



NEWS RELEASE

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Badger launches Navigator Class Man Care, a certified organic and all natural collection formulated to deliver superb grooming results!

GILSUM, N.H. (March 6, 2014) — [W.S. Badger Co. Inc.](#), a leader in the natural personal care category, will reveal its new **Navigator Class Man Care** product line at **booth #3814** at Natural Products Expo West, March 6-9, in Anaheim, Calif. This announcement coincides with a 30 percent uptick nationally in the men's personal care category, according to SPINS.¹ Badger's new all natural and certified organic line features antioxidant-rich blends of herbal extracts, aromatic essential oils, and other hardworking natural ingredients, and includes: **Mustache Wax, Hair Pomade, Beard Oil, Pre-shave Oil, After Shave Moisturizing Oil** and **Shave Soap**.



"My father, Big Bill, is the inspiration for this line," said Bill Whyte, Head Badger & CEO of W.S. Badger Co. Inc. "He was a tough, kind, soft-spoken gentle guy you could always count on. So we tried to make the kind of simple "old school" grooming products that smell good and work. Stuff that he would have been proud to use."

Badger will also unveil three additional innovations at Expo West. New to their highly rated² and award-winning sunscreen line is **SPF 15 Unscented Sunscreen Cream**, a light, water-resistant, daily-use sunscreen featuring Badger's signature non-nano zinc oxide for safety and effectiveness. **Aromatherapy Mind Balms** now individually packaged in sticks, instead of tins, making them a portable, effective vehicle for on-the-go aromatherapy. Lastly, Badger's best selling **Anti-Bug Shake & Spray** now available in a 2.7oz airplane-friendly **travel size**.

The Navigator Class Man Care line will retail on store shelves spring of 2014 with SRPs ranging from \$9.99 - \$17.99. The SPF 15 Sunscreen Cream retails at \$15.99, Aromatherapy Mind Balms at \$7.99 and the Anti-Bug Shake & Spray travel size at \$11.99. Badger never tests on animals and all products are Leaping Bunny Certified as Cruelty-Free.

Badger is a certified [B Corporation](#) and landed a spot on B Lab's 2013 "Best for the World" [list](#), which honors companies with the highest score for impact on the environment. Badger's placement on the list validates the company's commitment to quality, safety and the health of the community and planet. According to data from SPINS, product sales for Certified B Corps reached \$1.2 billion in 2012, a 15 percent increase from 2011, exceeding growth in both total natural (13 percent) and total organic (12 percent) products.

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¹ SPINS, Cross Category Report from Natural Products Supermarkets (3/12-3/13)

² Badger's sunscreen line has received top safety and efficacy ratings from Environmental Working Group's annual Sunscreen Guide.

W.S. Badger Co. Inc. has produced quality, all-natural and certified organic body care products since 1995. Badger aims to provide a safe haven for those seeking a more natural solution by creating organic and natural products that protect, soothe and heal with ingredients safe for all. Family-owned and family-run, Badger was born when Badger Bill, a carpenter at the time, discovered a recipe of natural ingredients strong enough to soothe his rough, dry and cracked hands. Now a team of about 40 employees, Badger produces almost all of the products in Gilsun, N.H. Badger and has been awarded [B Corp](#) Certification, after demonstrating its hard work to create a healthy business with ethical and charitable principles. Visit <http://www.badgerbalm.com> for more information.