NATURAL TRADE BROKERS NEWS

MAY / JUNE 2019

As I write, the weathermen are promising 23° and bluebells are springing up. What better time, then, to bask in a front page of warmth courtesy of Green People and their fabulous sun care range. Dive on in and have a great start to the season, we've got the perfect choice of brands to launch you on your way!

Denise Barrett
Editor

POOLSIDE PERFECT

GREEN PEOPLE'S BACKSTORY, LIKE THAT OF MANY PIONEERING AND PASSIONATE COMPANIES, DERIVES FROM PERSONAL EXPERIENCE. FOUNDER CHARLOTTE VOETZ HAS A BACKGROUND IN NURSING, PHARMACOLOGY AND BOTANICAL MEDICINE.

When Charlotte's daughter Sandra was small, she suffered from eczema and allergies and that motivated Charlotte to garner her knowledge and create an organic, holistic beauty range that was kind to the skin and catered for people of all ages. After extensive research, Green People was born. Now, it's an iconic brand. It's won stacks of awards (over 250 since 2001), it is super gentle on the skin, cruelty free and certified organic. It's kind to the environment and responsibly sourced. Each year, ten per cent of its net profit is donated to eco charitable causes.

MARINE FRIENDLY

One of only a few sun lotions worldwide that are truly reef safe and non-toxic to marine life, Green People's brand new sun range is relaunching with easy-wear formulas and in new carbon-negative sugar cane packaging, which features raw material from sugar cane deemed inferior for food production. The full-size SPF15 and SPF30 and Organic Children SPF30 and 100ml Sun Lotions are the first across the range to feature this new packaging.

UVA radiation, says Green People, accounts for 90% of the symptoms of premature ageing. Reassuringly these skin-loving products blend antioxidant-rich plants including edelweiss, green tea and rosemary that work together to support the skin's immune system and help to maintain collagen and elastin. A beautiful way to stay 'safe in the sun'!

Charlotte, Sandra and pooch Saffie

WINDOW COMP!

GP is launching a nationwide competition during June and July challenging stores to find the most novel, vibrant ways to display its sun care range. **First prize:** £300 vouchers and three GP goody bags worth £75 to share with your team. **Second Prize:** £200 vouchers and two goody bags worth £50. **Third prize:** £100 vouchers and two goody bags worth £50. ***Ask your sales team member for window display pack.***