Alba Botanica® Celebrates Earth Day 2014

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Encouraging Consumers to Help Protect Marine Life by Choosing Biodegradable and Reef-Safe Sunscreens

LAKE SUCCESS, N.Y., April 22, 2014 /PRNewswire/ -- We all know that we need to protect our skin when enjoying the outdoors. Sunscreen should be applied liberally every two hours. This year the **Alba Botanica**® brand wants to call attention to the serious threat that conventional sunscreens may pose to the environment and coral reefs in particular.

An estimated 4,000 to 6,000 metric tons of sunscreen wash off of swimmers annually in oceans worldwide which could endanger global coral reefs.[1] The non-biodegradable ingredients in some chemical sunscreen products, such as Butylparaben and Benzophenone-3, may interfere with marine algae production thus depleting the food source of corals and causing a potential imbalance in the overall food chain of the marine ecosystem.

Fresh water is also at risk; there is an impending concern about the damaging effects of non-biodegradable sunscreen on aquatic life in fresh-water lakes, rivers and streams. The chemical compounds from non-biodegradable sunscreen products have the potential to disrupt normal endocrine function in aquatic plants and animals.

In observance of Earth Day 2014, the Alba Botanica® brand urges consumers who swim in natural water habitats to choose biodegradable, reef-safe, mineral-based sunscreen formulas. The brand is pleased to verify that all of its mineral sunscreen formulas are biodegradable and free of sunscreen active ingredients that may harm coral reefs. The brand is thrilled to add a NEW sunscreen to this collection, the Very Emollient™ Sunscreen Sport Mineral SPF 45**.** It provides broad spectrum UVA/UVB protection and is water resistant for up to 80 minutes. As with all Alba Botanica® sunscreens, it is biodegradable and has no parabens, phthalates, artificial colors, oxybenzone or PABA. These formulas are made with 100% vegetarian ingredients and are never tested on animals.

The Alba Botanica® brand is committed to the belief that protecting your skin and preserving the environment are *not* mutually exclusive and can be made easy and fun with the right personal care products.

Alba Botanica® sun screen products are available at Whole Foods Market, Target, natural food stores, grocery stores and on the web at www.AlbaBotanica.com.

[1] Environmental Health Perspectives

ABOUT THE ALBA BOTANICA® BRAND

Alba Botanica® products contain 100% vegetarian ingredients and are made with vitamins, plant emollients and therapeutic botanicals for optimum beauty benefits. The **Alba Botanica®** brand range includes: **Hawaiian** skin care, hair care and spa treatments; **Even Advanced™** skin care; **ACNEdote™** acne skin care treatments; **Good & Clean™** skin care; **Good & Healthy™** skin care; **Very Emollient™** body lotions, bath and shower gels, sunscreens, cream shaves and foam shaves; and deodorant sticks and hair care. Alba Botanica® brand is now on Facebook! Check us out at: https://www.facebook.com/albabotanica

The Hain Celestial Group

The Hain Celestial Group (NASDAQ: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company in North America and Europe. 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®, Gluten Free Café™, Hain Pure Foods®, Spectrum®, Spectrum Essentials®, Walnut Acres Organic®, Imagine®, Almond Dream®, Rice Dream®, Soy Dream®, WestSoy®, The Greek Gods®, BluePrint®, Yves Veggie 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®, GG UniqueFiber®, Tilda®, Akash Basmati®, Abu Shmagh®, JASON®, Avalon Organics®, Alba Botanica® and Queen Helene®. Hain Celestial has been providing A Healthier Way of Life™ since 1993. For more information, visit

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