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HERB PHARM & AVIVA ROMM, MD, JOIN FORCES TO ADVANCE THE AWARENESS & THE EFFECTIVE USE OF MEDICINAL HERBS

Relationship Unites Two of the Most Trusted Voices in Botanical Medicine

Williams, Oregon - Herb Pharm, a leading grower of organic medicinal herbs and manufacturer of herbal healthcare products, announced today that it has entered a formal working relationship with Aviva Romm, MD, a renowned physician, midwife and clinical herbalist.

A Yale-trained physician and specialist in the application of functional and integrative medicine to chronic illnesses, Dr. Romm has spent nearly 30 years as a healthcare practitioner with particular emphasis on the health concerns of women and children. Aviva is also a midwife, recent past president of the American Herbalist Guild and the author of several books on natural medicine and holistic healthcare.

Said Aviva, "I'm thrilled to be working with my longtime friends at Herb Pharm. There are few companies I trust as much to provide the highest quality herbal healthcare products, and I look forward to contributing my unique knowledge and expertise to our joint endeavors."

Dr. Romm is among a cadre of holistic healthcare specialists that Herb Pharm has partnered with to aid the company in its mission of broadening the safe and effective use of medicinal herbs. The group's representation of Herb Pharm will include lecturing at healthcare conferences, authoring herb-related articles and educational materials, and providing clinical and scientific insights into new product development and research opportunities.

About Herb Pharm

Located in rural southern Oregon, Herb Pharm is a certified organic grower of medicinal herbs and produces a line of herbal extracts and herbal healthcare products, which are distributed under the Herb Pharm brand to retailers and practitioners nationwide. More information is available at <http://www.herb-pharm.com>.