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## Color Summer Lips with Elemental Herbs® *New SPF-18 Tinted Lip Balms* *Carmine-Free, Mineral-Based, SPF-18 Herbal Formula Protects with Style*

Morro Bay, CA (March 18, 2012) – [Elemental Herbs](http://ElementalHerbs.com), maker of organic, herbal-based sunscreens and healing formulas, quenches summer lips with a new line of all-natural women’s tinted lip balms. [All Good Lips™ Tinted Lip Balms](http://AllGoodLips.com) protect and enhance pouts with SPF-18 zinc-based coverage, plus carmine and gluten-free, 80 percent organic ingredients.

The Tinted Lip Balm line offers a spectrum of six, **100-percent mineral-tinted shades** with a refreshing peppermint taste, that span from a near-sheer gloss to a powerful pop of bright, red. Named after revered outdoor settings like “**Alpine Pink**,” “**Maroon Creek**,” “**Red Rock**,” and “**Copper Canyon**,” the balms support a woman's natural beauty from the office to the beach or exotic island adventure.

Beach lovers can sun safely with SPF 18 coverage via pure, zinc oxide, for safe sun protection, and an 80 percent organic 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 reinforced with sun protection and healing organic herbs and oils to naturally protect against the elements.”

All Good Lips Tinted Lip Balms, MSRP \$4.99, are available for purchase online as well at 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, and is currently available at 1000 + retailers across the U.S. 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 Chelsea at [Chelsea@thepressroom.com](mailto:Chelsea@thepressroom.com); (805) 773-1000.

