

PRESS RELEASE
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**NOMINATED FINALIST FOR ICMAD INDIE BEAUTY INNOVATORS AWARD
2019 GREEN INNOVATOR BRAND OF THE YEAR**



FAIR LAWN N.J. – Little Green, a solution-based collection of haircare and skincare for babies and children with sensitive skin, is pleased to announce its nomination as a finalist for the ICMAD 2019, IBI Green Innovator of the Year Award.

The awards recognize innovation across product development, brand stewardship and overall talent in the beauty industry. Three finalists were selected by industry experts across media, retail, product development and packaging. The winner will be announced at the Beauty Innovators Awards Event, July 29, 2019 at The Four Seasons Hotel in Las Vegas.

“We are proud to be recognized by a global organization such as ICMAD. Receiving this prestigious nomination, supports our efforts in entrusting Little Green to deliver delicate formulas that respect children’s needs and the environment they grow up in,” says Carmen DePasquale, CEO & Founder of Little Green.

Little Green is committed to creating products that parents can trust as all products undergo **strict clinical tests and meet rigorous safety standards**. The Little Green collection is **hypoallergenic, formulated without sulfates and parabens, is gluten-free and vegan, and contains all-natural fragrances while boasting packaging that is BPA and Phthalate-free, as well as, recyclable**, truly making it “*as close to mother nature as you can bee!*”

To learn more about Little Green, please visit littlegreencares.com.
@littlegreencares, #littlegreencares

ABOUT LITTLE GREEN

Little Green offers a **solution-based collection of haircare and skincare** for babies and children, meticulously formulated for sensitive skin. Our commitment is to create and deliver **products that parents can trust**, respecting children and the environment they grow up in.
Safe – Gentle – Pure

