



**GODDESS GARDEN ORGANICS DEBUTS NEW LINE
OF REEF-SAFE AND BEESWAX-FREE SPF 30 LIP BALMS**



Boulder, CO (May 1, 2017) – Goddess Garden Organics, known for their high-quality, certified-organic sunscreens and facial care, introduces a new line of lip balms that offer SPF 30 sun protection from pure, natural minerals. Like all Goddess Garden products, the lip balms are free from harsh chemical sunscreens. They are certified organic, reef safe, beeswax-free, vegan and Leaping Bunny certified to be cruelty-free.

The introduction of lip balms furthers Goddess Garden’s mission to create products that make it easy to respect and protect Mother Earth and her inhabitants. Every ingredient is carefully considered to make sure it is not only safe and gentle for children and adults, but that it is also safe for the environment.

Chemical sunscreens like oxybenzone have been linked to the destruction of coral, and are even part of a proposed legislative ban due to their toxic effects on the reefs. These chemicals are also common allergens for people, and have been linked to infertility in both men and women.

“It can be extremely difficult to find lip balms that offer sun protection without chemicals like oxybenzone,” said Goddess Garden Founder Nova Covington. “Many people aren’t even aware that these chemicals are so common in their lip balms and lip colors. Lip balms are absorbed and sometimes consumed, so safe, natural ingredients are very important,” said Nova.

-more-

All of the natural ingredients in Goddess Garden's new line of lip balms were carefully considered. Beeswax is often used as an alternative to petroleum-based products but, like the reefs, bee colonies are stressed. There was a 44-percent decline in the honeybee population last year alone. That's why Goddess Garden's lip balms use a unique blend of nourishing oils, cocoa butter and plant-based waxes to offer the same protective benefits, in a beeswax-free, vegan formula.

"Lip balms with SPF have been on our consumers' wish lists for a long time," said Nova. "We're excited to offer another effective way to stay safe in the sun, without chemicals that harm the coral reefs and without putting more strain on the bees."

The lip balms contain natural zinc for sun protection, but rub in very sheer, unlike the white lipstick experience common with many mineral sunscreen lip balms. They are available in three unique flavors—Lavender Mint, Orange Vanilla and Raspberry—and because they use minerals for sun protection, there is no chemical taste. The lip balms are a natural extension of Goddess Garden's nationally distributed, certified-organic sunscreen lotions, continuous sprays and beeswax-free sunscreen sticks. All three of the lip balm flavors will be available in retailers nationwide by early June, and will retail for \$3.99.

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 became the fastest-growing organic sunscreen brand. Goddess Garden Organics is a woman-owned business, certified by the Woman's Business Enterprise National Council (WBENC), and a certified B Corporation. Nova also established a foundation, Protect Our Mother, to help fund projects that protect the coral reefs and clean up the oceans. Goddess Garden sun care products are carried in nearly 18,000 stores including Whole Foods, CVS, Walgreens, Target, Wegmans, REI, Sprouts Farmers Market, Kroger, Harris Teeter and many other natural retailers throughout the U.S. and Canada.

###

For more information please visit www.GoddessGarden.com.

Media Contact

Barbara Marks
barbaramarkspr@gmail.com
203-571-8103