

**CONTACT:**

Christine Pyle  
Marketing Director  
Gilchrist & Soames  
Direct: (317) 781-7053  
Fax: (317) 786-8511  
[chpyle@gilchristsoames.com](mailto:chpyle@gilchristsoames.com)

**FOR IMMEDIATE RELEASE**

## **Gilchrist & Soames Introduces Sprout Out™ Collection**

Wit, whimsy and Naturally Kind™ Formulations define new amenities



INDIANAPOLIS (April 9, 2009) – Awash in personality, the Gilchrist & Soames Sprout Out™ Collection will surely delight every guest. These new products are now available.

The new Sprout Out™ Collection features Gilchrist & Soames' proprietary Naturally Kind™ formulations, which contain no sulfates (SLS/SLES), DMDM hydantoin, parabens, phthalates, petrol-derived ingredients, mineral oil, urea, DEA, TEA or propylene glycol. They do feature food-grade, naturally derived USP glycerin; natural conditioning agents from honey and the Brassica plant; and soybean and cottonseed oil, instead of petrochemicals. The formulations are also free of any artificial colours or dyes.

Christina Mavity, Gilchrist & Soames Research and Development Director, explains, "We are proud to introduce our Naturally Kind™ formulations. The surfactant products—shampoo, conditioning shampoo and shower gel—are sulfate-free, yet create rich and satisfying

–more–



foam, giving guests the experience they expect from luxury bath and body amenities. As well, the body lotion in this premium formulation contains Natural Moisturising Factors (NMF) of olive oil and vitamin E.”

Hand-drawn type and fanciful prose impart not only a personal touch, but personality to this collection. From the clever phrases, skin-friendly formulations and readily recyclable PET bottles, Sprout Out™ delivers on its environmental message.

The five Sprout Out™ liquid products—Shampoo, Conditioner, Conditioning Shampoo, Body Wash and Body Lotion—are available in a 1.25 fl oz (35 ml) size. Certified organic extracts of rooibos, cardamom seed, yarrow and ginseng gently care for hair and skin. The fresh citrus and herbal fragrance combines top notes of orange, rosemary and sage with a heart of coriander, thyme, black pepper and armoise, and finishes with a crisp and clean musk. Light, clean and gender-neutral, it is ideal for any guest.

The collection also features two gentle, vegetable-based, aloe soaps. The soaps, available in 0.6 oz (17g) and 1 oz (28g) sizes, are low-weight to reduce the amount of waste. Although low in weight, the bars were designed to have a large surface area, increasing performance by having a larger area in contact with skin to produce more foam.

To round out the collection, Sprout Out™ offers a full range of necessity products.

Like all Gilchrist & Soames products, Sprout Out™ embraces cruelty-free development and manufacturing practices, ensuring that the products are never tested on animals, nor contain animal-derived ingredients.

#### **About Gilchrist & Soames**

Gilchrist & Soames ([www.gilchristsoames.com](http://www.gilchristsoames.com)) is a leading provider of cosmetic-grade toiletry collections for world-class hotels, exclusive resorts, and distinguished spas, inns, and bed & breakfasts. Specializing in servicing the luxury market, Gilchrist & Soames’ products can be found in discerning properties throughout the world. Gilchrist & Soames is based in Indianapolis, Indiana and Peterborough, London, England. The company is wholly-owned by Swander Pace Capital, San Francisco. For more information, visit [www.gilchristsoames.com](http://www.gilchristsoames.com).

**PHOTOS:** High-resolution, publication-quality photos are available upon request.

**CONTACT:** Christine Pyle, Gilchrist & Soames Marketing Director  
Office: 317-781-7053  
Cell: 317-201-5634  
[chpyle@gilchristsoames.com](mailto:chpyle@gilchristsoames.com)

**WEB SITE:** [www.gilchristsoames.com](http://www.gilchristsoames.com)

–END–