



ELEMENTAL HERBS

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### What Goes On...Goes In: All Good Debuts New Line of Natural Deodorants at Expo West

**Morro Bay, CA (March 7, 2016)**— [All Good](#), makers of organic skincare and healing products, is debuting their new natural deodorant line at Expo West, March 11-13, in booth #3412.

Natural deodorants don't typically have a reputation for being effective, but after months of testing, All Good has developed a chemical-free deodorant that actually performs in a variety of active conditions and temperatures while not compromising their commitment to use all good ingredients, always. All Good deodorants are formulated with naturally occurring enzymes and essential oils to fight odor causing bacteria and arrowroot powder to absorb moisture, keeping underarms dry.

"What sets us apart is our Non-GMO sugarcane based propanediol while most in the industry use a corn based propanediol that is sourced from GMO corn," said All Good VP of Sales and Marketing, Ryan Rich. "Propanediol increases the viscosity of our deodorants, making for smooth application while acting as a preservative booster. We do not use any ingredients made by genetic engineering or derived from GMO agriculture."

And agriculture they know. All Good grows, dries and harvests their own certified organic calendula on their farm on the central coast of California. They use calendula in the new deodorants for its antibacterial and soothing properties. Other ingredients include organic aloe vera leaf for moisturizing and anti-irritant for the skin, and saccharomyces/ferment filtrate, naturally occurring live enzymes that break down sweat molecules and effectively fight both odor and wetness.

What's missing in the All Good deodorants are harmful ingredients found in most drugstore brands like aluminum, parabens, propylene glycol, phthalates, synthetic fragrances, and more. All Good deodorants are available in four scents (made with organic essential oils) and include Unscented, Tea Tree and Basil, Cedarwood and Spruce and Rose Geranium and Jasmine.

"These new deodorants are a reflection of the due diligence and authenticity of our brand," said All Good Founder and President, Caroline Duell. "We take the time to pay attention to where we source our ingredients, which match our core values of never hiding anything from our consumers."



To learn more about All Good and their products, visit [www.AllGoodProducts.com](http://www.AllGoodProducts.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.