



For Immediate Release

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shhh. BAR RELEASES ITS NEWEST FRESH SCENT

Three-Way, All-Natural Bar for Shampooing, Showering and Shaving Adds Lavender Scent

(ST. PAUL, MINN.) [shhh.](#) is an all-natural grooming bar that is free of synthetics, preservatives, artificial fragrances and coloring. The bar is a “solid” designed for shampooing, showering and shaving, making it a time and space-saver in the shower and money-saver for the pocketbook. Its newest lavender scent is a soothing fragrance both men and women can enjoy. The multi-use, solid bar is ideal for traveling because it meets TSA regulations (there are no TSA regulations for a solid), gym bag (no leaky tubes, bottles or cans), camping and hiking (safe for all water sources and packaging is 100% compostable/recyclable), as well as home use.

“Not only does the shhh. bar save consumers money and time, but its all natural ingredients are better for the body and the environment which is a win-win for everyone,” says Becky Sturm, creator of the shhh. beauty and grooming bar. “We wanted to add a lavender scent to our line since it has a wide variety of mood and skin benefits.”

shhh.’s brand new lavender scent is made from a blend of seven varieties of lavender oils from around the globe.

shhh.’s complete list of ingredients, all carefully chosen for their nourishing attributes:

- **Lavender oil** is a cure all known for its mood relaxing powers and compatibility with all skin types.
- **Olive oil** conditions, heals and has antibacterial purposes
- **Castor seed oil** has fatty acids which nourish hair and prevent the scalp from drying by retaining moisture. It also has germicidal, insecticidal and fungicidal properties which may help prevent hair loss
- **Coconut oil** retains moisture which keeps hair hydrated and soft to prevent breakage. The fatty acids in coconut oil serve as an antidandruff agent as well
- **Palm oil** is added for moisture, antioxidants and its antibacterial properties
- **Kukui nut oil** is used as a hair stimulant
- **Sweet almond oil** contains vitamin A, D and E, and essential minerals like magnesium and calcium that are easily absorbed by the skin
- **Jojoba oil** has natural, anti-fungal properties
- **Cocoa butter** has natural antioxidants that prevent rancidity and provide a velvety texture, pleasant fragrance and emollient properties

All of the ingredients are all-natural and organic when possible.

shhh. is available online in two different sizes, a 6 oz bar for \$17 and a 1.5 oz bar for \$5 at 3waybeauty.com

About shhh.

shhh. is a natural plant based skin and hair care product developed on the belief that the healthiest solutions for our skin and hair are those that are pure. shhh. is a shampoo, shower and shaving bar for men and women free of synthetics, preservatives, artificial fragrances and coloring. And it doesn't stop there; all packaging is 100% compostable and recyclable. shhh. was created by Becky Sturm, St. Paul native and owner of StormSister Spatique®, who has been in the beauty industry for more than 20 years and worked with a variety of products and potions. She was able to see the good, bad and ugly side of beauty and care products and with the help of other small businesses, developed the all natural, multiple purpose beauty bar bound to change the industry. Visit 3waybeauty.com for more information.

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