



**POMEGA5, A New Wellness and Skin Care Company, Launches the *First* Line of Organic Pomegranate Seed Oil Nutritional Supplements and Therapeutic Skin Care
-- An Ancient Remedy Becomes a Modern Wonder --**

San Anselmo, CA – Merging ancient medicine with modern science, Pomega5™, a new organic wellness and skincare company based in Northern California, has recently launched the industry's *first* line of organic pomegranate seed oil nutritional supplements and therapeutic skin care. Capturing the miracle of the pomegranate, this holistic product line uses the highest quality 100% pure, cold-pressed pomegranate seed oil – the most potent part of the fruit itself – to create unique skin care products that luxuriously soothe, moisturize and heal dry, irritated skin along with nutritional supplements that help balance the body's pH level while imparting anti-oxidant benefits.

As a practitioner in healing arts and an expert on women's health and wellness, Pomega5 founder Tzeira Sofer was driven by a vision to create an authentic, holistic line based upon the benefits of the pomegranate. Working with leading doctors, scientists and experts in the wellness arena, she developed the Pomega5 line of skin care treatments based on ancient recipes yet supported by the latest scientific research. The result is a completely natural, organic product line created for consumers looking to achieve a healthier body and skin.

"I've always been passionate about studying healing plants and ancient skin care and recently became intrigued with the potential benefits of the pomegranate," declared Sofer. "I first became aware of its healing powers as a child when my grandmother would use it to treat ailments. And then after examining several recent clinical studies showing the potential of pomegranate seed oil in treating everything from skin conditions and infertility, to cancer and diabetes, I knew that I must create a line incorporating this potent yet gentle ingredient."

Why Pomegranate 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 rare plant-based potent source of punicic acid, an Omega 5 conjugated fatty acid (CLA), which is one of the most powerful immune-support compounds ever discovered in nature.

Why Pomega5?

Created with the highest quality standards, the Pomega5 products are extremely potent and effective in treating the skin and body, yet natural and extremely gentle. What sets Pomega5 apart?

- **The Highest Oil Grade:** Pomega5 pomegranate oil comes from the seeds of an ancient cultivar of pomegranate grown organically in the Mediterranean, and known for its very high concentration of punicic acid. The oil, the most potent part of the pomegranate, is cold pressed using a patented process that produces the highest quality oil possible, then packed and shipped under the strictest quality conditions. The result is an ultra-premium oil ideal for skin care and nutritional supplements.

- **Organic Cultivation and Processing:** In line with the company's dedication to provide an alternative to chemical products, the pomegranates are organically grown in Israel and then cold-pressed using a proprietary technique and organic methods in a certified organic facility.
- **Uncompromising Quality** All products are rigorously tested for purity and stability, and have been used for years in a clinical setting.
- **Holistic Approach:** Pomega5 skin treatments are naturally preservative-free, dermatologist tested, and contain no synthetics or fillers.

The Pomega5 nutritional supplement line includes Pure Organic Pomegranate Seed Oil and Organic Pomegranate Seed Oil Complex. The natural skin treatment line includes Pomega5 Healing Cream, Pomega5 Cleansing Bar and Pomega5 Pure Organic Pomegranate Seed Oil in a 10 ml dropper bottle. Products are available at select health and wellness stores nationwide and at www.pomega5.com

Pomega LLC, which was founded and based in Marin County, California, offers the first complete line of therapeutic skin care and nutritional supplements made with organic, cold-pressed ultra-premium pomegranate seed oil -- a natural phytoestrogen, powerful antioxidant, and rare plant-based source of Omega-5 conjugated linoleic acid. The Pomega5 nutritional supplements are the only organic line of pomegranate oil supplements available. The skin treatments are all-natural, preservative-free, dermatologist tested and contain no synthetics or fillers. Working with doctors and experts on healing plants, founder Tzeira Sofer developed Pomega5 based on ancient recipes and supported by the latest scientific research to help women achieve healthier skin and a healthier body.

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