

From: Nancy Trent/Pamela Wadler  
Trent & Company, Inc.  
594 Broadway - Suite 305  
New York, NY 10012  
212-966-0024  
[pam@trentandcompany.com](mailto:pam@trentandcompany.com)



For: Wally's Natural

**FOR IMMEDIATE RELEASE**

**LEND AN EAR TO YOUR HEALTH WITH WALLY'S NATURAL EAR CARE PRODUCTS**

**Better ear care means better self-care**

**Auburn, California** – Legendary ear care company, [Wally's Natural](#) has over 30 years of expertise delivering wellness solutions to people seeking better self-care for themselves and their ears.

"Our ears are a vital part of our bodies and an essential component to our senses. Wally's Natural ear care products are a self-care, wellness tool to incorporate into your everyday routine to support ear health," said Owner and CEO of Wally's Natural, Holly Fox.

The California-based company is an innovator in self-care through ear health and has been for decades. With simple, natural products designed for ultimate health, Wally's Natural knows how to help every person experience wellness through their ears.

- **Ear Candles:** An ear candle is a wellness tool designed to help those improve self-care, de-stress and enjoy a calming, soothing experience while having positive ear health. The practice has been around for centuries with origins in ancient China, Egypt, India and Mexico. Ear candles are long, thin and hollow cone shapes resembling a delicate tapered candle. Placed softly in the ear, the no-drip ear candle burns and moves warm air and rhythmic sounds into the ear for a quiet, meditative experience. Available in unscented Beeswax, Paraffin and Soy, as well as lavender and herbal scents.
- **Organic Ear Oil:** Made with the highest-grade olive oil, tea tree, garlic, mullein, lavender, and echinacea, Wally's Natural organic ear oil is formulated to maintain healthy ears. It can be used after ear candling and is ideal for dry, sensitive, and itchy ears. A firm favorite for adventurers after surfing, swimming, or a journey to higher altitudes. The olive-based ear oil works on its own to soothe and comfort the ear and help with sensitivity. Wally's Natural ear oil is dermatologist-tested.
- **Fearless Natural Kidz Ear Scrub:** A natural, simple, and efficient way to clean children's ears, the Fearless Natural Kidz Ear Scrub has a reusable, easy to clean scrubber-sponge with a gentle formula created to clean away dirt, excess wax, and oil from the ears. It's pediatrician-tested and designed for kids ages 3+, so easy that kids can even clean their ears on their own during bath time.

Purchase Wally's Natural ear care products online at [WallysNatural.com](http://WallysNatural.com) and Amazon, as well as in-store at many popular retailers like Walmart, Target, CVS, Kroger, Sprouts, and independent natural stores.

For more information, visit [wallysnatural.com](http://wallysnatural.com) and follow them on Instagram [@wallys\\_natural](https://www.instagram.com/wallys_natural).

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**SOOTHE AND SELF-CARE WITH WALLY'S NATURAL EAR CANDLING EXPERIENCE**

*Like a spa day for your ears, Wally's Natural has been creating quality ear candles for over 30 years*



**Auburn, California** – As an innovator of ear care wellness products, [Wally's Natural](http://Wally's Natural) understands that ear wellness is part of self-care. What began as a quest to solve their young sons' ear issues, turned into a mission to deliver the best-in-class ear candling and ear care products to families everywhere. Wally's Natural Ear Candles provide a euphoric experience which can calm and relax a customer.

Ear candles are designed to improve self-care, de-stress, and enjoy a soothing experience while maintaining positive ear health. The practice has been around for centuries with origins in ancient China, Egypt, India and Mexico. Ear candles are long, thin and hollow cone shapes resembling a delicate tapered candle. Placed softly in the ear, the no-drip ear candle burns and moves warm air and rhythmic sounds into the ear for a quiet, meditative experience.

Wally's Natural Ear Candles are available in unscented Beeswax, Paraffin and Soy. Beeswax and Soy are available in lavender and herbal scents, all designed for customers to feel an enhanced sense of serenity. Wally's Natural uses only premium beeswax, paraffin and soy blend waxes, unbleached cotton muslin and an array of essential oils in its products. They source packaging materials from sustainably managed forests.

