



25 Brentwood Drive, Bayville NJ 08721

Phone (732) 678-7112

Email service@naturity.net

www.naturity.net

Naturity Organic Babyhood™ Product Line Rated “Zero” Toxicity in Skin Deep Database.

December 17, 2009 – Bayville, NJ – Naturity LLC announced that its entire Organic Babyhood™ product line (Baby Massage Oil, Diaper Balm, and Baby Powder) received a “zero” toxicity rating—the best possible rating for a product in the Skin Deep database. Skin Deep is a toxicity guide to cosmetics and personal care products by the Environmental Working Group—a non-biased research organization that works in tandem with the Campaign for Safe Cosmetics. Products reviewed receive a toxicity rating on a scale from zero to ten with zero being the lowest possible toxicity and ten being the highest toxicity to humans.

“We formulated Organic Babyhood™ carefully to eliminate the possibility of skin irritation to babies,” said Anysia Kiel, Managing Member of Naturity LLC. Kiel noted that she used the Baby Massage Oil on her own newborn daughter right after she brought her home from the hospital last year because it does not contain essential oils and can be used for infant massage. “This rating is very rewarding because it validates our efforts in creating safe, toxic-free products for the delicate skin our most sensitive customers—little babies,” said Kiel.

The Skin Deep database can be accessed via the Internet at the following URL: (www.cosmeticdatabase.com) and consumers can type in the name of a company, or product to search. In addition, consumers can view research articles on cosmetic ingredients and formulations. All information in the Skin Deep database is free.

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. All of their products have received “zero” toxicity ratings in the Environmental Working Group’s Skin Deep database. 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:

Kyle Marcell - Director of Marketing at Naturity
kyle@naturity.net or 732-678-7112