



**NEWS RELEASE**  
For Immediate Release

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## **Eco Lips® Launches New Multi-Functional Lip Scrubs – First to Market with USDA Organic and Fair Trade Certified™ Seals**

Cedar Rapids, Iowa (January 14, 2015) Dull, dry and flakey lips beware - Eco Lips® introduces an organic lip treatment called Lip Scrub that gently exfoliates and polishes the skin leaving behind smooth, baby soft, kissable lips. Fair Trade Certified™ organic sugar exfoliates and eliminates unsightly skin while organic coconut oil, organic olive oil and jojoba oil condition the lips and provide a protective moisture barrier from the elements.

The Lip Scrub line includes three yummy flavors:

- Brown Sugar - Brown sugar and vanilla transports you to your favorite bakery. Treat your lips to this sweet surprise.
- Mint - Refresh and awaken your senses with organic essential oils of spearmint and peppermint, a winning combination for smooth lips and fresh breath.
- Vanilla Bean - Comforting vanilla bean heightens this experience for buffing away dry, flaky skin.

According to Jane Merten, VP of Marketing at Eco Lips, “We consciously developed these to be multi-functional, USDA Organic and Fair Trade Certified™ to meet the needs of eco-conscious consumers looking for hard-working, effective personal care products that are also aligned with their values of supporting farmers.”

Lip Scrub is fun and easy to use. You simply rub on lips gently to remove dry skin then wipe or lick off the remaining sugar. The entire line is 100% edible, GMO free, gluten free, cruelty free and made with 100% renewable energy offsets. Each .5 ounce jar is recyclable and protects the organic ingredients from moisture in the bathroom environment.

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. In 2014, Eco Lips hit the Inc. 5000 list for fastest growing private companies. The company is a member of OTA, Green America and is a Certified B Corporation. To learn more, visit [www.ecolips.com](http://www.ecolips.com) or call 866.326.5477.

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