



Press release

For immediate release

Our Shea Butter just got creamier



Meet our new Shea Butter - luxurious, creamy, organic and unrefined. It was already an award winner before, but in response to consumer requests, we made our Shea Butter even creamier. The top secret: it's now whipped, sinking into the skin with ease to deliver a smoother and softer texture.

The jars are filled right after the butter is produced to maintain its original nutrients and for the ultimate freshness and potency. And the butter penetrates easily for deeply nourished skin.

Shea Butter is a natural revitalising skin food that delivers an array of benefits:

- Enriched in Oleic, Stearic and Linoleic acids, it helps protect, nourish and keep the skin beautifully soft and moisturised.
- The combination of essential vitamins A, E and F protects the skin, particularly from the sun's harmful UV rays.
- It helps promote youthful skin and reduces fine lines and dryness.
- Vitamins A and E nourish and help maintain overall health of the skin.
- Shea Butter works as a cleanser to unclog pores and maintain blemish-free skin.





100% pure, Fushi's organic Shea Butter is ethically sourced from the Yumzaa Women Association Cooperative in the Northern part of Ghana in a town called Tanpi in Tamale.

As a company committed to caring about the planet, we have replaced the plastic cap with an aluminium cap. This is in line with Fushi's agenda to be progressively environmentally friendly, moving away from the use of plastic.

Additional information

Retailer price is £12 for 200g.

Available from:

- www.fushi.co.uk
- Ocado, Planet Organic, Wholefoods, Feelunique.com, Naturissimo.com

About Fushi Wellbeing

Fushi began with our heritage of Ayurvedic family recipes which have helped us create ethically sourced health and beauty products in our London workshop combining hand-blended, organic, freshly cold-pressed oils and infused herbs from this season's harvest. Staying true to our values and supporting developing communities, global farmers and growers, helps us provide sustainable ingredients for award-winning products which enhance the wellbeing of our customers.

Notes to editors:

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