



PRESS RELEASE

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PLANETARY™ HERBALS ANNOUNCES PLANETARY™ AYURVEDICS

New Ayurveda Product Line Hits the Natural Foods Channel

SCOTTS VALLEY, Calif. – July 22, 2009 – Planetary Herbals is pleased to introduce an exciting new product line, Planetary Ayurvedics, featuring time-tested classic herbal formulas from what is considered the oldest health care system on the planet.

According to Planetary Herbals herbalist Roy Upton, whose idea it was to create this subline, "The goal in Ayurveda is to promote human health in contrast to simply treating disease, as is most often done in the West. Some of these classic formulas have been in continual use for more than 3,000 years. It is hard to beat 3,000 years of empirical knowledge."

Planetary Herbals chief formulator Michael Tierra has used these classic formulas in his clinic for more than 30 years and was responsible for bringing compounds such as the legendary Triphala to the U.S. health food industry. Triphala, the most highly revered Ayurvedic herbal formula, supports the body's intestinal cleansing process. Hinga Shtak supports normal digestion and assimilation. Trikatu Sinus Complex counters excessive production of mucus in the respiratory system. In addition, the new line includes powerful single herbs. Holy basil promotes a centered sense of mental and emotional well-being. Guggul is known for supporting healthy cholesterol levels already in the normal range, while gymnema supports healthy glucose metabolism.

Currently, the Planetary Ayurvedics line includes: Triphala, Hinga Shtak, Trikatu Sinus Complex, Holy Basil, Guggul and Gymnema. These six classic Planetary Ayurvedics products can help individuals achieve balance and harmony in their lives and restore health and vitality to the body. This selection is just the beginning; the Planetary Ayurvedics line will continue to grow as interest in Ayurveda grows.

To learn more about Planetary Ayurvedics or Planetary Herbals, visit www.PlanetaryHerbals.com.

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About Planetary Herbals

Planetary Herbals integrates the best of ancient herbal traditions with modern clinical and pharmacological research. The result is a product line that is unequalled for efficacy, safety and dependability. For more information and purchase locations, please visit www.PlanetaryHerbals.com.