



ELEMENTAL HERBS

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All Good Goop Named “Best Bathroom Staple” in Delicious Living Magazine’s 2016 Beauty & Body Awards

Morro Bay, CA (February 16, 2016)— [All Good](#), makers of organic skincare and healing products, has been awarded “Best Bathroom Staple” for their [All Good Goop](#) in Delicious Living Magazine’s 2016 Beauty & Body Awards. A trusted health and wellness resource for more than 30 years, *Delicious Living* initiated these awards seven years ago to educate consumers on the claims and benefits of natural beauty and body care in a market increasingly saturated with new products and—and often conflicting—natural and green claims.

“We are very excited to receive this recognition,” said All Good Founder Caroline Duell. “To create our All Good Goop, we use the calendula grown on the All Good organic farm and blend it with herbs, olive oil, beeswax and vitamin E to make the ultimate healing balm.”

All Good Goop is strong enough for a climber’s raw knuckles and gentle enough for a baby’s bottom. It is organic, all-natural, petroleum-free and helpful for cuts, scrapes, bites, minor burns, dry and irritated skin, chapped lips, diaper rash, cracked heels and more.

The calendula used in the Goop is grown with seeds that have been saved for two decades. It is hand harvested and solar dried for maximum content of medicinal oil. It is blended with dried organic comfrey, lavender, plantain and yarrow. The herbs are infused into organic extra virgin olive oil and mixed with beeswax and vitamin E. Organic lavender essential oil is added for long lasting aromatic benefits. Each jar is hand-poured at All Good’s community solar-powered kitchen in Morro Bay, CA.



“The natural beauty industry never ceases to impress,” said Jessica Rubino, beauty editor of *Delicious Living* magazine, part of [New Hope Natural Media](#). “Year after year, companies are raising the bar to deliver safe and effective options that take nontoxic personal care from a niche category to a natural choice that is totally aligned with our readers’ lifestyles.” To determine the winners, *Delicious Living*’s editorial team called on readers and industry experts to nominate brands and products for consideration. More than 300 products were tested and judged based on efficacy, ingredients, and social and sustainability efforts, but only 27 were tapped as winners within their categories.

To learn more about All Good and their products, visit www.AllGoodProducts.com. To see the full line-up of *Delicious Living* Magazine’s 2016 Beauty & Body Award winners, pick up the March issue on newsstands this week.

About All Good

Founded in 2008, All Good by Elemental Herbs offers a collection of all-natural skincare products made from simple plant-based ingredients. From chemical-free zinc sunscreens and sore muscle recovery spray to silky smooth lip balms, lotions and coconut oils, All Good supports an active, healthy lifestyle with their organically grown formulas. Located in Morro Bay, CA, All Good is dedicated to social and environmental responsibility, is a B Corporation and member of 1% for the Planet. All Good endorses campaigns for safe cosmetics by testing its products on humans rather than animals. Available online and in 3,000+ retailers nationwide including health food stores, outdoor sports shops and high-end gift shops.