

## FOR IMMEDIATE RELEASE

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## CALM NATURAL ECO FRIENDLY SKIN CARE & MAKEUP HELPS YOU CELEBRATE EARTH DAY ALL YEAR ROUND

CHICAGO, IL, April 13, 2015 – CALM Skin Care, Inc®, a line of cruelty-free natural skincare and makeup products, announces its [eco refills program](#) to give all its product containers a second life. The company's **sustainable packaging** is also **reusable, recycle friendly, compostable and biodegradable**.

The eco refills are not the only way that CALM fulfills its [green mission](#) of helping make the Earth a cleaner, safer place for generations to come.

CALM Skin Care, Inc is recognized by the Coalition for Consumer Information on Cosmetics' (CCIC) Leaping Bunny Program for administering a **cruelty-free standard**. The [Leaping Bunny Program](#) provides the best assurance that no new animal testing is used in any phase of product development by the company, its laboratories, or suppliers.

In addition, CALM's full disclosure policy guarantees that all its natural skincare, bath / body and makeup ingredients are listed and thoroughly explained on the company's website, [www.calmskincare.com](http://www.calmskincare.com). The ingredients have also been evaluated by the nonprofit Environmental Working Group and included in [Skin Deep](#), the organization's database of over 79,000 cosmetic products.

Started by a backpacker on the principle of practical beauty regimen on the go, the company believes in sharing all natural [diy beauty tips](#) and recipes as a way to empower its customers to develop their own home spa and **affordable skincare routine**.

In the words of CALM's founder, Jyl Bonaguro: "**I envision a future where shopping for skincare is like shopping in the fresh food section at the grocery store**, with consumers educated enough to create their own recipes with readily available ingredients. A future in which we cease the purchase of plastic containers and heavily preserved products and petrochemical based plastic packaging is replaced with 100% biodegradable materials like silk. I envision a future where much, much less is so much more."

*To celebrate Earth Day, all online orders placed in the month of April on [www.calmskincare.com](http://www.calmskincare.com) receive a complimentary packet of GMO-free Wildflower seeds.*

### **About CALM:**

CALM - standing for Care Art Love Maintain - is a cruelty-free skincare company created by Chicago-based backpacking multi-media artist, Jyl Bonaguro. The cornerstones of the CALM Skin Care and Makeup lines are: affordability, unisex appeal, mix-it-yourself natural ingredients, easy travel-size containers and eco-friendly refills.

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