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Goddess Garden Launches Skin-care Line, Following Sun-care Growth

BY Allison Collins

Goddess Garden Organics is branching beyond sunscreen and launching a skin-care line that hits stores in May. The collection has seven stockkeeping units: Fresh Start, a morning cleanser; Bright Eyes, a firming eye cream; Under the Sun, a daily serum that aims to defend against sun-related aging; Face the Day, a firming primer with SPF 30; Erase the Day, a night cleanser; Day Undone, a night serum, and Dream Repair, a sun-repair night cream.

The products contain ingredients including seaweed extract, black elder, red tea extract, chicory root, mango extract and licorice root. Products retail for \$14.99 to \$19.99.

The products will launch in about 1,000 doors, including select CVS locations and Whole Foods, as well as other natural grocery chains.

The line is part of Goddess Garden's expansion. Started in 2009, the brand's sunscreen is sold in more than 10,000 U.S. retail doors in the drugstore, big-box and health channels. The brand grew 70 percent in 2015, said founder Nova Covington, who had projected another 70 percent growth year without factoring in the skin-care launch. In 2014, Goddess Garden doubled in size, Covington said.

The skin-care line came about in almost the same way the sunscreen did — because she needed something that she could not find on the market.



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Covington originally developed her own sunscreen after finding out her daughter is allergic to the chemicals in other brands, she said. “We were just solving our own problem.” The sunscreen will be featured in two-packs on endcaps in Target this summer, according to Covington. Ten percent of the profits from those endcap two-packs, as well as all other endcap promotions during May and June, will be donated to the Goddess Garden Foundation, which goes toward helping scientists with coral reef rehabilitation.

The company’s growth trajectory may lead it to consider a potential

transaction. “This reality is that our growth is accelerating and our [research and development] pipeline has a lot of new categories in it — this is our first time outside the sun-care category,” Covington said. “I think in the world of reality, we will probably do some sort of transaction, probably before the end of 2016 — we have lots of options of what that might look like — just to continue the growth that we have.”

She sees white space in the natural products category to develop more skin-care products. “The natural products industry has kind of been happy with a so-so product. I am all about the very best product. I don’t want [natural] to be seen as sacrificing, and in terms of women and our skin, we’re not going to be sacrificing,” Covington said.