Purchase Wally's Natural ear care products online at [WallysNatural.com](http://WallysNatural.com) and Amazon, as well as in-store at many popular retailers like Walmart, Target, CVS, Kroger, Sprouts, and independent natural stores.

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**SOOTHE EAR SENSITIVITY WITH WALLY'S NATURAL ORGANIC EAR OIL**

***Wally's Natural Organic Ear Oil is a sensitive ear savior for daily use***



**Auburn, California** – Olive oil, calming lavender, cooling tea tree, mullein, and immune-boosting garlic and echinacea are the ingredients in each bottle of [Wally's Natural](#) Organic Ear Oil. Sounds soothing? It is! Anyone who's ever battled a sensitive ear knows how uncomfortable dry, itchy ears can be. A small but mighty passage, ears often go by the wayside when people consider self-care. But Wally's Natural, the leading brand in ear care products for over 30 years, lends an ear to overall wellness – and that means treating our ears with the same respect we give to the rest of our bodies.

"Our ear oil was created to complement the soothing and balancing experience of ear candling, as well as help with the host of pesky issues that can arise within your ears, including dryness and itchiness. Our product is designed to support ear health, calm sensitivity, soothe and comfort, which ideally becomes part of one's daily routine," said Holly Fox, second generation CEO and Owner of Wally's Natural.

Crafted simply for exceptional results, Wally's Natural Organic Ear Oil is formulated with an olive oil base, tea tree, garlic, mullein, lavender and echinacea. Wally's Natural Organic Ear Oil is formulated to maintain and support healthy ears. It can be used in versatile circumstances or everyday use, but it's always for the benefit of ear comfort and care. The organic oil works on its

own to soothe and comfort the ear as well as help with sensitivity or can be used after ear candling and other adventures.

Wally's Natural Ear Oil is USDA Certified Organic, using the highest-grade natural ingredients: Olive Oil, Lavender Oil, Mullein Extract, Tea Tree Oil, Echinacea Extract and Garlic Oil, known for immune-boosting properties. It is dermatologist-tested and approved. Wally's Natural uses no harsh chemicals. All the oils are non-GMO, and free of preservatives, gluten and dairy. They source packaging materials from sustainably managed forests.

Purchase Wally's Natural ear care products online at [WallysNatural.com](http://WallysNatural.com) and Amazon, as well as in-store at many popular retailers like Walmart, Target, CVS, Kroger, Sprouts, and independent natural stores.

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**SCRUB-A-DUB LITTLE EARS IN THE TUB WITH FEARLESS  
NATURALS KIDZ EAR SCRUB**

*Created by Fearless Naturals, this ear scrub keeps kids' ears clean*



**Auburn, California** – Make bath time extra fun with Kidz Ear Scrub by Fearless Naturals, designed specifically for use by kids. Parents all know the woes of too much wax, dirt and grime built up in a little kid's ear. A wet washcloth can't quite reach those hard-to-get turns and crevices, and research has shown cotton swabs are a no-no for ear cleaning. The safe, reusable scrubber sponge, along with the naturally formulated ear wash, makes it easy to clean away dirt, excess wax and oils from ears!

Meet your new favorite bath time must-have: Fearless Naturals Kidz Ear Scrub.

"Fearless helps kids and parents alike feel brave when it comes to cleaning tender little ears. As a mom who spends a lot of time outside riding horses on our ranch with my son, I have first-hand experience with dust and dirt. And time after time, it works its way into the ear. Our Kidz Ear Scrub is unbelievably safe and easy to use – made so everyone ages 3+ can feel the joy and empowerment of a good, clean scrub," says Owner and CEO of Wally's Natural, Holly Fox.

Fearless Naturals Kidz Ear Scrub is designed to be a daily ear cleanser for kids and is the perfect bath time companion. It contains a mild liquid ear wash formula and soft sponge to provide a gentle scrubbing action that will safely and easily break down dirt and oils, then it quickly washes away with water. For a daily clean that leaves kids' ears naturally fresh, use Fearless Naturals. Created by mothers for your family, this scrub is all-natural, and pediatrician tested. It's safe for eardrums, reusable, and easy to clean.

