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He's a Natural...

The JR Watkins Company was founded on green ingredients.

By **Melissa Meisel**, Associate Editor

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Made To Matter

The brand is part of Target's Made to Matter promotion featuring 31 brands, including new personal care and home care. The brand is joined by Mrs. Meyer's Clean Day, Yes To, Pacifica, JMethod, Babyganics and Paddy's Bathroom.



Cool Coconut

JR Watkins Coconut Home Care products will infuse any home with a refreshing and sheer scent of summer all year round. For example, JR Watkins Coconut Dish Cleaner makes cleaning patio furniture a breeze! Mix a few drops with hot water and wash away dirt.



Fresh Breeze

Infuse the smell of summer in the car by wiping down the air vents with JR Watkins Coconut All Purpose Cleaner or spritz the JR Watkins Coconut Room Freshener.



#TBT

147-year-old JR Watkins is taking #TBT very seriously by bringing its new product line of pure Castile soaps to market. Available in 8oz bar or 11oz liquid varieties, there are three nature-inspired scents: peppermint, lavender and clary sage.

Made in the USA since 1868, JR Watkins creates gourmet spices and extracts, personal care and home care products with natural ingredients. From the bluffs high above the Mississippi River in Winona, MN, JR Watkins natural products are available at a variety of North American retailers, through independent JR Watkins consultants and online at www.jrwatkins.com.