



P R E S S R E L E A S E

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TV'S GREEN LADY TO LAUNCH NATURAL SHOP - Brigit Strawbridge to open local herbalist's first shop -

Healer, lover of nature and the inspiration behind BBC TV's 'It's not easy being Green' series, Brigit Strawbridge, was the natural choice to open Herbfarmacy's first shop in Hay-on-Wye at ...INSERT.....am on Saturday, 27th March.

Brigit's new charity 'The Big Green Idea' demonstrates how sustainable living can be easy, healthy, inexpensive and fun. This seems to fit in perfectly with what local herbalist Paul Richards and his wife Carol have been doing for many years and, more recently, with its skincare range Herbfarmacy Organic Skincare.

From his herb farm in Herefordshire Dr Paul Richards has been growing medicinal herbs organically and producing tinctures, ointments and oils for the past 25 years. The combination of Paul's know-how and Carol's therapeutic insight is a winner. They have transferred the medicinal benefits of the herbs they grow into an award-winning range of beauty products.

Carol Richards leads the new product development for the range and is the force behind the new shop. She is a yoga teacher and therapist and will bring together under one roof the holistic philosophy of Herbfarmacy.

"I have the utmost admiration for Carol and Paul Richards," says Brigit Strawbridge. "Long before 'green' was common parlance they were growing herbs organically and converting them into powerful products. What makes Herbfarmacy different is the unique combination of herbs that they use – you can feel your skin soaking up this rich skin food."

The Herbfarmacy shop will be launched to the public with celebratory drinks and a full programme of sampling, skincare consultations, facial exercises and the opportunity to pick the brains of Dr Paul Richards who will impart his herbal treatment recommendations for Spring. Visitors will be able to book a pampering treat with Beauty Therapist Helen Barnard at a special launch price.

Local artists whose work embodies a love of plants and nature will play a key role in the shop opening. The stunning works of fresco artist Cara Campbell and willow basket maker Jenny Pierce will be exhibited fromto.....

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Notes to editors:

www.herbfarmacy.co.uk

Forthcoming courses at the Herbfarmacy Shop 22 Broad Street, Hay-on-Wye, Herefordshire, HR3 5DB

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Brigit Strawbridge cares about people and the planet. Her charity '[The Big Green Idea](#)' is all about showing people in an accessible and hands-on way how sustainable living can be easy, healthy, inexpensive and fun. It does this by using a specially adapted eco-bus which goes directly to individuals and communities who are looking for help, and offering them information, guidance and expertise on a host of sustainable topics.

Local artists

Fresco artist **Cara Cambell** studied at the Laboratorio Per Affresco near Florence. She was part of the English Heritage team that restored Windsor Castle, hand modelling decorative plaster relief on the ceiling of the Grand Reception Room. Cara has also undertaken commissions at a number of National Trust sites.

www.caracampbell.com

Jenny Pierce's work is based on Celtic and English regional techniques creating both traditional and contemporary baskets. Based in Herefordshire, she works to commission and exhibits in galleries and craft fairs throughout Southern England.

For further information, please contact:

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