



NEWS RELEASE
For Immediate Release

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**Eco Lips® Launches the Most Sustainable Lip Balm for the World--
ONE WORLD Lip Balms Offer Luxurious, Certified Organic Ingredients
in Compostable Paper Tubes**

Cedar Rapids, Iowa (February 18, 2014) Three new flavors of the renown ONE WORLD line from Eco Lips are making their way to the top of the class: biodegradable, compostable paper tubes makes these certified organic and fair trade lip balms the most sustainable lip balms for the world. Internationally themed and beautifully crafted, each balm represents a different region of the world offering exotic oil blends with aromatherapy benefits. Take a look.

- From the Amazonian Rainforest, **RELIEVE Softening Lip Balm** – in delicious Cocoa Vanilla Nut -- made with Brazil Nut oil for lasting hydration
- From the Andes Mountains, **REVIVE Hydrating Lip Balm** – in enlivening Herbal Mint – made with Chia Seed oil to nourish and protect your lips
- From the African Savannah, **REPAIR Nourishing Lip Balm** – in warming Mango Ginger – made with Carrot Seed oil to rejuvenate stressed skin cells

According to Steve Shriver, CEO of Eco Lips, “We've spent the last 10 years perfecting our formulas and ingredients so now it's time to focus on the packaging. The new Eco Tube will hopefully be the beginning of a shift into sustainable packaging for the entire lip balm category.”

Eco Tube is a proprietary push up tube manufactured exclusively for Eco Lips. The large 0.30 oz tube is comprised of non-coated paper and non-toxic food grade glue. The label is made of non-laminated paper. Both pieces are 100% biodegradable and backyard compostable.

The three new balms join the existing ONE WORLD flavors: RESTORE Soothing Lip Balm, RENEW Rejuvenating Lip Balm and RELAX Calming Lip Balm. The entire line is USDA certified organic, Fair Trade Certified™, GMO free, gluten free, cruelty free and made with 100% renewable energy.

Eco Lips manufactures the highest quality certified organic and fair trade lip care products on the planet. In addition, the company offers private label and contracting manufacturing services with a wide variety of options. Eco Lips initiated Iowa's largest solar power project which is powering the neighborhood in which Eco Lips is located. The company is a member of OTA, Green America and is a Certified B Corporation. Don't panic, it's organic! To learn more visit www.ecolips.com or call 866.326.5477. Visit Eco Lips on Facebook at www.facebook.com/ecolips.

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