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## **Naturity Launches Organic Aftershave Balm**

June 7, 2010 – Bayville, NJ – Naturity LLC launched its first product in the Organic Shaving™ product line. Naturity's Aftershave Balm, comprised of 99.5% certified organic ingredients, received a "zero" toxicity rating on the Skin Deep database ([www.cosmeticdatabase.com](http://www.cosmeticdatabase.com)), a guide to cosmetics and personal care products by the Environmental Working Group. The product is the first of many in the Organic Shaving™ line, which is geared toward male consumers. According to Naturity, the development of the product was spurred by requests of its existing customers.

"There aren't many organic products out there for male shaving and we believe there is an educated consumer base searching for non-toxic, organic shaving products," said Anyisia Kiel, Naturity's Managing Member. Kiel noted that the product formulation was created to address both moisturizing and soothing attributes. In addition, the product boasts a clean, fresh scent of rosemary. "We didn't want anything flowery for this line and the scent is decidedly male." Consumer test group results showed high scores on moisturizing, product texture, and product scent. "We were also concerned with creating a product that went on like a balm and didn't become oily. Based on our consumer test results for texture, I believe we achieved this goal," Kiel noted.

Naturity plans on launching several other products in the Organic Shaving™ line over the course of the summer 2010. "As long as there is an environmentally conscious market to drive the products, we will continue to develop zero-toxicity, chemical-free products comprised of 99-100% certified organic ingredients," said Kiel.

### **About Naturity:**

Naturity is an organic personal care company offering body-bath, pregnancy, and baby care products. All products are comprised of 99-100% certified organic ingredients. They are Leaping Bunny certified and Full Member of the Campaign for Cosmetics. Naturity intends to set a new standard in the personal care industry, while simultaneously educating consumers. They think the combination of both will lead to a healthier industry and a consumer base making better choices not only for their own self-preservation but also for that of the planet.

### **For More Information Contact:**

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