



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

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LOCAL COMPANY LAUNCHES YOUTH ENHANCING FACIAL EXERCISES **Organic Fortnight 5th – 20th September**

To mark national Organic Fortnight Herefordshire-based Herbfarmacy Organic Skincare will launch its programme of youth enhancing facial exercises. Herbfarmacy Barefaced Yoga will enjoy its debut at Europe's largest organic show, the Soil Association Organic Festival on 12th and 13th September.

Carol Richards, co founder of Herbfarmacy Organic Skincare and yoga teacher, has developed a self-help method of maintaining outer and inner beauty using simple facial exercises. By introducing this regime into your daily beauty routine you can increase blood circulation to the face, improve muscle and skin tone, and smooth out wrinkles which in turn boosts a natural confidence and inner glow.

"Key energy points on the face are reflected in the body," says Carol "so spending ten minutes a day making funny faces can contribute to your overall health."

You don't need a great deal of preparation to practice Herbfarmacy Barefaced Yoga although you might like to practice after you have cleansed and moisturised your face as this will provide a gentle 'warm up' and well moisturised skin is more elastic.

Herbfarmacy know all about inner and outer beauty. Using the expertise that has accrued over 25 years of producing herbal oils, ointments and tinctures they launched the Complete Cleanse Pack which includes a Dandelion and Burdock Tincture for inner cleansing. Earlier this year ethno-botanist James Wong couldn't

resist joining the harvesting to share some of this wisdom with the viewers of his TV programme 'Grow your own Drugs'.

Herbfarmacy Organic Skincare is the only beauty company in the UK to make its products from natural herbs grown on site at its farm, nurtured by Dr Paul Richards and harvested at their prime to ensure full potency. The unique mixture of herbs enhances the herbal properties, and combined with a symphony of luxurious oils, transforms them into energising and nourishing creams and oils that work as a natural skinfood to rejuvenate the skin.

The Herbfarmacy Organic Skincare range includes over 20 products to nourish from top to toe. They are all handmade in small batches at its site on the Welsh borders overlooking the Black Mountains.

To try Herbfarmacy Barefaced Yoga visit www.herbfarmacy.co.uk

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NOTES TO EDITOR:

www.herbfarmacy.co.uk

Natural Health Beauty Awards 2008 and 2009

- Soil Association Organic Fortnight is a celebration of all things organic and runs from 5-20 September www.soilassociation.org/organicfortnight.aspx
- Herbfarmacy Organic Skincare will be demonstrating its Barefaced Yoga Routine at the Soil Association Organic Festival on 12 & 13 September in Bristol - Europe's largest showcase of organic production.

FIVE REASONS TO BE AN ORGANIC BEAUTY

Safety. No parabens, no phthalates and no GM ingredients.

Avoid irritation. Synthetic fragrances, which have been found to cause a third of all cosmetic allergies, are banned.

'Cocktail effect'. There is concern about the 'cocktail effect' of chemicals in the different products that we use. Many women are using over 20 different products a day, bombarding themselves with hundreds of different chemicals.

Trust. Look for the Soil Association symbol on organic products to ensure that they meet its strict organic standards.

No need to compromise. Luxurious balms, lotions, creams and oils are all widely available.

MARKET BACKGROUND

Herbfarmacy Organic Skincare is one of a handful of skincare companies certified organic by the leading organic body, the Soil Association. There is currently no legislation governing organic beauty products in the UK, which means that certain products can be labelled 'organic' but may only contain a tiny amount of organic ingredients. The Soil Association symbol provides consumers with a guarantee that they are choosing a truly organic product. This means that all ingredients when available are organic and all other ingredients are stringently researched and controlled and of plant origin where possible.

FOR FURTHER INFORMATION PLEASE CONTACT

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