

WILD



NATURAL

BEAUTY



Press Kit

## Introducing Wild Natural Beauty

NATURAL  
AND  
ORGANIC  
BEAUTY  
ESSENTIALS



SOAPS  
BATH GELS  
LOTIONS  
CREMES  
SERUMS  
AND MORE

WILD  
NATURAL  
BEAUTY  
.COM

Wild Natural Beauty is a family owned company specializing in natural and organic skin care products. We care about what we put on our skin, so quality natural ingredients are essential. Our products are Sulfate free, Paraben Free and Phthalate free. While controversy surrounds the safety of sulfates, parabens and phthalates, we choose not to use them. We can achieve superior results using natural ingredients .

The greatest thing about small companies is that usually they are born to fill a need. Wild Natural Beauty came into being after we realized what we were doing for ourselves we could also do for others. At my mom's kitchen table we formed a company to provide quality products that were effective and reliable; products that we could not easily find for our needs.

Wild Natural Beauty's offerings are exclusively online. We welcome you to visit our website, [WildNaturalBeauty.com](http://WildNaturalBeauty.com). We also sell our skin care line via [Amazon.com](http://Amazon.com) and [Buy.com](http://Buy.com).

We are always available via email, [contact@WildNaturalBeauty.com](mailto:contact@WildNaturalBeauty.com) and via phone 512.417.0096, Monday through Friday, 9am - 5 pm CST.

## About The Founders and The Company

Wild Natural Beauty was formed by four women, Faye, Lisa, Amy and Kelly, 3<sup>rd</sup> and 4<sup>th</sup> generation Texans. All of us came from different areas and stages of life to bring healthy alternatives into our lives.



Our backgrounds include Aromatherapy, Business Management to motherhood. For the past twenty years, we have been studying how essential oils work for one's body and overall health; innately aware of the dangers in plastics and cosmetics; to ourselves being the victims of extremely sensitive skin. This was what motivated us to establish our own skin care products. While we have only been in business since 2007, we have been working towards this for quite some time.

Please take the time to browse our store and we hope we can be there to help you and your family.

## Wild Natural Beauty

Established in 2007  
Family owned and  
operated  
BBB Accredited  
Business

Natural and Organic  
Skin Care  
Indie Beauty  
Network Member

Eco-friendly  
Packaging  
PETA's Caring  
Consumer Cruelty  
Free Program  
All Ingredients  
Revealed

## About The Products

### WILD NATURAL BABY



Wild Natural Beauty is dedicated to providing the best quality natural and organic beauty products. As consumers, we care about what we put on our skin, so quality natural ingredients are essential. When you look at our ingredients, you will see that our main ingredient is not water; which means we are not watering-down or diluting our products with water. Our products are rich, creamy and will positively nourish and hydrate your skin.

We reveal all of our ingredient so you always know what you are putting on your skin. In addition, with the exception of just a few products, our products are Certified vegan by [Vegan Cosmetics.org](http://VeganCosmetics.org).

Wild Natural Beauty offers a wonderful selection of natural and organic skin care products. Wild Natural Baby, our exclusive line of skin care items just for Baby! This collection is scented with the safety of infants in mind, but is also perfect for kids of all ages:

#### Wild Natural Beauty Product Types

- 100% Organic Soaps
- 100% Organic Shower Gels
- Body Lotions
- Facial Creams
- Facial Serums
- Facial Cleansers, Toners and Astringents

#### Wild Natural Baby Product Types

- Baby/Kid Shampoo
- Baby Body Lotion
- Baby Creme
- Diaper Ointment
- Baby Powder - Talc Free
- Baby Soap and Shower Gels - 100% Organic
- Baby Bath Soak

#### Product Attributes

- 100% Natural
- Sulfate Free, Paraben Free, Phthalate Free
- Hydrating and Moisturizing
- All Ingredients Revealed
- Scented with Essential Oils

## Press Releases

**FOR IMMEDIATE RELEASE**

### **WILD NATURAL BEAUTY EXPANDS SKIN CARE LINE**

Austin, TX – June 1, 2009/PR Newswire/- Wild Natural Beauty, a natural and organic skin care company, is now offering facial cleansers, toners and astringents. These new facial care items compliment the already popular skin care line Wild Natural Beauty introduced last year. Wild Natural Beauty products are Sulfate Free, Paraben Free, and Phthalate Free.

