

# NEWS RELEASE

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## Get Rescued With Three New Skin Creams from Max Green Alchemy®!

San Francisco, California (April 28, 2005) "No need to feel fried and dried anymore," says Max Green Alchemy Ltd. upon announcement of their three new body creams made from 100% plants with absolutely no petrochemicals or synthetic ingredients. The line up includes Sun Rescue™ Cream, Naked Rescue™ Cream and Sole Rescue™ Foot Balm. The new products are a step ahead of conventional skin conditioning remedies with some impressive qualifiers: top notch botanicals – many certified organic, an unrivaled blend of vitamins and special nutrients, no GMOs, lanolin-free, paraben-free, cruelty-free and vegan.org approved. Take a look!

**Sun Rescue Cream** relieves the burn and tenderness of sunburned skin with 23 active botanicals, shea butter, vitamins and other nutrients. Unlike traditional sunburn preparations, MGA's formula contains no urea, propylene glycol or TEA. This delightful "goes on smooth to soothe" prescription is also suggested for windburn or as a daily moisturizer. Its natural aroma is from bioactive essential oils of neroli (orange blossom), lavender, citronella and geranium.

**SRP \$20 for the 4 ounce tube**

**Naked Rescue Unscented Moisturizing Cream** is a wonderfully rich natural moisturizer for dry, parched skin. Perfect for individuals who are sensitive to fragrance or those who prefer natural and unscented skin care. With shea butter, jojoba oil, evening primrose oil, calendula, aloe, vitamin C ester, MSM and vitamin E. No greasy or waxy feel! Safe enough for baby's skin.

**SRP \$20 for the 4 ounce tube**

**Sole Rescue Foot Balm** is intensive natural care for dry, itchy and irritable feet with added anti-fungal ingredients. This healing formula contains shea butter, kokum butter, jojoba, castor oil, evening primrose oil, aloe, arnica, olive leaf, tea tree, MSM and soy amino acid and is "required" after work and sports. Natural aroma from bioactive essential oils of atlas cedarwood, peppercorn and clovebud.

**SRP \$20 for the 4 ounce tube**

According to Dave Karlak, President, "The full range of products offers a completely new concept in skin care. We specialize in pure plant alchemy avoiding ingredients suspected of causing allergy, toxicity or other potential health concerns. This is a healthy diet for the skin!"

Max Green Alchemy® is passionate about products that respect consumers' internal and external environments without sacrificing effectiveness and adheres to the comprehensive international standards for cruelty-free cosmetics. Max Green Alchemy products can be found at participating Whole Foods Markets, independent health stores and online at [www.MaxGreenAlchemy.com](http://www.MaxGreenAlchemy.com)

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Dave Karlak is available for comment at 415.863.4155 ext.

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