



FOR IMMEDIATE RELEASE
September 4, 2013

MEDIA CONTACT:
Michael Gillette, Director of Marketing
mgillette@herb-pharm.com
(541) 846-6262

**HERB PHARM ANNOUNCES COLLABORATION WITH HOLISTIC NURSING SPECIALIST
DR. MARTHA LIBSTER**

Sees Nursing Professionals as Passionate Advocates for Integrative Healthcare

Williams, Oregon - Herb Pharm, a leading grower of organic medicinal herbs and manufacturer of herbal healthcare products, announced today that it has entered into a formal working relationship with Dr. Martha Libster, Board-Certified Advance Practice Holistic Nurse and Psychiatric Clinical Nurse Specialist.

Dr. Libster, the Director of Golden Apple Healing Arts, is recognized internationally as an authority on the integration of nursing practice, technology and healing traditions, in particular the use of medicinal herbs. She has practiced as a clinician-consultant in Traditional Chinese Medicine (TCM) and European and Western herbal therapies for over 25 years. As a Professor of Nursing, she has developed numerous curricula that integrate herbal traditions with nursing practice, and is the author of numerous scientific publications and books including *The Nurse-Herbalist: Integrative Insights for Holistic Practice* (2012).

Dr. Libster's award-winning historical research identifies herbalism as a centuries-old practice domain in nursing. She said, "Nurses provide vital healthcare services to patients and they are always eager to learn more about medicinal herbs for use in self-care and other clinical practice applications. I am excited that my collaboration with Herb Pharm has the potential to really accelerate nurse-herbalism in innovative ways."

Dr. Libster 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 www.herb-pharm.com.