

**Outdoor Retailer, Booth BR417**

FOR IMMEDIATE RELEASE

## **Elemental Herbs® Covers the Outdoor Market With New Organic Face Stick Sunscreen at Outdoor Retailer**

MORRO BAY, CA (June 25, 2010) – Elemental Herbs, **manufacturer of organic, nature based healing products**, branches out for spring 2011 with a new product that makes the outdoors even more inviting, an all-natural, zinc facial sunscreen in a convenient stick applicator.

The Elemental Herbs **Face Stick Sunscreen SPF 30** is **zinc-based and packed with certified organic oils** in an easy-to-apply applicator. Tested and approved by professional surfers, the Face Stick formula is **chemical-free and coral reef safe**.

Elemental Herbs also offers private labeling for its line of organic lip balms. The lip balms are ideal for manufacturers spanning a wide range of industries who value having their branding on environmentally-friendly, organic lip products, without the associated manufacturing hassles. Current private label customers include Patagonia Footwear, Teva, National Outdoor Leadership School, and the Sacramento Kings.



The new Elemental Herbs Face Stick Sunscreen can be seen at the Outdoor Retailer Show, Booth BR417, on August 3-6 2010 in Salt Lake City, Utah, along with Elemental Herbs' complete line of zinc-based sunscreens, organic lip balms, natural pain relief spray and "All Good Goop."

Activist athletes will also make appearances at the company's booth, including the youngest person ever to summit Everest (May 2010), 13-year-old Jordan Romero, and World Champion extreme freeskier Alison Gannett (days and times TBD).

Located in Morro Bay, CA and founded by Caroline 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. Elemental Herbs recently received B Corporation status for its dedication to social and environmental responsibility. The company is also 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.

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.