



WISHGARDEN HERBAL REMEDIES
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PRESS RELEASE

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WishGarden Herbs Appoints Sindy Wise as Vice President of Business Development
Veteran Natural Products Leader to Help Accelerate Company's Growth

[WishGarden Herbs, Inc.](http://WishGardenHerbs.com), one of North America's leading providers of herbal liquid extracts, announced today that Sindy Wise has joined the company as Vice President of Business Development. In her role Wise will work with the executive team to accelerate the company's presence in stores nationally as well as further develop the company's digital presence.

Wise has over two decades of experience with leading natural products retailers like Lucky's Market, Pharmaca Integrative Pharmacy and Wild Oats Markets. She brings the retailer perspective to help drive sales for WishGarden Herbs. Most recently she was the Senior Director of Apothecary for Lucky's Market.

"I have been in love with this brand since I started my herbal medicine studies in the early 2000s," said Wise. "I want to see this brand grow on a national level in both brick and mortar and online. Through marketing initiatives to increase brand presence, and a continued focus on new product development, we are poised to do just that!"

"2019 was a banner year for WishGarden," said Catherine Hunziker, Owner and Chief Formulator of WishGarden Herbs. "The timing is right now for us to further develop our executive team as we grow the brand nationally. We thought it best to bring on board someone who has deep experience both with herbal supplements and in the retail and digital spaces. Sindy fits that bill perfectly and we are very excited to have her on board."

Sindy lives in Colorado with her boyfriend and two children. When she's not studying the aromatic properties of plants, she brews hard kombucha, nurtures her garden, and travels the vineyards of the world.

WishGarden Herbs is a woman-owned, multi-generational company committed to providing artful whole herb liquid extracts that are fast-acting and gentle on the body. Founded in 1979 and based in Colorado, WishGarden pioneered condition-specific blends and catchy names in the 90's. We continue to be a market leader raising the bar on efficacy and convenience with dependable in-the-moment solutions for common and seasonal discomforts.

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For more information, contact Sindy Wise, VP of Business Development, sindy@wishgardenherbs.com