



Leading Natural & Heritage Soap Brand Kirk's Refreshes Branding and Unveils New Products To Broaden Appeal To Younger Shoppers

ERLANGER, KY., September 12, 2018 – Continuing its 180 year tradition of delivering the best in natural and effective personal cleansing products, Kirk's today unveils updated branding and packaging graphics, and launches two new product forms designed to appeal to the next generation of American families.

The company spent two years developing and testing a brand and packaging update, which modernizes the look of Kirk's while maintaining the heritage elements to better position it among savvy millennials and young families. The new packaging emphasizes key product certifications that are important to the discerning natural products shopper, and reinforces the company's American-made legacy.

In addition to the revised identity, Kirk's is launching two new product forms to strengthen its portfolio in the liquid cleansers category:

- Odor Neutralizing Hydrating Hand Wash - utilizes an innovative vegetable fermentation technology to completely eliminate, instead of simply masking, the most persistent kitchen prep and household odors, including onions, garlic, fish - even gasoline.
- 3-in-1 *Head to Toe* Nourishing Cleanser - effectively cleans and moisturizes hair, face and body. This multi-purpose bath product is ideal for families with hectic morning routines.
- Available in a variety of scents, the *12 fl. oz.* Odor Neutralizing Hand Wash and *32 fl. oz.* 3-in-1 Nourishing Cleanser will retail for \$5.49 and \$10.99, respectively.

Like all Kirk's products, the new liquid cleansers are dermatologist-approved and hypoallergenic, using natural ingredients such as 100% Premium Coconut Oil and Aloe Vera. The formulations are non-toxic, biodegradable, and free from phthalates, sulfates, parabens, EDTA and colorants. Kirk's products are certified cruelty-free, vegan and gluten-free. The bars are non-GMO Project verified.

“With the brand refresh and line extensions, we want Kirk's to evolve from being *'your mother's natural soap'* to the brand that millennial moms and growing families turn to and trust,” says Katherine Jarnigo, Co-CEO of Kirk's. “The world of personal care products continues to change, with greater demand for natural, eco-friendly formulations among younger shoppers. For them, it's a non-negotiable. Kirk's is seeing growth in our traditional bar soaps, which have been American-made since 1839, and especially strong demand for liquids, which we are rolling out this fall.”

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About Kirk's

Kirk's is dedicated to crafting the highest quality, natural and hypoallergenic soaps and cleansers. Since 1839 families have trusted their Castile products, made from 100% premium coconut oil instead of animal fats and chemical detergents, using them in the bath, kitchen and beyond. All products have been certified under the control of a dermatologist by an independent clinical testing lab as hypoallergenic, non-irritating and safe for sensitive skin. American made and family owned and operated, Kirk's is available at a wide range of retailers nationwide, and online at Amazon.com, LuckyVitamin.com, and iHerb.com. For additional information, please visit www.kirksssoap.com.

About Kirk's Family of Natural Brands

Founded nearly 180 years ago, Kirk's Family of Natural Brands is one of America's oldest, continuously-operated soap makers. Today, we proudly carry on our family's soap-making traditions with a growing portfolio of innovative body care products. Our family of brands has grown over the past 19 years and brings Kirk's Natural, The Grandpa Soap Company and South of France Natural Body Care all under one roof. And with approximately 70 products ranging from bar soap, liquid soap, foaming hand wash, shampoo, conditioner and body wash, we're just getting started. We are Molly & Katherine Oliver, two sisters turned CEO-moms - with a vision driven by our desire to create high-quality natural products for both our own growing families as well as yours.