

For Immediate Release
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NEW COMPREHENSIVE WEB SITE PROVIDES INSIGHT INTO PERSONAL CARE PRODUCTS BASED ON SCIENTIFIC RESEARCH

Personal Care Truth delivers information that educates, not frightens, consumers

SALUDA, SC – When Lisa M. Rodgers and Kristin Fraser Cotte, both founders of their own natural bath, body and personal care products companies, began discussing ways to combat the misinformation and misconceptions floating around the cosmetics industry, something incredible and informative was created – Personal Care Truth. Personal Care Truth was developed to be a comprehensive, one-stop portal where consumers could find factual data about personal care products – from FDA regulations and legislation to specifics on ingredients and scientific data.

Personal Care Truth includes experts in the fields of personal care and cosmetics to provide insight and answers to consumers' questions. The experts include researchers, chemists, writers, formulators, aromatherapists, and business leaders, among others. The vast knowledge and industry expertise these contributors provide enables Personal Care Truth to deliver reliable information based on scientific fact that can empower consumers to make informed decisions on the personal care products they purchase.

"There is so much information available to consumers, but much of it provides conflicting information or is based on scare tactics and fear mongering," said Rodgers. "Through our comprehensive site, we have made it easy for consumers to get answers, dispel rumors and make educated decisions about the personal care products they and their family members use."

"By providing a site that delivers scientific data in a clearly understandable manner, we are helping consumers better understand what goes into the products they use daily," added Cotte. "The response to our site has been nothing short of amazing, further validating the fact that consumers want the truth about what goes into and on their bodies and manufacturers want a place to discuss the science behind the conflicting information."

Personal Care Truth launched May 17, 2010 and the stats are phenomenal:

- 2,712 unique visitors
- 8,385 number of visits
- 108,771 page views
- 343,956 hits

To learn more about Personal Care Truth, please visit www.personalcaretruth.com. Or follow us at [@prsnalcaretruth](https://twitter.com/prsnalcaretruth), and on [LinkedIn](https://www.linkedin.com/company/personal-care-truth) and [Facebook](https://www.facebook.com/personalcaretruth) – key words Personal Care Truth.

About Lisa M. Rodgers

Lisa M. Rodgers serves as CEO and Founder of [Cactus & Ivy](http://www.cactusandivy.com). Cactus & Ivy is a wholesale/retail manufacturer of cruelty free and vegan, natural bath and body products, utilizing ingredients high in Omega 3, vitamins A, C, D, E and F, oleic acid, palmitoleic acid and linoleic acid to revitalize and restore the skins normal balance. Cactus & Ivy creates products with a purpose, where the ingredients benefit the application. Rodgers has strong convictions and isn't afraid to defend them.

About Kristin Fraser Cotte

Kristin Fraser Cotte is the founder of [The Grapeseed Company](http://www.thegrapeseedcompany.com) ~ botanical beauty from wine. Kristin has studied plant derived ingredients around the globe and formulating natural spa & personal care products for over a decade. In her many travels sailing the Atlantic and Caribbean, Cotte discovered the benefits of natural oils and plants being used by local islanders making soap and cosmetics. After creating and testing formulas back on land in Santa Barbara, California, Cotte launched a line of bath and body products centered on a local byproduct, grape seeds. Since 2004 The Grapeseed Company has created premium eco-friendly skin and personal care from locally grown, certified organic and natural ingredients. The Grapeseed Co. also produces a line for keeping your furry friends clean, green and sweet smelling, Dirty Dog Organics.

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