



Earth's Best Organic® Formula, a Non-GMO Choice for Your Baby Since 2007

June 1, 2015

Earth's Best Organic® has always been made with Non-GMO ingredients.

LAKE SUCCESS, N.Y., June 1, 2015 /PRNewswire/ -- For nearly 30 years the Earth's Best Organic® brand has nurtured babies with pure, delicious certified organic foods from a trusted group of farmers. As the first complete line of certified U.S. Department of Agriculture ("USDA") organic infant foods and formulas, Earth's Best Organic® infant formula is specifically formulated to meet all U.S. Food and Drug Administration requirements for infant nutrition for the first 12 months of life when breastfeeding is not an option for you or your baby.



"The organic formula industry continues to grow and is relied on by parents deeply. We are proud to offer a full line of Certified USDA Organic Formulas made with pure, high quality ingredients for babies and toddlers," said Robyn Mermelstein, Category Group Manager, Infant and Toddler Feeding at Hain Celestial. "Our complete line of formulas has never contained genetically modified organisms ("GMOs") and always has been certified USDA organic."

Earth's Best Organic® Certified USDA Organic Infant Formula provides four options:

- Dairy Infant Formula
- Sensitivity Infant Formula
- Soy Infant Formula
- Dairy Toddler Formula.

Earth's Best Organic® formula dominates the organic formula market with 65% dollar share and total growth of 43% compared to a year ago[1].

Earth's Best Organic® certified USDA organic infant formulas are made without genetically engineered ingredients, including the feed administered to the cows that supply the milk ingredients used. Earth's Best Organic® certified USDA organic infant formulas are also:

- Made with ingredients that are grown without the use of potentially harmful herbicides, pesticides and synthetic fertilizers;
- Contain milk ingredients from cows that are humanely raised and not treated with growth hormones or antibiotics; and
- Prohibit the use of ionizing radiation and sewage sludge in organic agriculture.

When selecting Earth's Best Organic® infant formula that displays the USDA organic logo, you can be sure that you are providing pure ingredients that are good for your baby and the environment too.

The Hain Celestial Group, Inc.

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe and India. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, Gluten Free Cafe™, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, Empire®, Kosher Valley®, Yves Veggie Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com

[1] IRI 13 weeks ended 5/3/15 annualized

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