

## **Method Cools Down and Lathers Up This Summer with Refreshing Body Wash**

*The new naturally derived formula hits shelves in July*

**SAN FRANCISCO, July 26, 2016**—Just in time for longer days full of sun and sand, Method Products, PBC—a pioneer in design-driven, people- and planet-friendly home and personal care products—is beating the heat with a new line of refreshing gel body wash. Enriched with avocado extract + vitamin E, the biodegradable formula lathers into velvety suds and rinses clean to keep you feeling fresh.

Boasting four vivid fragrances—including longtime hand wash favorites waterfall (blue), green tea + aloe (green) and mandarin mango (orange) plus new addition lilac blossom (purple)—refreshing body wash is now available for \$5.99 at Target and target.com.

“We’re passionate about bringing the clean ingredients, responsible packaging and beautiful design we’re known for in cleaning products into personal care,” said Lucy Seche, method’s director of body. “The addition of refreshing body wash expands method’s offering in the body wash aisle — deepening our commitment to making naturally derived hand and body washes at an accessible, everyday price. These new additions mean we have even more formulas, fragrances and colors to fall in love with this season.”

### **Additional features and benefits include:**

- specially designed pull-top cap for quick and easy dispensing
- formula free of dirty ingredients like parabens, phthalates, triclosan and EDTA
- 100% recyclable bottle made from recycled plastic (PCR)
- never tested on animals + contains no animal by products

And for those looking for an extra dose of nourishment while also bringing the scent of summer into the shower, method’s moisturizing body wash is now available in coconut milk. It can be found alongside the rest of method’s moisturizing, refreshing and foaming body wash lines at Target and target.com for \$5.99.

### **About Method**

Founded in 2000, method is the pioneer of premium planet-friendly and design-driven home, fabric and personal care products. Formulated with naturally derived, biodegradable ingredients, method cleaners put the hurt on dirt without doing harm to people, creatures or the planet. Today, method can be found in more than 40,000 retail locations throughout North America, Europe, Australia and Asia. In 2013, method reincorporated as a public benefit corporation, codifying that its corporate governance meets the highest standard of social and environmental ethics. Method, headquartered in San Francisco, is part of the People Against Dirty family, which also includes Ecover, the European-based line of ecological cleaning products. For more information, visit [www.methodhome.com](http://www.methodhome.com).

CONTACT: Sara Crumley  
415.568.4631  
[media@methodhome.com](mailto:media@methodhome.com)