



 ELEMENTAL HERBS

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All Good by Elemental Herbs Partners with Groundswell PR

Morro Bay, CA (May 6, 2015)- Elemental Herbs—maker of All Good organic personal care products—announced its new partnership with Groundswell Public Relations. Groundswell will strategically drive awareness of the B-Corporations’ award-winning, eco-friendly All Good skincare and personal care products to a myriad of editorial and influential media channels.

“We are excited to be partnering with a firm that truly understands our mission, values and culture,” said Elemental Herbs founder Caroline Duell.

Groundswell PR brings over 20 years of active lifestyle public relations experience to the table, representing a variety of clients in the outdoor, action sports, food, and natural products industries. Groundswell PR will increase media visibility for the All Good healthy-life line of products including chemical-free zinc sunscreens, sore muscle recovery sprays, healing and lip balms, hand sanitizers, lotions, and coconut oils.

“We’ve been using Elemental Herbs’ All Good products for years and can’t wait to spread the word about why we love them so much,” said Groundswell PR partner Caroline Kelm. “We look forward to sharing their inspiring story with the media, influencers and active end users, while conveying their message of sustainability and environmental responsibility.”

Elemental Herbs began in 2006 with the All Good Goop healing balm. They now offer a diverse line of organically grown, plant-based formulas that smell good, feel good, and are practical and useful for everyday needs. The company’s products range from lip care and lotions, to pain relief and sun protection, and always stay true to the company’s roots by putting the planet first.

To learn more about company products, news, athletes, and happenings, visit www.ElementalHerbs.com

About Elemental Herbs

Located in Morro Bay, CA, and founded in 2006, Elemental Herbs® inspires people to live in balance with nature by offering All Good sun, body, kids and beauty products made from simple ingredients, including organic healing herbs and oils. Created with the intention that All Good makes everything better™, the line includes All Good Goop™ healing balm, All Good lip balms, All Good Sunscreens and more. As a B Corporation dedicated to social and environmental responsibility, Elemental Herbs is also a member of 1% for the Planet and the Green America Business Network. It endorses the campaign for safe cosmetics by testing its products on humans rather than animals. The products are available online and at 2,000+ retailers nationwide, including health food stores, outdoor sports shops and high-end gift shops.

www.elementalherbs.com

About Groundswell PR

With over 20 years of collective active lifestyle public relations and marketing experience, Groundswell PR specializes in maximizing media, consumer and industry exposure for companies, destinations, and organizations looking to increase sales and capture new and exciting audiences. Groundswell’s extensive mix of marketing services combine authentic branding and communication methods with a lifetime of real experiences deeply rooted in the outdoor, action sports, food and natural products industries. For more information, visit www.GroundswellPR.com