



Samantha Burlton, So Organic Founder,

Voted Most Influential Female

in UK Natural and Organic Industry

At Wholefoods Kensington last night, Samantha Burlton, Founder of SoOrganic.com, and So Organic Ltd, was voted by her peers as the most influential female in the UK Natural and Organic Industry. The list, compiled by Diversified Publications who publish the Trade Magazine Natural and Organic Products, is the definitive Who's Who, the movers and shakers in the industry. Samantha Burlton rose from 5th in the 2010 list to 2nd, behind the Bulldog founders Simon Duffy and Rhodri Ferrier. The top 10 included Charlotte Vohtz, founder of the UK's leading Organic brand Green People (3rd), Jo Fairley and Sarah Stacey, journalists (6th) and broadcaster Janey Lee Grace (9).

Samantha Burlton, founder of So Organic is well regarded as a 'guru' in the natural and organic industry and is quoted in many trade and consumers magazines, which look to her for impartial advice on organic personal care products, just as her customers do.

Samantha founded SoOrganic.com in 2005, with the idea of making it simple to go organic from top to toe. Increasingly frustrated by the difficulties of buying organic products and the lack of clear advice, Sam decided to solve the problem and launch an online one stop shop.

From its London based flagship store and treatment rooms, internet shop and mail order catalogue, So Organic sells a range of 100% natural and certified organic products. The Company has grown rapidly to be one of the leading ethical retailers in the UK today and was the first online, multi-brand retailer to be awarded certification by the UK Soil Association.

Today Samantha is regarded as one of the leading figures in the UK organic industry. She has been described as 'the next Anita Roddick', was listed as one of '35 women under 35 to watch' by the UK's biggest business magazine Management Today (June 2007) and was the London winner of the 2006 O2/Grazia magazine awards.

She is regularly invited speak at numerous prestigious business events including the Soil Association annual conference, Women in Business International, and is a columnist for magazines.

Samantha commented, "I am so pleased and proud, as So Organic is a true team effort. Being voted for by your peers, and being in such high regard is a privilege. I pride myself on being totally impartial, but I do love speaking to everyone in the Organic Industry on how we all can make a difference"

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Editor's Notes

Visit www.SoOrganic.com or call 0800 169 2579 for more information. For more press information, to interview Samantha or if you require samples or high resolution photographs please contact Roy Mouncey at The Karen Berman Consultancy on 0208 959 2374, roy@kbcpr.com.

Awards

- Finalist Best Organic Retailer 2009
- Highly Commended "Best Value Range" & "Best Conditioner" Natural Health Beauty Awards 2009
- Semi Finalist in the Ernst & Young Entrepreneur of the Year awards 2008
- One of the 10 Regional Winners of the HSBC Start Up Stars 2007
- One of Management Today's '35 women under 35 to watch' 2007
- O2/Grazia magazine London Business Woman of the Year Winner 2006