

Grooming the Groom (it isn't always just about the bride ...)

Submitted by: Green People

Wednesday, 23 March 2011

'Organic Homme' is fit for a King!

This active, new generation Certified Organic skincare for men comes from the natural and organic pioneers at Green People.

Got the girl? Now keep enviably brighter, fresher skin!

- No 1 ... 'Scrub it' - blast dry, dull skin
- No 2 ... The ultimate close 'Wash and Shave' experience
- No 3 ... 'Cool down' anytime active moisturiser
- PLUS! Rose Facial oil for the eternal Bridal glow

No 1 ... scrub it EXFOLIATOR (>90% organic, £8.95 for 125ml).

Blast away dry and dull skin, and buff with natural Bamboo particles to lift away dead cells. (Bamboo traditionally brings good fortune, which will be handy on the Royal Wedding day, infact every Wedding Day!).

Bentonite is a natural clay mineral for deep-cleansing – and it draws out impurities. Potent antioxidants, Olive leaf and Rosemary team up to combat the signs of ageing by protecting against free-radical damage. Fairly-traded Shea Butter nourishes and protects. 'Scrub It' also helps to battle ingrown hairs - perfect on the big day, and essential for ever after!

No 2: shave now WASH & SHAVE (>80.5% organic, £11.95 for 125ml).

Get the ultimate close shave with 2-in-1 active-packed face wash and shaving gel. It lifts hair shafts to help prevent 'razor burn' nicks, and cuts. A generous dose of Aloe Vera, Seaweed and plant proteins combine to condition and nourish the skin for sensationally smooth, supple results.

No 3: cool down MOISTURISER (>93.9% organic, £11.95 for 125ml).

On the big day, the guy that gets the girl will need truly outstanding skin. The 'Homme' range is certified by both EcoCert and The Organic Food Federation, guaranteeing gorgeous organic actives for maximum performance. Slap on to cool down at any time of day with this non-greasy, organic after shave and moisturiser, with a none pore-clogging formulation to prevent spots. Nourishing Almond oil and Shea butter also support the natural skin oils for lasting softness, even on tough skin. Organic Homme is suitable for all men, including those with sensitive skin or prone to eczema, psoriasis, acne and skin allergies. Be regally confident in the safe knowledge that these products are made without any chemical 'nasties' - including skin drying Ethyl alcohol, irritating Sodium lauryl sulphate, Parabens, Phthalates, Synthetic Fragrances or Artificial Colours.

And for her: Anti-ageing FACIAL OIL (>99.9% organic, £16.85 for 30ml).

A luxurious way to improve skin elasticity. Nutrient-packed, it includes skin nourishing plant oils like Avocado, to feed the skin with a high dose of vitamin A, D and E. Rosemary stimulates blood circulation (but may not prevent nerves or fainting at the altar). Rose Geranium fragrance gives a beautiful floral scent. Its a long and exceptional day, so Brides are advised to combine it with one or two drops of hydrating Gentle Tone, which will nourish and boost the skin long into the magical, and very memorable night ...

- ENDS -

NOTE TO EDITORS:

PR contact for samples and hi res photos

- Sarah Morgan (sarahm@greenpeople.co.uk) or call 01403 740370

Our online shop is here, take a look! Organic Homme range
(<http://www.greenpeople.co.uk/organic-men-products.aspx>)

- Not tested on animals, and suitable for vegetarians
- 10% of net profit donated to health and environmental charities.

AWARDS

- Best Skincare – CAM Lifestyle Awards 2010
- Charlotte Vohtz 'Third Most Influential Personality' in natural beauty industry – Natural Beauty Yearbook 2010 - 2008
- Highly Commended: Sun Care Range & Cool Down Moisturiser - Lifescape Beauty Awards – 2008

PS::: need reader offers? - send requests and we'll try and oblige!

FUTURE PLANS

We have also launched of our first Fairtrade Registered Organic products this year! " Our aim is to offer many more Fairtrade products across our ranges in 2011 - Charlotte Vøhtz, Green People Founder "