



THE GRANDPA SOAP CO.
SINCE 1878

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THE GRANDPA SOAP COMPANY LAUNCHES BODY WASH LINE FEATURING UNIQUE INGREDIENTS THAT ADDRESS SPECIFIC SKINCARE ISSUES

Erlanger, KY (March 7, 2019) - The Grandpa Soap Company, one of the oldest continuously operating soap-makers in America, is introducing a line of body wash products to address and naturally relieve various skincare challenges.

The new Body Cleanser Collection features four unique formulas - Apple Cider Vinegar, Charcoal, Cotton Seed and Pine Tar - providing the following functional benefits:

- Apple Cider Vinegar Body Wash: organic apple cider vinegar and potassium-rich organic apple juice combine to revitalize and give skin a healthy glow.
- Charcoal Cleansing Shower Cream: steam-activated charcoal paired with organic hemp oil draws out dirt and toxins to free up congested pores.
- Cotton Seed Cleansing Oil: cotton seed oil, organic sweet almond oil and apricot kernel oil combine to hydrate dry skin.
- Pine Tar Body Wash: cleansing, deodorizing and moisturizing power of pine tar works with tea tree oil and the anti-oxidant properties of organic carrot seed oil to soothe irritated skin.

“The Grandpa Soap Company brand stands for natural, time-tested, proven problem solving,” says Molly Vollmer, co-CEO of The Grandpa Soap Company. “Each of the body wash recipes has been thoughtfully created with distinctive ingredients that deliver unique benefits to our consumers.”

The entire collection is free of sulfates, parabens, phthalates, EDTA, glutens, silicones, PEG, petroleum, ethoxylates, artificial fragrances and colorants and is also certified gluten-free, cruelty-free and vegan.

The suggested retail price for the Apple Cider Vinegar, Charcoal and Cotton Seed cleansers is \$8.49; the suggested retail price for the Pine Tar Body Wash is \$9.99. Available online at Amazon.com, iHerb.com and LuckyVitamin.com, they are also debuting at Whole Foods, WalMart, Albertsons/Safeway, and other retailers throughout 2019. For additional information or to find a local retailer, please visit www.grandpasoap.com.

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About The Grandpa Soap Company

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 original dedication remains - to simple, effective products for head-to-toe cleanliness. Today, the family and its employees continue to stand behind the quality of its products and value of its traditions.