

## **PRESS RELEASE**

April 2011



### **Local organic business WINS national beauty award**

Local Hereford-based online organic beauty boutique, [www.lucyrose.biz](http://www.lucyrose.biz), is celebrating its latest award as 'BEST retail website' in the national 2011 Natural Health Awards, organised by Natural Health magazine.

This is a great accolade for the local website which has built its national reputation on a steadfast commitment to organic and natural beauty coupled with an uncompromising approach to customer service.

Lucy Rose has been set up by husband and wife team, Matt and Sarah Heenan, also known locally for their dynamic 'jive' dance classes. The lively couple, who also have three young daughters, have established a nationally recognised web-based business which offers customers looking for genuine and effective natural beauty products a vast selection of credible brands, which all come with free first class P&P in the UK. Sarah has also been practicing as a natural beauty therapist for over 15 years so customers can receive one-to-one advice about natural skincare, and free samples, before making purchases. Lucy Rose has also just launched its new loyalty club where customers are awarded Rose Reward Points for their purchases.

Emma Van Hinsbergh, editor of Natural Health Magazine, explains what makes Lucy Rose different. "We have witnessed an unerring commitment from the founders of Lucy Rose in not only offering an ever-increasing selection of the best possible natural beauty brands, but also providing customers with the best service possible. This has included building lasting relationships via e-newsletters, Twitter, Facebook and a recently launched blog. Lucy Rose is also able to offer a 'live' customer service facility and the customer testimonials speak for themselves. We are delighted to recognise the immense devotion of the Lucy Rose team, which reflects our own passion for spreading the word and engaging people in natural beauty and everything it stands for – great natural products which are good for the environment, great for our skin, scientifically proven to be effective and cruelty-free."

Sarah Heenan, founder of Lucy Rose, is thrilled with the award. "Having three young daughters has made us increasingly aware of our lifestyle and what we put on our skin. We want to share this knowledge with our customers and provide an exemplary collection of hand-picked brands so that people can expect just as good, if not better results, and customer service, by committing to natural and organic beauty. We are delighted that Natural Health Magazine is able to recognise the measures that we have taken to achieve this goal and we look forward to continuing to expand our brand selection and knowledge-base with our customers."

[www.lucyrose.biz](http://www.lucyrose.biz) stocks well known and emerging natural and organic brands such as Green People, Weleda, Jasons, Lavera, A'kin and Spiezia. Newcomers include the new range of mineral makeup, BM Beauty, created by ex-Pussycat Doll, Kimberly Wyatt and Acorelle Epilation, a new range of effective organic hair removal.

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For further information, samples for testing, or high res photography, please contact:

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