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FOR IMMEDIATE RELEASE

Elemental Herbs® Natural Kids Sunscreen Products Cover Summertime Fun

Keep Little Ones Protected with Effective, Organic Zinc-Based Sun Care Products



MORRO BAY, CA (March 19, 2013) - [Elemental Herbs](http://ElementalHerbs.com) keeps summer play safe with all-natural, zinc-based sunscreen products for kids that go on *smooth and clear*. Offering superior protection, along with organic healing herbs and oils, the formulas are ideal for the beach, the pool or active outdoor adventures with Mom and Dad.

Keeping children covered from head to tiny toes, **the broad UVA/UVB protection of Elemental Herbs [SPF 30+ Sunscreen Kids™](#) and [SPF 30 Sunstick™](#)** pack a punch with pure, non-nano zinc oxide as an active ingredient. Both biodegradable, coral reef-safe formulas are free of toxins and artificial ingredients and boast a [No. 1 Environmental Working Group rating](#).

Additional sun-soothing ingredients include certified organic green tea and rose hip antioxidants and grapeseed, jojoba, coconut and avocado oils.

Sunscreen Kids

A summer essential, **Elemental Herbs Sunscreen Kids** offers non-greasy, natural protection for the face and body. Perfect for park play dates or surf camp, the formula can be applied liberally with no white residue left behind. MSRP: \$15.99 (3-ounce tube)

Sunstick

One of the few mineral-only-based sunsticks available, **Elemental Herbs Sunstick** provides a mess-free application for the face, nose, ears and more. Ideal for wiggly kids and quick touch-ups, the Sunstick offers easy, “on-the-go” sun protection for families. MSRP: \$7.99 (0.6-ounce stick); Coconut or Unscented.



Located in Morro Bay, CA and founded by Caroline Duell in 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, Sunscreen Sport™ and Zinc Sunstick sunscreens.

The products are available online and at 800+ retailers nationwide, including health food stores, outdoor sports shops and high-end gift shops. 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 by testing its products on humans rather than on animals.

www.elementalherbs.com

For more details, images or samples, media may contact Chelsea at Chelsea@thepressroom.com; (805) 773-1000.

