

NEWS RELEASE

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Finally ... Cosmetic Counter Intelligence™ Introducing Max Green Alchemy® Personal Care Products

San Francisco, California (December 10, 2004) Max Green Alchemy Ltd. announced today its debut on the cosmetic scene—impassioned about its mission—with body care products made only with ingredients of pure plant origin. The new Rescue range, based on the healing power of plants, includes Scalp Rescue™ Shampoo, Scalp Rescue™ Conditioner and Skin Rescue™ Cream. They are not only petrochemical-free but also GMO-free, paraben-free, sodium lauryl/laureth sulfate-free and cruelty-free. In an effort to be environmentally sensitive, the company strives to source organic or sustainably wildcrafted ingredients whenever possible.

“In keeping with the organic food movement, consumers are becoming more informed about products they put on their bodies and are increasingly avoiding petrochemicals, parabens and other questionable ingredients found in virtually all mass-market personal care products” said Max Green Alchemy founder Dave Karlak. “Sadly, there are growing numbers of people with multiple chemical sensitivities and other diseases such as cancer who are especially interested in our clean yet effective products.”

According to the company, Scalp Rescue Shampoo and Conditioner—with up to 30 active ingredients—is formulated to relieve dry, flaky and itchy scalps and the 8.8 fl oz (260 ml) bottles retail for \$14. Skin Rescue Cream is developed to hydrate parched and inflamed skin but also doubles as a great daily moisturizer—the 4 oz (114g) tube retails for \$26. Dave adds, “Our special blend of synergistic organic essential oils and botanical actives deliver therapeutic benefits but we find these products are great for general use too.” The company offers its products to natural health and lifestyle shops as well as directly to consumers at www.MaxGreenAlchemy.com.

Max Green Alchemy® is passionate about products that respect consumers’ internal and external environments without sacrificing effectiveness. The company’s “Cosmetic Counter Intelligence™” philosophy places special emphasis on avoiding ingredients suspected of causing allergy, toxicity or other potential health concerns. Max Green Alchemy adheres to the comprehensive international standards for cruelty-free cosmetics as defined by The Coalition for Consumer Information on Cosmetics—leapingbunny.org—and all products carry the leaping bunny logo. Products are also Certified Vegan by Vegan Action—vegan.org—and also carry their mark.

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Dave Karlak is available for comment at 415.863.4155 ext. 11

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