



GODDESS GARDEN IMPLEMENTS SPRING RETAIL PROMOTION WHERE 10% OF PROCEEDS ARE DONATED TO SUPPORT CLEAN, HEALTHY OCEANS AND REEFS

Boulder, CO (May 25, 2017) - When Goddess Garden Founder and CEO Nova Covington started her business in Boulder, Colorado, 13 years ago, she had no idea the company would become one of the largest certified-organic sunscreen brands on the market. Today, the full Goddess Garden suncare line is carried in nearly 20,000 stores, including Whole Foods, CVS, Walmart, Walgreens, Target, Wegmans, REI, Sprouts Farmers Market, Kroger, Harris Teeter and many others throughout the U.S. and Canada.

Even with the phenomenal growth of Goddess Garden, the mission for the company remains the same: to create products that make it easy for everyone to respect and protect Mother Earth and her inhabitants. "We've stayed true to our company's roots, and continue to educate consumers about the benefits of using natural mineral sun protection. All of our products are designed for people who love the great outdoors and want to trust they are well protected while enjoying the sun," explains Goddess Garden Founder and CEO Nova Covington.

"We want to continue to make as big of an impact as we can, providing better products than are currently available for people and the world," continues Covington. "That means making a sunscreen that, when it washes off and away into the ocean, doesn't harm coral reefs or fish. Beyond that, we also established a nonprofit foundation, *Protect Our Mother*, that will help protect coral reefs and educate the public about this environmental threat."

Chemicals in sunscreen can either wash off while swimming, or enter the water through sewage, shower drains or runoff. Even inland, the common sunscreen chemical oxybenzone can make its way to the ocean since the chemical is not filtered out. This contributes to continual reef damage.

"Natural sunscreens have always been the better choice, but now we know it is even more important to avoid chemical sunscreens. Recent research indicates oxybenzone is harmful to reefs. It's so toxic the state of Hawaii is trying to ban it from products sold in their state. This chemical is also associated with infertility in both men and women alike," explains Covington.

All Goddess Garden sunscreen products protect the skin from harmful UVA and UVB rays, but don't harm coral reefs or fish, making it one of the safest natural sunscreen choices on the market. Each product is sheer, non-greasy and free from harsh chemicals like oxybenzone.

“At Goddess Garden we are committed to educating the public about this threat to our coral reefs and about using safer alternatives. That’s why we established the Protect Our Mother Foundation, and why we decided to donate a percentage of our profits.

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 suncare line is carried in nearly 20,000 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.

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