



**FOR IMMEDIATE RELEASE**

**EARTH MAMA ORGANICS UNVEILS NEW LADY FACE TINTED MINERAL SUNSCREEN STICK**  
*Two sheer, blend-able, skin-nourishing shades certified to NSF/ANSI 305 Organic Standard*

*Clackamas, OR* - Earth Mama Organics today released a new addition to their mineral sunscreen collection: Lady Face, a mineral sunscreen stick in two sheer, blend-able shades of Light/Medium and Medium/Dark. Made with the cleanest, most premium ingredients available, the tinted mineral sunscreen uses non-nano zinc and organic, skin-nourishing ingredients for powerful, daily SPF 40 protection — *without* the typical white residue. Instead, Lady Face serves up a semi-matte finish, providing an even skin tone and a dewy, natural-looking glow.

“At this point, we all know that sunscreen is optimally applied daily,” explains company Founder and CEO Melinda Olson. “We crafted Lady Face mineral sunscreen to not only be incredibly effective and moisturizing for a mama’s face, but something simple that seamlessly integrates sun protection into her daily beauty routine. Because of its rich ingredients and versatile color, Lady Face is a time-saving, multi-purpose product: it’s a clean mineral sunscreen, and also a great sheer primer *and* a buildable foundation and concealer. Any way you look at it, it’s sun-kissed glow to go — minus the sun.”

Rigorously tested, the Lady Face Mineral Sunscreen stick is a non-toxic, reef-safe formulation and the only tinted sunscreen stick that’s third-party certified to the NSF/ANSI 305 Organic Standard for personal care. Earth Mama’s expertise in formulating products that are safe for the planet’s most vulnerable population — pregnant and breastfeeding women and kids — ensures the sunscreens are also safe for the ocean and the environment.

Like all of Earth Mama’s mineral sunscreens, Lady Face contains *no* harmful chemicals such as oxybenzone or octinoxate, artificial fragrance, nano particles or parabens. “Lady Face *does* contain luxurious, skin-loving organic shea butter and cocoa butter to help keep your skin feeling nourished and fresh — and has good pigment without a ton of stuff in it. Basically, it’s a sunscreen stick that doubles as a high-end, everyday beauty product,” says Olson.

The best part? Lady Face wears several hats. Both the Light/Medium and the Medium/Dark tints are sheer enough to use on a wide spectrum of skin tones, but are easily buildable for customized coverage. Used alone, Lady Face blends easily into a long-lasting, glowy “no-makeup makeup” look, while layering it creates a foundational effect that can target and conceal blemishes, and even out skin tone. The Medium/Dark tint also functions as a blush or bronzing stick to sculpt the face, and can be layered for the same effect on deeper skin tones. And while it’s a sunscreen, primer, concealer, foundation, and a blush/contouring stick in one stick, Earth Mama is still able to deliver Lady Face at a reasonable price.



Following is the list of Earth Mama Organics Lady Face Mineral Sunscreens:

**LADY FACE MINERAL SUNSCREEN – LIGHT/MEDIUM TINT**

Broad Spectrum SPF 40 Face Stick

*Contains Organic Cocoa Butter & Organic Aloe*

\$14.99

**LADY FACE MINERAL SUNSCREEN – MEDIUM/DARK TINT**

Broad Spectrum SPF 40 Face Stick

*Contains Organic Cocoa Butter & Organic Aloe*

\$14.99

**LADY FACE MINERAL SUNSCREEN SET**

**Light/Medium and Medium/Dark together**

Broad Spectrum SPF 40 Face Stick

*Contains Organic Cocoa Butter & Organic Aloe*

\$26.98

**About Earth Mama® Organics**

Founded in 2002 by a nurse and herbalist, Earth Mama Organics makes effective herbal care for the entire journey of motherhood: pregnancy, postpartum, breastfeeding, baby care and even the loss of a baby. The company's mission is twofold: to support women with herbal remedies, and to empower them through education. A pioneer in developing non-toxic formulations for the personal care industry, Earth Mama combines generations of women's wisdom with traditional plant medicine to craft certified organic herbal tea, castile soaps, lotions and reparative balms including the first Non-GMO Project Verified nipple cream. Earth Mama's awareness campaigns cover the importance of ingredients and label-reading, the effects of toxins on the body, and straight talk about the miraculous wonders and common indignities experienced during pregnancy and the postpartum period. Based in Clackamas, OR, Earth Mama products can be found in stores around the world and online at [www.earthmamaorganics.com](http://www.earthmamaorganics.com).

**For more information, contact:**

*Dean Draznin Communications*

**Dean Draznin**

(641) 472-2252

[dean@drazninpr.com](mailto:dean@drazninpr.com)

**Terri Slater**

(561) 487-7037

[terri@drazninpr.com](mailto:terri@drazninpr.com)

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