



GODDESS GARDEN REVOLUTIONIZES THE AROMATHERAPY CATEGORY WITH GENUINE STONE AROMATHERAPY BRACELETS AND EASY-TO-USE BLENDS

Boulder, CO (October 04, 2017) – Goddess Garden Organics, known for their high-quality, certified-organic sunscreens, facial care and aromatherapy, introduces wearable aromatherapy accessories. The new Aromatherapy Bracelets and Bracelet Blends use the benefits of essential oils in combination with energetic stones to help wearers find their own desired state of mind.

“Aromatherapy’s popularity is quickly becoming mainstream, and the benefits of pure essential oils are undeniable,” said Goddess Garden Founder and CEO Nova Covington. “Our new line lets people enjoy the benefits of aromatherapy on-the-go, with the added bonus of mood-enhancing stones.”

The bracelets all feature porous lava rock to capture and carry the scent of the blends. Goddess Garden then added genuine stones with energetic properties. The stones and oils work in tandem to enhance your mood and reinforce your intentions, while the symbolic charms make each bracelet stylish. The individualized nature of the bracelets makes them a thoughtful gift, even for hard-to-buy-for people.

These on-trend bracelets include: Serenity, Ambition and Perseverance, represented by a Hamsa hand, a hummingbird and an elephant, respectively. Five corresponding blends, featuring organic essential oils, were designed specifically to use with the bracelets. The user will simply tap the bottle on the lava stone. The innovative bottles provide complete control over where the oil is applied and how much is added. The oils target the top mood enhancements that inspire people to turn to aromatherapy, and include: Happy Day for joy, Brain Boost for focus, Grounding for calm, Pick-Me-Up for energy and Take 5 for stress reduction.

This new Goddess Garden introduction pushes aromatherapy past the notion of being a remedy reserved for those with an extensive background in essential oils. The accessory and blend line takes the guesswork out of aromatherapy and simplifies the concept. There is a suggested blend and bracelet pairing to get people started, but the entire line is curated to work well together. People can mix and match different bracelets and blends in any combination. They can even use multiple bracelets, oils or both at the same time, knowing they will all work well together. By simplifying aromatherapy, Goddess Garden introduces new audiences to aromatherapy through a fun and fashion-forward personalized accessory and add a way to keep your intentions literally on hand.

The bracelets and blends are a natural extension of Goddess Garden's aromatherapy line. They further support the company's mission to make it easy for everyone to have access to highly effective products that are completely natural.

The bracelets and blends will be available in natural and conventional retailers nationwide. Bracelets will retail for \$14.99 and the blends will sell for \$9.99 each.

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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 became the largest organic sunscreen brand. 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. The full Goddess Garden skincare line is 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.

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

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