Badger, maker of the #1 selling Beard Oil in the natural market¹, launches new Beard Balm, Hair Oil and Beard Grooming Kit at Natural Products Expo East

GILSUM, N.H. (September 16, 2015) – W.S. Badger Co. Inc., a natural and organic personal care category leader, will reveal a new Beard Balm, Hair Oil and Beard Grooming Kit at booth #3911 at Natural Products Expo East, September 17-19, in Baltimore, MD. Just over a year ago, Badger launched its Navigator Class Man Care line, a collection of certified organic and all natural grooming products for men. Its Beard Oil is now the #1 best-selling item in the Shaving Creams, Lotions and Aftershaves category in the natural market¹.

According to recent studies, men’s grooming is one of the fastest-growing segments of the beauty industry with sales predicted to grow to $4.6 billion by 2019. Badger’s Man Care line, with its antioxidant-rich blends of herbal extracts, aromatic essential oils and other hardworking ingredients, meets a growing demand for personal care products that are 100% natural and certified organic, making them better for the body and the skin. Badger also never tests on animals and all products are Leaping Bunny Certified as Cruelty-Free.

“When we first developed this line it was a labor of love – we made products that we wanted to use ourselves,” said Emily Schwerin-Whyte, Co-owner/VP of Sales & Marketing at Badger. “It turns out that our customers also love this ‘old school’ collection and simple organic formulations. The subtle earthy fragrance of vetivert, bergamot, and black pepper is loved by men and women alike!”

Badger’s new Beard Balm, Hair Oil, and Beard Grooming Kit will retail on store shelves starting late September with SRPs ranging from $15.99-$39.99. Badger will also unveil two Man Care gift sets: Wet Shave Set retails at $69.99 and Deluxe Wet Shave Set at $94.99.

Badger is a certified B Corporation and landed a spot on B Lab’s 2014 “B Corp Best for the Environment” list, which honors companies with the highest score for impact on the environment. 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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¹ According to SPINSscan Natural 52 week report ending 7/12/15
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 a 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, created a recipe of natural ingredients strong enough to soothe his rough, dry and cracked hands. Now a team of over 70 employees, Badger produces almost all of its products in Gilsum, N.H. **Badger is a New Hampshire Benefit Corporation and a certified B Corp**, demonstrating its hard work to create a healthy business with ethical and charitable principles. Visit [http://www.badgerbalm.com](http://www.badgerbalm.com) for more information.