



Traditional Medicinals® Announces Clinical Trial Results For Breathe Easy® Herbal Tea Shown to Improve Sinus Health

Organic Medicinal Tea Company Traditional Medicinals Expands Range of Clinically Tested Herbal Teas

SEBASTOPOL, Calif. – May 27, 2009 – Traditional Medicinals, the leader in medicinal teas¹, has announced clinical trial results indicating improved sinus health status for its popular **Breathe Easy** Herbal Tea. This clinical study expands on Traditional Medicinals' range of clinically tested herbal teas, and underscores a company philosophy of investing in scientific research around its herbal products.

The **Breathe Easy** Herbal Tea open-pilot study was conducted in collaboration with Dr. Yvonne Hipps and Dr. Yolanda Hacker of the Morehouse School of Medicine. Results from the study suggested that drinking four cups of **Breathe Easy** herbal tea daily was associated with improved sinus health status, especially in the ability to breathe more freely while falling asleep. Relief was also measured in conjunction with other associated sinus health symptoms, including headache/ facial pain and nasal congestion. The study was conducted with volunteers who had a clinical diagnosis of chronic rhinosinusitis (CSR). Full results from the study were published in the *Journal of Alternative and Complementary Medicine* (January 2009, Vol. 15, No. 1)².

This latest study is the fourth clinical study investigating the effects of a Traditional Medicinals herbal tea. Founded in 1974, Traditional Medicinals offers laboratory and clinically tested herbal dietary supplement products (DSP), Natural Health Products (NHP), over-the-counter (OTC) medicines and Traditional Herbal Medicinal Products (THMP) for the global market. Other published clinically tested herbal teas include Organic Smooth Move®, Organic Throat Coat® and Organic Echinacea Plus®.

“The positive results of this open-pilot study suggest that Breathe Easy tea is a strong complementary therapy for the management of CRS,” said Dr. Yvonne Hipps of Morehouse School of Medicine, who spearheaded the study. Dr. Hipps also noted that “It’s important that companies like Traditional Medicinals® continue to fund clinical research to assess the efficacy and applicability of herbal medicines.”

Traditional Medicinals uses pharmacopoeial grade herbs in all products (teas, capsules, pastilles and syrups) – the highest grade of herbs available. Herbs are sourced worldwide from their native habitats to obtain the highest quality combination of botanicals available. Adhering to

¹SPINs/AC Nielsen 52 week data ending April 2009. ¹ In the United States, “medicinal teas” are classified as herbal dietary supplement products but in Canada and in the EU they are classified as medicines.

²Hipps Y, Hacker Y, Hoffmann D, Brinckmann J, Socci R, Rogers D. Self-reported Quality of Life in CAM Treatment of Chronic Rhinosinusitis among African Americans: A Preliminary, Open-label Pilot Study. *Journal of Alternative and Complementary Medicine*. 2009; 15(1):67-77.

pharmacopoeial standards for herbs, following Good Agricultural and Collection Practices and Good Manufacturing Practices and conducting laboratory and clinical research are some of the reasons why Traditional Medicinals herbal products are consistent and can be relied upon by patients and practitioners for reproducible results.

“Our primary mission is to create highest quality medicinal tea and herbal products for self-care that you can trust, and to conduct our business in a way that both respects and adds value to every stakeholder in our supply chain,” said Blair Kellison, Traditional Medicinals CEO. “We take our leadership role as a medicinal tea company very seriously and regularly sponsor clinical trials to add scientific support for our most popular products. No other herbal tea company in North America invests in this kind of clinical research, and we’ll continue to expand the range of our clinically tested products.”

Breathe Easy herbal tea is available in the United States as a Dietary Supplement Product (DSP) that “*promotes respiratory health*” and is also available in Canada as a Natural Health Product (NHP) indicated for the “*temporary relief of congestion from hay fever, colds and allergies.*”

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About Traditional Medicinals

Providing the highest quality herbal products since 1974, Traditional Medicinals incorporates the ancient art of traditional formulating with the most modern scientific methods of quality control. Some of its best selling medicinal herb teas include Organic Smooth Move®, Organic Throat Coat® and Organic Mother’s Milk®. The company uses pharmacopoeial grade herbs and is committed to the scientific study of their products, including rigorous quality control testing, following Good Manufacturing Practices (GMP) and sponsoring clinical research. Products can be found in health and natural food stores, nutritional shops, grocery supermarkets and drug stores throughout the United States and Canada as well as in the U.K. and the Netherlands. For more information about Traditional Medicinals, please visit www.TraditionalMedicinals.com.