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**FOR IMMEDIATE RELEASE**

**GRYPH & IVYROSE DEBUTS MOISTURIZING BALM**

*Expanded line includes a new product that treats symptoms of eczema and dry skin*

**A close up of a bottle

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Miami, FL (November 6, 2019)—The ultimate in winter skin Rx, Gryph & IvyRose is proud to unveil a superior solution for all ages to alleviate dry skin and eczema: Seal the Deal Moisturizing Balm. Staying true to the brand’s ethos of high-performance, wellness minded products for families, the formulation includes organic and sustainably sourced herbal ingredients to nourish, soothe, and protect skin.

“The holistic herbal extraction approach we used for Seal the Deal Moisturizing Balm ensures that every last drop of medicinal value harvested from the herb makes it into the bottle,” said Orion Nevel. Co-Founder and Herbalist. “We are very proud to make a true small batch artisanal product to offer to the parenting community.”

Each batch of Seal the Deal Moisturizing Balm is gently mixed in small batches and meticulously steeped for 30 days, including both hot and cold processing allowing oils to break down botanicals slowly and naturally. Ingredients include Turmeric—an anti-inflammatory; Shrubby Sophora—to alleviate heat and removes toxins; Licorice—contains skin-soothing antioxidants and Organic Beeswax—to soothe and protect. Seal the Deal Moisturizing Balm is free of phthalates, sulfates, parabens and synthetic fragrance. The glass jar holds 2-oz of balm and is wrapped with mineral paper labels.

"As we’ve been out meeting with parents around the country there has been an overwhelming request for a product that addresses skin conditions and in particular eczema,” said Rachel Finger, Co-Founder of Gryph & IvyRose. “We produced a pure, effective product with a distinct development process that will address dry, irritated skin, and symptoms of eczema not just for kids, but for the whole family."

The Gryph & IvyRose product range also includes: Bath & Body—adorable bath time essentials like 2-in-1 shampoo + conditioner, detangler, bubble bath, body wash and body oil; Herbal Elixirs—all natural drops that support a good night’s sleep, healthy immune system, digestion, and a healthy, happy mood; Probiotic Chocolates—sweet treats that restore balance in the digestive tract and a variety of gift sets for your newest bundle of joy, to toddlers and above.

Gryph & IvyRose Seal the Deal Moisturizing Balm retails for $39 and is launching nationwide in boutique and prestige stores as well as online at [gryphandivyrose.com](http://www.gryphandivyrose.com) starting in November 6, 2019.

**About Gryph & IvyRose**

Founded by three parents, supermodel Karolina Kurkova, beauty expert Rachel Finger and herbalist Orion Nevel; Gryph & IvyRose is a collection of high performance herbal and immune-supporting products for children and parents, crafted to develop healthy rituals for a beautiful childhood. Born out of a desire to supply their own children with clean and safe products, the Gryph & IvyRose line supports a healthy body both inside and out with quality ingredients of herbal blends steeped in the thousands of years of traditional Chinese medicine and the attentive care of a pediatrician. For more information, please visit: [www.gryphandivyrose.com](http://www.gryphandivyrose.com)