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Media Contact:
Barbara Marks
203-571-8103
barbaramarkspr@gmail.com

ON THE HEELS OF THE CHEMICAL SUNSCREEN BAN IN THE FLORIDA KEYS, GODDESS GARDEN LAUNCHES A NEW LINE OF REEF-SAFE MINERAL SPF 50 SUNSCREENS
New Dry-Touch, Ultra-Sheer SPF 50 Formulas, Same Reef-Safe Mission



“Easy-to-Find Eco Pick”

Goddess Garden Organics Everyday [Sunscreen] has a good UVA-UVB balance, and unlike many natural sunscreens, it’s easy to find: many CVS, Target and Whole Foods locations stock it.”

Time Magazine

“One of Ten New Sunscreens with the Most Luxurious Formulas”

Go forth and mist environmentalists: Goddess Garden Organics Continuous Spray is biodegradable, reef safe and uses natural zinc and titanium dioxide for sun protection.”

Harper’s Bazaar

“Your Sunscreen Could Be Killing the Coral Reefs—Here Are the Ones That Don’t”

Formulated for sensitive skin, this sunscreen is also infused with calming lavender essential oil. Created without synthetic chemicals, it contains coconut and sunflower oils to nourish the skin.

Real Simple

Boulder, CO (February 27, 2019) – **Goddess Garden**, known for their highly effective, award-winning, reef-safe mineral sunscreens, has renovated mineral sunscreen with an innovative and more powerful new SPF 50 line that is still reef safe. Introduced in tandem with the Florida Keys’ vote to ban sunscreen chemicals like oxybenzone and octinoxate, Goddess Garden’s new mineral formulas are widely available at most major retailers and already meet all guidelines of the ban. The

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new formulas are made with premium, sheer minerals and plant-powered ingredients to offer an enhanced sunscreen experience that is ultra-sheer on a variety of skin tones. Like all their previous formulas, the new line is reef-safe and ideal for sensitive skin, but the new formulas have a satin-smooth, dry touch and are easier to apply.

To showcase the new formulas, the company introduced new packaging, reflecting the increased SPF 50 protection and highlighting user benefits. Launching mid-February throughout the U.S. and Canada, the Goddess Garden Sport, Daily, Kids and Baby sunscreens feature bright, sunny colors that distinguish the different users, with a henna-inspired mandala design to represent mindfulness. The internal mission of the company—authentic and transparent—now resonates on the outside of the packaging itself, reminding people to be mindful of their choices and educating consumers about the benefits of using reef-safe, plant-powered products that make it easy for everyone to respect and protect people and the planet.

When CEO Nova Covington started Goddess Garden, she did so because of her daughter's sensitive skin. Years later, the company has become one of the fastest-growing reef-safe mineral sunscreen brands on the market. "My daughter's sensitive skin inspired my company, so we've always been about making safer sunscreen for our families," explained Covington. "After learning sunscreen chemicals kill coral, we redoubled our efforts to spread the word about reef-safe mineral sunscreens."

In response to consumer demand for higher SPF options that are safe for the coral reefs and for sensitive skin, Goddess Garden created the new SPF 50 lotions and sticks in Sport, Kids and Baby formulas. The lotions and sticks use a premium, ultra-sheer zinc and soothing, plant-based ingredients that deliver a truly luxurious user experience. The SPF 50 oval-shaped sticks allow for an enhanced convenience with fewer swipes and easier application. The Goddess Garden best-selling Everyday SPF 30 line remains, but it has been renamed "Daily" to reinforce the practice of daily sunscreen use. It also has an updated formula that is more sheer and easier to apply than the previous formulas. All the new formulas are scented with organic lavender essential oil, except for Sport which is unscented.

The Baby suncare line includes an Aloe Cooling Gel, as well as an SPF 50 lotion, an SPF 50 stick and an SPF 30 Pump Spray for easy application that all protect and nurture baby's sensitive skin. Using broad-spectrum zinc and soothing plant-based ingredients like hydrating organic coconut oil, organic shea butter and organic aloe vera, the new baby mineral sunscreens provide powerful sun protection in a sheer, nourishing formula, with organic lavender essential oil that provides a calming scent. The new baby line will also now be carried in Target stores and on Target.com. All the new sunscreens, including the Baby line, range in price from \$14.99 to \$17.99, while the sticks are priced at \$8.99.

"Mineral sunscreens have long been shown to be better for your health and the environment, but up until now they could be a little whitening on the skin as they reflect UV rays. With chemical sunscreen bans in place for the state of Hawaii and now for the Florida Keys, more people are looking for safer options. With our enhanced SPF 50 and 30 formulas, we hope to continue to make as big of a positive impact as we can by providing premium, sheer, plant-powered products that protect all skin types and are gentle enough for sensitive skin," continued Nova. "Our new sunscreen line with our ultra-sheer and dry-touch SPF 50 provides not only additional sun protection, but an improved user experience that is ideal for sensitive skin and will not harm coral reefs or fish."

The Roots of Goddess Garden:

Goddess Garden CEO and Founder Nova Covington developed safe skincare and suncare solutions for her daughter, who, as a baby, experienced allergic reactions to the chemicals in conventional products. With support from her biochemist husband Paul Halter, Goddess Garden is now the leading reef-safe sunscreen brand for sensitive skin. The company expanded beyond sunscreens into the clean beauty category, offering plant-powered facial care, aromatherapy and a bath and body line for babies, launching later in 2019. Now carried in major retailers including Target, Whole Foods, CVS, Walgreens, Wegmans, REI, Sprouts Farmers Market, Bed, Bath & Beyond and many others throughout the U.S. and Canada, Goddess Garden is a women-owned business (WBENC), as well as a Certified B Corporation®. The company was instrumental in gathering support for the recent Hawaiian chemical sunscreen ban and was named a B Corporation® Best for the World Changemaker in 2018. Nova also established an ocean preservation foundation, Protect Our Mother, to help protect the coral reefs and ocean mammals and was named one of the 2019 *Conscious Company's* 35 World Changing Women.

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