



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

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NEW BEAUTY BALM TESTED IN DESERT - moisturising properties put to extreme test-

An innovative new beauty balm launched earlier this year by Herbfarmacy Organic Skincare has found its way to the Kalahari Desert. It accompanied Sue Rogers, a new convert to the Herbfarmacy products, in her travels to Southern Africa. She attributes her hydrated skin whilst in the arid conditions of the desert to the new balm and says that it was perfect for preventing her skin drying out. Fortunately you do not need to experience the extremes of the desert to test out the new balm. It works its magic equally well in the unpredictable climates of the UK.

Herbfarmacy Organic Skincare's Mallow Beauty Balm is a totally organic intensive skin food that works to soften fine lines. Dr Paul Richards, the founder of Herbfarmacy, has a PhD in botany and plant physiology and he has spent the past 25 years growing medicinal herbs organically and producing tinctures, ointments and oils. It is this experience and knowledge that is poured into his innovative skincare products, skillfully transforming them via a unique combination of herbs into creams that result in rejuvenated, radiant skin.

Paul Richards' secret to the success of the Mallow Beauty Balm is the Marshmallow herb. Its rich moisturising properties combines with an infusion of oil from the Mullein flowers resulting in a lush facial balm with a natural anti-wrinkle effect. This intensive formula softens and deeply moisturises the skin leaving it silky smooth and protected. It can work in place of your moisturiser, or as a night booster when your skin needs extra nourishment.

The secret is out and tributes are gathering relating to the proven benefits of the Mallow Beauty Balm. "We've been trying out this beauty balm and it's got a big tick from us," says The GIN (Green Independent Natural) Lady, an online news source of innovative natural products. "It's all down to its Marshmallow, Herbfarmacy's signature herb, and it is deeply soothing and moisturising. Whenever we feel a wrinkle coming on, this soon soothes away the panic! Not that wrinkles are bad or anything... they are a part of life, but there's nothing better than a herbal pamper to make you look and feel great. If you're looking to try a new brand, we highly recommend Herbfarmacy."

Another fan is Helen from Staffordshire. "I use the balm morning and evening as an eye treatment. It has definitely left my skin looking and feeling softer, brighter and less puffy. I also use it on my lips and as a base to my foundation giving my skin a nice dewy look. It is now an essential addition to my handbag."

Herbfarmacy Organic Skincare is the only beauty company in the UK to make its products from natural herbs grown on site at its farm and harvested at their prime to ensure full potency.

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NOTE TO EDITORS

High resolution images available on request

Herbfarmacy Organic Skincare Mallow Beauty Balm Price: 30g £9.95

www.herbfarmacy.co.uk

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.

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