Elsa’s making waves! New natural deodorant tins launch and donate to charity - Plastic Oceans UK

Submitted by: Elsa’s Organic Skinfoods
Friday, 8 June 2018

#waveofchange #maketheswitch #worldoceansday

Environmentally conscious brand, Elsa's Organic Skincare (http://www.elsas.co.uk), is helping to make a difference with the launch of vegan and plastic-free Ocean Natural Deodorant Crème. This week marks World Environment Day and World Oceans Day with one shared agenda respectively, to prevent and beat plastic pollution. Supporting the movement, Elsa’s will be donating £1 from each tin sold to the charity Plastic Oceans UK (http://www.plasticoceans.uk). Available from 8 June.

Ocean Natural Deodorant Crème, £9.60, 45g. Available from 8 June at Elsa's Organic Skincare (http://www.elsas.co.uk)

A fresh unisex scent, powered by Coconut Oil with stimulating Peppermint, boosted with healing antibacterial Tea Tree, Rose Geranium and Patchouli. A new, super concentrated crème-to-powder formula, for efficient and effective 24-hour protection in a 4 in 1 solution to deodorise, soothe, detoxify and nourish delicate skin.

Made in the UK, blended with carefully selected natural and organic ingredients to prevent unwanted odour, whilst keeping skin nourished and healthy. Cruelty-free, vegan and free from aluminium, parabens, phthalates, glycol, gluten, GMOs, or baking soda. Kind to your skin and the environment, housed in recyclable tins. Elsa's Deodorant Crème comes with a small bamboo spatula for ease of use.

Plastic Oceans UK mission is to raise awareness of the plastic pollution issue in schools and amongst the public, spreading the message to incite action and a wave of necessary change

Plastic Oceans UK was founded by Jo Ruxton and Sonja Norman in 2009. They embarked on their first project, creating the film A Plastic Ocean, to raise awareness of the plastic pollution issue. That mission became a reality in January 2017, when the film launched on a global scale. The foundation has since developed three pillars of identity: science, sustainability and education programmes. The film, A Plastic Ocean was the first tool of the global education work carried out by Plastic Oceans UK and has already opened the hearts and minds of people all over the world and from all walks of life.

Jo comments, “The plan is to perpetuate and spread that message through work in schools and with members of the public to turn the messages of the film into action and provide the wave of change we need.”

ENDS

Notes to editors:

www.elsas.co.uk
www.plasticoceans.uk
www.worldoceansday.org – 8 June 2018
www.worldenvironmentday.global – 5 June 2018

All ingredients: -

- 100% free from any aluminum, propylene glycol, parabens and any known toxins.
- Free from irritating ingredients like bicarbonate of soda & alcohol.
- Minimum of 67% certified organic ingredients.
- Guaranteed effective odour protection for up to 24 – 48 hours.
- Soothes and pampers skin whilst revitalising the senses.
- Deliver nutrition directly through the skin.
- Absolutely 100% natural deodorant.
- Helps enhance and maintain the skin's smooth texture.
- Vegan.
- Cruelty Free.
- Fast Drying.
- Made in the UK.

For product shot of Elsa's new natural deodorant tins see:
https://pressreleases.responsesource.com/newsroom/ElsasOrganicSkinfoods/images/

For all sample and image requests please contact Two Peas PR.

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