



Kirk's Makes Bath and Shower Time Simpler with 3-in-1 Personal Cleanser

New Line is Formulated To Naturally and Affordably Nourish Hair, Face and Body

ERLANGER, KY., October 24, 2018 – For multi-tasking parents and kids scrambling to get to work and school in the morning, bathroom time can be a precious commodity. Cleaning routines usually involve several products, and few “multi-purpose” hair and body washes are both effective and natural.

Building on its 180 year legacy of providing natural and functional personal cleansing products that are also affordable, Kirk's today introduces its time-saving new liquid 3-in-1 *Head to Toe* Nourishing Cleanser for hair, face and body.

The non-toxic, biodegradable formulations are free from artificial fragrances, phthalates, sulfates, parabens, EDTA and colorants. Available in two scents, Original Fresh and Juniper & Lime, the 3-in-1 Nourishing Cleansers, like all Kirk's products, are dermatologist-approved, using natural ingredients, including 100% Premium Coconut Oil and Aloe Vera, to gently shampoo, cleanse and moisturize - perfect for those family members with sensitive skin.

“I am as excited to have Kirk's new 3-in-1 cleansers in my home, as I am to share them with moms and families everywhere,” says Katherine Jarnigo, Sister & Co-CEO of Kirk's. “These time-saving and effective multi-purpose cleansers are safe for kids and your home, and are certified cruelty-free and vegan, for the most conscientious households.”

Retailing in family-sized 32 fl. oz. packaging, with a convenient pump dispenser, the 3-in-1 products will be available nationwide starting this fall, at \$10.99.

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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, 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.