

Chain Drug Review

Éclair Naturals debuts 'pure' beauty care line

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CHATSWORTH, Calif. — Éclair Naturals is introducing its “pure and natural” line of bath, body and hair care products at Rite Aid, H-E-B and other retail stores.

[Éclair Naturals](#) said Tuesday that its offerings reflect rising consumer concerns about environmental responsibility and product contents, notably synthetic ingredients that may have harmful effects on the body. The company uses high-performance, food grade ingredients — such as jojoba and almond oils, Himalayan and Dead Sea salt, pure essential oils and natural plant extracts — to create formulas that are non-GMO, gluten-free, soy-free, vegan and cruelty-free.



That approach, according to Éclair Naturals, enables consumers to make smarter choices. For example, sufferers of celiac disease — which affects about one in 133 people — can experience severe health implications if they ingest or come into contact with gluten and, therefore, need both a gluten-free diet and a gluten-free skin care and hair care regimen, the company explained. To that end, Éclair Naturals offers 100 body care products certified as gluten-free by the Celiac Support Association.

“Éclair Naturals is socially responsible and manufactured at our own certified non-GMO facility in the USA to ensure quality control and no cross-contamination,” stated John Matisse, co-founder and chief executive officer of Éclair Naturals. “We spent many years in development to make sure we use only the best natural ingredients available and avoid ingredients like sulfates, phthalates or phenoxyethanol, which resulted in the most luxuriously pure body care line for both women and men.

“Being vegan- and cruelty-free are part of our inherent brand ethos, and we are certified cruelty-free by Leaping Bunny, a program run by the Coalition for Consumer Information on Cosmetics,” he added.

Currently, Éclair Naturals encompasses 55 products in 14 categories, including handcrafted bar soaps, effervescent bath salts, all-over lotions, body butters, shampoos, liquid hand soaps, hair conditioners, foaming hand soaps, hair styling gel, dual-action deodorants, shower gels, fizzy bath bombs, body scrubs and polishes, and hand sanitizers.

Virtually all products are \$10 and under, the company said. Scents include creamy coconut, French lavender, Indonesian patchouli and sandalwood, oatmeal mint, shea butter and oatmeal, vanilla and sweet orange, sea breeze, tea tree and lavender, eucalyptus, rosemary and mint, grapefruit orange, lavender vanilla, rose sandalwood, grapefruit geranium, brown sugar and kumquat, grapefruit Himalayan salt, mango, vanilla peppermint, and Mexican lime and bergamot. There are also unscented items.

Éclair Naturals has teamed up with television and movie actress Jennifer Esposito, who has severe celiac disease and is a strong advocate for education about the condition.

“I am truly thrilled to be a brand advocate for Éclair Naturals, a 100% gluten-free body care line. As someone who suffers from celiac disease and cannot tolerate gluten, I have made it my personal mission to promote celiac awareness, share my story and educate on eliminating gluten and other harmful ingredients from your diet and skin care regimen,” Esposito said in a statement. “It’s not just what goes in your body, but what goes on your body, that counts. Éclair Naturals is a natural fit from their ingredients to their ethos.”