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Seventh Generation Partners with Ibotta to Deliver High Quality Sustainable Products to Cost Conscious Consumers

App's Expanded Natural and Organics Inventory Will Include Eco-Friendly Products From Laundry Detergent to Baby Care

DENVER, March 31, 2017 /PRNewswire/ -- [Ibotta](#), the mobile shopping app whose users have earned more than \$190 million in cash rewards on everyday purchases, today announced a partnership with household and personal care products company [Seventh Generation](#) to expand the brand's product offerings within Ibotta's natural and organics product inventory.



Rebates offers on Seventh Generation's environmentally-friendly products, including laundry detergent, personal care, and baby care products will launch in the Ibotta app on April 1, and range from one to three dollars in cash back on the purchase of qualifying products.

Seventh Generation joins Ibotta's expanding portfolio of natural and organic products, which is slated to drive a 250 percent year-over-year growth rate for the category. And while 66 percent of shoppers say they're willing to pay more for eco-friendly products, according to a [2015 Nielsen survey](#), more than 20 million Ibotta users will now have access to a leading sustainability brand and a cash rebate available in the app.

"Today's consumers are increasingly conscious about taking better care of themselves, their families and the environment, but this sort of mindful lifestyle can be expensive to maintain," said Bryan Leach, founder and CEO at Ibotta. "Whether it's buying eco-friendly cleaning products from Seventh Generation or organic versions of pantry staples, we strive to give Ibotta users access to cash-back offers on sustainable products that fit their budgets."

In addition to offers on Seventh Generation products, consumers will have access to more than \$380 in cash-back rebates from more than 400 natural and organic brands in the Ibotta app — like Annie's®, Silk®, Suja® Organic, Evol®, Udi's® and more.

To learn more about Ibotta, visit www.ibotta.com.

About Ibotta

Ibotta is transforming the shopping experience by making it easy for consumers to earn cash back on everyday purchases through a single smartphone app. The company partners with leading brands and retailers to offer rebates on groceries, electronics, clothing, gifts, home and office supplies, restaurant dining, and more. Ibotta is the premier destination for rewarded shopping on mobile, and has paid out more than \$190 million in cash back to its users.

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/seventh-generation-partners-with-ibotta-to-deliver-high-quality-sustainable-products-to-cost-conscious-consumers-300432209.html>

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