



## **P R E S S   R E L E A S E**

7<sup>th</sup> April 2010

Release: Embargo 11<sup>th</sup> April 2010

### **TRIO OF ORGANIC BALMS LAUNCHED**

- at Natural & Organic Products Europe, 11 – 12<sup>th</sup> April STAND NO. 2079

A trio of organic balms has been launched today (11<sup>th</sup> April) in time for the summer season. Totally Balmy, a handy box of balms, has been introduced by Herbfarmacy Organic Skincare to provide all you need for healthy, beautiful skin on the move.

Leader of the pack is the Mallow Beauty Balm. It is the rich moisturising properties of the oil extract of the Marshmallow herb in this product, combined with an infusion of oil from the Mullein flowers, which has a natural anti-wrinkle effect on aging skin. This intensive formula can work in place of a moisturiser, or as a night booster when the skin needs extra nourishment. Equally it can be applied as a lip moisturiser and gloss and dabbed on cheeks and brow to highlight and create a healthy glow.

Barbara Cox, Chief Executive of meal delivery company Nutrichef, was in need of nourishment on her challenging trek across the Sahara Desert earlier this year. Fortunately it is not necessary to experience the extremes of the desert to enjoy the benefits of the new balm.

“You don’t need to be balmy to try this new product but you would be mad not to,” says Barbara. “It should be on every dressing table and in every gym bag of anyone who wants to keep their youthful looks even if they do push their body to the limit. I tried five other brands before I found Herbfarmacy. I was so pleased to find a moisturiser that felt silky and sinks into the skin but heavy enough to protect my 40+ skin against the sun, sand and wind.”

Mallow Beauty Balm's companion is the Skin Rescue Balm. It is a luxurious blend of Marshmallow, Calendula, Chickweed and Comfrey that rejuvenates and soothes sensitive and problem skin and protects dry, cracked areas through its antiseptic and cell renewing properties. It is Ideal for burns, bumps, sores and grazes and skin prone to eczema.

The third hero of the pack is the 100% organic Meadowsweet Muscle Balm, a gently warming and soothing rub to relieve aching muscles and joints. Meadowsweet contains salicylates with their mild pain-relieving properties; its latin name, Spiraea, is the origin of the name aspirin. Comfrey contains allantoin which has repair and renewal properties and its use in treating muscular aches and pains is legendary making it perfect for use after a gym work-out or following a long day on your feet.

Herbfarmacy is run by Dr Paul Richards and his wife Carol from their herb farm in Herefordshire. "Totally Balmy is ideal as a travel companion," says Carol Richards who led the new product development. "It provides the essential ingredients your skin needs in one convenient pack."

Paul Richards 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. He has poured these medicinal benefits into his innovative range of skincare products.

- ends -

**NOTES TO EDITOR:**

Images available on request or download from  
<http://www.herbfarmacy.co.uk/press/index.html>

**Herbfarmacy Organic Skincare Totally Balmy**

Price: £16.50

Contains:	Mallow Beauty Balm	weight 15g
	Skin Rescue Balm	weight 15g
	Meadowsweet Muscle Balm	weight 15g

**Herbfarmacy at Natural & Organic Products Europe, 11 – 12<sup>th</sup> April STAND NO. 2079**

- Shortlisted for the Best New Packaging Award (to be announced 11<sup>th</sup> April)
- Mallow Beauty Balm shortlisted in this year's UK Beauty Awards, to be announced at the Clothes Show London, Earl's Court on Friday 25th June 2010.

**For further information, please contact:**

**Barbara Rayner**

**Tel: 01793 710070; Mobile: 07966 880458;      [barbara@raynermarketing.co.uk](mailto:barbara@raynermarketing.co.uk)**