Purchase Wally's Natural ear care products online at [WallysNatural.com](http://WallysNatural.com) and Amazon, as well as in-store at many popular retailers like Walmart, Target, CVS, Kroger, Sprouts, and independent natural stores.

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## **BIOGRAPHIES**

### **Holly Fox, Owner and CEO**

As Wally's Natural CEO, Owner and Board of Directors' Secretary, Holly Fox has continued her family's mission to deliver the best quality, natural ear care solutions. For half of the company's 30-year history, Holly has been integral in its evolution from its small-scale days of operating out of her parents' garage to the successful, multi-million-dollar brand it is today. She grew up surrounded by Wally's and has worked in almost all roles prior to becoming an active Owner and CEO. Holly's prior roles as candlemaker, receptionist, bookkeeper, finance manager, finance director, operations director and general manager empower her to understand all facets of the business. In Holly's current role, she oversees the operation and financial performance of the company – working closely with General Manager, Michelle Farleigh, and their tight-knit team, to continuously grow the leading presence of Wally's Natural in the industry as well as its quality and care for product, customers and the environment. Holly enjoys camping with her family, riding her horses and participating in 4H.

### **Michelle Farleigh, General Manager**

With nearly 20 years of expertise in business operations management, Michelle Farleigh provides leadership, guidance and an outside perspective to Wally's Natural. She is responsible for the company's daily operations – devising and deploying short and long-range strategies, overseeing the company budget, P&L and managing department expenses to implement appropriate actions based on the variance in trends and forecasts. Prior to Wally's Natural, Michelle was the general manager for all of California operations at BioReference Laboratories. She is a data and results-driven leader who is well-versed in applying a multi-faceted approach to managing safety, operations, and productivity across multiple business lines. She has enjoyed pivoting into the holistic industry and using her experience to grow a family-run business teeming with passion for what they do. In her spare time, Michelle enjoys photography, reading, paddle boarding, supporting youth sports, and her three children in all that they do.

For more information, visit [wallysnatural.com](http://wallysnatural.com) and follow them on Instagram [@wallys\\_natural](https://www.instagram.com/wallys_natural).

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### **Q&A – FACT SHEET**

#### **Why is ear care important?**

As people practice self-care and focus on overall wellness, the ears can sometimes be overlooked as something to nurture and take care of. But our ears are essential, not only to hearing and listening, but to feeling balanced. Wax and dirt can easily build up in the ears, and for anyone who has allergies, swims, or regularly notices dry, itchy or sensitive ears; finding soothing solutions to maintain ultimate ear health is ideal.

#### **How is Wally's Natural ear care 'self-care'?**

Wally's Natural ear care products are holistic opportunities to maintain comfort, balance and cleanliness for the ears. While the ear candles and ear oils are made to help create soothing and comforting experiences for people's ears; Wally's Natural is a *natural* method of care – perfect to include in your everyday routine.

#### **What is the full range of products for ear care from Wally's Natural?**

At Wally's Natural we love our ears – and yours! Therefore, we put a lot of love into our three perfected products:

- **Ear Candles:** Wellness tool designed to help those improve self-care, de-stress, relax, and enjoy a calming, soothing experience while having positive ear health.
- **Organic Ear Oil:** Made with the highest-grade olive oil, tea tree, garlic, mullein, lavender and echinacea, Wally's Natural organic ear oil is formulated to maintain and support healthy ears.
- **Fearless Natural Kidz Ear Scrub:** A natural, simple and efficient way to clean children's ears, ages 3+.

#### **Ear Oil**

- **How do I apply the Organic Ear Oil?**
  - We recommend the bottle of ear oil be at room temperature before putting it in your ear. Shake well. Then apply 1-3 drops twice a day or as needed. Dab any excess liquid and let product absorb. If ear pain persists, please consult your health professional.
- **I have discolored substances in my ear oil. What is this?**
  - Since our ear oil is made straight from nature with all-natural essential oils, sometimes remnants of sediment settle. Simply shake the bottle really well and the sediment will usually disperse throughout the bottle.
- **Can I use Ear Oil if I have tubes in my ears?**

- We are currently advising to not use the ear oil when you or a loved one has tubes in their ears. Please consult your health professional prior to use. If you have ear discomfort, we ask that you please consult your health professional.

