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New Max Green Alchemy® Wins PETA Best Award And Sets The Gold Standard For Natural Vegan Body Care Products

San Francisco, California (January 6, 2008) Max Green Alchemy—the Pure Plant Origin™ personal care company—has won the Best Cruelty-Free Personal Care Product award for 2008 from PETA for its Scalp Rescue™ Shampoo. The PETA Proggy awards (for progress) recognize animal-friendly achievements in commerce and culture on behalf of their more than 1.8 million members and supporters worldwide.



“By making you aware of protection issues and providing you with accessible alternatives to products that hurt animals, Max Green Alchemy is contributing to a more compassionate and humane way of living,” said Ingrid E. Newkirk, President of PETA. “Their innovative and progressive contribution sets the gold standard for other companies to emulate, and we applaud them for their foresight, initiative, creativity, and kindness.”

Scalp Rescue™ Shampoo is part of MGA’s Rescue line of products that use a special blend of synergistic organic essential oils and botanical actives that deliver profound benefits for the hair, scalp and skin. These vegan products are also GMO-free, paraben-free and sulfate-free so they are safe for you and the planet. In an effort to be environmentally sensitive, the company uses organic ingredients whenever possible.

The list of Proggy winners can be found at www.PETA.org.

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, Pharmaca Integrative Pharmacy, independent health stores, salons, spas, naturopaths and online at www.maxgreenalchemy.com.

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