



**FOR IMMEDIATE RELEASE
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**GODDESS GARDEN NAMED BREAKOUT BRAND BY NATURALLY BOULDER, AN ECONOMIC DEVELOPMENT ORGANIZATION THAT HELPS THE NATURAL PRODUCTS INDUSTRY THRIVE
Longmont, Colorado-based organic skincare and beauty-products company
earns recognition as a top natural brand**

Boulder, CO (October 14, 2017) – Goddess Garden, known for their certified-organic natural mineral sunscreen, facial care and aromatherapy, was named Breakout Brand of 2017 by Naturally Boulder, a natural products industry organization that assists organic and natural products companies. The annual award recognizes a single Colorado company that has gained significant attention during the past year for breakthrough innovation, accelerated market performance, media buzz and philanthropic efforts.

Goddess Garden was founded by a mom after her baby daughter reacted to the chemicals in conventional body care products. The Longmont, Colorado-based company experienced tremendous growth in 2017, more than doubling the number of retailers that carry their products. Their sunscreens are now available in more than 22,000 stores across the U.S. and Canada.

“The desire to give more people access to clean, safe skincare really activated our growth this year,” said Goddess Garden Founder and CEO Nova Covington. “Every bottle of natural mineral sunscreen used is one less bottle of chemical sunscreen on the skin and in the environment. A single drop of oxybenzone, a common chemical sunscreen, can kill the coral reefs in an area the size of six Olympic-sized pools. We knew we had to make clean, reef-safe options easily accessible to everyone.”

Goddess Garden has seen steady growth beyond the suncare category into organic skincare, and is launching an aromatherapy accessory line this fall. The company’s main goal is to make it easy for people to have access to highly effective body care products that are free from unnecessary chemicals. To further this goal, the company just introduced essential-oil roll-on perfumes and aromatherapy bracelets to their offerings.

Beyond providing environmentally safe alternatives to synthetic chemicals, Goddess Garden gives back via charitable donations and through their Protect Our Mother Foundation, which focuses on fostering clean and healthy oceans and reefs.

“We’re thrilled to be presented with Naturally Boulder’s Breakout Brand Award because it affirms our belief that doing the right thing for people and the planet is also the best thing for business,” said Covington. We’re grateful to Naturally Boulder for their support and efforts in making Boulder a hub for natural products entrepreneurship.”

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Goddess Garden joins the ranks of brands like Lucky's Market and Quinn Popcorn, past Breakout Brand Award winners. Goddess Garden has also won Naturally Boulder's Lance Gentry Breakthrough Innovation Award in 2013, and was Naturally Boulder's Pitch Slam winner in 2009.

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The Roots of Goddess Garden Organics:

Goddess Garden Founder 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 is the largest organic sunscreen brand and a leader in the clean beauty products industry, with a full line of sunscreens, aromatherapy, facial care and perfumes. Their sunscreens are carried in nearly 22,000 stores including Whole Foods, CVS, Walmart, Walgreens, Target, Wegmans, REI, Sprouts Farmers Market, Kroger, Harris Teeter and many other natural retailers throughout the U.S. and Canada. Goddess Garden Organics is a women-owned business, certified by the Woman's Business Enterprise National Council (WBENC), and a certified B Corporation. Nova also established a foundation in 2017, Protect Our Mother, to help fund projects that protect the coral reefs and clean up the oceans.

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

About Naturally Boulder:

Naturally Boulder is an economic development organization dedicated to nurturing and promoting organic and natural products businesses of all sizes in Boulder, throughout Colorado's Front Range and beyond. They do this by creating meaningful connections for and among members, offering education in business-building skills, serving as an advocate on important issues and coordinating economic development activities that advance the interests of their members. Their vision is to be the most supportive organic and natural products community in the nation, enabling companies to thrive so they can change the world for the better. Naturally Boulder was created in 2005 and today has more than 1,000 members, including manufacturers, service providers, entrepreneurs, investors and individuals who are part of a thriving organic and natural-products community in Boulder and throughout the region.

For more information, please visit www.naturallyboulder.org.