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## **Naturity Receives “Zero” Toxicity Rating in Skin Deep for Entire Organic Body-Bath™ Product Line**

December 8, 2009 – Bayville, NJ – Naturity LLC announced today that its entire Organic Body-Bath™ product line (Sugar Body Scrub, Salt Soak, Massage Oil, and Herbal Bath Blend) received a “zero” rating—the best possible rating for a product in the Skin Deep database. The free Skin Deep database can be accessed via the Internet at the following URL: ([www.cosmeticdatabase.com](http://www.cosmeticdatabase.com)) and consumers can type in the name of a company or product to search. Skin Deep is a toxicity guide to cosmetics and personal care products by the Environmental Working Group. 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. The Environmental Working Group is a non-biased organization that works in tandem with the Campaign for safe Cosmetics to bring awareness to consumers about chemicals and toxins, which can be found in cosmetics and personal care products.

“We’re excited about this rating since our Organic Body-Bath™ line is our largest with four products available in six different herbal scents. Having all twenty-four products in Organic Body-Bath™ rated with zero toxicity is important to us, our wholesalers, and our consumers,” said Anysia Kiel, Managing Member of Naturity LLC. Kiel added that as Naturity creates new products, they will continue to formulate them without chemicals, toxins, additives, or synthetic preservatives. “Since the skin is our largest organ and permeable, we feel a sense of duty to continue to develop products that nurture the skin organically.” Kiel believes that consumers deserve non-toxic products and Naturity continues to educate consumers on the value of healthy organic ingredients.

### 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:

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