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**Elemeni Anti-Aging Organic Skin Care from Max Green Alchemy®**  
*Boasts Healing Rosa Moschata and Rare Rose Otto for Pure Skin Nourishment!*

San Francisco, California (June 14, 2007) Max Green Alchemy—the Pure Plant Origin™ personal care company—is rolling out the first product in its new Elemeni™ anti-aging skin care range. Featuring the finest precious Bulgarian rose otto, the intensive healing treatments are ideally suited for UV damage, fine lines and wrinkles, rosacea and scarring. The three Radiance Face Oils for normal, dry and oily prone complexions are up to 97% certified organic.

Elemeni Face Oils are synergistic blends of exquisite pure organic plant oils that can help revitalize mature complexions and restore dewy radiance without feeling greasy. The secret is the rare ingredients which include organic Rosa Moschata oil grown in the Andes mountains, kukui nut oil from Hawaii, sandalwood sustainably grown in Australia and Bulgarian rose otto, one of the most expensive essential oils in the world.

“Facial oils (also called serums) are popular in Europe since they don’t rely on water, waxes or other inactive fillers. Every drop is pure skin nourishment,” said Dave Karlak, President of Max Green Alchemy. “First time users are delighted when they feel how amazingly light and non-greasy a luxurious face oil can be. It magically absorbs to nourish skin without leaving oily residue.”

**About Rosa Moschata** Also known as rose hip seed oil, Rosa Moschata oil has a high content of essential fatty acids (EFAs)—oleic, linoleic and linolenic—which are important for the maintenance of healthy skin and are usually taken internally. Researchers have discovered that Rosa Moschata oil also contains natural retinoic acid (also called tretinoin, a form of vitamin A) which has long been prescribed by dermatologists in its synthetic form for skin rejuvenation. Rosa Moschata’s natural retinoic acid works in synergy with its EFAs to release naturally and slowly, eliminating the risk of overdose while improving the appearance of the skin.

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 Pharmaca, Elephant Pharm, select Whole Foods Markets, independent health stores, salons, spas, naturopaths and online at [www.maxgreenalchemy.com](http://www.maxgreenalchemy.com).

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