

FOR IMMEDIATE RELEASE

CALM Natural Eco Friendly Skin Care & Makeup gives itself a makeover and launches new website.



Chicago – CALM (Care Art Love Maintain) Skin Care, Inc® announces its' new look after a year of design, testing and delivery of its unique concepts and products. CALM standing for Care Art Love Maintain is a cruelty free skincare company created by backpacking multi-media artist, Jyl Bonaguro. Affordability, Unisex appeal, Mix it yourself natural ingredients, Easy travel size containers and Eco-friendly refills make CALM stand out from the crowd. The tell all philosophy of CALM means all ingredients are listed and explained and the website includes an ever expanding section on DIY skincare tips.

In March 2014, Positively Pink Packages of Illinois chose CALM Natural Lip Balm for their Positively Pink's signature Diagnosis Care packages for breast cancer patients. These care packages contain items such as CALM Natural [Lip Balm](#), a post surgical pillow, DVDs, inspirational and educational books, and publications that help patients understand breast cancer, the choices they face and the resources available to help them and their families. Since its' inception, CALM has been sought out by cancer survivors, psoriasis, and eczema sufferers and others looking for affordable all natural skincare to help soothe troubled skin.

"I chose CALM Skin Care Lip Balm because Cancer patients going through Chemo and/or Radiation treatments and surgeries lose moisture in their lips. Patients are told they should stay away from products that contain dyes, artificial ingredients, metallic ingredients, perfumes, etc. CALM Skin Care Lip Balm, it is completely natural and being Eco-Friendly is an added bonus."

~ Cheryl Chilson, Breast Cancer Survivor & Director of Positively Pink Packages, IL

Unisex appeal increased this past month with a testimonial video by rocker and CALM fan Troy Petty. Troy is always on the road between gigs and prefers a skincare line that fits his road ready lifestyle and helps the planet. To celebrate the CALM Site Makeover, a Free download of his song "Becoming," is available through December 1st. Check it out <https://www.youtube.com/user/CALMSkinCare>

Mentioning makeovers, the CALM Bridal Treatment Keep CALM & Marry On was picked by [CS Brides](#) in June for the top Fab 5 Beauty Marks awards for brides. Ranking at #4, "What's to Love? The Keep CALM and Marry On package, including acupuncture or acupressure, a mini facial, a makeup application and bottomless herbal tea, is pure bliss." CALM makeovers are available at Healing Foundations.

For Holiday Gifts, all online orders include complimentary hand stamped recycled kraft paper boxes and coffee bags.

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