



Nat-A-Tat2 Announced as Finalist for Best All Around Indie Brand by The Independent Cosmetic Manufacturers and Distributors Association

FOR IMMEDIATE RELEASE

Margate, FL - July 23 - Nat-A-Tat-2, part of all-natural bath and body products company Pura Botanica, has been nominated as a finalist by The Independent Cosmetic Manufacturers and Distributors Association (ICMAD) for its annual Cosmetic Innovator of the Year (CITY) Awards. Nat-A-Tat2 is a finalist for the Best All Around Indie Brand.

The CITY Awards honor industry contributors, product innovation and advertising/marketing concepts within the cosmetic and personal care industry during the past year. The nomination process was open to member and non-member companies both domestic and international.

The 2018 CITY Awards ceremony will be held July 30 at The Mandalay Bay Resort and Casino in Las Vegas, in conjunction with the Cosmoprof North America trade show. ICMAD will host a dinner with award presentation, as well as an evening of live entertainment. Christy and Larry Hierholzer will be in attendance at the ceremony. "We are humbled and ecstatic to be nominated as a finalist for the ICMAD awards," Christy said. "It was a phone call we were really happy to receive."

Nat-A-Tat-2's certified organic & vegan products are made from sustainably sourced ingredients that are cruelty free and of the highest quality. Their mission is to educate tattoo artists and ink collectors of the optimal way to preserve and care for their tattoos and skin while knowing the products have been formulated and made responsibly. The Tattoo Aftercare Kit is the item that was submitted to ICMAD for the award.

The Tattoo Aftercare Kit includes a tattoo foam cleanser, tattoo lotion, and tattoo balm (and a bonus minty lip balm). Here is more about the products and ingredients in the kit:

- Tattoo Foam Cleanser - An unscented, all-natural, and vegan formula, infused with organic coconut and sunflower oils, gently cleanses and soothes the skin while promoting an optimal healing environment for your new tattoo.
- Tattoo Lotion - Shea Butter, and Jojoba, and avocado oils, in this vegan lotion helps restore, moisturize and rebalance the inked skin, and was specifically formulated to heal tissue, reduce inflammation, and lower the risk of infections.
- Tattoo Balm - Made with organic Shea butter, non-GMO vitamin E, and coconut, castor, and mineral oils, this vegan tattoo balm will leave your skin hydrated and moisturized, for new ink when it heals, or on existing tattoos to enhance some of the vibrant colors.

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purabotanica.com



The Kit is available on Nat-A-Tat-2's website, www.nat-a-tat2.com, retailing for \$39.99. You can also check out industry-relevant blog articles, featured artists, including Ink Master Season 10 contestant Roly T-Rex, and their amazing products and merchandise.

Nat-A-Tat-2, and Pura Botanica, are dedicated to providing all-natural, organic, and sustainable products, so that their customers can trust that what they put on their skin will be good for them and good for the environment. Check out Pura Botanica's luxury bath and body products at www.purabotanica.com.