

For Immediate Release

Media Contact: Jennifer Sgro
jennifer@thatPRgirl.com
647.346.5569
Twitter: @thatPRgirl



Sweet Leaf Bath Company Launches Canada's First 100% Compostable Eco Tube

Toronto, ON – Be kind to the Earth and your lips with Sweet Leaf Bath Co., new lip balm and Canada's first-ever 100% PCW (post consumer waste) compostable eco tube. These Fairtrade certified lip balms are made using only the purest organic oils and butters and each eco-lip balm holds 30% more lip balm than plastic tubes. More than 25 million plastic tubes are discarded every year in Canada and can take thousands of years to completely decompose. Unlike glass, plastic leaches hormone disrupters and carcinogens into products and the environment as it breaks down. Completely biodegradable, these new, compostable eco-tubes break down without causing harm to you or the environment. Available in three delicious, natural flavours: Chocoberry, Pomegranate and Peppermint (SRP \$4.75)

The Anatomy of a Bio-degradable Eco Tube

- Completely biodegradable and safe for home composting
- Post Consumer Waste (PCW), 100% recycled paper
- The innovative design allows for 30% more lip balm
- Eco-responsible packaging
- No Plastic!

About Sweet Leaf Bath Co.,

Founded in 2007, by mother, daughter duo Rose Creamer and Stacey Guymer, Sweet Leaf Bath Co. was born of the desire to make a difference in the world one globally conscious skin care product at a time. Sweet Leaf Bath Co. is currently one of only eight bath and beauty care companies in Canada that is licensed by Fairtrade Canada, allowing them to sell their line as Fairtrade certified. Pure and Simple. Good for the World. Good for your Skin.

www.sweetleafbath.com

*For more information, samples or images please contact:
jennifer@thatPRgirl or 647.346.5569*