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NEW LINE FROM THE GRANDPA SOAP COMPANY PROMISES UNIQUELY NATURAL HAIRCARE

Originators of Pine Tar soaps start a new haircare tradition, with cruelty-free, naturally-formulated shampoos and conditioners

Erlanger, Ky (March 9, 2018) - The Grandpa Soap Company, one of the oldest continuously operating soap-makers in America, is introducing a new line of naturally-made haircare products. Formulated from proven, functional ingredients, Grandpa's shampoos and conditioners round out a product line that is able to solve any skin and hair problem, the natural way.

The new haircare collection includes Pine Tar scalp-therapy shampoo and conditioner, which teams pine tar with the natural properties of tea tree oil to combat dry, itchy scalp. Three additional shampoo and conditioner duos are being introduced to provide specific benefits: smoothing and nourishing Buttermilk for dry and damaged color-treated hair, purifying and rejuvenating Rosemary and Rose Clay to restore healthy hair shine, and clarifying and calming organic Witch Hazel to remove environmental build-up and oil residue.

All of The Grandpa Soap Company's products are free of the harsh chemicals commonly found in bath products, including sulfates, parabens, phthalates, silicones, petroleum, and artificial fragrances and colors. They are gentle enough for daily use and safe for color-treated hair.

The company's commitments to cruelty-free and environmentally sustainable practices are backed by third-party certifications, including Leaping Bunny and the National Celiac Association, for certified Gluten-Free. The packaging for Grandpa's haircare products, including the 8-ounce tube and cap, are fully-recyclable and all components are made in the same facility, to reduce the company's carbon footprint.

"As a mom, I understand how difficult it can be to keep a home free of unnecessarily toxic cleansers," says Katherine Jarnigo, co-CEO of The Grandpa Soap Company. "We are excited to reveal our new line of shampoos and conditioners to families who are seeking responsibly-made and naturally-formulated personal care products."

Grandpa's haircare products have suggested retail prices between \$8.49 and \$9.99, and are available nationally in supermarkets and independent, natural grocery chains. They can also be purchased online at [Amazon.com](https://www.amazon.com), [LuckyVitamin.com](https://www.LuckyVitamin.com), and [iHerb.com](https://www.iHerb.com). For additional information or to find a local retailer, please visit [Grandpasoap.com](https://www.Grandpasoap.com).

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The Grandpa Soap Company's rich heritage started at the stove of Jess Hoffman's farm in 1878, and extends through several generations of family operation and ownership. Over the years, a few things have changed, but the Kentucky-based company's original dedication remains - to simple, effective products for head-to-toe cleanliness. Today, the company remains family-owned and women-operated. Katherine Oliver Jarnigo and Molly Oliver Vollmer, are sisters, moms, and co-CEOs. The Oliver family and its employees stand behind the quality of its products and value of its traditions.