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## TEENS TURNING GREEN LAUNCHES AT WHOLE FOODS MARKET®

*For the first time in history, an eco body care line for teens by teens. The next generation has the power to bring about change. Where better to start than one's own body?*

Sausalito, CA - Introducing Teens Turning Green, an unprecedented collection of eco body care products just for teens, sold exclusively at Whole Foods Market. A collaboration between inspiring green companies and Bay Area based non-profit Teens for Safe Cosmetics, Teens Turning Green will launch on the shelves of Whole Foods Market nationwide in late September.

Hand-selected by teens for safety, sustainability, and practicality, all products attain Whole Foods Market Premium Body Care Standard, the most comprehensive in retail. The nine products that will launch Teens Turning Green were vetted and chosen by campaign members over a year's time and incorporate how age, skin type, and environment affect teenage skin and bodies. "We asked each company to create distinctive products that would stand out," said Carly Wertheim of Teens for Safe Cosmetics. "Our products are formulated with the safest (Premium) ingredients and incorporate sustainable packaging with mindful business practices. These products are memorable with great scents and textures, but above all they *really* work."

Teens Turning Green features products from seven companies including four based in the Bay Area - Benedetta, Depth, EO Products, and Pomega5 - as well as Alaffia in Olympia, Washington, Astara in Phoenix, Arizona, and Terra Naturals in Toronto, Canada.

"Our goal is to affect change in a positive and collaborative way through partnerships with companies that are already doing right by our bodies and planet," says Erin Schrode, lead campaign spokeswoman. "When information is available and alternatives are accessible, people begin to think critically and that prompts change. If what you put on your body 24/7 could be potentially harmful, why do it?"

"This unprecedented line of products for teens ( that adults will love as well ) shows that you don't have to choose beauty over health," said Judi Shils, Director of Teens for Safe Cosmetics. This line will grow to encompass all aspects of an eco-conscious lifestyle, all that teens encounter 24/7; we hope that the Teens Turning Green collection will inspire teens to not only protect their health, but also sustain their world."

*We do not have to choose beauty over health. Teens Turning Green promotes a thoughtful mindset that values the earth and believes in future generations. It is about individual choices supported by collective efforts: one simple step towards a greener lifestyle. The paradigm can be shifted, but the choice must first be made to band together and think full circle.*

# TEENS TURNING GREEN PRODUCT LINEUP



## ALAFFIA MANGO BODY BUTTER

Alaffia's Mango Body Butter is a super hydrating, vacation-in-a-bottle-scented cream that leaves skin silky soft and glowing. An exotic blend of essential oils and plant extracts give this body lotion its tropically fruity scent. This Teens Turning Green favorite is formulated with a base of Fair Trade, Handcrafted shea butter and other antioxidant-rich indigenous plant oils. Using traditional non-chemical methods, Alaffia produces the cream in small batches at their facility in Olympia, Washington to ensure that their customers are getting the cleanest, most natural product possible. Alaffia provides fair wages to members of their Shea Butter Cooperative in Togo, Africa, where they also donate 10% of the proceeds to community enhancement projects.

**Ingredients:** Papaya Leaf Extract, Shea Leaf Extract, Aloe Vera, Handcrafted Shea Butter, Virgin Coconut Oil, Vegetable Glycerin, Vegetable Emulsifying Wax, Red Palm Oil, Mango Butter, Palm Stearic Acid, Botanical Extracts, Potassium Sorbate, Limonene.

**Price:** \$14.99

## ASTARA SUNSTAR PURIFYING MASK

Astara's multi-tasking mask is the backbone of the Teens Turning Green skin care collection, tackling a myriad of skin issues. This botanical powerhouse effectively purifies pores with tea tree oil, which also decongests the skin and stimulates circulation. Astara's Sunstar Purifying Mask absorbs excess oil and sebum secretions while Bentonite Clay soothes inflamed skin, helping to curb redness and irritation.

Initially this mask did not quite meet Whole Foods Market Premium Body Care standards, so Astara company owner and former supermodel Sunny Griffin reformulated the product to meet these strict standards. Intent on supporting the next generation and on a quest to find the safest and healthiest products, this experience has inspired Sunny to reformulate her entire Astara line to make it the cleanest it can be.

