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Contact:

Chris Anderson

chris@freemancommunications.biz

(859) 576-5439

SOUTH OF FRANCE NATURAL BODY CARE LAUNCHES EXFOLIATING SUGAR POLISH LINE

Sugar and shea butter-based formulas scrub away dry and damaged skin to reveal a natural, healthy glow

Erlanger, Ky (September 12, 2019) - South of France Natural Body Care has today launched a new line of sugar polishes, designed to gently and effectively exfoliate and hydrate hands and body, all while providing indulgent sensory experiences from proprietary fragrance blends.

The new sugar polish collection includes three scents that evoke the French seaside and are inspired by the Marseilles region's soap-making and culinary traditions: Cherry Blossom with calming Cherry Seed Oil, Glazed Apricots with soothing Apricot Kernel Oil, and Lavender Fields with relaxing Lavender Oil. Each of these sugar polishes is infused with essential oils and made with natural shea butter and sunflower oil, to provide deep, long-lasting moisturizing and nourishment - even through the most demanding environmental and seasonal conditions.

"Sugar-based scrubs and polishes have long been offered in boutique spas as luxurious pampering and skin rejuvenating services," says Katherine Jarnigo, co-CEO of South of France Natural Body Care. "As the benefits of their use have become more widely known, women are seeking affordable, natural alternatives for effective, spa-like sugar treatments at home." South of France sugar polishes can be used to target rough spots daily, to smooth and enliven damaged skin - or in the shower as a total-body scrub, up to 3 times a week.

Additionally, South of France Natural Body Care is also unveiling three new scents to expand their existing offering of triple-milled bar soaps and liquid hand washes. Cherry Blossom, Glazed Apricots, and Violet Bouquet round out a wide variety of fourteen affordably-indulgent sensory experiences available from the brand.

The company's bar soaps, liquid hand washes, and sugar polishes are small-batch and naturally formulated, without the potentially damaging and harmful ingredients found in many of today's bath products - including sulfates, phthalates, parabens, EDTA, and animal by-products. All South of France products are certified cruelty-free by Leaping Bunny, and certified gluten-free and vegan.

South of France sugar polishes come packaged in easy-to-use 8-ounce tubes, which are fully-recyclable in accordance with the company's commitment to sustainability and reducing carbon footprint. The new sugar polishes retail for \$8.99 and are available where South of France products are sold, including Sprouts Market, Fresh Thyme, Bed Bath & Beyond, and other natural markets, as well as on Amazon.

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About South of France Natural Body Care

South of France Natural Body Care was founded in 1999 and originally manufactured in France using a traditional Marseille recipe. Today, their products, including the triple-milled bars, hand washes, and new sugar polishes, are manufactured in the U.S. in small batches, using natural ingredients and evocative fragrance blends. South of France Natural Body Care is owned by two sisters, Molly & Katherine Oliver. As mothers with a love of Provence and a legacy in natural body care, they continue to expand the collection with affordably indulgent bath products that bring the experiences of coastal France home to the American market.

About Kirk's Family of Natural Brands

Founded 180 years ago, Kirk's Family of Natural Brands is one of America's oldest, continuously-operated soap makers. Today, we proudly carry on our family's soap-making traditions with a growing portfolio of innovative body care products. Our family of brands has grown over the past 23 years and brings Kirk's, The Grandpa Soap Company and South of France Natural Body Care all under one roof. And with approximately 70 products ranging from bar soap, liquid soap, foaming hand wash, shampoo, conditioner, body wash and sugar polishes, we're just getting started. We are Molly & Katherine Oliver, two sisters turned CEO-moms - with a vision driven by our desire to create high-quality natural products for both our own growing families as well as yours.