



FOR IMMEDIATE RELEASE
January 17, 2019

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GODDESS GARDEN ORGANICS LAUNCHES MINERAL-BASED TINTED FACIAL MOISTURIZERS

Following the success of the top seller, Face the Day, a three-in-one moisturizer, firmer and primer with SPF 30, Goddess Garden introduces four new tinted moisturizers.

Boulder, CO (January 17, 2019) – Goddess Garden, a brand known for their reef-safe mineral sunscreen and natural skincare line, extends their successful Daily Facial Routine with the introduction of four new tinted moisturizers. Since launching the well-received line of vegan skincare products in 2016, the company began developing Tinted Face the Day SPF 30 Moisturizer & Firming Primer, an intuitive spinoff that provides light, natural coverage while bringing daily mineral protection to a broader audience.

“Minerals protect by reflecting and bouncing the sun’s rays off your skin like little mirrors,” said Goddess Garden Founder and CEO Nova Covington. “We know mineral sunscreens are better for your health and the environment, but they can sometimes be a little whitening as they reflect UV rays,” she explained. “The tinted moisturizer counteracts the reflective sheen of titanium, while adding light coverage. These new products provide more options for women looking for plant-powered skincare and help make daily sun protection simple.”

The addition of Tinted Face the Day specifically reflects the success of the Daily Facial line’s best seller, Face the Day SPF 30 Moisturizer & Firming Primer, which won *Delicious Living Magazine’s* Beauty and Body Award for Best Suncare in 2016. This unique product protects, nourishes and firms the skin. It’s positive reception inspired Goddess Garden to take the three-in-one product even further.

Using reef-safe titanium dioxide, Tinted Face the Day offers broad-spectrum coverage. Additionally, another mineral, iron oxide, is used to create the perfect color in each of the four shades. Iron’s naturally occurring pigment provides an understated, color-adaptive tint that subtly evens complexion while celebrating a natural look. The light formula offers a weightless alternative to foundations or heavy BB creams.

Like all of Goddess Garden’s products, Tinted Face the Day boasts a formula that’s free from parabens, phthalates and synthetic fragrances, making it a winning option for those with sensitive skin. It’s also packed with the same organic botanical ingredients that power the original moisturizer, using chicory root to immediately firm, lift fine lines and boost long-term collagen production as well as rosemary, evening primrose and aloe vera to hydrate, tone and soothe. It’s also water-resistant for up to 80 minutes, so it won’t streak if the face is exposed to water.

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Tinted Face the Day emerges amidst a flurry of innovation from Goddess Garden, whose new formulations are slated to land in stores and online at GoddessGarden.com in January 2019. Through these updates, the company will bring new products and improved formulas to the growing numbers of consumers looking for easy ways to minimize their exposure to chemicals.

Goddess Garden's Daily Facial Care line was designed to be clean, highly effective and easy to incorporate into a simple daily beauty routine. In addition to the four new mineral-based tinted moisturizers, other products in the line include:

- **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 & Firming Primer** 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** draws out impurities and gently yet thoroughly removes tough mineral sunscreens and makeup. It also balances, tones and helps the skin maintain hydration.
- **Day Undone Softening Night Serum** is a silky evening 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. Tinted Face the Day will be available at natural and conventional retailers nationwide starting in January 2019 and will retail for \$18.99.

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The Roots of Goddess Garden:

Goddess Garden CEO and Founder Nova Covington developed safe skincare and sun care 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 in 2019. Now carried in over 25,000 stores including Whole Foods, CVS, Walgreens, Wegmans, REI, Sprouts Farmers Market, Bed, Bath & Beyond and many other retailers 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.