



GODDESS GARDEN ORGANICS ELEVATES THEIR FACIAL CARE LINE WITH AN ELEGANT AND LUXURIOUS PACKAGING MAKEOVER



Boulder, CO (October 04, 2017) – Goddess Garden Organics, known for their certified-organic sunscreens and skincare, has given their facial care line a facelift. After successfully launching seven beauty products in their Daily Facial Routine line in 2016, Goddess Garden redesigned the packaging to reflect the high-quality organic ingredients found inside the bottles.

“Like our sunscreens, our initial focus with the facial care line was on using the best and most effective organic ingredients,” said Goddess Garden Founder and CEO Nova Covington. “Consumers can have amazing daily beauty care and avoid chemicals,” Nova explained. “We are proud that all of our highly effective products, from sunscreens to perfumes to facial care, help make clean ingredients accessible to everyone.”

The new packaging highlights the high quality of the products by calling out the “plant-powered ingredients” and listing user benefits. Goddess Garden further enhanced the user experience by changing the color of the entire line to purple, a color associated with royalty and luxury. The iconic hummingbird that is consistent with all Goddess Garden products remains on the new packaging, but an elegant watercolor treatment elevates the brand’s logo into the beauty category. Thicker boxes, with a soft-touch finish, reinforce the notion that users should treat themselves to premium products with organic ingredients.

When the Goddess Garden facial care line was launched, it was extremely well received. *Under the Sun*, a hydrating vitamin serum that helps mineral sunscreen go on sheer and evenly, won a Nexty at the Natural Products Expo for Best Suncare. *Face the Day*, a daily SPF 30 moisturizer won *Delicious Living Magazine’s* Beauty and Body Award for Best Suncare. *Erase the Day*, a purifying clay cleanser, won a *Yoga Journal* Award for best makeup remover. The line also earned accolades from numerous media outlets, including *Organic Life*, *Clean Eating*, *Delicious Living*, *Well & Good*, *Fox News* and many others. Goddess Garden’s Daily

Facial Care line was designed to be clean, highly effective and easy to incorporate into a simple daily beauty routine.

- Fresh Start Invigorating Cream Cleanser is an aromatherapeutic morning cleanser that's ideal for break-out prone skin, yet gentle enough for sensitive skin.
- Bright Eyes Firming Eye Cream mimics the benefits of hyaluronic acid to firm and reduce puffiness.
- Under the Sun Hydrating Vitamin Serum is a daily topical supplement that replenishes the vitamins that can be depleted by the sun. It reduces wrinkles, fine lines and dark spots, while helping mineral sunscreen go on smoothly and evenly.
- Face the Day Daily SPF 30 Moisturizer protects and helps reduce fine lines and wrinkles, while firming, lifting and smoothing the skin. It mimics the collagen-boosting effects of retinol, and provides completely sheer natural mineral sun protection.
- Erase the Day Purifying Clay Cleanser attracts and draws out impurities, and gently and thoroughly removes tough mineral sunscreens and makeup. It also balances, tones and helps the skin maintain hydration.
- Day Undone is an ultra-softening night serum that visibly reduces dark spots and fine lines. It quenches the skin and soothes it after exposure to sun, wind and pollution.
- Dream Repair Brightening Night Cream mimics the collagen-boosting effects of retinol, to immediately smooth and firm skin. The rich formula hydrates, renews and brightens the skin overnight.

The facial care products are available at natural and conventional retailers nationwide, and retail for \$16.99 to \$24.99 each.

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The Roots of Goddess Garden Organics:

Founder of Goddess Garden, Nova Covington, was inspired to develop safe skincare solutions 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. Goddess Garden 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 sun care 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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