

(seed) BRAND named “Champion” among more than 1,500 Skin Care Companies

Recognized as leader in the cosmetic industry for its safer, non-toxic products in fastest-growing market segment

PRINCETON, NJ; Nov. 30, 2011 -- The Campaign for Safe Cosmetics will release today its new report, [“Market Shift: The story of the Compact for Safe Cosmetics and the growth in demand for safe cosmetics,”](#) describing the seven-year project during which the nonprofit organizations that make up the Campaign worked with companies in a unique partnership to raise the bar for safer personal care products.

In this report, The Campaign for Safe Cosmetics recognizes leaders among the 1,500 companies who had signed the Compact for Safe Cosmetics, and **(seed) Brand Body Care is one of 321 listed “CHAMPION” companies, its highest designation.**

The report describes how these CHAMPIONS are setting a new high-bar standard for personal care product, demonstrating best practices by:

- Making effective products without using ingredients prohibited for use in cosmetics in other countries.
- Disclosing all their ingredients, including those that make up “fragrance,” showing that it’s not necessary to hide these ingredients from the public.
- Working together with nonprofit health groups to increase market demand for safe, sustainable products and practices.

“Congratulations to (seed) Body Care as a Champion. Their ability and willingness to work toward the Compact requirements shows not only that it is possible to make products that far exceed current safety standards in the United States, but also that making safe personal care products can be part of a successful business model,” said Mia Davis, organizing director of the Campaign for Safe Cosmetics and coordinator of the new Safe Cosmetics Business Network. “Due to consumer demand for products made without hazardous chemicals, natural and safe cosmetics are now the fastest-growing segment of the \$50 billion cosmetics industry.”

Rebecca Gournay, co-founder of (seed) elaborates, “As we developed our products, we saw that there was a lack of standards in personal care formulations, so we committed to meeting and exceeding the demands of Whole Foods Premium Whole Body Standards – the strictest standards we could find. With our commitment to deliver high performance at a good value, we make authentically natural body care more accessible to everyone.”

Benjamin Gournay, co-founder, is proud that (seed) has been called out among a select group of deserving companies and brands. “We started using natural products when we were trying to start a family. We know that many people start their natural journey when they are reassessing their health as we did. So, we thank the Campaign for Safe Cosmetics for designating us a CHAMPION, and while the compact project has ended, we will continue to set high expectations for ourselves and our brand. Our customers expect and deserve that.”

For more information about (seed) BRAND or Graine de Vie company, please contact Rebecca Gournay at 908-463-7149 or at rebecca@seedbodycare.com. www.seedbodycare.com

(seed) BRAND features proprietary blends of concentrated seed nutrients for one's healthiest skin. In addition to seed blends including grape seed, sunflower seed, jojoba seed, among others, (seed) formulas are boosted with other nourishing ingredients with scientific topical skin benefits. (seed) offers formulas that are gluten-free, dairy-free, and also include soy-free offerings for those with the most sensitive of skin needs. The (seed) line includes Healthy Hand Creams, Therapeutic Hand Scrub, Body Creams, Body Lotions, Shampoo Bars, Shaving Bar, and Body Soap. (seed) is currently available at progressive retailers including select Whole Foods Markets, Wegmans, Harris Teeter, Hannaford, Kinney Drugs and drugstore.com, and will be expanding its reach in 2012. For more information visit www.seedbodycare.com.

The Campaign for Safe Cosmetics is a coalition of more than 150 nonprofit organizations working to protect the health of consumers and workers by eliminating dangerous chemicals from cosmetics. Core members include: Clean Water Action, the Breast Cancer Fund, Commonweal, Environmental Working Group, Friends of the Earth, Massachusetts Breast Cancer Coalition and Women's Voices for the Earth.