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LEGENDARY APOTHECARY DEBUTS ORGANIC, VEGAN AND CRUELTY-FREE PRODUCT SMOOTH FEET

New Beauty Brand's Foundation Centers around **KINDness**

LOS ANGELES (June 19, 2018) -- Legendary Apothecary is a new beauty brand based in Los Angeles, California. Inspired by a century-old family fable, Legendary Apothecary combines the desire to spread KINDness with a deep belief in the power of plant-based ingredients to create skincare products that are pure, organic & cruelty-free.

Legendary Apothecary has unveiled its first product in its organic, vegan & cruelty-free, KIND line – Smooth Feet.

The new brand is co-created by beauty industry veterans Sara Saidy and Todd Douphner. Sara, a Persian immigrant, steeped in the ancient mystical traditions of those lands, was drawn by her artist's eye to the City of Angels' vibrant, ever-shifting culture. For almost a decade, she has worked with brands such as Estee Lauder, GLAMGLOW, Lisa Hoffman Beauty and Astarra Skin Care in the areas of production, supply chain, operations, product development and marketing. Todd, a Southern California native, is a fourth generation Topangan, raised with a love for others, kindness to all, and respect for the earth endemic to the Canyon's culture. He has over 20 years of marketing and design experience and has worked with Sephora, GLAMGLOW, Starbucks, Mechanix Wear, Nordstrom, Dillards, Neiman Marcus, Bliss, Sunless Beauty, among others.

"When we founded Legendary Apothecary, we had one goal in mind. We wanted to build a brand that treated everyone and everything it touched, with KINDness," explains Co-Creator Sara Saidy.

Turning back to the old world, when one would go to the local apothecary for all things health and wellness, is the company's foundation. "Lack of clean and organic skincare motivated us to create a brand that combines our passion for a cruelty-free lifestyle with love for our planet and all of her inhabitants," she says.

The brand's first product launching in the marketplace is Smooth Feet. This artisan organic and vegan foot care product, was inspired by Sara's grandmother Masy, who used to make this century-old concoction that results in soft, hydrated and smooth feet for the whole family. In fact, the recipe has been passed down four generations. "It was my grandmother's dying wish for us to take this product to market. She said to me, 'put it in a bottle and share it with the world'," says Sara.



When Sara first moved to Los Angeles and started working in the beauty industry, she quickly learned that the industry was very unregulated and how that lack of regulation contributes to an array of health problems for consumers.

"That coupled with the fact that my grandmother passed away from cancer, made me really think about what I can do to inspire change in an industry that I love," she explains. "When I first moved to Los Angeles, I realized that it was very difficult to find quality ingredients to make my grandmother's recipe so I was forced to try other foot products. Nothing worked as great as my grandmother's foot product."

Smooth Feet is a simple "Old World" recipe that leaves feet soft, smooth and hydrated. "First and foremost, the product does what it says it does," explains Sara. Simple ingredients include vegetable glycerin, pure lavender oil and grain alcohol (which does not dry out the skin).

Smooth Feet is both organic and vegan. "We believe it is possible to achieve powerful results without using ingredients that are harmful to us and our planet," believes Co-Creator Todd. "Making the decision to become USDA Certified Organic delayed our launch by over a year - not to mention the financial implications, but it was extremely important to us to launch a brand that truly walks the walk."

"We have always been confident that we can make products that work and are effective without harming anyone or anything in the process," adds Sara.

Legendary Apothecary strives to be transparent to its consumers and its community about being 100 percent organic and clean, cruelty-free and environmentally friendly. "Using the success of our brand will help with the KINDness that we want to put out in the world," both Todd and Sara explain. "Currently we donate 10 percent of our profits to human, animal and environmental efforts and we are committed to grow that number every year."

Smooth Feet is dressed in eco-friendly packaging sourced responsibly in the United States. It is USDA Certified Organic and is 100% cruelty-free as certified by Peta and The Leaping Bunny.

Rooted deeply in the culture of Los Angeles and the soul-soothing sun of Southern California, Legendary Apothecary is KIND to Humans, KIND to Animals, and KIND to Mother Earth.

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