

Nature's Touch Expands Distribution in Kroger Stores

/EINPresswire.com/ All-natural personal lubricant to be available in 1,200 stores

[3-D & Company](#), LLC, a developer and manufacturer of natural health and beauty products, today announced that they have reached agreement with The Kroger Co. to expand distribution of its [Nature's Touch](#)® line of certified natural products. Effective in late June of this year, the line of intimate moisturizers products will now be available in more than 1,200 stores under the Kroger umbrella of stores.

"We developed the Nature's Touch line in response to tremendous growth in the natural health and beauty segment and introduced it in Kroger stores last year," said Debbie Dourson, President of 3-D & Company. "The brand received such an enthusiastic response from Kroger customers during the 300 store pilot that it was a pretty easy decision to expand distribution."



The Nature's Touch line of certified natural personal lubricants

The Nature's Touch® line of certified natural intimate moisturizers was developed to provide a healthy, natural alternative to traditional petroleum and silicon-based personal lubricants. The Nature's Touch® [product line](#) includes water-based and oil-based formulas that are free of hormones, parabens, petrochemicals, artificial fragrances, flavorings and dyes. All products in the Nature's Touch® line are pH balanced for women and gentle enough for daily use to relieve discomfort caused by vaginal dryness.

"We're very excited about the performance of the brand and our expanding relationship with The Kroger Co.," added Dave Dourson, Vice-President of Sales at 3-D & Company. "As the largest pure grocery retailer in the United States, Kroger offers us a tremendous opportunity to provide convenient access to our products to women all over the country."

The Kroger Co. (NYSE:KR) is one of the world's largest grocery retailers, with fiscal 2012 sales of \$96.8 billion. Kroger's Family of Stores spans many states with store formats that include grocery and multi-department stores, discount, convenience stores and jewelry stores. They operate

under nearly two dozen banners, all of which share the same belief in building strong local ties and brand loyalty with their customers.

About 3-D & Company, LLC

3-D & Company is a privately held and minority owned company based in Cincinnati, Ohio. With a focus on products "By Women, For Women and to Benefit Women", 3-D & Company has been a provider of quality products and services for more than two decades. Additional information on 3-D & Company and the Nature's Touch® brand can be found on their website at www.mynaturestouch.com.

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