

FOR IMMEDIATE RELEASE

Elemental Herbs Receives “B Corporation” Status For Its Social and Environmental Responsibility

MORRO BAY, CA (February 18, 2010) - While many companies are jumping on the “green” bandwagon without fully supporting their commitment, Elemental Herbs, *manufacturer of organic healing balms and formulas*, actually walks their talk every step of the way. With a focus on sustainability, Elemental Herbs recently earned B Corporation Certification from B Labs, a non-profit organization dedicated to creating a new “eco” sector of the economy.

B Corporations harness the power of business to solve social and environmental problems, bringing social responsibility and environmental integrity under a uniform structure. Like the other 260 B Corporation companies, Elemental Herbs had to meet a high standard of social and environmental accountability in order to achieve B Corp status.

“Elemental Herbs is clearly dedicated to positive social change, distinguishing itself from other companies with its exemplary practices,” said Bart Houlahan, B-Lab co-founder.

“Becoming a B Corp only deepens our mission to inspire people to live in balance with nature,” added Caroline Duell, president and founder of Elemental Herbs. “Elemental Herbs is a tribute to this inherent connection between wilderness and wellness, and, as a company, we evaluate our progress through social, environmental and economic measures.”

Founded in 2005, Elemental Herbs is headquartered on the Central Coast of California, on an organic farm/permaculture center that Duell and her land partners restored from a junkyard. Company employees benefit from the farm’s fresh fruit and veggies, and are encouraged to sit in on the occasional onsite sustainable design classes.

In addition its B Corporation status, Elemental Herbs is a member of 1% Percent for the Planet and Green America Business Network and endorses the campaign for safe cosmetics by testing its products on humans rather than on animals. The company partners with like-minded businesses such as Patagonia Footwear to further the movement of market-driven environmentalism.

Elemental Herbs’ vehicles run on bio-diesel; product packaging is always recyclable and recycled when possible; ingredients are organically grown and/or sustainably sourced; and marketing materials are always printed on post-consumer recycled paper. A supply chain/carbon audit is in process for each product, and research is being conducted for cutting-edge eco-packaging. The company even sponsors a team of Activist Athletes.

The sponsorship program focuses on athletes that not only excel in a human-powered sport, but also dedicate themselves to environmental and social causes. Current team members include Jonathan Waterman, author, adventurer and imperative voice for specific fragile ecosystems; Alison Gannet, world champion freeskiier and climate disruption



Caroline Duell (far left) and her crew

warrior; Leslie Ross, champion telemark skier and inspirational leader for women in the backcountry; and Jordan Romero, young world record mountaineer and community educator.

Elemental Herbs organic herbal-based healing formulas include All Good Goop™ healing balm, All Good Lips™ lip balms, Herbal Cool™ pain relief spray and Sunscreen Sport™ zinc-based sunscreens. The lip balms are also available for private label.

The products are currently available online and at 400+ retailers nationwide, including health food stores, outdoor sports shops and high-end gift shops. For more information, visit the website at www.elementalherbs.com; or contact Caroline Duell at caroline@elementalherbs.com; (805) 464-0464. For more details, images or samples, media may contact Holly Padove at holly@thepressroom.com; (805) 773-1000.