



Pure Aromatherapy and
Organic Body Care Products

Nourish your body, feed your senses™

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FOR IMMEDIATE RELEASE

Dropwise Essentials Tells Its Customers to Go Naked for Halloween with the Launch of its New Unscented Organic Hand & Body Lotion

San Francisco, CA ... Dropwise Essentials, a green business that makes safe, gentle and effective aromatherapy and organic plant-based personal care products to promote health and wellness, announces the launch of its latest product **Simply Naked** --the unscented version of its wildly popular nourishing aromatherapy hand and body lotions.

“Until now Dropwise products have always been about mating the therapeutic benefits of synergistic essential oils blends with the highest quality certified organic base oils, herbs and other natural ingredients to create personal care products that deliver the best of what the plant world has to offer,” says Donya Fahmy, owner and formulator, “Over the years we’ve gotten many requests for an unscented version of our highly moisturizing, antioxidant-rich aromatherapy hand and body lotions so we finally decided to make one. We didn’t want our customers or prospective customers to be deprived of our high-quality plant-based lotion as a result of their need or preference for a moisturizer without added scent.”

Dropwise Essentials’ Nourishing Hand & Body Lotions feature a beautiful skin-loving base of certified organic jojoba oil infused with certified organic calendula and chamomile; and certified organic oils of virgin coconut and macadamia nut combined with hydrosols, wild-crafted essential oils, organic aloe vera and organic beeswax, among other natural, minimally processed ingredients, and they boast a highly favorable safety concern rating on the Environmental Working Group’s Skin Deep database.

“All our products have very low safety concern ratings in the Skin Deep cosmetics database --ranging between 0 and 3 (out of 10) and that’s mainly because of their essential oil content,” adds Fahmy. “With the launch of Simply Naked, we’ve left out the essential oils and hydrosols so we are confident this product will have the lowest safety concern rating possible in the moisturizer category.”

In keeping with the company’s commitment to sustainability, the new lotion comes in 4 oz and 8 oz recyclable HDPE plastic bottles. Simply Naked is available directly from <http://www.dropwise.com> and select online retail outlets.

Founded at the turn of the new millennium, Dropwise Essentials is a San Francisco-based green manufacturer of pure aromatherapy and organic spa quality body care products that nourish the body and feed the senses, making anyone who uses them feel and smell great! Our mission is to create safe, and sustainable plant-based products that help you achieve optimal health without popping a pill. Dropwise helps people safely relieve stress, increase energy and confidence levels, or instantly manage their emotional state --any time or place— via regular application of products that incorporate the healing power of essential oils. No animal testing, and no synthetic or petroleum ingredients are ever used. We are committed to making products in a manner that ensures their safety and integrity for everyday use; leaves a minimal footprint on the environment in terms of resources required to make them and maintains full biodegradability at the end of their life cycle. All products are handcrafted locally in Northern California.

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