



True Nature Group
Uli Jacob / Victor Tang
425.284.6266 x709
press@truenatural.com

FOR IMMEDIATE RELEASE

Lavera Natural Cosmetics: Unconditionally Gluten Free

Think: All Lavera skin care and cosmetics are 100% Gluten Free – the perfect choice for those suffering with Celiac Disease and living a gluten free lifestyle.

What it is: All Lavera products are 100% Gluten Free, Certified Natural, and made with organic ingredients. They are all made in Germany to rigorous EU quality standards, with new modern packaging at an affordable price. Lavera is the first choice for the ingredient and price conscious customer. The formulations are updated with innovative active ingredients based on the latest scientific research.

Gluten has become a great concern for those with Celiac Disease. This disease is an autoimmune digestive disease which interferes with an individual's ability to digest food and absorb fat. There is no cure for Celiac Disease. The only effective treatment is a gluten free lifestyle. Even though Celiac Disease is normally associated with food, those who have gluten sensitivities should also stay clear of skin products containing gluten. The gluten can be absorbed through skin and cause the same side effects as consumption.

As a gluten free individual, you must stay away from a specific gluten protein called gliadin found in wheat flour. This protein reacts with the small intestine tissue in people with Celiac Disease, causing an inflammatory reaction that reduces the body's ability to absorb nutrients.

"Lavera proudly supports those with Celiac Disease providing its ENTIRE PRODUCT LINE free of gluten," says Uli Jacob, CEO of Lavera North America. Lavera products, even those few with hydrolyzed wheat protein or wheat germ extract, do **not** have the gliadin protein that can cause inflammation and are hence suitable for those with Celiac Disease.

For over 25 years Lavera has consistently followed the 100% natural guideline and has developed its own guarantee certificate that is applied to all of Lavera's products. For more information, images or samples on the new Lavera Face Care System please visit www.lavera.com or contact True Nature Group directly, call 877-528-3721.

A rectangular seal with rounded corners. At the top left is a leaf icon. To its right, the text reads "Guarantee of Quality" in a large font, with "lavera" in a smaller font below it. To the right of this text, it says "Over 25 years". Below this header, there are five bullet points, each starting with "100 %":

- 100 % developed and produced by Laverana in Germany
- 100 % natural fragrances, colorants and preservatives
- 100 % pure organic vegetable oils, substances and extracts
- 100 % free from silicone, paraffin & mineral oil
- 100 % skin-friendly vegetable emulsifiers and surfactants

Below the bullet points, it says "Skin compatibility dermatologically tested and confirmed". At the bottom, in a dark grey box, it reads "NOT TESTED ON ANIMALS, IN LINE WITH THE GUIDELINES FOR CERTIFIED NATURAL COSMETICS (ASSOCIATION BDIH & NATRUE)".

Lavera Gluten-free

Not only is Lavera Natural Cosmetics all natural, cruelty free, and organic, the entire Lavera line is gluten free! Since people with gluten sensitivities must stay clear of skin products which contain gluten, finding products that work effectively and are safe for your health can be difficult. Lavera has every beauty and personal care product that you may need, including anti-aging, makeup, and even products for children.

- **Lavera Makeup:** From sultry smokey eyes to red-hot lips. Lavera has everything you need from the velvety smooth eyeshadows, to creamy foundations and the smooth vibrant lipsticks you need to look your best season.
- **MyAge Anti-Aging:** The next generation of effective, natural and healthy skincare made with the purest ingredients from nature, formulated for all your skin needs to look healthy, radiant and youthful.
- **FACES:** Designed specifically for your skin, every skin type gets the right care. Organic active ingredients release the purest organic healing essences deep into the skin.
- **Self-Tanners/ Tanning Lotions:** A safe, natural and fabulously scented alternative to exposing your skin to dangerous UV rays or subjecting yourself to foul smelling self-tanners!
- **Hair Care:** With Lavera's Hair line, rest assured that it's all natural and free from Sodium Lauroyl Sulfate and Parabens. You'll be blown away every morning by the all natural scents we've captured in every bottle!
- **Body Spa:** Indulge your senses with a decadent home spa experience. Cleanse, pamper and protect with our natural products made from pure plant and flower extracts, and organic ingredients.
- **Basis:** 100% natural and chock full of organic ingredients from Lavera's own production, Basis is an affordable and healthy choice for the entire family.
- **Toothpaste:** The good news is - you don't need all of those nasty chemicals to keep your children's teeth and gums healthy. Lavera has delicious toothpaste that has zero chemicals, with flavors that your kids will also love!
- **Men's Skin Care:** Not only does Lavera create products for the whole family, men can also benefit from organic, all natural and gluten free shaving creams, face washes and after shaves.
- **Babies and Children:** Lavera's Baby & Kinder lines consist of only the mildest and safest certified 100% natural ingredients for your child.

Lavera Certifications and Awards

NATRUE

- European seal of approval that allows consumers to identify high-quality natural cosmetics at a glance
- NATRUE and its scientific committee ensure the relevance of the criteria used to assess the products, formulations are tested for compliance with these by an **independent certification body**.
- NATRUE considers the amount of organic ingredients and distinguishes between Natural cosmetics (amount of organic ingredients < 70%), Natural cosmetics with organic ingredients (amount of organic ingredients > 70%) und Organic cosmetics (amount of organic ingredients > 95%)



Vegan Society

- This UK based Vegan organization certifies a number of Lavera products to be suitable for vegans – i.e. the products do not contain milk, beeswax, or any other ingredient sourced from animals. Lavera has over 100 products that are certified vegan. This products can be found here: <http://www.lavera.com/lavera-products/vegan-skincare-cosmetics.html>



ÖKO-TEST

- Since June 1992 Lavera has regularly been tested by the leading German consumer magazine. Oko-Test evaluates many different types of products in their monthly magazines, evaluating each product for its safety and environmental friendliness. It is known for its objectiveness, using independent test labs to evaluate each and every product.
- Lavera has received top marks over 660 times and was rated Greenest Brand for beauty products 2 years running, beating out top german natural brands like Dr Hauschka and Weleda, as well as mainstream beauty brands like L'Oreal



WHERE TO FIND: www.Lavera.com

*About Lavera: Since its founding in 1987, Lavera brand grown to include more than 300 natural and organic skincare products. Lavera health and beauty products are currently sold in more than 24,000 locations in 25 different countries. The natural skincare market leader in Europe, Lavera celebrates its 25 year anniversary this year! Lavera was awarded the title of "**Greenest Beauty Brand**" for the second consecutive year by the prestigious OEKO-Test magazine in Germany, beating out 32 other companies. Headquartered in Kirkland, Washington, the North American Division was formed in the late 1990s. For more information on Lavera, please visit www.lavera.com.*

**FOR MORE INFORMATION, IMAGES OR SAMPLES:
Ulrike Jacob/Victor Tang True Nature Group 425.284.6266 x709**