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**GODDESS GARDEN TRANSFORMS THE FRAGRANCE CATEGORY BY
LAUNCHING AWARD-WINNING CLEAN, ESSENTIAL-OIL ROLL-ON PERFUMES**



Boulder, CO (January 31, 2018) – **Goddess Garden**, known for their high-quality, certified-organic sunscreens and facial care, is proud to announce that their new line of Essential-Oil Roll-On Perfumes have been awarded the prestigious 2018 *Delicious Living* magazine Beauty & Body Award. *Delicious Living*, a trusted health and wellness resource for more than 33 years, selected the line for their Best Perfume or Aromatherapy Product category. All five of the perfumes are scented with pure essential oils, and are free from synthetic fragrances, phthalates and mystery chemicals.

“The natural beauty industry is constantly evolving—and our annual Beauty & Body Awards highlight the best of the best in truly nontoxic and highly effective products,” said Delicious Living Personal Care Editor Jessica Rubino. “As always, I focus on products and companies that do good (for our health and our planet) and work amazingly well.”

“It’s truly an honor to win this Beauty & Body Award from *Delicious Living* magazine,” said Goddess Garden Founder and CEO Nova Covington. “Similar to our innovations with natural sunscreens, we sought to bring clean ingredients and label transparency to perfumes. We developed essential oil roll-

on perfumes because safe, pure botanical options simply do not exist,” said Covington. “People deserve clean beauty products that are effective, affordable and transparent with ingredients,” she continued.

The award-winning line includes five scents: Lavender Sky, Citrus Sunrise, Wildflower, Amber Fire and Rainforest, that are all made with certified-organic essential oils and curated specifically with scent and mood-boosting properties in mind. The brand extension was driven by the strong consumer trend—a desire to use only clean beauty products—and one that has continued to gain momentum beyond natural channels. By renovating categories with clean, safe products, Goddess Garden advances their mission to make it easy for everyone to have access to highly effective body care products that are free from unnecessary chemicals.

“My daughter’s allergies inspired me to start my company, so label transparency has been our standard practice,” said Covington. “We noticed even the most avid label readers were in the dark when it came to fragrance. Under the pretext of protecting formulations, a company can group any combination of thousands of chemicals as simply ‘fragrance’ or ‘parfum’ on a label. Even among natural products, labels often list only ‘a blend of natural and essential oils.’ This is simply not enough information if you have allergies, sensitivities or prefer clean ingredients,” Covington explained.

“As green beauty industry leaders, from sunscreens and facial care to aromatherapy and now perfumes, we present every one of our products in the most straightforward and transparent way,” continued Covington. “The outside labeling is just as important as the ingredients inside.”

The five perfumes are available in natural and conventional retailers and retail for \$14.99.

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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.