



 ELEMENTAL HERBS

All Good Supports Protect Our Winters Through Black Friday and Cyber Monday Sale

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Morro Bay, CA (November 21, 2016)—[All Good](#)—makers of organic skincare, healing and sun protection products—will be making a donation of online sales to 1% For the Planet, an organization that supports and activates an alliance of businesses financially committed to creating a healthy planet. Beginning Black Friday, November 25th and continuing through Cyber Monday, November 28th, online consumers will have the opportunity to enjoy a buy one, get one free sale on AllGoodProducts.com.

Through its membership with [1% For the Planet](#), All Good will be contributing 10 percent of all revenue during the four-day sale event to [Protect Our Winters](#) (POW), a non-profit organization dedicated to leading the fight against climate change. The promotion will allow shoppers' dollars to go further by helping to fund the non-profit's current initiatives. Consumers will also have an opportunity to make an [additional donation](#) to POW when checking out online.

"Through our partnership with 1% For the Planet and POW, we enable our consumers to vote with their dollars," says All Good Founder and President Caroline Duell. "It is an honor to support organizations like these and the incredibly important work they do. Every product we sell improves their ability to act on behalf of the planet, and keeps us rooted in our vision to inspire people to live in balance with nature."

Protect Our Winters works to mobilize the outdoor sports community to lead the charge towards positive climate action, by focusing on educational initiatives, political advocacy and community-based activism. POW currently reports that the past decade has been the warmest on record, with 2016 shaping up to be the warmest year yet.

"We are excited to partner with All Good as their products not only protect us from the elements, but they share our mission to protect the earth against climate change," says Protect Our Winters Executive Director Chris Steinkamp. "By donating 10 percent of profits to advocating for environmental and social issues, All Good is an amazing example of how businesses can still profit while protecting the environment."

"1% for the Planet connects dollars and doers to accelerate smart environmental giving for the planet," says 1% For the Planet CEO Kate Williams. "Our member companies work closely with their nonprofit partners to create positive impacts for the planet and amazing stories that showcase the power and possibility of taking action."

In addition to 1% For the Planet and POW, All Good helps support additional meaningful organizations including the Conservation Alliance, Winter Wonderlands Alliance, United Plant Savers, Rainforest Action Network, Outside Now and more. As a certified B Corporation, the brand challenges itself to live and do business by the triple bottom line values everyday.

About All Good

Founded in 2006, [All Good](#) offers a collection of all-natural skincare products made from simple plant-based ingredients. From coral reef safe zinc sunscreens and chemical-free 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 a certified [B Corporation](#) and member of [1% for the Planet](#). Dedicated to social and environmental responsibility, All Good endorses the [Campaign 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. Learn more about All Good at www.AllGoodProducts.com and follow on [Facebook](#), [Twitter](#) and [Instagram](#).