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**For Immediate Release**

Goddess Garden Organic Suncare Products Available at Whole Foods Stores in Colorado

Boulder Company Owned by Mother and Herbalist Offers A Locally-Made Suncare Product with 30 SPF Protection and 70% Organic Ingredients, Plus Cool UV Bracelets for Kids & UV Meters for Adults

BOULDER, Colo.; July 6, 2009 – People seeking [Goddess Garden](#) suncare products for themselves and their children will now be able to find the 70 percent organic line on the shelves at Whole Foods stores in Colorado. The Boulder-based skincare company, founded by Nova Covington, a mother and fourth generation herbalist, has just completed her first shipping of products to eight Whole Foods stores in Colorado.

The new suncare line provides 30 SPF protection using the minerals zinc oxide and titanium dioxide which reflect the sun's rays and, unlike chemical sunscreens, are effective immediately upon application. Colorado Whole Foods stores will carry both the Kid's and Adult sunscreen lines in 3 oz tubes and a 6-oz family size.

“We are thrilled to debut our full line of Goddess Garden suncare products in our home state of Colorado with Whole Foods,” said Covington, who started the company to provide safe sunblock products for children, including her 5-year old daughter Paige who is pictured with Nova on the product label. “Our products provide the highest percentage of organic ingredients available in a suncare line on the market – 70 percent!” said Covington.

As part of the national suncare product launch, the company has created an Ultraviolet (UV) educational program, including color-changing UV sensitive bracelets, portable UV Meters for adults, and an UV Index hosted on their website: [www.NaturalSuncare.com](http://www.NaturalSuncare.com). The UV meter allows visitors to type in their zip code to determine the UV forecast in their town daily. Whole Foods stores carrying the Goddess Garden line and UV Meters include: Boulder. Denver at Cherry Creek, Fort Collins, Highlands Ranch, Pikes Peak, South Glenn, Superior and Tamarac.

“Kids love the UV Bracelets!” said Covington. “They see how the bracelets change color when the sun is out. It's important for children to take good care of their skin. This tool shows kids when the sun's invisible rays are strong and to remind them to wear their sunscreen.” The UV Bracelets and the Kid's Natural Sunscreen line are also available at 30 Natural Grocers Vitamin Cottage stores in Colorado and New Mexico.

Goddess Garden sunscreen products include certified Organic Aloe Vera, Fair Trade Shea Butter, Organic Sweet Almond Oil, Organic Jojoba Oil, Organic Cocoa Butter, Apricot Kernel Oil, and Organic French Lavender essential oil. The company's suncare line for children was selected as a “Editor's Pick” by *The Natural Foods Merchandiser Magazine* (April 2009), a leading industry publication for natural products.

Goddess Garden was founded in 2004 with a commitment to product excellence while maintaining as low a carbon footprint as possible. The woman-owned company provides safe and effective facial and suncare products using environmentally sustainable business practices. Products contain certified organic, natural, and wild-crafted ingredients scented with 100 percent pure therapeutic-grade essential oils packaged in recyclable packages. Goddess Garden contributes a percentage of profits to support organic farmers, local schools, and environmentally-friendly organizations. Products can also be purchased online through the company website at: [www.NaturalSunCare.com](http://www.NaturalSunCare.com) or by calling toll free [1.888.445.8725](tel:18884458725).

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