

Max Green Alchemy® Joins PETA Caring Consumer Campaign

Cruelty-Free & Vegan Icon Will Appear On Products

San Francisco, California (October 16, 2006) Max Green Alchemy—the Pure Plant Origin™ personal care company—has signed on in support of the People for the Ethical Treatment of Animals (PETA) Caring Consumer cruelty-free program. By including the Caring Consumer logo on products, consumers can immediately recognize that Max Green Alchemy's products are developed without animal testing of any kind. As a further distinction of its products, which are free of any animal ingredients, Max Green Alchemy is allowed to use PETA's special Cruelty-free and Vegan logo on all of its products.

"We applaud PETA's efforts to end unnecessary animal cruelty. Max Green Alchemy never has and never will test on animals or have third parties test on our behalf" says Dave Karlak, President of Max Green Alchemy. "PETA is also educating consumers that several common cosmetic ingredients are derived from animals and have no place in products marketed as vegan. It takes extra effort but all of our products are truly animal-free so we also earned PETA's vegan mark."

PETA, with more than 1.6 million members and supporters, is the largest animal rights organization in the world. Through their Caring Consumer program, PETA seeks to gather information on the animal-testing policies of cosmetics and household-product companies, obtain signed statements of assurance from companies that meet its cruelty-free criteria, and share this information with the public. The CaringConsumer.com portal, "A Guide to Kind Living", strives to empower consumers with knowledge to choose only cruelty-free products.

Max Green Alchemy is passionate about products that respect consumers' internal and external environments without sacrificing effectiveness and which adhere to the comprehensive international standards for cruelty-free cosmetics. All products will carry the PETA cruelty-free and vegan endorsement along with the Vegan.org and LeapingBunny.org certifications. Max Green Alchemy products can be found at select Whole Foods Markets, independent health stores, salons, spas, naturopaths and online at www.maxgreenalchemy.com.

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