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Naturity Announces Skin Deep Rating for Organic Motherhood™ Product Line

November 25, 2009 – Bayville, NJ – Naturity LLC announced today that its entire Organic Motherhood™ product line (Belly Massage Oil, Belly Butter, and Nipple Cream) received a “zero” rating on the Skin Deep database (www.cosmeticdatabase.com), a guide to cosmetics and personal care products by the Environmental Working Group. The Skin Deep database reviews products for toxicity to humans. 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. 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. To use the free Skin Deep database, consumers can go to www.cosmeticdatabase.com and type in the name of a company or product to search.

“We’re thrilled with the rating. This validates our view that a personal care company can deliver quality products without harsh chemicals,” said Anysia Kiel, Managing Member of Naturity. Kiel explains that the rating is particularly important in the Organic Motherhood™ line because Naturity’s Belly Massage Oil and Belly Butter are used during pregnancy to nurture stretching skin and toxic-free products are very important to expectant mothers.

“It is our hope that as consumers become aware of the toxins in products, they will demand change, which will force other manufacturers to eliminate chemicals from their formulations,” 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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