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New Max Green Alchemy® Botanical Shower Gelée

Head-To-Toe Ritual Soothes Sensitive Skin... Naturally & Organically!

San Francisco, California (February 5, 2007) Max Green Alchemy—the Pure Plant Origin™ personal care company—is growing its family of natural care products with the addition of Skin Rescue™ brand Shower Gelée. This new body wash features eighteen active botanicals and soothing moisturizers that deliver a luxurious in-shower experience without added parabens, sulfates or other ingredients that may dry skin, cause irritation or aggravate flare-ups.

Skin Rescue brand Shower Gelée draws upon herbs and essential oils known for their therapeutic properties to both calm and soothe inflamed skin: organic borage, burdock root, calendula, aloe vera gel and chickweed, plus pure essential oils of organic geranium, palma rosa and neroli (orange blossom). Perfect for every body young and old, the Gelée makes luxurious creamy foam and has a unisex aroma that is both warm and invigorating.

The new product joins Skin Rescue Cream which has a loyal following for providing relief from common skin issues. “We’ve received so much positive feedback from consumers who’ve used our Skin Rescue Cream to soothe psoriasis and eczema outbreaks. A gentle yet effective shower gel has been their #1 new product request,” says Dave Karlak, President of Max Green Alchemy. “Common shower gels can strip the skin and cause dryness. Our Shower Gelée pampers and protects the skin while removing dirt and buildup.” The Shower Gelée is available in 8.8 fl oz bottles with a suggested retail of \$14. Professional sizes are available for spas and salons.

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 carry the PETA cruelty-free and vegan endorsement, plus 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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rev 5.26.08