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## **Naturity Launches New Plant & Green™ Program with The New Jersey Tree Foundation**

January 25, 2010 – Bayville, NJ – Naturity LLC launched Plant & Green™- a new environmental program partnership with the New Jersey Tree Foundation.

Through the Plant & Green™ program, Naturity will help support the New Jersey Tree Foundation initiatives. For every customer order placed, Naturity will purchase a tree, which will be planted by the New Jersey Tree Foundation. The purchased trees will help promote the greening initiatives of the foundation in New Jersey schools and communities.

“We did some research before we selected an organization partner. There are several out there but the New Jersey Tree Foundation is a grassroots organization with a big emphasis on educating our youth. We saw this as a differentiator, plus they were local and we believe in thinking globally and acting locally,” said Anysia Kiel, Naturity’s Managing Member.

The New Jersey Tree Foundation is dedicated to the promotion, development, and improvement of forestry programs in cities, neighborhoods, and schools. Through tree planting, volunteerism, education, and community outreach they are able to assist numerous communities in improving their environment and quality of life. “The Tree Foundation is excited to partner with Naturity to plant hundreds of trees across New Jersey,” said Lisa Simms, Director. “Purchasing cruelty-free personal care products while helping to green New Jersey is a win-win endeavor.”

Plant & Green™ is Naturity’s second environmental program and joins Recycle Naturity™- the company’s container recycling program, which launched in June of 2009. For every five containers sent back to the company and recycled, Naturity will email a customer a \$15 gift certificate good toward the purchase of any of their products. Reminders about Recycle Naturity™ are printed at the bottom of all customer invoices and packaging slips. “We love programs that engage our company and customers in the preservation of our planet and we will continue to develop new opportunities that support these initiatives in the future,” Kiel stated.

### 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.

About The New Jersey Tree Foundation:

The New Jersey Tree Foundation is a statewide, non-profit organization dedicated to the promotion, enhancement and development of urban and community forestry activities in New Jersey through education, volunteerism, community outreach, partnerships, and grants. The initiatives of The New Jersey Tree foundation include: greening urban areas, greening school grounds, memorial tree programs, and educational programs.

For More Information, contact:

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