



**GODDESS GARDEN WINS COVETED NEXTY AWARD:  
“UNDER THE SUN” AWARDED BEST NEW PRODUCT IN THE BEAUTY CATEGORY  
AT NATURAL PRODUCTS EXPO EAST 2016**



*Boulder, CO* (September 28, 2016) – **Goddess Garden Organics**, a leader in certified-organic sunscreens, proudly announces the company has won the coveted New Hope Network NEXTY Award for best new beauty product with *Under the Sun*, a daily pre-sunscreen serum that is part of the newly launched Sun Repair System, available now in stores and online.

The NEXTY awards are given to products that are considered to be the most progressive in the natural industry. More than 360 products were selected as finalists by the New Hope Network content team, based on the criteria of innovation, inspiration and integrity.

*Under the Sun* helps repair sun damage by hydrating and replenishing nutrients that are depleted by daily sun exposure. The pre-sunscreen serum is one of seven products in Goddess Garden’s new line of sun-repair facial care to accompany their award-winning line of sunscreens. In addition to *Under the Sun*, the other six products include *Fresh Start*, *Bright Eyes*, *Face the Day*, *Erase the Day*, *Day Undone* and *Dream Repair*.

The following criteria were used to determine the NEXTY award winners:

- **Innovation:** The product or company shows truly creative thinking and execution; uses a newly discovered or rediscovered ingredient, flavor profile, technique or process; fills a legitimate natural-products need or niche; and/or is predicted to have longer-term impact in the industry.
- **Inspiration:** The product or company adheres to an unusual or new mission targeting an issue or problem not yet widely addressed; its message/mission is clearly communicated,

focused and effective, with real, wide-reaching potential or already-proven positive social or environmental impact.

- **Integrity:** The product or company takes a creative approach to clean ingredient(s), sustainability, transparency, traceability and safety.

“It’s truly an honor to win a ‘best-in-class’ award like this from New Hope 360,” said Goddess Garden CEO and Founder Nova Covington. “Our mission is to create products that work well, feel great on the skin and are safe for people and the planet,” continues CEO Nova Covington. “The Sun Repair line is a natural extension of our nationally distributed Goddess Garden sunscreens. The sun is responsible for 90-percent of skin aging,” said Nova, “so the next step was to create products that help repair the damage from all those times we forget sunscreen or think we don’t need it. We’re excited to offer premium facial products at a reasonable price which protect and restore the skin before, during and after you’ve spent time in the sun.”

“Inspired by the experience and insights we’ve learned from our mineral sunscreen users, we developed *Under the Sun* to be a completely new and innovative product,” stated Kat Wiranowski, Assistant Brand Manager.

Goddess Garden’s Sun Repair System improves the visible signs of skin aging, and can easily be incorporated into a daily skincare routine for both immediate and long-term benefits. Nourishing and non-greasy, the new Goddess Garden facial products protect and replenish the skin, without using any harsh chemicals. All are packed with pure, certified-organic, plant-based ingredients that are full of vitamins and antioxidants.

Goddess Garden Organics new Sun Repair System has SRPs between \$14.99 and \$19.99.

### **The Roots of Goddess Garden Organics:**

Founder of Goddess Garden, Nova Covington was inspired to develop safe skincare solutions, using pure minerals for sun protection, after her daughter had a serious reaction to conventional skincare products. With support from her biochemist husband and formulator, Paul Halter, Goddess Garden has become the fastest-growing organic skincare company today. Goddess Garden Organics is woman-owned business, certified by the Woman’s Business Enterprise National Council (WBENC). In September, 2015, Goddess Garden earned its B Corp Certification, joining a select group of corporations who are working together to redefine success in business. At the same time, Nova also established the Goddess Garden Foundation to help fund projects that protect the reefs and clean up the oceans. The full Goddess Garden sun care line is carried in nearly 10,000 stores including Whole Foods, Target, Wegmans, REI, CVS, Sprouts Farmers Market, Meijer, Fred Meyer and many other natural retailers throughout the US and Canada.

For more information, please visit [www.GoddessGarden.com](http://www.GoddessGarden.com).

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