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All Good Continues Growth and Hires New Sales Director

Morro Bay, CA (January 21, 2016)— [All Good](#), makers of organic skincare and healing products, has announced the addition of Sales Director Karin Wulff. Bringing 18 years of natural product sales experience to the All Good team, Wulff’s responsibilities as Sales Director include increased focus, reach and sales in the natural and outdoor markets, while exploring new channels to break into across the United States.

“Karin brings a diverse background in retail and natural product sales to All Good that are ideal for our next chapter of growth,” said All Good VP of Sales and Marketing, Ryan Rich. “With plans for new product launches and an expanded geographical reach, the timing couldn’t be better for her to join our team.”

Wulff will manage multiple brokerages and accounts on the East Coast, focusing on increased sell-through and void fills in existing accounts, while procuring new key accounts to increase All Good’s sales and brand recognition across the country. Wulff will also assist in the brand’s efforts to streamline current policies and existing business.

“I’m so happy to call All Good home as their new Sales Director,” says Wulff. “I’m excited to work for a company that creates great products, and has a strong commitment to environmental sustainability and social responsibility.”

Prior to joining the All Good family, Wulff served as the East Coast Regional Sales Manager at Lifefactory, as well as a nutrition specialist for Whole Foods. Her extensive knowledge of nutrition and her passion for healthy living perpetuates All Good’s mantra of inspiring people to live in balance with nature with products that work well and feel great.

To learn more about All Good and their products, visit www.elementalherbs.com.

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.

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