



Giuliana Rancic Steps Into The Clean Beauty Skincare Industry

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Introducing an Eco-Luxe Beauty Line, Fountain of Truth™ - Clean. Beautiful. Truthful.

LAKE SUCCESS, N.Y., Oct. 9, 2018 /PRNewswire/ -- Diving into the world of nature-inspired skincare, [Giuliana Rancic](#), partnered with Hain Celestial, the leading company in organic and natural products, to create Fountain of Truth™, a clean, beautiful and truthful skincare line. Boasting the perfect everyday eco-luxe solution to achieve clean beauty, Fountain of Truth™ helps to achieve a radiant, more youthful looking complexion, without having to sacrifice on performance.



After being diagnosed with breast cancer at the age of 36, Giuliana was determined to find skincare products that were safe to use and offered age-defying benefits. Frustrated with the inability to find what she considered to be a non-toxic skincare line, Giuliana committed herself to creating her own line of clean, safe and gentle products and sharing them with all people of all ages. Utilizing advanced skincare technology with the most efficacious botanicals from across the globe, Fountain of Truth™ was born.

Giuliana says, "The energy and focus that I have personally invested these past two years in partnership with the team at Hain Celestial has been beyond rewarding. My dream has come true to create a clean skincare line that you and I can both trust. Fountain of Truth™ is made up of effective formulas that utilize advanced skin care technology and powerful botanicals from around the globe. It's a personal journey for me that will change the way you look and feel about skincare." Roseann Fernandez, Director of Marketing of Hain Celestial Personal Care adds, "We have been thrilled to partner with Giuliana to bring her vision to life and deliver a truly eco-luxe beauty experience to market. The Fountain of Truth™ products have incredible botanical technology and performance. We know that consumers will fall in love with first use and will become fans of the brand when they see the results."

The Fountain of Truth™ collection will feature its Super Bio-Ferment Complex containing highly-effective, fermented skin-loving botanical and earth derived ingredients of Zinc, Iron, Copper, Magnesium and Wakame Seaweed, which helps to achieve softer, smoother, more luminous skin with visibly more volume. The complete product collection, ranging from a serum, to masks, and more – is designed to enable consumers to enhance their beauty with efficacious, earth derived skincare offerings in luxurious matte white and rose gold packaging.

The Fountain of Truth™ hero product, **The TRUTH Insta-Face Lift Elixir**, is a light-weight, botanically-charged treatment that can help your skin fight the visible signs of aging without a visit to a medi-spa. Developed to reduce the appearance of fine lines and wrinkles, this product contains powerful Spilanthes Acmella flower Extract, which helps to create smoother and tighter looking skin, as well as Black Cumin Seed Oil, with essential fatty acids, vitamins and amino acids, to help create a look of plumpness and volume. With continued use, skin's appearance will improve and take on more bounce and radiance.

The TRUTH Insta-Face Lift Elixir and the remaining eco-luxe beauty line, which has been in formulation for over a year, is launching to consumers starting in October 2018 exclusively at FOUNTAINOFTRUTHBEAUTY.COM. Additional products scheduled to launch include the following:

- **Dream Cream Overnight Repair Mask:** An overnight, transformative sleep cream, containing Sodium Hyaluronate, replenishes moisture and the appearance of fuller looking skin. Our exclusive five botanical extract blend contains several naturally occurring Alpha Hydroxy Acids to help wake up your skin, making it appear smoother and brighter with a dreamy glow.
- **Good Day Soufflé Hydrating Moisturizer SPF 15:** This lightweight, luxurious moisturizer, suitable for all skin types, is

proven to help minimize the visible signs of aging. Our renewing botanical blend that includes Organic Argan Oil, along with Hibiscus Flower, Maca Root and Fig Fruit Extracts, contains exfoliating Natural Alpha Hydroxyl Acids (AHAs) and Amino Acids, helping the skin look more supple and hydrated.

