

FOR IMMEDIATE RELEASE

Keep Skin Safe on the Slopes with Natural Zinc Sunscreens from Elemental Herbs® *Chemical-Free Sunblock Combats UV Exposure in Snowy Conditions*

MORRO BAY, CA (January 8, 2013) – Even during a winter chill, don't forget suncare, especially when enjoying snow sports in the great outdoors. According to the [Skin Cancer Foundation](#), skiers and snowboarders are at **increased risk for overexposure to the sun's ultraviolet (UV) radiation due to a combination of higher altitude and UV rays reflected by the snow.**

Stay protected on and off the slopes with [Elemental Herbs](#) natural sunscreen products – biodegradable, paraben-free formulas made with organic healing herbs and oils.

Boasting broad UVA/UVB protection, the company's SPF 30+ [Sunscreen Sport™](#) and SPF 30 [Sunstick™](#) products bring **pure, non-nano zinc oxide as an active ingredient in goes-on-clear formulas** that promise rosy winter complexions won't take on the white color of the surrounding conditions.

Snow enthusiasts will also love the products' **moisturizing and skin-saving ingredients – ideal for combatting harsh winter conditions** – including certified organic green tea and rose hip antioxidants and grapeseed, jojoba, coconut and avocado oils.

[Elemental Herbs Sunscreen Sport](#) offers non-greasy, natural protection for the face and body (MSRP: \$15.99 for a 3-ounce tube), while [Elemental Herbs Sunstick](#) offers **convenient, mess-free application and powerful protection** for the face, nose, ears and more, in a coconut or unscented formula (MSRP: \$7.99 for a 0.6-ounce stick).



And for natural lip protection, [Elemental Herbs All Good Lips™](#) healing organic lip balms are offered in **SPF 12 formulas** (MSRP: \$3.50) and in new [All Good Lips Tinted Lip Balm](#) SPF 18 varieties, available in six mineral-tinted shades (MSRP: \$4.99).

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 currently 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.

