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For Immediate Release

## Half Hippy, a Natural Eco-Conscious Brand launches 4 products via Indiegogo

Brooklyn, New York -[Half Hippy](#), a natural small-batch beauty and body brand, launched four products on August 10th, 2017 and is making its mark in the green beauty world with products that are vegan, cruelty-free, and eco-friendly via an Indiegogo Campaign.

The products are handcrafted with organic ingredients and produced in small batches to ensure high-quality. With fun products like Bae Brow™ tinted brow pomade and Pit Police™ deodorant paste that can naturally and effectively replace mainstream products, Half Hippy is adding its funky fresh flair to the green beauty market.

The women-owned independent startup is founded by Marian Miranda & Upahar Rana and was created as an extension of their own lifestyle. They describe Half Hippy as “a 360° approach rooted in the philosophy of having fun while being good to our bodies with wholesome choices. It’s all about balance including yoga and happy hour!”

With the emphasis on being a conscious brand, Half Hippy is committed to creating biodegradable packaging, conducting ethical practices, supporting global communities, and maintaining a sustainable business model. The brand supports artisans through sustainable packaging in Nepal and plans to create foundations that give back to the community as well.

All four products are available at an exclusive pre-sale pricing at <https://igg.me/at/halfhippy>.

Contact [squad@halfhippy.com](mailto:squad@halfhippy.com) for more information and details.

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