



NEWS RELEASE
For Immediate Release

Shari Hindman/Integral Marketing
303.499.9665
shari.hindman@integralmarketing.biz

**Eco Lips® Relaunches Eco Tints --
Sleek Oval Tube Packaging and Improved Formula, Now Fair Trade Certified™**

Cedar Rapids, Iowa (June 10, 2014) Eco-beauties everywhere will be delighted with these new and improved Eco Tints from Eco Lips®. Fair Trade Certified™ organic Cocoa Butter, Fair Trade Certified™ organic Coconut Oil, organic Argan Oil and Aloe Vera harmonize with natural earth minerals to provide a smooth glide and a beautiful shimmering glow.

The sleek, black oval tube packaging is more modern in design and offers a clear top so that the actual color of the product can be seen. Plus the new packaging improves precision during application. The stylish new .15 oz. sized container is ergonomic, and fits into a pocket or purse much better than a standard stick of lip balm. In addition, organic vanilla and essential oil of peppermint add to the consumer appeal of these new tinted lip balms.

According to Steve Shriver, CEO of Eco Lips, “Our new formula is better than ever! We've taken feedback from our customers and did extensive formula testing to ensure our new tints deliver more moisture for the lips and deliver better color payout. These are by far the best tinted lip balms available!”

The six available colors include Coralyte, Mocha Velvet, Moonstone, Plush Red, Rose Quartz and Sugar Plum. The entire line is Fair Trade Certified™, carmine free, GMO free, gluten free, cruelty free and made with 100% renewable energy offsets. The suggested retail pricing will remain at \$4.49.

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. To learn more, visit www.ecolips.com or call 866.326.5477.

###

lipfriendly.earthfriendly.ecolips