



Orlando, Florida *InnovateHER* Competition Winner
Participants - 10

InnovateHER Winner:

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Earth's Love Tea Company ® Product Overview:

Earth's Love Tea Company™ holds a Method-of-Use patent-pending for the first line of on-the-go herbal remedies using a proprietary method for extracting the active ingredients in herbal remedies to formulate water-soluble, instant versions that can be mixed and consumed on-the-go by health-conscious moms. Their first product line, the Plentiful Pack, provides a proven solution for nursing mothers who are unable to produce enough milk to breastfeed their babies by stimulating measurable and sufficient increase in milk supply to allow these mothers to breastfeed their babies without the need for formula. Instead of having to boil, brew, and steep traditional herbal lactation remedies, Plentiful Pack users can simply empty the powder into a bottle of water, shake, and go! The Plentiful Pack is the first in a line of **50 herbal remedy products** coming to market that meet health-conscious mothers' demands. Earth's Love Tea Company are pioneers converging traditional herbal remedies with the convenience of an instant stick pack, arching the over \$100 billion on-the-go drink and herbal tea markets.



Judging Criteria/Statement of Support:

Earth's Love Tea Company® has a **measurable impact** on the lives of women and families. With more than 20% of new mothers and 800,000 U.S. women annually underproducing breast milk and struggling to keep their babies fed, and a high-profile national agenda to increase the number of breast-fed babies, the need is pressing and urgent for an accessible and user-friendly solution to the under-production of milk supply. And this is just one of the planned product lines of herbal on-the-go instant drink remedies. With a product line of 50 instant herbal drink remedies coming to market, mothers will have greater access to the holistic and natural remedies they crave to keep themselves and their families healthy and thriving, relieving our burdened healthcare system and empowering women everywhere to play a more proactive role in their families' healthcare at home.

As demonstrated through early-adopter sales, venture group and large commercial distributor interest, Earth's Love Tea Company® has large **commercialization** opportunities. The Method of Use patent-pending has both commercial food distributors and venture groups eager to partner with the company to secure future availability of the Plentiful Packs and coming instant herbal remedy products. Product scope will address anxiety problems (40 million Americans affected), digestion (65 million Americans affected) and sleep (60 million Americans affected) just to name a few.

Earth's Love Tea Company® fills a need in the booming herbal industry and instant drink **marketplace**. A healthy lifestyle is dominating the minds of mothers now more than ever. Traditional Medicinals, a company that sells traditional tea brews, did nearly \$300 million in sales last year alone. It is predicted that the herbal industry will reach 107 billion by 2017. In the instant drink industry, Kraft Foods' Crystal Light stick packs sold 1.3 billion units last year alone. By converging in-demand, traditional herbal remedies with the convenience of an instant stick pack, Earth's Love Tea Company® accesses two existing, thriving markets that are trending upwards into the foreseeable future.

Statement from our expert judges (Diana LaTour Operating Partner, LFE Capital and Managing Partner at LaTour and Associates, Michael Judith Innovative Space Technologies, LLC, and Dayle Moore UCF Venture Accelerator Lead and Florida Nexus):

Frances Titus revolutionary patent-pending process not only allows for a simple herbal solution to help woman increase their milk supply during their breast feeding periods her company has formulated the first-ever lactation instant tea. This process opens up a whole range of possibilities for numerous herbal remedies in an instant on-the-go stick pack form to reach a wide variety of modern consumers interested in teas and herbal medicine. Earth's Love Tea Company® creation is more than a single product it is the genesis of a relevant and timely lifestyle brand employing and innovative process. The traction Earth's Love Tea Company® has already received from both new mothers and retailers looking to supply these products validates there is a need in the marketplace for solutions like this.

Shea Glenny