



Media Contact:

Lara Kudryk Traska
Marketing Director, Pomega5
lktraska@pomega5.com
415-451-8086

For immediate release

New research shows *pomegranate seed oil's* benefits as a skin treatment

The benefits of pomegranate juice have been getting a lot of press in recent years, and the extract of this juice has been finding its way into many new skin care products. Less well known, but perhaps even more significant, are the benefits of *pomegranate seed oil*.

Similar to pomegranate juice and extract, the oil from the seeds of the pomegranate provides a powerful anti-oxidant benefit, fighting free radicals that damage and age the skin. But pomegranate oil is also a beneficial phytoestrogen and a rare plant based source of Omega 5 conjugated fatty acid.

A new study from the University of Michigan Medical School, published in the February 2006 Journal of Ethnopharmacology, shows that pomegranate seed oil stimulates keratinocyte proliferation, promoting regeneration of the epidermis. This study joins a growing body of research supporting the benefits of pomegranate seed oil as a skin treatment, including a 2003 South Dakota State University study published in the Journal of Medicinal Food that showed that a topical application of pomegranate seed oil significantly decreased the incidence of skin cancer in mice that had been exposed to cancer causing chemicals.

Pomega5™ is the first complete line of organic pomegranate seed oil skin treatments, capturing the miracle of the pomegranate in products that use 100% pure cold-pressed pomegranate seed oil along with other beneficial plant extracts and oils.

The skin treatment line includes Pomega5 Healing Cream, Pomega5 Cleansing Bar and Pomega5 Pure Organic Pomegranate Seed Oil in a 10 ml dropper bottle.

THE POMEGA5 SKIN TREATMENT LINE

Pomega5 Healing Cream - Retail price \$68 (50 ml)

Pomega5™ Healing Cream is made with organic pomegranate seed oil and other pure plant extracts and oils known for their restoring and healing properties, including carrot seed oil, calendula oil, arnica oil and valencia essential oil. It has a light, non-greasy texture, is suitable for all skin types, and can be used on the face and body. Only a very small amount is needed. It contains no fillers, synthetics or perfumes, and is vegetarian and naturally preservative-free. Dermatologist tested, and not tested on animals.

Pomega5 Cleansing Bar – Retail price \$18 (100ml)

Pomega5™ Cleansing Bar is a soap-free cleanser made with olive oil, organic pomegranate seed oil, herbs and essential oils known for their restoring and healing properties. It gently exfoliates, cleanses and calms the skin, leaving it soft, smooth and balanced. Suitable for all skin types and can be used on the face and body. Pomega5™ Healing Cleansing Bar contains no perfumes, is vegetarian, naturally preservative free, and may be used on the face or body.

Pomega5 Pure Pomegranate Seed Oil – Retail price \$48 (10 ml)

Pomegranate has been used for centuries as a healing plant. Pomega5™ Pure Pomegranate Seed Oil is used to heal dry, cracked, or irritated skin, and to restore its suppleness and equilibrium. It may be used in combination with Pomega5™ Healing Cream or alone. Only a very small amount is needed.

ABOUT POMEGA5 POMEGRANATE SEED OIL

Pomega5™ pomegranate oil comes from the seeds of an ancient cultivar of pomegranate grown organically in the Mediterranean. The seeds from these rare pomegranates are known for their exceptionally high concentration of punicic acid, and deliver an ultra-premium grade of oil that has a sweet nutty taste and a clear golden color. Only a very small fraction of the world's pomegranate crop meets the strict requirements set by Pomega5.

Pomega5™ pomegranate seed oil is cold-pressed, then packed and shipped under the strictest quality conditions. The dietary supplements are manufactured in a GMP certified facility following rigorous operating procedures. The skin care products are made in France and Israel without any preservatives or synthetic ingredients, and have passed US safety and microbiological testing.

ABOUT THE COMPANY

Pomega, LLC was founded and is based in Marin County, California. The president and creative force behind the brand is Tzeira Sofer, a practitioner in nutritional healing and an expert on women's health and wellness. Working with doctors and experts on healing plants, she developed the Pomega5 line of skin care treatments based on ancient recipes and supported by the latest scientific research.

Pomega5™ skin treatment products are available at Molly Stone's, Vitamin Express, Staff of Life, Cambridge Natural and select other retailers. They are also available on line at www.pomega5.com