



GODDESS GARDEN CEO NOVA COVINGTON ATTENDS HISTORIC HAWAII BILL SIGNING

Hawaii Governor Ige bans chemical sunscreens from sale or use by 2021

BOULDER, CO – Gov. David Ige [signed the bill on Tuesday \(SB 2571, Act 104\)](#) prohibiting the sale, offer of sale and distribution of sunscreens that contain the chemicals oxybenzone and octinoxate in Hawaii, beginning January 1, 2021. This historic ban—described by Hawaii State Senator Mike Gabbard as a “first-in-the-world law”—makes Hawaii the first state to enact legislation designed to protect marine ecosystems by banning such sunscreens. Nova Covington, CEO and Founder of Goddess Garden Organics, an organic skincare company,

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received an invite to attend the signing after she gathered over fifty thousand signatures on a petition, urging Governor Ige to sign the bill into law.

“Studies have documented the negative impact of these chemicals on corals and other marine life. Our natural environment is fragile, and our own interaction with the earth can have lasting impacts. This new law is just one step toward protecting the health and resiliency of Hawaii’s coral reefs,” said Governor Ige.

Not all sunscreens harm coral reefs. Goddess Garden uses natural minerals like zinc and titanium that are safe for reefs and people. The legislative ban affects only two of the 16 FDA-approved ingredients for sun protection: [Oxybenzone](#) and [octinoxate](#). This leaves plenty of options, including zinc, that also protects people from cancer-causing UVA rays.

Goddess Garden has been making reef-safe natural mineral sunscreen since 2005. They’ve always been dedicated to the environment and are a B Corporation® Best for the Environment company. “Our mission is to educate consumers about the benefits of natural mineral sunscreens, which are safe for people and coral reefs,” said Goddess Garden CEO and Founder Nova Covington. “We’re proud to see the Hawaiian legislature leading the way on this important initiative.”

“People shouldn’t have to choose between protecting themselves or the reefs” says Covington, who was in Hawaii when Governor Ige signed the new ban into law. “Being there and seeing the Governor finally ban the sale of these harmful chemicals felt like the beginning of a movement. We’ve been educating and advocating about this unnecessary destruction for years. It was a thrilling moment to be there witnessing this historic moment and knowing that we’re now helping to protect our coral reefs and our planet for future generations to enjoy.”

The Roots of Goddess Garden Organics:

Goddess Garden Founder Nova Covington developed safe skincare and suncare solutions for her daughter, who, as a baby, experienced allergic reactions to conventional skincare products. With support from her biochemist husband Paul Halter, Covington created the largest certified-organic sunscreen brand on the market. After firmly establishing itself as the leader in organic sunscreen, Goddess Garden expanded into the clean beauty category, offering certified-organic facial care, aromatherapy and pure essential-oil perfumes. Goddess Garden sunscreens are carried in over 25,000 stores including Walmart, CVS, Publix, Whole Foods, Sprouts, Walgreens, Amazon and many other natural retailers throughout the U.S. and Canada. The company is a women-owned business (WBENC), as well as a Certified B Corporation®. In 2017, Nova established an ocean preservation foundation, Protect Our Mother, to help protect the coral reefs and clean up the oceans.

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

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