.

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