

Contact:
Creative Public Relations & Marketing
Carrol Gettko
cagettko@aol.com
Tiffany L. Baird
tiffanylbaire@gmail.com
(310) 467-4339

**NAPA SOAP COMPANY PROMOTES SUSTAINABLE,
COST-EFFICIENT GIFTING**

Green products offer budget-minded consumers affordable, all-occasion alternatives

ST. HELENA, Calif. (January 30th, 2009)—Long before it was “eco-chic” to do so, **NAPA SOAP COMPANY**, leading producer of environmentally friendly products for the body and home, proudly stood atop its soapbox to trumpet the virtues of cost-benefit natural beauty and sustainability. Today, the trailblazing manufacturer reaffirms its position by handcrafting socially responsible goods at reasonable prices.

NAPA SOAP COMPANY’s proprietor, Sheila Rockwood, is a force of nature. A concerned entrepreneur-mom, Rockwood draws inspiration from the range of healing properties found in the wine country’s indigenous, back-to-basic natural ingredients that she infuses into *all* her paraben-free products, many of which are harvested locally and/or recycled from local wine production, including plant extracts, blends of red and white wine and grapeseed oil. Acclaimed for her small-batch production methods, Rockwood’s proprietary manufacturing process ensures product integrity, most evident in natural composition of her comprehensive collection of bar soaps—a company staple and the catalyst for its inception. Today, Rockwood’s green-minded enterprise, one of the first to puts its money toward its mission, is now putting it back into the pockets of cash-strapped consumers. Among **NAPA SOAP COMPANY**’s affordable green gifting options:

- **Bar Soaps:** These signature mood soothers are gifts that keep on giving. Each 6 oz. bar comes individually wrapped in handmade paper, is 100% plant-derived and produces loads of lather for gentle cleansing. A variety of energizing scents and wine-inspired blends are equally perfect for wine collectors, beauty product enthusiasts, chefs, brides-to-be, and expectant mothers. (**\$9.50** per bar).

- **Stainless Mug Shaving Soap Gift Set** – Updated from the original, in-demand Shaving Soap Gift Set with enamel mug, this contemporary design kit includes a bristle brush and reusable stainless steel container 8 oz. filled with a year’s supply of conditioning shaving soap (Lavender Cedar, Wasabi & Yuzu, or Cool Mint). The latest incarnation of this re-imagined gift set makes an ideal travel companion for eco-tourists, and a fashionably mod way to say bon voyage! **(\$48.95/set; \$11.95 for travel-sized tin)**
- **Tub Teas:** These charming bathtub dippers in Sweet Orange Vanilla, with more scents to come, make quite a stir as party favors or pillow toppers for home and/or hotel guests. **(\$4.95 per bag)**
- **Bath Salt Gift Set:** Proprietary sea salt in Black Olive and Syrah, Geranium Rose, Lavender Vanilla, Sweet Neroli, and Wasabi and Yuzu, comes with a small wooden scoop. Packaged in a rustically chic farmhouse glass jar, this natural beauty is perfect for outdoor and exercise enthusiasts. **(\$23.95)**
- **Aromatherapy Home Diffusers** – With essential oils and natural reeds, these fragrant diffusers are available in Fig, Grapefruit Pomegranate, Lavender, Orange Vanilla, Red Currant, and Wasabi & Yuzu. Lasting up to six months, far longer than a week’s supply of pricey perennials, these apothecary home accessories make perfect scents as a housewarming or hostess gift. **(\$37.95)**
- **Customized Gift Crates** – Personalize any special occasion with a customized gift crate packed with the aforementioned products to complement bath salts, dish soaps, lotions, body butters, travel-sized soap tins and more! **(Prices vary)**

Founded in 1999, **NAPA SOAP COMPANY** is an environmentally conscious producer of personal care, body, and home cleansing products located in California’s Napa Valley. A portion of proceeds is donated to the non-profit Boys and Girls Clubs of St. Helena and Calistoga. For more information about **NAPA SOAP COMPANY** or to locate a retailer near you, please call 707.963.5010 or visit: www.napasoap.com.