



TO: All Publications

For Immediate Release

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Organic Essence's sister company, Eco Vision, was recently awarded a patent for the home compostable Eco Tube. "We are laying the ground work for profound changes in retail packaging" says Ellery West, one of the founders of Organic – Essence and Eco Vision. "The tube is so green we call it the 'eco tube'. It's made out of 100% recycled paper, organic glue and pure soy ink. That's all. The balm is organic and loaded with shea butter, making it the ultimate quality. All around, this product defines sustainability; it's the green yard stick all consumer products should be measured by."

Organic Essence manufactures only USDA Certified Organic body care products. USDA certification is a food standard that doesn't allow chemicals such as detergents, preservatives and fragrances. "Health is why people buy organic" says West, "and environmental health is why we focused on designing eco-packaging. This is too important; we didn't just wait for the packaging industry to get around to it someday. 240 million plastic lip balm tubes are discarded into landfills yearly and it takes thousands of years for one to degrade. By using single use plastic today, we are stealing from future generations. Is that a sustainable paradigm? No! The issuance of patent #7819251 is an outstanding achievement for Eco Vision, Organic Essence's sister company who manufactures sustainable packaging. I am very proud of my two companies and their contributions for a healthy future."

The Eco Vision/Organic Essence Eco Tube is easy to use; instead of turning a wheel to make the balm come up. You just pinch the bottom of the tube like you would toothpaste. Just the right amount of balm pops up. Beautifully simple, the cap fits snugly and the whole tube is surprisingly durable. The Eco Tube has 40% more balm than most brands. Plus, it's 40% lighter than traditional plastic tubes which reduces transportation fuel use and enhances packaging sustainability.

Organic Lip Balms are available in four great flavors: Almond, Grapefruit, Mint, Vanilla and Natural (flavor free). Available nationwide in Whole Foods Markets, natural markets and direct from www.orgess.com

SPECIAL MEDIA FOR REVIEW:

Since seeing is believing, Organic Essence is pleased to provide free samples of organic body care products to media personnel for review and evaluation. Please contact us for samples and further info.

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Need information or samples of sustainable, home compostable packaging solutions for your products?

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