

**FOR IMMEDIATE RELEASE**

## **Elemental Herbs® Keeps You Covered With Organic, Herbal-Based Zinc Sunscreens**

MORRO BAY, CA (January 13, 2010) – Considering that our skin is our largest organ, what we slather on it every day counts, especially when having fun in the sun. Elemental Herbs, manufacturer of organic herbal-based formulas that are as healing for humans as they are for the planet, introduces **Sunscreen Sport™**, a **chemical-free, zinc oxide sunscreen** offering broad UVA/UVB protection. Sunscreen Sport is available in Sport SPF 20 and Tinted SPF 22, **and also comes in a children’s formula - Kids SPF 20.**



**It is the only fair-trade, organic, herbal-based sunscreen incorporating organic whole herbs**, including antioxidant-rich certified organic green tea leaves and certified organic rose hips, which help rejuvenate the skin and offer protection from sun damage. Green tea leaves have been used for thousands of years as a preventative agent against skin cancer, while rose hips are full of vitamin C, which helps prevent harm from UVA rays. Sunscreen Sport and Kids also blend in skin-nourishing extra virgin olive oil, Shea butter, vitamin E and jojoba oil, among other organic ingredients.

Along with athlete testing team members around the globe in high elevation and tropical locations (including extreme skier Alison Gannett; telemark skier Leslie Ross and adventurer and writer Jonathan Waterman), 12-year-old mountaineer Jordan Romero and his family used the formula exclusively for a month while climbing on the harsh glacier of Mt. Denali in Alaska.

Said Romero, “Because I was in the sun practically around the clock, I used Elemental Herbs Sunscreen Sport everyday, up to twice a day, as it lasts so long. After a month, my face barely looked like I was exposed to any sun, and obviously I didn’t even come close to burning! Plus, it never got in my eyes when I sweated. It’s the best!”

Offering a smooth application and a non-greasy feel, the biodegradable sunscreens come in long-lasting one-ounce (MSRP \$8.99) or three-ounce tubes (MSRP \$19.39), as product simply needs to be dabbed on. **Each formula contains 25 percent (non-nanoparticle) zinc, providing a comprehensive natural sunscreen on par with any SPF:**

- **TINTED SPF 22-** Ideal for those who prefer using a natural zinc sunscreen that blends with one’s skin tone. “This version is for the ultra gringo – it’s so great for fair skin!” said Duell.
- **SPORT SPF 20-** The only sunscreen exclusively used and tested by Elemental Herbs’ athlete teams in extreme sun conditions. Exclaimed Duell, “Our athlete teams were amazed by its performance.”
- **KIDS SPF 20:** The formula is safe for babies.

Elemental Herbs’ Sunscreens are available at retailers nationwide or at [www.elementalherbs.com](http://www.elementalherbs.com).

Located in Morro Bay, CA and founded in November 2005, Elemental Herbs inspires people to live in balance with nature by offering organic herbal-based healing formulas including All Good Goop™ healing balm, All Good Lips™ lip balms, Herbal Cool™ pain relief spray and Sunscreen Sport™.

The products are currently available at 300 retailers nationwide, including health food stores, outdoor sports shops and high-end gift shops. The company donates one percent of its revenues to environmental organizations through 1% for the Planet and tests only on humans. For more information, visit the website at [www.elementalherbs.com](http://www.elementalherbs.com); or contact Caroline Duell at [caroline@elementalherbs.com](mailto:caroline@elementalherbs.com); (805) 464-0464. For more details, images or samples, media may contact Holly Padove at [holly@thepressroom.com](mailto:holly@thepressroom.com); (805) 773-1000.