**Ingredients:** Water (Aqua), Aloe Barbadensis (Aloe Vera) Leaf Juice, Kaolin, Bentonite, Glycerin, Stearyl Alcohol, Stearic Acid, Melaleuca Alternifolia (Tea Tree) Leaf Oil, Sodium Stearoyl Lactylate, Hamamelis Virginiana (Witch Hazel) Extract, Tocopheryl Acetate, Panthenol, Lavandula Angustifolia (Lavender) Oil, Cymbopogon Schoenanthus (Lemongrass) Oil, Salvia Officinalis (Sage) Leaf Oil, Citrus Aurantium Amara (Bitter Orange/Petitgrain) Oil, Citrus Tangerina (Tangerine) Peel Oil, Citrus Grandis (Grapefruit) Peel Oil, Citrus Aurantium Bergamia (Bergamot) Fruit Oil, Citrus Nobilis (Mandarin Orange) Peel Oil, Echinacea Angustifolia (Cone Flower) Extract, Rosmarinus Officinalis (Rosemary) Leaf Extract, Trifolium Pratense (Red Clover) Flower Extract, Xanthan Gum, Phenoxyethanol, Ethylhexylglycerin, Sodium Stearate.

**Price:** \$21.00

## BENEDETTA SASSY SACRED SOAP

Handmade in small batches by a family-owned company in Sonoma County, California, the Benedetta Sassy Sacred Soap is a vibrantly scented body wash that thoroughly cleanses while softening skin. Benedetta has painstakingly avoided the use of synthetic or chemically produced ingredients (namely lye), resulting in a 100% fresh shower favorite. With its invigorating scent derived from organic and biodynamic essential oils including Rosemary and Lemongrass, the Benedetta Sassy Sacred Soap also double-times as a fabulous soap for shaving. This luscious soap uses certified fair trade shea butter, leaving silky soft skin in its trail.

**Ingredients:** Virgin Palm Kernel Oil, Fair Trade Shea Butter, Ash, Sustainable & Organic \*Hydrosols: Rosemary, Lemon Cypress, Geranium, Organic & Biodynamic Essential Oils, Spring Water, Biodynamic Grape Alcohol, Food-grade Vegetable Glycerine \*Hydrosol: Water portion distillation of botanical.

**Price:** \$13.99

## DEPTH SEA FOAM FACIAL CLEANSER

Depth's refreshing Sea Foam cleanser is a great addition to the Teens Turning Green collection. Renowned for their hydrating and nutritive benefits, marine botanicals are combined with gentle cleansers to remove impurities and leave skin soft, clean and nourished. All while a warm and gentle aroma reminiscent of a lavish tropical bouquet soothes the senses.

**Ingredients:** water, aloe barbadensis juice\*, sodium lauryl glucoside hydroxypropylsulfonate, cocamidopropyl betaine, decyl glucoside, vegetable glycerin, macrocystis pyrifera (giant kelp) extract, panthenol (vitamin b-12), sodium alginate, guar hydroxypropyltrimonium chloride, ulva lactuca (sea lettuce) extract, allantoin, gigartina skottsbergii (red marine algae) extract, citric acid, fucus vesiculosus (seaweed) extract, sodium benzoate, sodium chloride, potassium sorbate, palmaria palmata (red marine algae), ethylhexylglycerin, natural aroma blend. \*Certified organic.

**Price:** \$6.99

# TEENS TURNING GREEN PRODUCT LINEUP CONTINUED



## EO® ORGANIC ROSEMARY AND MINT SANITIZING SPRAY

Susan Black, EO® Products founder and mother to a pre-teen daughter, has a vested interest in working with Teens Turning Green. Based in EO®'s use of aromatic and therapeutic essential oils, Black created an exclusive version of her USDA Certified Organic Sanitizing Spray for this special collection. She sourced organic Rosemary and Peppermint essential oils to create the spray, a disinfecting hand sanitizer that refreshes and kills germs naturally with an invigorating scent. With a 62% organic alcohol content, the EO® Rosemary Mint Sanitizing Spray sanitizes on contact in a purse-sized portable that is a must-have for every teen on the go.

**Ingredients:** Organic Ethanol, Purified Water, Organic Rosemary Essential Oil, Peppermint Essential Oil, Organic Lemon Essential Oil, Vegetable Glycerin.

**Price:** \$3.99

## POMEGA5

Pomega5 founder, Tzeira Sofer, rolled up her sleeves and got to work as soon as she learned about the Teens Turning Green collection. The teens' interest in her natural, botanically-based line led Sofer to create a wide array of samples of her Cleansing Bar for the girls to choose from. Upon selecting their favorite attributes from amongst the bars to create the ultimate cleanser, the teens loved the result so much that they asked Sofer to create two additional products – Pomegranate Toning Mist and Perfectly Pom Moisturizer – to round out the Teens Turning Green skin regime.

