

**FOR IMMEDIATE RELEASE**

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**Buy Local and Support a Company with Heart and Soil New  
Year's Resolution: Support a Company with Heart and Soil**

The Frog does not drink up the pond in which he lives.

-Buddhist proverb

In the United States, the average grocery store produce travels nearly 1,500 miles between the farm where it was grown and your refrigerator. This is harmful to our health, environment and communities. Small and locally owned businesses build a more sustainable and just society. Local products are fresher and healthier and also reduce the carbon footprint by eliminating the need to transport the products longer distances from the farm to your table.

Buying locally goes beyond purchasing apples and oranges; it extends to personal skin care as well. Lily Morgan, CEO of Lily Organics, understands the importance of supporting local businesses. She has spent nearly 30 years in research and development, in the lab, at the library, on the farm and traveling to over 80 countries studying plants and products to craft the most holistic and therapeutic line of skin care products in the world. She produces her handcrafted skin care from her certified organic farm located in Brighton, Colorado. Lily Organics skin care offers Mother Nature as a solution for troubled skin while still at its peak freshness as it is made fresh weekly with no synthetic chemicals leaving virtually no carbon footprint.

Here are some reasons why using an eco-friendly skin care line can provide benefits beyond your own beauty...

**Benefits to your Health:** buying locally means you are getting produce and products at their prime. They have not been sitting on the shelf in a truck for up to seven days but rather can offer you the most nutrients needed in a healthy diet. Lily Organics skin care is made weekly on her organic farm and mailed directly to you or can be bought in local health food stores. Besides you would never pick an orange fresh from a tree and then let it sit for weeks.

**Benefits to our Earth:** While produce is sitting in trucks undergoing extensive processing it also uses a tremendous amount of fuel to get where it needs to go. This equates to ten percent of the energy used annually in the United States. Also the packaging used to keep things fresh, usually plastic or paper, soon becomes waste as it is difficult to reuse or recycle. To reduce any carbon footprint, Lily Organics uses glass

bottles eliminating unnecessary packaging in conjunction with using all fresh produce from her certified organic farm.

**Benefits to our Economy:** Money spent locally stays in the community which boosts the local economy and keeps it out of the hands of larger corporations. In the conventional supermarket only 20 cents goes to the grower, giving the other 80 cents to the middleman. Buying directly from the farmer switches the figure allowing the farmer to retain 80 cents.

Beyond these benefits, buying locally today will greatly improve our communities for tomorrow. Future generations will have access to nourishing and abundant food while sustaining an eco-friendly and financially prosperous society.

This does not mean drastically changing your life - it can be as simple as deciding to buy organic and locally made skin care. Lily combines the desire to be beautiful, eco-friendly and green with traditional techniques of organic growing. Just remember that every time you make purchases you have the choice to put that money back into your community in supporting a local company. See how creative you can be to better your health, economy and community – the natural way.

Lily Morgan is the author of Beauty, Health and Happiness – A Way of Life. She is the founder and formulator of Lily Organics, an organic, fresh and chemical free skin care line of facial care products. For more information please visit [www.lilyorganics.com](http://www.lilyorganics.com), e-mail: [answers@lilyorganics.com](mailto:answers@lilyorganics.com) or call 303-455-4194 or 1-800-333-LILY.