PRODIGIOUS

PRESS RELEASE -
An Ethical Step Above the Rest

In a world where beauty is idolized, consumers invariably throw away money on inexpensive, low-cost products that actually do more harm than good. New startups, private labels, and existing brands often pay formulators to create products within a specific price range as opposed to anticipating individuals' long term needs. These brands cut costs by substituting synthetic or low-quality ingredients solely to meet a budget. They might provide affordable products, but often they deliver minimal results leaving millions of consumers purchasing and testing out brand after brand, product after product. Consumers often do not realize the long-term impact this has on their skin and overall health.

Now, more than ever, the demand for authentic and safe products is being heard loud and clear. Consumers are constantly trying new products in hopes of improving their overall skin health while being constantly misled, misinformed, or taken advantage of by deceptive promises or false claims. Confusion in the marketplace is an epidemic and the main reason why skin health is often overlooked.

Prodigious, a new skincare brand that sources the best ingredients from across the world to produce world-class products with an environmental mindset, does not support this epidemic that plagues the beauty and skincare industry.

By researching optimal growing locations and sourcing the bulk of their ingredients from farmers across the world, it helps them stay aware of ethical growing practices and know where and how their ingredients are grown. This creates a mutually beneficial relationship that directly helps these farmers support their families and educate their children. The bulk of their ingredients is certified organic, grade A, or certified otherwise as premium-quality within their countries of origin where they originate from. No synthetics, no parabens, no talc, no SLS, no petrochemicals.

Prodigious does not stop there when it comes to improving the livelihoods of others. Prodigious jars and lids are all uniquely handmade using renewable mango wood and recycled plastic jars. They are all individually sanded to the perfect shape and painted by hand. This makes each and every one of their jars a piece of art. Prodigious cosmetic spatulas are also creatively made by artisan glass makers in a variety of styles and colors leaving no two alike. The process to make their jars and spatulas might seem tedious to other skincare brands but it's a win-win plan for them to spread their mission of improving the livelihoods of others as well as having a positive environmental mindset for mother earth. These handmade jars and spatulas allow more individuals jobs, are appreciated, and designed so the rest of us customers can both lower our carbon footprint and save our own resources.

Prodigious believes handmade products celebrate the spirits of the people who make them. Choosing to purchase handmade products supports local economies, directly improves the lives and skills of the makers, and helps us all choose a more sustainable, mindful product for our skin.

Prodigious products currently include a variety of Natural Body Butters in 3 different sizes as well as a Lip Butter and Face Butter. All products are packed full of natural and organic plant-based ingredients that are ethically-sourced from across the world. Prodigious is always working on new products that are requested by their inspired customers. Prodigious advocates for their customers skin health, as well as future generations. To read more about Prodigious and their products visit their website: ProdigiousSkin.com