## POMEGA5 POMEGRANATE BLEMISH CLEANSING BAR

Hand-made using traditional soap-making methods, the Pomega5 Pomegranate Blemish Cleansing Bar packs powerful clearing agents, namely essential oils of myrtle, lemongrass and eucalyptus. This olive oil-based, naturally preservative-free bar cleanses face and body, while the mini bark particles found at the soap's edges gently exfoliate. The Pomegranate Blemish Bar cleanses and disinfects pores without drying, leaving skin supple and senses enlivened.

**Ingredients:** Olea Europaea Oil (Extra Virgin Olive Oil), Sodium Salts of Olive Oil (Sodium Cocoate, Sodium Palmitate, Sodium Stearate), Glycerin, Cocoamidopropyl Betaine, Punica Granatum Oil (Pomegranate Seed Oil), Prosopis Cineraria Bark, Citrus Nobilis (Mandarin Essential Oil), Eucalyptus Globulus (Eucalyptus Essential Oil), Myrtus Communis (Myrtle Essential Oil), Commiphora Myrrha (Myrrh Essential Oil), Cymbopogon Citratus (Lemongrass Essential Oil), Lavandula Angustifolia (Lavender Essential Oil), Lemongrass Botanical Sprinkle.

**Price:** \$9.80

## POMEGA5 POMEGRANATE TONING MIST

Encased in a sleek, glass spray bottle, the Pomega5 Pomegranate Toning Mist is the icing on the cake that is the Teens Turning Green collection. This refreshing facial spray is based on toning distilled waters of rose and cornflower. Cucumber and mallow flower work to naturally balance the skin's pH, while antioxidant-rich pomegranate seed oil purifies, soothes and protects. A touch of lime blossom provides an innocently fresh, clean and citrusy scent.

**Ingredients:** Aqua (Water), Hamamelis Virginiana Distillate (Witch Hazel), Centora Cyanus Water (Cornflower), Rosa Centifolia Water (Rosewater), Cucumis Sativus Extract (Hydrolized Cucumber Water), Punica Granatum Oil (Pomegranate Seed Oil), Polysorbate 80 (Emulsifier), Malva Sylvestris Extract (Mallow Flower), Hedera Helix Extract (Ivy), Sambucus Nigra Extract (Elderberry), Arnica Montana Extract (Arnica), Parietaria Officinalis Extract (Parietaria), PomTeenagescent (Botanical Scent System).

**Price:** \$19.50

## POMEGA5 PERFECTLY POM MOISTURIZER

This lightweight, balancing, and soothing hydrator is jam-packed with its namesake antioxidant ingredient, pomegranate seed oil, along with healing calendula and purifying verbena and lemongrass. Perfectly Pom Moisturizer is formulated entirely from scratch without any fillers, parabens or synthetic fragrances. Perfect for all skin types, particularly oily or problem skin, the deliciously-fragrant cream feels soft and silky to the touch, yet absorbs immediately to leave skin with a healthy glow and a renewed freshness.

**Ingredients:** Aloe Vera, Jojoba Oil, Bilberry, Panama Tree Bark, Carrot Seed Oil, Olive Oil-based Emulsifiers, Shea Butter, Beeswax, Sweet Almond Oil, Pomegranate Seed Oil, Argan Oil, Calendula Oil, Horsetail, Gotu Kola, Vitamin E, Botanical Scent System.

**Price:** \$21.00

# TEENS TURNING GREEN PRODUCT LINEUP CONTINUED



## TERRA NATURALS TERRA SPORT DEODORANT

The young women behind Teens Turning Green worked long and hard to find a praise-worthy deodorant that met Whole Foods Premium Body Care standards. Terrific Terra Deodorant was the clear winner. Making its U.S. debut in the Teens Turning Green collection, Terrific Terra Deodorant provides all-day protection – the green way. This unisex product is free of aluminum and parabens, containing organic ingredients that naturally stop the growth of odor producing bacteria. Completely non-irritating and non-staining, this deodorant can be used with confidence.

**Ingredients:** Organic aloe vera juice, vegetable glycerine, sodium stearate (vegetal), yeast polysaccharides, certified organic calendula officinalis extract, certified organic olea europaea leaf extract, certified organic symphytum officinale extract, wild crafted betula alba extract, wild crafted uncaria tomentosa extract, wild crafted galium aparine, larix europaea wood extract, lonicera japonica extract, citrus aurantifolia (lime) oil.

**Price:** \$7.99

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For more information on Teens for Safe Cosmetics or Teens Turning Green or to set up an interview with teen campaign spokeswomen, please contact Mimi Field, [mimifieldpr@comcast.net](mailto:mimifieldpr@comcast.net) or 925.373.6717

