



Pure Aromatherapy and
Organic Body Care Products

Nourish your body, feed your senses™

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FOR IMMEDIATE RELEASE

Dropwise Essentials Named “Champion” In the Campaign for Safe Cosmetics’ Market Shift Report

Dropwise Essentials is very proud to announce that we have been named a “Champion” in the Campaign for Safe Cosmetics’ [Market Shift](#) report, released November 30th. The report describes how certain companies, from small mom-and-pops to large companies in the natural products sector, are setting a new high-bar standard for personal care products.

“From the start, our core focus has been on creating safe, gentle and effective plant-based personal care productions, so its exciting and a real honor to be lauded with this particular recognition” said Donya Fahmy, Founder & CEO

The Market Shift report documents how the Campaign for Safe Cosmetics, a national coalition of nonprofit women’s, environmental, health, consumer and worker safety organizations, worked with cosmetics industry leaders between 2004 and 2011 in order to increase attention to product safety while growing demand for safer personal care products. Luckily, consumer demand for safer products free from harmful chemicals has made natural personal care the fastest growing sector of the cosmetics market, even during this economic downturn.

Being named a “Champion” by the Campaign for Safe Cosmetics means that Dropwise has met the goals of their strict Compact for Safe Cosmetics by voluntarily pledging to avoid chemicals banned in other countries, avoid harmful ingredients whenever possible and fully disclose product ingredients --all things the company was already doing before signing the pledge.

“We are proud to be among the leaders in the personal care industry of what will hopefully be a continuing trend toward making products that are truly safe for personal consumption and for environmental stewardship,” Fahmy added. “Everyday in every way we are demonstrating that it is possible to make luscious, effective personal care products without using any toxic or questionable ingredients at all.”

According to the report, the average American woman uses 12 personal care products a day and is exposed to more than 120 chemicals --many of which are linked to cancer, birth defects, asthma, allergies and other health problems. It’s no coincidence that many of these dangerous chemicals contaminate our water and wildlife as well, affecting our children’s future wellbeing in a number of adverse ways.

You know that old adage from the 1960s “If you’re not part of the solution then you’re part of the problem”? Well Dropwise prides it’s self on being part of the solution and helping others be a part of it too. Anyone can be part of this exciting market shift by trying and buying products from the companies listed in the report and educating one’s self to avoid products made with hazardous chemicals, altogether.

Dropwise Essentials (dropwise.com) is a San Francisco green business specializing in aromatherapy and organic plant-based personal care products to relieve stress, increase vitality, and help people instantly manage their emotional state --any time or place. The Company was founded in 2003 by Donya Fahmy, a writer, producer, and Internet consultant whose avid interest in the curative powers of aromatherapy and herbs ultimately led her to design and create the seven products and nineteen unique essential oil blends that make up the current Dropwise product line. Dropwise Essentials is a proud member of the Indie Beauty Network, the Green America Business Network, Green Product Alliance, Natural Ingredient Resource Center, and a Friend of PETA.

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