

Canada's largest online health and beauty store helps Canadians get green

Well.ca launches new Green & Natural store

March 31, 2009

Guelph, Ontario – Well.ca (<http://Well.ca>), Canada's largest online health and beauty store, is launching a new Green & Natural store at <http://Well.ca/green> to help Canadians access eco-friendly, organic, and natural health and beauty products with the convenience of free shipping on every order. The new store will be launched on April 22nd in honour of Earth Day and will feature a different look and feel from Well.ca and Well.ca/beauty.

Now Canadians can choose from over 3,000 natural products that are certified organic, vegan, paraben-free, sulphate-free, gluten-free, biodegradable, and made with environmentally friendly packaging. Canadian consumers can find popular natural brands such as Burt's Bees, Kiss My Face, Derma E, Weleda, Green Works, and Canada's own Green Beaver at Well.ca's new Green & Natural store.

"As a company Well.ca is very environmentally conscious so it only made sense for us to offer natural, organic, and environmentally friendly products," says Ali Asaria, CEO and founder of Well.ca. "We all know that it's hard to find natural products so we wanted to give Canadians the convenience of ordering green and natural products along with their everyday health and beauty essentials from Well.ca."

Along with the expanded selection of natural products, Canadian consumers can still look forward to receiving the personalized customer care that they've come to expect from Well.ca. Each order is shipped at no cost to the customer with a handwritten thank you note. Well.ca also has a No Hassle Return policy where they pay for return shipping.

Well.ca is seeing tremendous growth and the Globe & Mail recently featured the company as a Breakthrough business. With over 15,000 products online, thousands of orders shipped each month, and more than 150,000 unique visitors a month, Well.ca is one of the fastest growing e-commerce sites in Canada.

About Well.ca:

Well.ca is Canada's largest online health and beauty store. The company's primary focus is serving Canadians from coast to coast, but also ships hard-to-find products to the United States. Well.ca works hard to be a kind, responsible, and friendly company.

For more information, contact:

Alex Dao
Well.ca
alex@well.ca
519-489-7185 x214