



## **‘Ohana Organics’ New Awapuhi Scrub Butter is an Organic Standout**

HUMBOLDT, CA---Hawaii, known for its tropical beauty, also holds detoxifying properties within its Alaea sea salt. ‘Ohana Organics founder, Tara Cooper, is using the salt in her new certified organic Awapuhi Scrub Butter which debuts at Expo West in Anaheim, Calif.

Alaea (or Hawaiian salt) is an unrefined sea salt mixed with red Alaea volcanic Hawaiian clay which contains over 80 minerals. Designed for use in the bath, shower or on dry skin, Awapuhi (pronounced ava-poo-ee) Scrub Butter is a lemon-ginger scented salt-sugar scrub that exfoliates the skin, leaving it smooth and deeply moisturized. It’s an ultra-creamy blend of certified organic, *Fair Trade Certified*™ Shea butter, organic sugar, Alaea salt, herb-infused olive oil and ‘Ohana’s own organic herbs.

“I love Alaea’s restorative properties. When absorbed it can help eliminate toxins, for healthy skin from the inside-out. The Shea butter we get directly from Africa, herb-infused olive oil from a small family collective in Italy and our own ‘Ohana Organics grown herbs and essential oil blend work together to create the nourishing base cream. Customers deserve transparency about what goes on their bodies. We only use organic and sustainably sourced ingredients that benefit the skin,” says Tara Cooper, company founder.

Awapuhi Scrub Butter comes in a 4 oz. recyclable glass jar and is available at: [www.ohanaorganics.com](http://www.ohanaorganics.com) and coming to a store near you. Grab a sample at Fresh Ideas Booth F-4 Thurs., March 9, 12:30 - 5:30 p.m. or at Expo West (Hall E- Booth 5100) Friday through Sunday in Anaheim, CA.

**About ‘Ohana Organics:** ‘Ohana Organics® is a family-run, organic beauty care company. Since 2000, they have grown all their own certified organic herbs and hand crafted, botanically infused skin care made with Aloha in northern California. All of their products are over 90 percent organic, sustainably sourced and never tested on animals. Tara’s philosophy is real ingredients for real people. Living Aloha (being deeply loving, compassionate, peaceful, humble, gracious and much more) is intrinsic to Tara and deep-rooted in all her business practices.

### **Our Botanically Infused Skin Care Line is Now in Two Collections ~ Made with Aloha:**

**Island Collection** features Hawaiian-scented products, all 90% organic or higher: Solid Perfume (seven scents), Whipped Shea Butter (two scents), Awapuhi Scrub Butter\*

**Living Aloha Collection** showcases certified organic products: Tattoo Butter® (NEXTY winner)\*, Da Kine Salve\*, Shea Butter Cream\* (four scents, 95% Shea butter), Witch Hazel, Rosewater Face & Body Toner\*

*\*certified organic. We use Fair Trade Certified™ organic Shea butter. Purchasing Fair Trade products helps support more resilient, transparent supply chains.*

Learn more at: [www.ohanaorganics.com](http://www.ohanaorganics.com).