



2010 Super Everyday Low Price (EDLP) Program

Program Background: Offering herbal supplements with purity, integrity and potency is the mission of Gaia Herbs. To support your mission to provide great value on quality products for your customers, we have handpicked this set of products for our 2010 Super EDLP Program.

PROGRAM DETAILS:

- Order in case lots (12 pieces) of any full size and receive 40% discount.
- All promotional discounts must be passed on to consumer (*see suggested sale prices below*)
- Discount pricing is available to all Gaia Herbs customers who can physically display product in a retail location
- Applies to purchases from August 1 – September 30th
- There is no need to sign up for this program, however, all program purchases must be made through your Gaia Herbs Sales Representative



ITEM	DESCRIPTION	WHOLESALE	WHOLESALE AFTER 40% DISCOUNT	SRP	SRP AFTER DISCOUNT	UPC CODE
90A46060	ASTRAGALUS SUPREME LP 60 CAPS	\$13.00	\$7.80	\$25.99	\$15.99	751063401500
90A33060	BLACK COHOSH 60 CAPS	\$13.00	\$7.80	\$25.99	\$15.99	751063401906
90C085P4	BLACK ELDERBERRY NIGHTTIME SYRUP 5.4 OZ	\$15.00	\$9.00	\$29.99	\$17.99	751063800044
90C08003	BLACK ELDERBERRY NIGHTTIME SYRUP 3 OZ	\$10.00	\$6.00	\$19.99	\$11.99	751063996259
90C075P4	BLACK ELDERBERRY SYRUP 5.4 OZ	\$15.00	\$9.00	\$29.99	\$17.99	751063800037
90C07003	BLACK ELDERBERRY SYRUP 3 OZ	\$10.00	\$6.00	\$19.99	\$11.99	751063996266
90A60060	CINNAMON BARK 60 CAPS	\$13.00	\$7.80	\$25.99	\$15.99	751063403207
90A62060	CRANBERRY CONCENTRATE 60 CAPS	\$13.00	\$7.80	\$25.99	\$15.99	751063403306
90A67060	GINGER SUPREME 60 CAPS	\$17.50	\$10.50	\$34.99	\$19.99	751063403801
90A35060	GREEN TEA 60 CAPS	\$13.00	\$7.80	\$25.99	\$15.99	751063402002
90A40060	HAIR, SKIN & NAIL SUPPORT 60 CAPS	\$13.00	\$7.80	\$25.99	\$15.99	751063400800
90A31060	HAWTHORN SUPREME 60 CAPS	\$13.00	\$7.80	\$25.99	\$15.99	751063400008
90A58060	HOLY BASIL 60 CAPS	\$14.50	\$8.70	\$28.99	\$16.99	751063402309
90A45060	MAITAKE DEFENSE LP CAPS 60 CAPS	\$15.00	\$9.00	\$29.99	\$17.99	751063401203
90A12060	MALE LIBIDO 60 CAPS	\$13.00	\$7.80	\$25.99	\$15.99	751063399104
90A13060	MILK THISTLE SEED 60 CAPS	\$15.00	\$9.00	\$29.99	\$17.99	751063399203
90A16120	OIL OF OREGANO 120 CAPS	\$21.50	\$12.90	\$42.99	\$24.99	751063996693
90A16060	OIL OF OREGANO 60 CAPS	\$13.00	\$7.80	\$25.99	\$15.99	751063399500
90A21060	SAW PALMETTO 60 CAPS	\$13.50	\$8.10	\$26.99	\$15.99	751063395724
90A23060	SERENITY 60 CAPS	\$13.00	\$7.80	\$25.99	\$15.99	751063396523
90C03020	THROAT SHIELD SAGE AND ALOE LOZENGES	\$6.00	\$3.60	\$11.99	\$6.99	751063800013
90C06001	THROAT SHIELD SAGE AND ALOE SPRAY	\$10.00	\$6.00	\$19.99	\$11.99	751063800051
90A26060	VALERIAN ROOT 60 CAPS	\$13.00	\$7.80	\$25.99	\$15.99	751063396325
90A64060	WHOLE BODY DEFENSE 60 CAPS	\$15.00	\$9.00	\$29.99	\$17.99	751063403504

Purity. Integrity. Potency. And for a limited time, SUPER VALUE too!



Sales and Merchandising Support

Floor Display for Super EDLP Liquid Phyto-Caps™



Display holds:

- 32 bottles of liquid Phyto-Caps™
- 10 packs of brochures (your choice)
- Gaia Herbs item # 90DIS041
- Discount: 40% off*
- Display total depends on sku's selected
- Must order in case lots (12 per sku)
- Offer valid through Sept. 30th
- Base footprint is 14" wide x 10" deep

**Super EDLP pricing is available to all Gaia Herbs customers who can physically display products in a retail location and must pass along discounts to consumers.*

DISPLAY UPC



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11"X 17" Poster and Shelf Tags

Available via your sales rep for off shelf merchandising promotions



Item #: 90PST001

Set of 5 tags



Item #: 90TAG002

To order:

Contact your gaia herbs sales representative.