

ecOTOOLS™
earth-friendly beauty

GET GORGEOUS, GO GREEN, GIVE BACK

ecOTOOLS™ Makes Annual 1% for the Planet® Donations to EarthShare® and Wildlife Alliance

With ecOTOOLS, getting gorgeous has never felt so good. This March, ecOTOOLS, a Paris Presents, Inc. brand and leader in eco-conscious personal care products, donated 1% of annual sales to EarthShare, a national federation that supports America's most respected environmental and conservation charities, and Wildlife Alliance, a wildlife preservation nonprofit. With these gifts, ecOTOOLS demonstrates its commitment to providing quality, eco-friendly beauty products while giving back to the community. ecOTOOLS is a member of 1% For The Planet®, an alliance of businesses that support environmental initiatives. Each member donates 1% of annual revenue to environmental causes. This year, the ecOTOOLS' donation will benefit EarthShare and Wildlife Alliance.

EarthShare's mission is to engage individuals and organizations in supporting a healthy and sustainable environment through education, awareness, and charitable giving. EarthShare's member charities work to combat global warming, protect the water we drink and the food we eat, preserve ancient forests, save endangered species, and much more. Through its donation, ecOTOOLS is helping EarthShare support the charities that make these initiatives a reality.

Wildlife Alliance is an international non-profit organization headquartered in Washington, D.C., with country programs and partnerships in Cambodia and Russia. In ten years of fieldwork in Cambodia, Wildlife Alliance has rescued more than 40,000 live animals from the illegal wildlife trade, preserved a standing rainforest of approximately 2.2 million acres, and created sustainable economic development opportunities for thousands of formerly landless slash-and-burn farmers.

"We at ecOTOOLS believe in beautifying the planet one small change at a time. It's our mission to make it easy for consumers to incorporate eco-friendly choices into their daily routines. Purchasing our products is a chance for consumers to give directly back to the planet by allowing us to the opportunity to support 1% For The Planet, EarthShare and Wildlife Alliance," said Jen Ball, Director of Product Development and Strategy for Paris Presents.

About ecOTOOLS and Paris Presents

Getting gorgeous, going green, and giving back is what ecOTOOLS is all about. ecOTOOLS, a brand from Paris Presents Incorporated, is a leader in eco-conscious bath and beauty products. The entire collection of cosmetic accessories and bath and body products features innovative, earth-friendly materials. In a continued effort to give back, ecOTOOLS has joined with 1% For The Planet, an alliance of businesses committed to leveraging their resources to create a healthier planet. ecOTOOLS is passionate about beautifying the earth and its consumers.

About 1% For The Planet

1% For The Planet is an alliance of businesses committed to donating 1% of their sales directly to non-profit organizations focused on sustainability. For more information, please visit www.onepercentfortheplanet.org

About EarthShare

EarthShare was founded by its member charities in 1988 to connect people to environmental nonprofits through workplace giving, volunteer opportunities, and environmental education. EarthShare's member charities work hard every day to safeguard public health, our quality of life, and the natural resources we depend on. All of these efforts are supported by EarthShare's mission: One environment. One simple way to care for it®. To learn more, visit www.earthshare.org or email info@earthshare.org.

About Wildlife Alliance

Wildlife Alliance is an international non-profit organization headquartered in Washington, D.C., with country programs and partnerships in Cambodia and Russia. Our mission is to protect and preserve wildlife and forests for future generations. We work with governments to manage protected areas, end the illegal poaching and trafficking of wildlife and forest products, and develop legal and ecologically sustainable economic development opportunities for rural communities. Visit www.wildlifealliance.org for more information.



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