- **Honey Glow Mask:** This mask enhances and hydrates skin for a dewy, youthful appearance. The mask features an intensely moisturizing ingredient trio of nutrient-rich Certified Organic Honey, restorative Propolis Extract and Amino Acid-Rich Royal Jelly Extract. The creamy, soft texture warms when massaged and will nourish and revitalize, for a glowing, smoother and softer appearance.
- **Take It Off Cleansing Balm:** This transformational cleansing balm changes to a lightweight milk when activated with water. Developed with our highly effective botanical blend of ultra-hydrating Organic Argan Oil, calming Turmeric extract and Vitamin E, this formula gently cleanses, tones, exfoliates and soothes, while helping to remove waterproof makeup. The woven muslin cloth used with the cleansing balm helps to open pores, cleanse, exfoliate and improve skin tone.
- **The Youth In Hand Cream:** This limited edition luxurious hand treatment can instantly improve skin's moisture, while restoring the appearance of a youthful glow. The Triple Emulsion Formula has an emollient-rich blend of Shea Butter, Coconut and Macadamia Oils, Honey and Jojoba, which makes the cream soothing and luxurious, while providing long-lasting hydration with a protective moisture barrier. This formula, with breakthrough age-defying ingredients, provides skin with a more youthful appearance, leaving hands nourished, hydrated and soft. 10% of the purchase price of this product, up to \$100,000, will be donated to FAB-U-WISH™ & The Pink Agenda to help grant wishes and fund groundbreaking research while supplies lasts.

Fountain of Truth™ products range from \$28 - \$86 and will be available beginning in October 2018 at FountainofTruthBeauty.com

About Fountain of Truth

Fountain of Truth™ is a CLEAN, SAFE and GENTLE beauty line utilizing advanced skincare technology with cutting-edge, transformative ingredients and botanicals from across the globe. Achieve softer, smoother, more glowing, luminous skin as a result of our formulas with the Super Bio-Ferment System of highly effective, fermented, skin-loving plant and mineral ingredients. Our collection delivers beauty benefits your skin needs and craves resulting in a healthy glow. Finally, a clean and efficacious beauty line you can trust. Clean. Beautiful. Truthful.

We care about you and what you put on your skin. Clean beauty means we are ALWAYS made without:

SLS, Phthalates, Petrolatum, Silicones, Mineral Oil, DEA, Phosphates, Artificial Dyes, PEGs, or Synthetic Fragrances

We are proud to make the fight against breast cancer part of our mission and have partnered with FAB-U-WISH™ & The Pink Agenda to improve the lives of those fighting the disease by helping grant wishes and fund groundbreaking research.

About Giuliana Rancic:

After being diagnosed with breast cancer at the age of 36, Giuliana Rancic was determined to find skincare products that were safe to use. Frustrated with the inability to find what she considered to be a non-toxic skincare line that also treated the appearance of fine lines, discoloration and other skin issues, Giuliana committed herself to creating her own clean products and sharing them with people of all ages.

To learn more about the Fountain of Truth brand, visit us at: FOUNTAINOFTRUTHBEAUTY.COM

Connect with us on social:

@[fountainoftruthbeauty](https://twitter.com/fountainoftruthbeauty)

The Hain Celestial Group, Inc.

The Hain Celestial Group, Inc. (Nasdaq: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe, Asia and the Middle East. Hain Celestial participates in many natural categories with well-known brands that include Celestial Seasonings®, Earth's Best®, Ella's Kitchen®, Terra®, Garden of Eatin'®, Sensible Portions®, Health Valley®, Arrowhead Mills®, MaraNatha®, SunSpire®, DeBoles®, Casbah®, Rudi's Organic Bakery®, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, FreeBird®, Plainville Farms®, Empire®, Kosher Valley®, Yves Veggies Cuisine®, Europe's Best®, Cully & Sully®, New Covent Garden Soup Co.®, Johnson's Juice Co.®, Farmhouse Fare®, Hartley's®, Sun-Pat®, Gale's®, Robertson's®, Frank Cooper's®, Linda McCartney®, Lima®, Danival®, Happy®, Joya®, Natumi®, GG UniqueFiber®, Tilda®, JASON®, Avalon Organics®, Alba Botanica®, Live Clean® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit www.hain.com.

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