



## NEWS RELEASE

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### Badger reveals the alchemy and efficacy of oils in new Face Care product line

GILSUM, N.H. (October 21, 2014) — Counterintuitive solutions are the norm at the never resting [W.S. Badger Co. Inc.](#), a natural and organic personal care category leader. This pioneer in personal care innovation revealed its new Badger **Face Care** product line this September at the Natural Products Expo East held in Baltimore, MD.

Badger's newest formulations represent increased consumer interest in the category as evidenced by a 17 percent growth in the body care industry over the past year, according to the [2013 SPINS report](#). Badger's new line includes **Cleansing Oil, Face Oil** and **Beauty Balm**. Each of these products is available in one of four types: **Argan, Seabuckthorn, Damascus Rose and Unscented**. Each face care type is formulated to suit a different skin type. For example, Damascus Rose is best for dry or delicate skin; Seabuckthorn is best for normal to oily skin. This product line is one of the first on the market to cater to consumers' increased interest in Oil Cleansing.



"We've taken the ancient tradition of oil cleansing and created a simple yet effective routine designed to balance and restore skin's natural health and beauty," said Rebecca Hamilton, Badger Director of Product Development. "The Badger face care regimen uses oils found in nature to mimic skin's natural biology providing balance and replenishing essential vitamins, fatty acids and lipids. The cleansing oil gently lifts impurities, leaving the skin clean, balanced and glowing."

Badger's new Face Care products contain unadulterated ingredients – all grown in nature; not a laboratory. These ingredients uphold Badger's standards of using the highest quality natural ingredients available. The Badger Face Care line began retailing on store shelves on October 1<sup>st</sup>, 2014 with SRPs ranging from \$14.99-\$19.99. The new line, plus information about the oil cleansing method, ingredients, and identifying skin types, is also available at [badgerbalm.com](http://badgerbalm.com).

Badger is a certified [B Corporation](#) and landed a spot on B Lab's 2014 "Best for the World" [list](#), which honors companies with the highest score for positive social and environmental impact. Badger's placement on the list validates the company's commitment to quality, safety and the health of the community and planet. According to data from SPINS, product sales for Certified B Corps reached \$1.2 billion in 2012, a 15 percent increase from 2011, exceeding growth in both total natural (13 percent) and total organic (12 percent) products.

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W.S. Badger Co. Inc. has produced quality, all-natural and certified organic body care products since 1995. Badger aims to provide a safe haven for those seeking more natural solution by creating organic and natural products that protect, soothe and heal with ingredients safe for all. Family-owned and family-run, Badger was born when Badger Bill, a carpenter at the time, discovered a recipe of natural ingredients strong enough to soothe his rough, dry and cracked hands. Now a team of about 40 employees, Badger produces almost all of the products in Gilsun, N.H. Badger and has been awarded [B Corp](#) Certification, after demonstrating its hard work to create a healthy business with ethical and charitable principles. Visit <http://www.badgerbalm.com> for more information.