



 ELEMENTAL HERBS

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All Good Introduces Two New Sun Protection Formulas Proving That Less is More

Morro Bay, CA (July 30, 2015) Elemental Herbs—maker of [All Good](#) organic skincare and healing products— is debuting two new organic sun protection formulas to their collection, the All Good Sunscreen Butter SPF 50+ and the All Good Lips SPF 15 Lip Balms at the Outdoor Retailer Summer Market, booth #BR414. Both products highlight All Good’s mantra that less is more when it comes to formulating the healthiest and most environmentally friendly skincare products in the world.

Taking a minimalist and always non-chemical approach to formulating healthy and coral reef friendly sunscreens, All Good eliminated non-essential ingredients and packaged All Good Sunscreen Butter SPF 50+ in 100% recyclable tin canisters. Easy to apply, the new formula is designed for ultimate facial protection in extreme environments, while going on smooth and rubbing in clear. Made with only five ingredients, Zinc Oxide being the most active, the All Good Sunscreen Butter SPF 50+ is very water resistant and ideal for athletes at elevation or kids at play. Organic Coconut and Jojoba Oils offer maximum moisturizing properties, Vitamin E protects the skin, and beeswax adds stability and a nice consistency. All Good Sunscreen Butter SPF 50+ will be available to retailers on September 15, 2015, and samples will be available at the Outdoor Retailer Summer Market, August 5 – 8, 2015.

“Elemental Herbs is continuously working to create minimalist organic formulas that offer the best sun protection on the market while being as user friendly, healthy and environmentally conscious as possible,” said Caroline Duell, founder of All Good by Elemental Herbs. “We were able to make All Good Sunscreen Butter SPF 50+ very water resistant and easier to apply while increasing its sun protection properties.”

Additionally, the wide tin canisters offer easy access to the product while being 100% recyclable. “It’s beyond time we find environmentally-friendly packaging alternatives and we hope this will be a continued long line of non-plastic offerings,” said Duell.

All Good will also introduce new All Good Lips SPF 15 formula lip balms. “We have been working hard to create a zinc only lip balm formula that goes on clear and as smoothly as our certified organic version, and we’ve finally done it,” adds Duell. The All Good SPF 15 formulas will replace the SPF 12’s across the board in all three flavors (Original, Spearmint and Tangerine) plus the addition of a new flavor, Chai. All Good Lips SPF 15 is made from an infusion of whole herbs that all have medicinal properties, including certified organic calendula from All Good’s own Four Elements Organics farm.

All Good will also introduce a new Coconut flavor of their popular Certified Organic Original Lip Balm, available for sale on October 1, 2015, and will continue to produce their All Good SPF 20 Lip Balms in Coconut and Unscented.

About Elemental Herbs

Founded in 2006, 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 by Elemental Herbs is a B Corporation and member of 1% for the Planet. Dedicated to social and environmental responsibility, Elemental Herbs endorses campaigns for safe cosmetics by testing its products on humans rather than animals. Available online and in 2,000+ retailers nationwide including health food stores, outdoor sports shops and high-end gift shops. Learn more about All Good by Elemental Herbs at www.elementalherbs.com, and follow on [Facebook](#) and [Twitter](#).

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