



Goddess Garden Organics Closes Series A Funding with Renewal Funds, a Mission-Based Venture Capital Firm that Invests in Sustainable Companies

Two companies align on a mission to protect people and the planet

Boulder, CO (December 6, 2016) – **Goddess Garden Organics**, a leader in natural, certified-organic sunscreen products, has received Series A funding from a mission-driven partner and fellow Certified B Corporation®, Renewal Funds. A mission-based venture capital firm in Vancouver, B.C., Renewal Funds invests in early growth stage companies that have strong values and exceptional ideas, and that offer products and services that are good for people and the planet. They have a demonstrated commitment to environmental activism and conservation.

“Nova and Paul’s commitment to clean ingredients, combined with business principles rooted in sustainable integrity, resonated deeply with us,” said Kate Storey, Renewal Funds Vice President. “Their creative approach to innovation, and fervent and growing brand following is unrivaled in organic skincare.”

The partnership between Goddess Garden and Renewal Funds will accelerate Goddess Garden’s own company mission—to offer products that help people eliminate toxins from the home and environment, particularly those affecting the coral reefs.

“We want to make as big of an impact as we can, providing better products than are currently available for people and the world,” said Nova Covington, Goddess Garden Founder and CEO. “That means making a sunscreen that, when it washes off and away into the ocean, doesn’t harm coral reefs or fish. This is why we plan to launch a nonprofit in 2017 that will help protect coral reefs and educate the public about this environmental threat.”

“Renewal Funds’ mission is to support companies that reduce our collective environmental footprint on the planet,” said Paul Richardson, Renewal Funds CEO. “Goddess Garden’s goal of displacing toxic, chemical-laden sunscreens with safe, organic and mineral-based products make them an ideal partner for us.”

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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 a 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 a foundation, Protect Our Mother, 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 U.S. and Canada. For more information, please visit www.GoddessGarden.com.

About Renewal Funds:

Renewal Funds is a mission-based venture capital firm investing in early growth stage companies in Canada and the United States. Founded by Paul Richardson, Joel Solomon and Carol Newell in 2008, and led by Paul Richardson, Renewal Funds is a Certified B Corporation®, dedicated to supporting entrepreneurs through capital, networks and expertise. They have worked with companies such as Seventh Generation, Alter Eco and Nourish Organic, delivering above market returns for their partners, while catalyzing positive social and environmental change.

For more information, please visit www.renewalfunds.com.

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