

Susie Hewson, CEO of Natracare, joins June Stoyer, host of “The Organic View” August 19, 2010, at 12 p.m. EST

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FOR IMMEDIATE RELEASE

CEO of leading manufacturer of organic feminine hygiene products will discuss the standards for organic personal care products and the dangers of using conventional feminine products.

New York—August 16, 2010 –Ms. Susie Hewson, CEO and President of Natracare, Inc., has continued to set the standard for organic and natural feminine hygiene since its inception in 1989. Natracare is the world's most sustainable and ethical brand of tampons, pads and liners. It is a trusted brand and the company is known for its high ethics and perseverance in educating women about the importance of using organic personal products.

Ms. Hewson, will be the featured guest on BlogTalkRadio's show, The Organic View (www.blogtalkradio.com/theorganicview) with host, June Stoyer on Thursday, August 19, 2010, at 12 p.m. Eastern. The exclusive interview will explore Hewson's career with the organic industry, her achievements in the industry and her outstanding work regarding women's health.

Callers are welcome to join the conversation during the show by calling (917) 932-1068. The live, Internet talk-radio show will stream from the host page at www.blogtalkradio.com/theorganicview.

“It hasn't even dawned on most women that they should only use organic feminine products. Unfortunately, there are a lot of things that are not widely communicated to women about the dangers of using conventional products to absorb menstrual

fluid. In fact, typically all you will find inside a box of pads or tampons is a pamphlet about TSS (Toxic Shock Syndrome). It is amazing that these chemically-saturated products come directly into contact with a woman's reproductive area and yet there is no pamphlet to illustrate this!" said June Stoyer, host of the program.

An archive will be available at the same link immediately following the show or listeners can subscribe to the archives via the RSS feed located on the host page. Listeners can also go to www.blogtalkradio.com/theorganicview.rss or download the podcast on iTunes. Read more about the host and the discussion on The Organic View's blog at www.TheOrganicView.com.
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About The Organic View:

"The Organic View" is an interactive, live, Internet talk-radio show that focuses on leaders, innovators, educators and activists who work within industries that involve organics, environment, animal rights, humanitarian and healthy living. Host, June Stoyer, explores the careers, advice, passion and personality of each guest. Callers are encouraged to call (917) 932-1068 to listen or ask questions. The stream and archives are available at www.blogtalkradio.com/theorganicview and also on iTunes. The show is broadcast live at 12 p.m. Eastern Standard Time.

Press Contact

James Milo
PO Box 4018
Wantagh, NY 11793
(917) 740-8439
press@theorganicview.com
www.theorganicview.com

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