



Leading Natural Soap Brand Kirk's Introduces Odor-Neutralizing Hand Wash
*Utilizes Vegetable Fermentation Technology To Eliminate Persistent Household Odors Naturally,
While Hydrating Skin*

ERLANGER, KY., November 6, 2018 – If you've ever chopped garlic, bleached your clothes, or dripped gas on your hands at the self-serve, you know that the pungent smell can linger for hours. And washing with soap and water alone hasn't been a solution, until now. Continuing its 180 year tradition of delivering the best in natural, and functional, personal cleansing products, Kirk's today introduces its new Odor-Neutralizing Hydrating Hand Wash.

The new formulation makes use of a unique all natural vegetable fermentation technology - to completely and naturally eliminate (and not just mask) the most persistent, unwanted odors including fish, onions, and garlic. The Odor-Neutralizing Hand Wash, like all Kirk's products, is dermatologist-approved, using natural ingredients, including 100% Premium Coconut Oil and Aloe Vera, to gently lather and soothe, while retaining moisture - perfect for those with sensitive skin. Available in two natural scents – Lemon & Eucalyptus and Rosemary & Sage – as well as a Fragrance Free version.

"I've always loved cooking but hated the after effects of pungent garlic and onions, not to mention kids with syrup-y hands. We knew about this naturally odor-neutralizing technology and decided to develop it into a hand soap. We've tested it and it works. As a sister & mom-owned and operated company, our products are created with our growing families in mind - and ways to make life easier and healthier for your kids too," says Molly Vollmer, Sister & Co-CEO of Kirk's. "The new Odor Neutralizing Hydrating Hand Wash is perfect for mothers in search of natural, safe and effective cleansing products, and will be retailing for \$5.49."

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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.