

# OM Botanical Announces Earth Day Initiative: Planting Two Trees for Every Product Sold

*From its inception, sustainability has remained the core part of OM Botanical's mission. Upcoming Earth Day doubles the impact of their tree planting initiative*

RALEIGH, NC, UNITED STATES, April 10, 2024 /EINPresswire.com/ -- As Earth Day approaches, OM Botanical, a leading provider of natural and [eco-friendly skincare products](#), proudly unveils its latest initiative to double their efforts to give back to the planet. In celebration of Earth Day and in alignment with their commitment to sustainability, OM Botanical announces the launch of a groundbreaking program: for every product sold, the company will plant not just one, but two trees.



The decision to plant two trees for every product sold reflects OM Botanical's dedication to environmental stewardship and underscores their mission to create a positive impact on the planet. By doubling the number of trees planted, the company aims to magnify the ecological benefits and contribute to reforestation efforts worldwide.

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*Sudhir Shah*

"At OM Botanical, we believe in the power of nature to heal, nourish, and protect. As part of our ongoing commitment to sustainability, we are thrilled to announce our Earth Day initiative to plant two trees for every product sold," said Sudhir Shah, Founder and CEO of OM Botanical [organic skin care](#). "By doubling our tree-planting efforts, we are taking proactive steps to mitigate climate change,

restore ecosystems, and promote biodiversity."

The Earth Day initiative builds upon OM Botanical's existing sustainability practices, which encompass every aspect of the business, from sourcing raw materials to packaging and distribution. The company's skincare products are formulated using natural and organic ingredients, free from harmful chemicals and synthetic additives. Additionally, OM Botanical prioritizes eco-friendly packaging materials, opting for carbon neutral sugarcane tubes and glass packaging and biodegradable options for shipping.

In collaboration with leading reforestation organizations, Trees for the Future, OM Botanical organic skin care will strategically plant trees in areas that have been impacted by deforestation, wildfires, and other environmental challenges. By partnering with local communities and conservation groups, the company aims to create lasting positive change and support sustainable livelihoods.

"We recognize the urgent need to [address climate change](#) and protect our planet's precious resources.

Through our Earth Day initiative, we hope to inspire others to join us in taking meaningful action to preserve and restore our natural world," added Sudhir Shah.

To incentivize their customer's to engage, OM Botanical organic skin care is offering discounts and doubling the impact of their purchases. To further engage customers and raise awareness about environmental issues, OM Botanical will launch a social media campaign leading up to Earth Day. Through educational content, interactive challenges, and behind-the-scenes glimpses of tree-planting efforts, the company aims to foster a sense of environmental responsibility and inspire collective action.



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As consumers increasingly prioritize sustainability and ethical practices, OM Botanical's Earth Day initiative serves as a testament to their unwavering commitment to environmental stewardship. By harnessing the power of business as a force for good, the company hopes to pave the way for a more sustainable and harmonious relationship between humanity and the natural world.

For more information about OM Botanical's Earth Day initiative and to explore their range of natural skincare products, please visit <https://ombotanical.com>.

About OM Botanical:

OM Botanical is a trusted provider of natural and eco-friendly skincare products, formulated with the finest organic ingredients to nourish and rejuvenate the skin. Committed to sustainability and environmental stewardship, OM Botanical is dedicated to creating products that are both effective and gentle on the planet. With a focus on integrity, transparency, and holistic wellness, OM Botanical empowers individuals to embrace natural beauty and embrace a healthier, more sustainable lifestyle.

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