



SWEET DREAMS WITH NEW PRIMAVERA® SLEEP THERAPY

Slip into peaceful slumber with the **new Sleep Therapy** collection of calm and sleep inducing products made with Fair Trade and Certified Organic ingredients from international aromatherapy experts **Primavera®**. The Company is the **first** to receive NaTrue¹ certification, the new harmonised standard set up to overcome the proliferation of certifying bodies and consumer confusion about the organic, ecological and natural credentials of products.

Primavera's new Sleep Therapy products are created with essential oils of Organic Lavender Fine to soothe and calm, Organic Neroli to relieve tension and stress, and extracts of Organic Honey to help quiet the mind. The range comprises:

Roll-On - £11.00 / 10 ml - for portable, on-the-go relaxation, simply roll on to temples (keeping away from the eye area), wrists, neck and under nose as needed for instant calm. Perfect for travelling.

Balm - £11.00 / 25 ml - relaxes mind and body - apply onto chest, temples, wrists, and back of neck for a deeply soothing.

Blend - £8.75 / 5 ml - add 2-8 drops (depending on room size) to a diffuser² and let the aromatherapy oils fill the room with an air of calm and tranquility.



Pillow Mist - £8.75 / 30 ml - a calming airspray to create a soothing atmosphere.

Spray into the room or directly onto the pillow and breathe deeply.

Sleep Therapy products from Primavera® are suitable for adults, young children, and babies from 6 months upwards. Available nationally from natural health stores and online beauty stores. For nearest stockists and mail order, call 01557 870560 or visit www.primaveralife.co.uk.



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¹The NaTrue-Label for Natural and Organic Cosmetics is international and not for profit - www.natrue.org. All products that meet the criteria can use the NaTrue logo and will be certified by one of three grades: Natural Cosmetics (1 star), Natural Cosmetics with Organic Ingredients (2 stars), or Organic Cosmetics (3 stars). To avoid misinterpretation, water does not count as a natural substance.

² Primavera also offer a range of stone, candle and electric aroma diffusers for use with aromatherapy blends.

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Images: Available to download from www.pressloft.com and www.pressloft.com/VertPR/ or on request from Vert PR

Notes for editors: Primavera® products are exclusively imported and distributed in the UK by Pravera Ltd. Primavera integrates numerous environmental measures into its production: Founded in 1986, Primavera is a company that believes in ethical business practices and strives to meet the highest standards of quality and sustainability:

- 1. 100% NATURAL** - Primavera® uses only 100% natural ingredients and will never consider using synthetics, parabens, or genetically modified plants. Instead plant-friendly methods, food grade and organic emulsifiers, all natural fragrances, and a natural preservation system are used so that all formulas are pure and wholesome, just as nature intended.
- 2. NATRUE CERTIFICATION** - All Primavera® products applied directly to the skin are certified by NaTrue, a label that customers throughout the world can trust as a comprehensive mark of quality and transparency. A simple, 3-star grading system is used to distinguish between Natural Cosmetics, Natural Cosmetics with Organic Ingredients, and Organic Cosmetics.
- 3. NO ANIMAL TESTING** - Animal testing is out of the question at Primavera®. The Company does not use any ingredients tested on animals nor tests any of products on animals. The Company's fixed cut off date was 01.01.98.
- 4. ORGANIC** - Primavera® uses the highest amount of organic ingredients available and actively supports organic agriculture projects worldwide that rely on biodiversity, crop rotation, chemical-free pest controls and fertilizers, and no GMOs for farming.
- 5. SOCIAL RESPONSIBILITY** - Primavera® believes in ethical business practices. The Company pays fair prices to farm partners and suppliers and maintains long-term, collaborative relationships with them, sponsoring education and development initiatives for the individuals and communities it depends on for the high quality ingredients used.
- 6. CONSCIENTIOUS PACKAGING** - Primavera® has adopted a new look that is even more eco-conscious than before. The new design uses thoughtful solutions to help preserve the Earth's resources, makes it easier for customers to find what they need, and ties together the different product lines. Outer cartons and inserts have been eliminated where possible and all glass bottle are made from recycled glass and are recyclable themselves.