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EX-TRACTS Gift Show Awards t'Zerah Skincare with Best New Product

EX-TRACTS, the beauty and wellness show that showcases skincare, cosmetics, beauty accessories, well-being products and more, announces t'Zerah Skincare as the winner of Best New Product. The t'Zerah Forbidden Fruit Collection won based on the line's creative innovation, visual appearance, technological make-up and overall excellence.

T'Zerah, meaning young and fresh, is the first and only couture skin care line in the world based on pure 100 percent organic oil from the seeds of the pomegranate; a luscious, delicious fruit which since ancient times has been a symbol of health, fertility and eternal life.

Inspired by the gentle beauty and healing power of nature, t'Zerah skin care products are made with only the freshest, purest essences of flowers, fruits, plants and precious minerals carefully selected for their ability to harmonize with the skin, rejuvenating and restoring its vitality and radiance. The essential oils used to make t'Zerah not only provide visible results, they go beyond skin care, stimulating the limbic system to awaken the senses for true mind-body harmonization. Living a life of wellness with beauty, romance and mind-body unity — this is t'Zerah's philosophy.

The **Forbidden Fruit Collection** encompasses five rejuvenating products that combine POMega5 pomegranate seed oil with essential oils and active botanical ingredients to create a luxurious skin care line with intense healing powers.

Tzeira Sofer, founder of t'Zerah, utilized her expertise in nutritional healing and women's health and wellness and set the foundation for t'Zerah's intuitive therapeutic powers. With experience in healing plants and ancient skin care from Israel and France, Sofer created a unique skin care system to effectively pamper, nurture and restore the skin based on age-old recipes and an indulgent aesthetic.

T'Zerah is a skin care company of dedicated designers, formulators and beauty and skin care experts that share a passion and commitment to providing pure, honest and luxurious skin care products to efficaciously nurture and repair. T'Zerah prides itself on letting nature be its guide and thrives on honesty and integrity as the heart of their operations. For more information, professionals can log on to www.tzerah.com.

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