



Agency Contact: Holly Padove (805) 773-1000; holly@thepressroom.com  
Client Contact: Caroline Duell (877) 239-4667; caroline@elementalherbs.com  
Outdoor Retailer Booth: ##BR 415

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## **Elemental Herbs® Introduces SPF-18 Tinted Lip Balms for Active Women** *Mineral Hues Combine with Organic Herbal Formula in New Natural "Beauty" Balms*

Morro Bay, CA (June 19, 2012) – [Elemental Herbs](http://www.elementalherbs.com), maker of organic herbal-based sunscreens and healing formulas, gives active, adventurous women something to *smack* about with their **fresh-for-2012 All Good Lips™ Tinted Lip Balm** line to be introduced at the **Outdoor Retailer show, August 2 - 5, 2012, booth #BR 415.**

Infusing the popular original All Good Lips lip balm formula with a colorful, nature-inspired makeover especially for “wilderness princesses,” the Tinted Lip Balm line offers a spectrum of six, 100 percent mineral-tinted shades. The tints span from a refreshing, near-sheer gloss to a powerful pop of bright red, with names to match their outdoorsy muses (and to honor wild places): Pacific Mist, Alpine Pink, Barnabe Rose, Maroon Creek, Red Rock and Copper Canyon.

Regardless of individual color, the line features SPF 18 coverage via pure, zinc oxide, for safe sun protection and an 80 percent organic, carmine-free formula including certified organic: calendula, comfrey, lavender, plantain, yarrow, extra virgin olive oil, beeswax, mica, and essential oil of peppermint.

“The Tinted Lip Balms were designed to honor a woman’s inherent beauty, strength and love for adventure,” says Elemental Herbs founder Caroline Duell. “They’re feminine and fashionable, yet strong with healing organic herbs and oils to naturally protect against the elements as she plays her heart out, outdoors.”

All Good Lips Tinted Lip Balms, MSRP \$4.99, will be available for purchase beginning July 2012. The Elemental Herbs line can be found online as well as at 500+ retailers nationwide including health food stores, outdoor sports shops and high-end gift shops.

Elemental Herbs is located in Morro Bay, CA, and was founded by Caroline Duell in 2005. Elemental Herbs, a B Corporation dedicated to social and environmental responsibility is also a member of 1% for the Planet and the Green America Business Network. The company endorses the campaign for safe cosmetics, and ensures that its products are tested on humans rather than on animals. [www.elementalherbs.com](http://www.elementalherbs.com) For more details, images or samples, media may contact Courtney at [courtney@thepressroom.com](mailto:courtney@thepressroom.com) or Holly at [holly@thepressroom.com](mailto:holly@thepressroom.com); (805) 773-1000.

