

Agency Contact: Holly Padove (805) 773-1000; holly@thepressroom.com
Client Contact: Caroline Duell (805) 464-0464; caroline@elementalherbs.com

FOR IMMEDIATE RELEASE

New Elemental Herbs Website Authentically Connects Visitors with Natural Healing Products *25 percent discount for all customers ordering from website through May 31*

MORRO BAY, CA (May 24, 2010) - Elemental Herbs, a manufacturer of nature-based healing products, creates an elemental online presence with a dynamic new website, www.elementalherbs.com. **In kicking off the new site, the company will offer 25 percent off ALL [products](#) through May 31.**

The website embodies Elemental Herbs' roots in sustainability and natural healing products that are good for both people and planet, and authentically connects with customers who strive for a healthy, active lifestyle.

"We've built a community of activist athletes and loyal customers who use our products, and the website really showcases this through its look and feel," said Caroline Duell, president and founder of



Elemental Herbs. "The photos on the home page, for example, aren't just stock photos, but real people who belong to the Elemental Herbs community and are participating in activities that they are passionate about."

The comprehensive site branches into easy-to-navigate sections that together offer a holistic picture of the company, including: the organic, all-natural products available for purchase through the site or retailers by region; the company's activist athletes, their

Pictured on the home page is Elemental Herbs' activist athlete Jordan Romero. 13-year-old Romero became the youngest climber to summit Mount Everest on May 21, 2010.

environmental and social causes and favorite products; environmental advocacy and organizations; background information; details on the company's successful private labeling program, and much more.

"The new site is important for us, as it's not just about our products, but a portal for people to learn about our involvement with activist athletes and important organizations like 1% for the Planet and B Corporation," explained Duell.

Located in Morro Bay, CA and founded by Duell 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 online and at 400+ retailers nationwide, including health food stores, outdoor sports shops and high-end gift shops. As a B Corporation Certified Company, Elemental Herbs 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.