UnPimp My Face Acne Cleanser and UnPimp My Face Astringent are formulated to target the most unruly face and body acne around. UnPimp My Face Acne Wash uses organic extracts and essential oils to keep your skin clear of blemishes and breakouts. Use every day or just to control those pesky breakouts.

The Simply Beauty Line is the signature line of no soap cleanser, toner and astringent formulated for the most sensitive skin is also effective as an everyday cleanser for normal skin. Simply Beauty Moisturizing Facial Toner and Simply Beauty Astringent remove excess dirt without over drying your skin or use of harsh chemicals.

The Divine Line has been expanded to include Divine Mudd Cleanser and Divine Facial Toner. Formulated with DMAE (Dimethylaminoethanol), this cleanser puts the power of DMAE into this mud blend. This mud gel draws the toxins out of your skin while DMAE nourishes your skin. DMAE is a nutrient that protects the integrity of the cell membranes, preventing premature aging thus creating a firmer facial tone. The Divine Facial Toner combines the power of DMAE and MSM (Methylsulfonylmethane ) to rehydrate your skin using it's anti-inflammatory and anti-microbial properties to aid in healthy skin. It also works to protect the cell integrity to prevent wrinkles.

These natural facial cleansers, toner and astringents compliment the natural and organic soaps, shower gels, body lotions, facial crèmes and facial serums already in the Wild Natural Beauty line.

Wild Natural Beauty's offerings are exclusively online at [WildNaturalBeauty.com](http://WildNaturalBeauty.com), [Amazon.com](http://Amazon.com) and [Buy.com](http://Buy.com).

#### **About Wild Natural Beauty**

Wild Natural Beauty is a family owned company established in 2007, specializing in natural and organic skin care products. Wild Natural Beauty is a BBB Accredited Business, priding itself not only in its products but also in the care given to every customer. All products are Sulfate free, Paraben Free and Phthalate free. While controversy surrounds the safety of sulfates, parabens and phthalates, Wild Natural Beauty chooses not to use them, believing superior results can be achieved using natural ingredients.

Wild Natural Beauty uses eco-friendly packaging including "tree" free" paper. Wild Natural Beauty carries the PETA's Caring Consumer Cruelty Free Logo and pledges to reveal all ingredients. The mission of Wild Natural Beauty is to be honest, to be proud of their products, and to always be open to what customers have to say.

#### **Contact:**

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[www.WildNaturalBeauty.com](http://www.WildNaturalBeauty.com)

## Press Releases

FOR IMMEDIATE RELEASE

### WILD NATURAL BEAUTY INTRODUCES WILD NATURAL BABY

Austin, TX – June 3, 2009/PR Newswire/- Wild Natural Beauty, a natural and organic skin care company, is now introducing Wild Natural Baby, an exclusive line of skin care items formulated just for the delicate skin of a baby. Scented for the youngest of users, Wild Natural Baby line of skin care items is ideal for children of all ages. All Wild Natural Beauty and Wild Natural Baby items are Sulfate Free, Paraben Free, and Phthalate Free.

Happy Baby Soap is blended with Aloe to soothe and clean baby and won't cause irritation or dry baby's skin. Splish Splash and Nighty Nite Organic Shower Gel are thicker than castile soaps to soothe baby's soft skin. Both soaps and shower gels are 100% organic.

Bubbles Natural Baby Shampoo is a special formula that uses calming distillates, lavender and chamomile essential oils, jojoba oil and rosehip oil. Bubbles Natural Baby Shampoo is gentle and won't irritate or dry out your baby's scalp. This baby shampoo is sulfate free.

Pookie Natural Body Lotion and Wiggle Baby Cremes are ideal for tender skin of children. Use on those rough patch children get as they grow. Both product contain no nut oil and leave skin feeling smooth and silky.

Lil' Soaker Bath Soak, Cutie Patootie Diaper Ointment, and Fluffy Bear Talc Free Power round out the Wild Natural Baby collection. These natural skin care items are just a few specially made items for baby to compliment the natural and organic soaps, shower gels, body lotions, facial cleanser, facial crèmes and facial serums already in the Wild Natural Beauty line.

Wild Natural Beauty's and Wild Natural Baby's offerings are exclusively online at WildNaturalBeauty.com, Amazon.com and Buy.com.

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