



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

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PLANT EXPERT VOTED IN AT NO. 3 IN UK'S BEAUTY WHO'S WHO

Co-directors of Herbfarmacy Organic Skincare, Paul Richards – doctor in botany and plant physiology - and his wife Carol have been voted in the Top 3 of natural beauty leaders in the country. The double act has entered the prestigious Top 20 Who's Who of natural beauty personalities at the number 3 slot, just ahead of Janey Lee Grace, broadcaster and author. The results were announced this month (November) by the UK's trade guide to the natural & organic personal care market, The Natural Beauty Yearbook.

Rigorous voting by the industry goes into selecting the pop chart of innovative beauty leaders and this year generated more votes than ever before from people who are passionate about the brands and personalities they have nominated. Paul Richards has spent the past 28 years growing herbs organically and harnessing their medicinal benefits in his innovative range of tinctures, ointments, oils and skincare products. Earlier this year Herbfarmacy's Just Eyes Cream was voted the 'Best Facial Skincare Product' in the Natural and Organic Awards 2011. It's Rose and Echinacea Toner was a finalist and the Rose Face Oil was selected as the 'Best Facial Oil' in the Green Parent Natural Beauty Awards 2011.

The company fulfills the farm to skin experience and it is the only UK organic skincare company to grow and make its products on site. Infusions of plant oils and unique combinations of essential oils are transformed into luxurious skincare products, all made by hand.

“It is so rewarding for the team to be recognised for their dedication,” says Paul. “We run a labour intensive business – growing and harvesting the herbs and handcrafting our skincare products. We couldn’t do it without a loyal team.”

One of the first herbs Paul grew commercially was Comfrey. The leaves were dried for Comfrey Tea and the roots were used to make a powder for animals suffering from arthritis. He went on to make a range of healing ointments using combinations of herbal oils. Ethnobotanist and television presenter James Wong filmed the making of the blood red oil of Hypericum (St John’s Wort) at Herbfarmacy for the second series of ‘Grow your own Drugs’. The range of 20 tinctures made from fresh herbs grown on the farm are available from Herbfarmacy under the Postlethwaite’s brand.

The continuing success of the ointments inspired the creation of the Herbfarmacy range of everyday skincare. The products capture moisturising, anti-inflammatory and replenishing properties of key herbs to nurture and protect the skin. Paul was joined by his wife Carol who has been a key player in product development. As a yoga teacher and therapist for over 25 years, she has initiated the holistic approach to health and body care, and last year opened the Hay-on-Wye shop and natural beauty treatment and therapy centre.

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NOTE TO EDITORS:

Images\samples\interviews available on request

Additional background

**Herbfarmacy skincare products available ONLINE at www.herbfarmacy.co.uk
Independent shops - see www.herbfarmacy.co.uk for list of outlets.**

It is estimated that our skin absorbs over half of what we put on it and that the average woman applies a cocktail of 200 chemicals to her skin everyday.¹ Using organic skincare is a way of avoiding the chemicals; the Soil Association symbol is a guarantee that a product is truly organic.

The Natural Beauty Yearbook 2012 is the fifth edition. It is the UK’s only dedicated trade guide to the natural & organic personal care market.

¹ Women’s Environmental Network (WEN)

www.naturalbeautyyearbook.co.uk

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