

**FOR IMMEDIATE RELEASE**

**Elemental Herbs® Keeps You Covered With Organic, Herbal-Based Zinc Sunscreens**  
*Available in Northern California Stores including Whole Foods, New Leaf, Oliver's Market and Mollie Stone's*

MORRO BAY, CA (June 10, 2010) – Considering that our skin is our largest organ, what we slather on it every day counts, especially when having fun in the sun. Elemental Herbs, manufacturer of organic, nature-based healing products, introduces **Sunscreen Sport™, a chemical-free, zinc oxide sunscreen** offering broad UVA/UVB protection, available in Sport SPF 20, Tinted SPF 22, and Kids SPF 20.



**Zinc Oxide is one of the only single sunscreen ingredients to protect against both UVA and UVB rays, providing the broadest UV protective spectrum, plus, it's natural.**

“Chemical-free zinc sunscreen is a natural alternative to the harsh ingredients found in other sunscreens,” says Caroline Duell, president of [Elemental Herbs](http://www.elementalherbs.com). “Rather than converting UV energy into cancer causing free radicals, zinc oxide turns it into undisruptive heat. It’s safer for both children and adults and it doesn’t destroy coral reefs, which is a devastating global problem.”

**Sunscreen Sport is the only fair-trade, organic, herbal-based sunscreen incorporating organic whole herbs**, including antioxidant-rich certified organic green tea leaves and rose hips, along with extra virgin olive oil, Shea butter, vitamin E and jojoba oil.

The easily applied, non-greasy biodegradable sunscreens come in long-lasting (a little goes a long way) one-ounce (MSRP \$8.99) or three-ounce tubes (MSRP \$19.39). Each formula contains 25 percent (non-nanoparticle) zinc, providing a comprehensive natural sunscreen.

Elemental Herbs’ Sunscreens are available at the following retailers in Northern California or at [www.elementalherbs.com](http://www.elementalherbs.com):

- Whole Foods Market (28 Northern California locations)
- Mollie Stone’s Markets (Eight Northern California locations)
- New Leaf Community Market (Santa Cruz)
- Oliver’s Market (Three Sonoma County locations)

Located in Morro Bay, CA and founded in 2005, Elemental Herbs offers 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 available online and at 400+ retailers nationwide, including health food stores, outdoor sports shops and 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 [www.elementalherbs.com](http://www.elementalherbs.com); or contact [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.