

TruPure Organics Expands Nationwide Availability of Clean, Plant-Based Skincare Formulated for Mature Skin

Brand commits to organic, toxin-free ingredients as demand grows for natural anti-aging skincare alternatives

TRUPURETM
ORGANICS



Cleveland, Ohio Apr 12, 2026 ([IssueWire.com](https://www.IssueWire.com)) - TruPure Organics is a clean beauty brand built for mature skin. The company has announced expanded nationwide availability of its full skincare product line.

TruPure was founded to fill a gap. Women were struggling to find effective organic skincare that actually worked. The brand set out to change that.

TruPure keeps it clean. No parabens. No phthalates. No synthetic fragrances. No harsh chemicals. Every formula is safe for sensitive and mature skin.

"We created the organic skincare line we needed and couldn't find anywhere else," said Paulette Kaplan, founder of TruPure Organics. "Our mission is simple. Change the narrative around aging skin. Give women clean formulations they can trust."

The TruPure Organics collection covers everything mature skin needs. The No More Crepey Skin Cream targets crepey texture. The Supreme Moisturizer+ Serum delivers deep hydration. The Wrinkle Freeze Serum, Face Sculpting Serum, and Night Barrier Repair Cream address signs of aging. The Eye/Hand Repair Serum and Regenerative Cleanser round out the line. Each product uses plant-powered ingredients to improve hydration, firmness, and skin texture.

The brand targets common mature skin concerns. Crepey skin. Fine lines. Wrinkles. Loss of elasticity. All formulations are sustainably made and free from ingredients linked to skin irritation.

TruPure Organics products are available nationwide through the company's website.

About TruPure Organics

TruPure Organics is a clean beauty brand offering plant-based skincare for mature skin. All products

are paraben-free, phthalate-free, fragrance-free, and cruelty-free.

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