## **Candles**

- **Can I use Ear Candles if I have tubes in my ears?**
  - We are currently advising to not use the ear candles when you or a loved one has tubes in their ears. Please consult your health professional prior to use. If you have ear discomfort, we ask that you please consult your health professional.
- **What age is safe for children to use Wally's candles?**
  - We suggest using discretion with your child, it's dependent on their comfortability with ear candling and advise you to consult your pediatrician before use.
- **Do you have candles that come without the plastic tip in them?**
  - No, all of our candles come with our integrated safety filter tip on the inside of the tapered end. The tip was created with your safety in mind. Our filter tip was made to help prevent wax and debris from falling through the center of the candle.
- **How do I use your ear candles?**
  - Please make sure to read the enclosed instructions thoroughly.
  - If you are participating in ear candling at home, we recommend that a friend or family member perform the ear candling process for you, so you may close your eyes, decompress, and reap the benefits while enjoying the relaxing experience.
  - Sitting comfortably, making sure you have adequate room to maneuver, protecting yourself and your surroundings, clothing, and hair.
  - Light the wider end of the candle and then gently place the non-burning, small, tapered end (with the filter tip) so it rests on the outside of the ear canal. Do not force or push the candle into your ear. Hold the candle upward at an angle close to 45 degrees throughout the application. The goal is to let the warm air cascade down the candle out of the small, tapered end into the ear.
  - The Ear Candles are unique because they have an integrated filter tip that prevents any debris or ash from falling through the candle. As the candle burns, remember to cut off the ash at every inch and extinguish the ash into a bowl of water. Remove the candle from your ear while trimming the ash from the candle. When the candle is burned down to four inches from the small, tapered end, extinguish it into a bowl of water and discard the unused portion.
- **How many candles should I use per ear?**
  - Frequency of use varies by customer, some use daily, weekly, monthly or even for a date night or Spa day with the girls. We recommend 1 candle per ear, per session.
- **Why does Wally's offer different waxes?**
  - What we have found is it's a personal preference on what candle people use. However, our beeswax candles are the most popular line with an all-natural beeswax scented wax. The Soy blend wax is a vegan alternative, all-natural soy scented wax. Paraffin is a Food Grade, man-made wax, typically used on apples and cheeses that you purchase with the lowest price point of all the candles we offer.

- **Why do you offer Scented candles?**
  - Essential oils have been known to offer aromatherapy qualities as well as antifungal and anti-bacterial properties.
- **What do the Herbal and Lavender Candles smell like?**
  - Herbal oils have been known to be an energy rejuvenating agent used in many spas and places for its aromatherapy properties. Herbal candles use Echinacea, Tea Tree Oil and Eucalyptus. Lavender is a known calming agent used in many spas and places of relaxation due to its calming and soothing properties. Our essential oil of Lavender is pleasant and herbaceous. It smells rich with a flowery scent.

#### **Ear Scrub:**

- **Is the ear scrub safe to use in the ear?**
  - Yes, this is formulated with an all-natural formula, safe for eardrums. This product is pediatrician tested.
- **How does my child use the ear scrub?**
  - Dampen the sponge and place a few drops of the ear scrub onto the sponge. Gently move the scrubber sponge in a circular motion in the ear to clean away dirt and excess wax. Rinse ear with water.
- **Is the scrubber sponge reusable?**
  - Yes, the sponge is reusable and easy to clean. Rinse the sponge after each use and hang to dry thoroughly until the next use
- **Can my child use Ear Scrub if they have tubes in their ears?**
  - We are currently advising to not use the ear scrub when you or a loved one has tubes in their ears. Please consult your health professional prior to use. If you have ear discomfort, we ask that you please consult your health professional.
- **What is the "Natural scent" blend?**
  - The scent is a mixture of aloe, coconut, grapefruit, and pomegranate.

#### **Where are the Wally's Natural ear care products available?**

To purchase, visit Wally's Natural online at [WallysNatural.com](http://WallysNatural.com) and on Amazon. They are also available at many local and large chain retailers like Walmart, Target, CVS, Kroger, Sprouts and independent natural stores.

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