

## News Release

FOR IMMEDIATE RELEASE

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### **Nature's Way® Launches New Single Herb Powder Line**

*Herbal supplements leader introduces three whole herb powders that bring wellness benefits to any beverage*

**GREEN BAY, WIS. (NOVEMBER 6, 2017)** – Nature's Way® Brands, LLC, one of the most recognized and trusted consumer dietary supplements brands, has introduced a new line of Single Herb Powders made with premium, dried herbs. The full line includes three herbal powders, selected for their unique health properties: Standardized Turmeric Powder to support joint health\*, and Beet (Beta vulgaris) root contains sugars and starches that make it a source of energy.\* and Activated Coconut Charcoal Powder for internal cleansing\*. These powders quickly dissolve in any beverage, making it easy to absorb the wellness benefits of turmeric, beet root or activated coconut charcoal. The new powders are now available at select grocery and natural food retailers nationwide.

Sales of herbal powders have been rapidly increasing, solidifying the drinkable powders as an emerging supplement industry trend. "Consumers are demanding high-quality herbal powders because they can easily be added to the beverages people are already drinking," said Christopher Oswald, Licensed Nutritionist at Nature's Way. "At Nature's Way, we are committed to bringing consumers herbal innovations that allow them to get the benefits of their favorite supplements in new and convenient ways."

The new line of Single Herb Powders is formulated with whole herbs as they're found in nature, preserving the Nature's Way pledge to quality and transparency while optimizing the health benefits of each powder:

- **Turmeric Powder** features premium turmeric extract standardized to 95 percent curcuminoids per serving. This means that curcumin, a principal chemical in turmeric which supports antioxidant pathways in the body\*, is delivered in a potent dose to maximize absorption in support of joint health\*.
- **Beet Root Powder** contains superior quality beet that makes it a source of energy.
- **Activated Coconut Charcoal Powder** enlists the natural absorption properties of charcoal to capture pollutants and carry them out of the body, aiding passage through the digestive tract with detoxifying charcoal derived from charred coconut shells\*.

As the leading dietary supplements retail brand, Nature's Way is a pioneer and innovator in herbal health products. Nature's Way became the first herbal dietary supplements brand to

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receive both non-GMO Project verification and TRU-ID™ certification. Non-GMO Project verification certification ensures Nature’s Way herbals are produced according to best practices for avoiding genetically modified organisms. In addition, the TRU-ID™ certification ensures the authenticity of Nature’s Way herbals – confirming that the herb found in the product matches the herb found in nature.

For more information about Nature’s Way Single Herb Powders or other supplements, visit [NaturesWay.com](http://NaturesWay.com) or follow along on Facebook and Instagram at [@NaturesWayBrands](https://www.facebook.com/NaturesWayBrands).

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### **About Nature’s Way®**

Embracing the values of wisdom, integrity, authenticity and inclusivity, Nature’s Way turns to nature to find and further a better way to wellness. We make it our mission to be the best stewards to people and our planet. Further the strongest, most transparent partnerships. Build communities within our organization and our world. Forward innovations that promote ancient practices and deliver the highest quality, most efficacious supplements. This is the way we connect, nurture, inspire and progress. The way we encourage everyone, from every farmer and every herbalist to every employee and every individual, to reach their full potential. This is the way we all grow together.

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