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JUST NATURALS BOUTIQUE EXPANDS INTO BEDFORD, ANNOUNCES OPEN HOUSE
Natural home- and personal-care product supplier brings alternative goods to convenient location

BEDFORD, N.H.—In a sign of economic growth in southern New Hampshire, Just Naturals & Company, a boutique specializing in natural cleaning, laundry, bath & body, aromatherapy, skin-care and pet-care products, is expanding from its Amherst store into a larger retail location in Bedford and introducing a new line of aromatherapy blends.

The non-toxic cleaning and personal-care product supplier will open a 3,000-square-foot store at 176 S. River Road in Bedford, which is about one-half mile south of the Bedford Mall off Rte. 101. The store will feature a 1,200-square-foot retail area where Just Naturals-brand products will be available, an area for periodic product demonstrations and educational seminars, and an area for in-house product assembly. Just Naturals will keep a 600-square-foot satellite store at Salzburg Square, 292 Rte. 101, in Amherst for patrons accustomed to visiting the plaza.

“So many of my first-time customers have come back to visit again and again, because they notice how my locally made, chemical-free products not only work but also improve the way they feel,” Karen Girardo, owner of Just Naturals & Co., said. “While our Salzburg Square location is geared toward such destination shoppers, I wanted to open a second location to give Greater Manchester-area customers a convenient place to buy their healthy, home-care and personal-care products.”

To celebrate the store’s expansion to Bedford, Giardo will hold an open house from 10 a.m. to 5 p.m. on Saturday, Nov. 13. The open house will include product demonstrations and a tour of the new classroom area. Giardo will offer hors d’œuvres and a wine tasting during the open house. The event will include a gift basket drawing and special promotions throughout the day.

With the new store opening, Just Naturals will also introduce a healing line of aromatherapy products. This new line consists of 12 essential oil blends, scientifically shown to bring about a sense of balance and well-being, improve the immune response, lift mood, strengthen brain energy, boost body energy, minimize headaches, reduce anxiety, suppress appetite, promote relaxation, encourage abundance, enhance a sense of security and ease nausea. To realize the full benefits of Just Naturals’ aromatherapy blends, customers can apply a body mist, wear an aroma necklace or use a diffuser roll on.

While most aromatic products are made from crude petroleum oil and are considered a significant asthma and allergy trigger, Just Naturals’ aromatherapy blends are made from the finest, pure essential oils—all-natural ingredients that ensure therapeutic benefits.

Because of the expansion to Bedford, Girardo has added staff to help her manage the day-to-day operations of the business, a positive sign of economic growth in the local community.

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About Just Naturals & Co.:

Founded in 2005, Just Naturals is a one-stop boutique for creating a natural home environment. Owner Karen Girardo discovered the impact chemicals have on everyday life when she developed severe allergic reactions to common household cleaning and personal-care products. Frustrated by the lack of effective, non-irritating alternatives, Girardo developed her own line of award-winning all-natural, non-toxic and environmentally safe products. Today, she educates others on the dangers of common household goods and offers a complete line of safe, superior, alternative cleaning and personal-care products. Just Naturals’ offerings are particularly beneficial to people with Multiple Chemical Sensitivities (MCS), asthma and serious respiratory conditions.

*Just Naturals & Co.
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