

| FOR IMMEDIATE RELEASE

## Elemental Herbs Has Jordan Romero's Back During Everest Climb

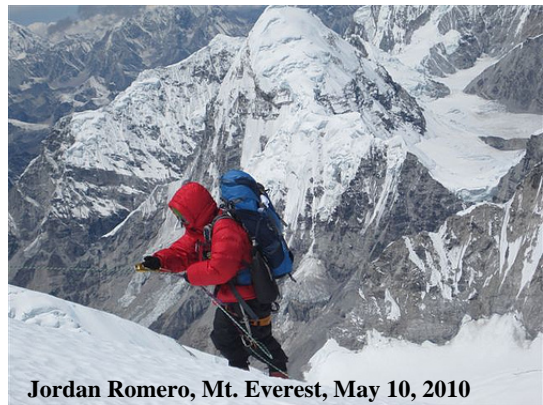
MORRO BAY, CA (May 10, 2010) - Jordan Romero, a thirteen-year-old adventurer from Big Bear, CA, is about to become the youngest person to ever summit Mount Everest in Nepal at 29,028 feet.

Challenged by high altitude and extreme weather conditions, Romero and his team (father and stepmother) are well protected from the elements with healing products from Elemental Herbs, one of his sponsors.

"We are living and dying by Elemental Herbs up here on Everest. Not only is the sun harsh and we are using the sunscreen every day, the air is so dry, we use the All Good Goop and All Good Lips many, many times every day," emailed Romero from his advanced base camp at 21,000 feet, where he is waiting out the weather before attempting the summit.

"The other day, we thought we lost our jar of All Good Goop and there was a little panic through our camp until we found it. It keeps our noses from drying out and bleeding. If we lose the All Good Goop, we'll go back down to base camp to get more before we head up the mountain."

Romero has already climbed five of the seven highest peaks on seven continents, known as the Seven Summits. Everest will be sixth on his quest to conquer all seven, followed by the final peak, Vinson Massif in Antarctica, currently planned for December 2010. Jordan first decided to climb the Seven Summits when he was just nine years old, after seeing a mural of the peaks. He hopes that his climbs inspire kids to become more active in the great outdoors.



Jordan Romero, Mt. Everest, May 10, 2010

Romero's essential Elemental Herbs products include:



**All Good Goop**, literally “all good” for every skin condition (as Romero experienced), includes botanicals known for centuries for their healing properties. MSRP- \$ 8.50 for one-ounce and \$13.50 for two-ounce jars.

**Sunscreen Sport™**, a chemical-free, zinc oxide sunscreen, offers broad UVA/UVB protection, available in Sport SPF 20, Tinted SPF 22 and Kids SPF 20. MSRP- \$8.99 for one-ounce and \$19.39 for three-ounce bottles.

**All Good Lips** organic lip balm is infused with organic healing herbs and essential oils. With an SPF of 12, the formula provides more than 90 percent coverage from the sun's harmful rays. Available in original, sweet tangerine and cool spearmint flavors. MSRP: \$3.50

**Herbal Cool** provides immediate relief for a climber's aches and pains. The 100 percent natural, herbal-based pain-relief spray goes on cool and warms up fast with ingredients including wildcrafted herbs and menthol. MSRP: \$12.49 for two-ounce and \$20.49 for four-ounce spray bottles.

For more details on Elemental Herbs, please visit [www.elementalherbs.com](http://www.elementalherbs.com). Editors interested in receiving more information, images or samples, may contact [lindsey@thepressroom.com](mailto:lindsey@thepressroom.com) or call (805)773-1000. For more details on Romero's climb go to [www.jordanromero.com](http://www.jordanromero.com).

