



HOWE NATURAL MEDIA RELEASE



For Immediate Release

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Unique Chemical Free Retail Outlet Opens in Dunsborough

The first South West chemical free retail outlet for people, pets and places will open its doors on Monday November 1, 2004 at shop 15 Dunsborough Park Shopping Centre.

"Howe Natural", located adjacent to the Tourist Bureau, is the brainchild of Jenny and Roger Howe who started out with a small, home-based business in chemical free skin care in 2000.

The business was borne from Jenny's desperate need to find skin care products that didn't create the nightmare of allergic eczema, psoriasis and dermatitis that she had suffered from all her life.

Disillusioned with the exorbitantly priced commercial products and the endless list of unpronounceable ingredients, Jenny set out on a mission to produce a simple, realistically priced product that contained nothing but Mother Nature's finest.

As a trained nurse, Jenny is aware of the problems that chemicals can cause consumers and the number of people who suffer at the hands of some commercial producers. The "Howe Natural" vision stems from Jenny and Roger's belief that everyone should be able to afford a healthy, natural, unadulterated product for their body, home and pets.

Their approach to marketing is simple and their packaging is eco-friendly. This means customers only get what they pay for; not expensive wrappings or extravagant advertising campaigns.

Their product range aims to help consumers eliminate toxic chemicals from themselves, their pets and their homes. Most commercial cleaners, lotions and potions are filled with chemicals, petroleum, synthetics and generally harmful ingredients that can be damaging to people and pets. The Howes believe that if you can't pronounce an ingredient, you don't want to be putting it on your skin, around your home, or on your pets.

It is part of the Howes' charter for "Howe Natural" to become an education and resource centre for healthier living as well as a one-stop chemical free outlet. Jenny and Roger are sincere in their endeavours and encourage visitors to call in for a chat. Jenny is currently studying Natural Medicine and plans to offer Remedial Massage and Aromatherapy at "Howe Natural" in the near future.

Not just for people with sensitive skin Howe Natural offers alternatives for people who are environmentally aware of biodegradable products and chemicals in day-to-day living. "Howe Natural" stock products for personal hygiene, baby care, pet care and home care, as well as books and other literature. "Howe Natural" also features an exciting and affordable range of natural gifts, aromatherapy and essential oils.

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