

NEW!

CELESTIAL ORGANICS

Celestial™ Organics Wellness Teas

Description

Introducing new Celestial™ Organics Wellness Teas. We've harnessed our four-plus decades of herbal expertise to create these simple, yet powerful blends that provide specific wellness benefits and support your everyday well being. They're made with pharmacopeial-grade, Certified Organic herbs and botanicals – no added flavors, no complicated formulations.

Available in four varieties:

- ▶ **Digestion** – with peppermint and fennel to support digestion PLUS probiotics
- ▶ **Immunity** – with Echinacea and elderberry to support immune system health
- ▶ **Detox** – with dandelion root and milk thistle to help detox the body's systems
- ▶ **Relaxation** – with lemon balm and hops to support relaxation

Selling Story

More and more consumers are looking to natural herbs and botanicals to help support their everyday wellness. Premium wellness teas made with simple, recognizable organic ingredients of only pharmacopeial grade are the top choice.

- ▶ 96% of hot bagged tea shoppers believe tea has health benefits.¹
- ▶ 84% of consumers believe that the health benefits of tea are important or very important.¹
- ▶ 69% of Natural Shoppers rated 'selection of healthy/organic products' as a key influence in deciding where to regularly shop.²

¹Kantar Retail, 2015

²Market LOHAS Mambo Track Health & Natural Shopper Annual Study, 2013



www.celestialseasonings.com