

Organic Skin Care Company Awarded and Nominated

Submitted by: Raw Gaia

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Organic skin care company Raw Gaia announces that it has been nominated for the Vegan Environmental Awards 2009, from among many hundreds of companies.

In its third year running, the Vegan Environmental Awards recognize the best vegan products, people, projects, publications and organisations. The winners are chosen on the basis of thousands of votes cast by the public, who can vote online from anywhere in the world. The voting site is now open and hosted at <http://www.veganfayre.co.uk>

In addition to this nomination, Raw Gaia was also recently "highly commended" as the Best Ethical Range by Lifescape Beauty Awards in November 2008. Lifescape is a leading British glossy vegan/vegetarian, fair trade, organic and cruelty-free magazine.

Lifescape praised Raw Gaia's ethical marketing approach to beauty and ageing. The magazine commented: "Raw Gaia believes that most advertisements aimed at women have created false standards of beauty and make women feel inadequate and unsure about their bodies, and in particular, about ageing skin. Raw Gaia has therefore adopted an unprecedented ethical marketing approach to beauty and ageing. They have taken off any mention in their products about de-ageing, wrinkles, rejuvenation, etc. They scrutinized all their marketing literature and removed anything that would make women feel unsure about their skin and body."

Co-founder Lisa Lennon says: "We are delighted to have been shortlisted by the Vegan Environmental Awards and awarded by a well-known magazine, not only because they highlight that we have a fantastic range of products, but they also acknowledge our uncompromising ethical commitment."

Raw Gaia is becoming a more and more popular organic skin care (<http://www.rawgaia.com>) brand. Using only organic, vegan, and as much as possible, fairtrade ingredients, products are hand-made through a special low temperature process in order to retain all the life energy, antioxidants, minerals, vitamins and EFAs in the ingredients.

Notes for editors:

Raw Gaia is the world's first range of living skin care products. These are hand-made using only organic, vegan, cruelty-free and unheated ingredients, free from any chemicals, through a low temperature process. This offers two advantages over traditional high-temperature methods: it ensures that all the natural nutrients beneficial to the skin are retained and avoids the creation of toxic compounds.

For information about Raw Gaia please visit <http://www.rawgaia.com>. Company information, product details and previous releases can be found at Raw Gaia's press centre at <http://www.rawgaia.com/press-centre.asp>

For additional details, to arrange an interview or to obtain high resolution images, please contact Hector Bolanos or Laura Knight, via the details below:

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