

Herbs, Etc. ends 2008 with Accolades and Increase in Sales.

While 2008 saw the advent of a world wide economic collapse, one company here in Santa Fe, New Mexico braced for the challenges. Herbs, Etc. was recognized as a leader in both effective herbal medicinal products as well as an environmentally conscious manufacturing facility.

Herbs, Etc. embraced the idea of creating a smaller footprint long before sustainability became such a buzzword in today's business practices. They have been incorporating the motto "Reduce - Reuse - Renew" in their manufacturing procedures since 1989.

A few months ago, Herbs, Etc. was contacted by the publishing company that published the Whole Earth Catalogue back in 1969. They are gathering data for their newest book, Whole Green Catalogue and wanted Herbs, Etc. to be highlighted in their section on sustainable manufacturing facilities that have incorporated renewable methods in their practices. For Herbs, Etc, this was quite an honor to be recognized in the soon-to-be-released source guide.

Here are a few of the reasons Herbs, Etc. will be highlighted:

All aluminum, glass, paper products and cardboard materials are sent to the recycle center in Santa Fe. Herbs, Etc. recycles five tons of cardboard, one ton of paper and all of its aluminum and glass each year. The 55-gallon alcohol drums received at Herbs, Etc. are sold for a nominal price to the community as water collection containers for homes and businesses. This system of collecting rainwater is crucial in the Southwest.

Plant waste, or literally herb roots, barks, stems and buds that have been extracted are turned into composts and offered free to anyone who's in need of mulch. Approximately four tons of vegetable and plant matter per year are reintroduced back into the Northern New Mexico soil. Wooden pallets are all recycled back into the community as a source for firewood, or circulated back into the transportation environment as re-useable shipping pallets.

At Herbs, Etc., employees use ceramic plates, glasses and silverware during their lunch breaks instead of paper plates, plastic cups and plastic utensils. Less waste ultimately ends up in the local landfill. They also make their own air fresheners formulated with essential oils instead of commercial air fresheners (containing heavy VOC ratings) for their restroom fresheners.

They've even purchased wind power from the state-owned power company to offset the manufacturing facility's energy use.

But the accolades for Herbs Etc. didn't end there.

During 2008, Herbs, Etc. has received various awards from health publications on some of their herbal formulations.

Better Nutrition Magazine's November issue named Deep Sleep® as the best herbal sleep aid in their "2008 Best Of Supplement" issue. A panel of medical doctors, pharmacists, naturopathic medical doctors and herbal practitioners were asked to pick the most effective herbal supplement in a wide range of categories. This was quite an honor as Deep Sleep® beat out every herbal sleep aid in the country. One month later, Herbs, Etc. was contacted by Ogden Publication who publishes The Herb Companion magazine. They also are featuring Deep Sleep® as their #1 pick for best herbal sleep aid.

It still didn't stop there. SPINS data, the scan informational products source, calls Deep Sleep® it's #1 best selling herbal sleep aid in the US for four consecutive years. (SPINS Data: 2004, 2005, 2006 & 2007) The figures for 2008 will be published before Expo West (Natural Products Marketplace Show) in March.

Two other formulations from Herbs, Etc. have enjoyed the limelight with SPINS data. Singer's Saving Grace®, developed 20 years ago for the performers at the famed Santa Fe Opera, is the #1 best selling herbal throat spray in the US for three consecutive years. (SPINS Data: 2005, 2006 & 2007)

The other product is ChlorOxygen® chlorophyll concentrate. This formulation boosts energy levels by increasing red blood cells. It's been rated the #1 best selling liquid chlorophyll on the market. (SPINS Data: 2005, 2006 & 2007)

With all the great press this Santa Fe manufacturing facility has been receiving, it is no wonder that they finished 2008 with an increase in sales of 4% over the previous year. Looking ahead, Daniel Gagnon, owner and chief medical herbalist of Herbs, Etc., projects continued growth in herbal medicines as our population looks for alternative means of staying healthy through this recession. "Due to the unsteady economy, many people are struggling to afford high-priced health care and prescription medicines. Consumers need to look at caring for their bodies from the stand point of a preventative care module rather than that of disease-driven mode."

Herbs, Etc. retail store is located at 1345 Cerrillos Road in the Kiva Shopping Center. Herbs, Etc's. manufacturing facility is located on Rufina Circle near Siler Road. www.herbsetc.com

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