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Take the freshness with you wherever you go

Ground-breaking airline-accepted Salt of the Earth Travel Spray launched at CAMEXPO



More and more people are becoming aware of their cosmetics' ingredients. Many want to use only natural products on their skins. And they want to maintain this freedom wherever they go. Yet restrictions on the transportation of toiletries – especially on aeroplanes – are still very much in place. Crystal Spring is therefore extremely proud to announce the launch of a travel-sized version of its popular Salt of the Earth deodorant spray.

The new pen-sized spray – a first for the natural deodorant market – will be launched at CAMEXPO, the Complementary, Natural and Integrated Healthcare Show at Earls Court from 25th-26th October 2008.

Don't compromise your principles – or your grooming standards

At a time when airlines are cutting baggage allowance, this is the perfect way for people who want to use a natural and effective deodorant to reduce the size of their toiletry bag without compromising their principles or grooming standards. At 10mls, it can be taken as hand luggage, and, despite its small size, it will last a fortnight's holiday.

Of course, it's not just for holidaymakers: the Salt of the Earth Travel Spray is ideal for keeping in a pocket or handbag. Throughout a hard day at the office and/or night on the dance floor, one can be confident that one is naturally free from body odour.

Made purely from naturally bacteria-inhibiting mineral salts

Salt of the Earth Travel Spray is natural, effective, and it does not leave embarrassing white marks on your clothes. The secret, naturally, is in the ingredients: it is made purely out of natural mineral salts and water, without the chemicals, alcohol or parabens often found in other deodorants. Using mineral salts as a deodorant may seem unusual, but they are naturally antibacterial, inhibiting the growth of odour-causing bacteria on the skin.

Given its natural pedigree, you will not be surprised to learn that Salt of the Earth Travel Spray has not been tested on animals, so you know you have taken a stand, albeit a small one, against animal cruelty in using this animal-friendly product.

Salt of the Earth doesn't cost the earth

The Travel Spray is being added to the Salt of the Earth range of totally natural deodorants, which has been nominated for best new deodorant at this year's Pure Beauty Awards. The range consists of:

Salt of the Earth Classic £4.49: this large stick deodorant is extremely economical due to its long life – great for saving money during the credit crunch. The Classic Perfect for keeping on your bathroom shelf and using after a morning shower or bath.

Salt of the Earth Spray £3.49: for those who prefer a spray to a stick, this large pump spray deodorant is perfect for keeping on the bathroom shelf.

Salt of the Earth Travel Stick £2.49: this smaller-sized stick is great for people on the move, who need the confidence of instant body freshness to hand when they need it.

Salt of the Earth Travel Spray £1.99: this smaller spray is perfect for travelling, being airline-accepted, long-lasting for its size, and surprisingly economical.