

FOR IMMEDIATE RELEASE

Elemental Herbs “All Good Lips” Lip Balms Feature All Good Ingredients For Healthy, Kissable Summer Lips

MORRO BAY, CA (March 19, 2010) – [Elemental Herbs’](#) commitment to beneficial ingredients in its line of healing products is more than just lip service. “[All Good Lips™](#)” SPF organic lip balm is now all the more natural with the ingredient oxybenzone removed from the formula.

“We stand by our intention to use the safest ingredients for both people and planet – our customers know that they can count on us for this,” said Caroline Duell, president of Elemental Herbs.

With an SPF of 12, the formula provides unsurpassed moisturizing and healing benefits, along with more than 90 percent coverage from the sun’s harmful rays.

One of the few lip balms including certified organic and natural ingredients, All Good Lips SPF formulas are offered in original, sweet tangerine and cool spearmint flavors, and in a non-SPF moisturizing-only formula. Ingredients include 100 percent botanical essential oils, organic infused dried medicinal herbs, organic extra virgin olive oil and pure beeswax. Individual lip balms retail for \$3.50 each at retailers nationwide or at www.elementalherbs.com.

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 products are currently available online and at 400+ 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; 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.

