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FOR IMMEDIATE RELEASE

Contact: Robyn Wisch

robyn@rootedinAfrica.com

480 816 9116 x 301

**Make a purchase, make a difference!
Under the Sun's Products Can Now Be Purchased Online!**

Fountain Hills, AZ –Supporting communities in Africa has become a little easier. Rooted in Africa has launched its online store, and **Under the Sun™**'s full range can now be purchased online.

“We are receiving such support for **Under the Sun™** from all over the country. And we wanted to make it as easy as possible to those customers to show their support, and make a purchase!” says Linda Cusack, Rooted in Africa VP Sales.

Under the Sun™ is a natural bath & body care range from Africa. A line created as a celebration of Africa, **Under the Sun™** features hand-painted African artwork, and exotic, indigenous ingredients, such as Rooibos, Inkomfe and Marula.

Through local employment and the sourcing of ingredients from Fair Trade suppliers like Phytotrade Africa, **Under the Sun™** is making a tangible difference for African communities. Educating farmers, and developing sustainable agricultural communities is a crucial step in helping Africa lift itself out of poverty and instability.

Under the Sun™ is committed to nurturing the development of Africa's people. A portion of **Under the Sun™**'s profits is donated to Cotlands, a sanctuary for AIDS orphans in South Africa. AIDS poses a serious and imminent threat to South Africa, which has been one of the hardest-hit nations in the world. A generation of AIDS orphans is being left behind in South Africa, and each of these children needs love and care, which Cotlands provides.

So make a purchase, and make a difference! Shop online at www.rootedinAfrica.com

*An Arizona-based company of South African expatriates, **Rooted in Africa**, began distributing African natural and organic products in 2006, and is working to become the leading U.S. distributor of African natural and organic products. **Rooted in Africa** hopes to position Africa as a global player in the organics trade, and ensure the benefits of this market are afforded directly to the people of Africa.*

