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Pomegranate — Forbidden Fruit, Symbol of Fertility, Food of Goddesses t'Zerah Skin Care launches the Forbidden Fruit Collection

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. The oil, named POMega5, is a powerful phytoestrogen, highly skin compatible antioxidant, and rare plant-based source of Omega 5 conjugated linoleic acid (CLA) that restores skin's harmony, elasticity and firmness for healthier skin.

Inspired by the gentle beauty and healing power of nature, t'Zerah skin care products combine the ancient intimate knowledge of the remarkable healing properties of plant with a modern, luxurious aesthetic. They 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.

Forbidden Fruit Collection Moisturizers

T'Zerah's signature cream, **Crème Grenade Anti-Rides Rejuvenating Skin Repair Cream**, is layered with potent botanical extracts and essential oils, including carrot seed, avocado and perilla oils, and cucumber, rosehip and damask rose extracts. In addition, pure pomegranate oil is added for cellular rejuvenation and antioxidant properties. The delicate scent of ylang ylang, sweet orange and rose petals stimulate the senses.

Moisture Grenade Rejuvenating Skin Repair Lotion is a lighter version of Crème Grenade Anti-Rides Rejuvenating Skin Repair Cream and is designed to deeply hydrate, nourish and improve skin's tone and texture. Pure pomegranate oil, in conjunction with citrus essential oils of grapefruit, mandarin and lemon work to protect and rejuvenate the complexion. Muscat rose oil increases cellular regeneration, while Gotu kola and calendula extract calm and soothe the skin. Moisture Grenade deeply hydrates and nourishes the skin, plumping fine lines and improving overall texture.

Forbidden Fruit Collection Treatments

Grenade Actif Botanical Lifting Serum is made entirely of 100 percent active botanical ingredients to tone and lift the skin. Using a proprietary mix of cooling aloe vera, firming marine

algae, nourishing plant oils and extracts including POMega5 pomegranate oil, Grenade Actif does wonders for tired, puffy or lackluster skin.

Serum Grenade Intensive Rich in POMega5 pomegranate oil, perilla oil, carrot seed oil (a natural retinol), skin brightening bearberry and naturally occurring salicylic acid, Serum Grenade Intensive exfoliates and decongests, evening-out tone and texture, and softening fine lines for a clear, smooth and luminous complexion.

Exfoliant Therapie Grenade Pomegranate Beauty Bar is an olive oil based cleanser that can be used on the face and body to exfoliate, nourish and cleanse the skin. The Beauty Bar is made by hand using ancient methods, with POMega5 pomegranate oil, red clover flowers, lemongrass and healing essential oils.

Each t'Zerah product is made fresh to order, in an accredited French lab, under the highest standards. Each ingredient provides a real benefit – there are no fillers in t'Zerah products, and the never substitutes natural ingredients with synthetic ingredients, like propylene glycol. Pure essential oils scent the creams and the base for each product is made individually, according to its own recipe, using ingredients like sweet almond oil and aloe.

Retail Prices:

Crème Grenade Anti-Rides	\$145
Moisture Grenade	\$95
Serum Grenade Intensive	\$165
Grenade Actif	\$145
Exfoliant Therapie Grenade	\$22

About Pomegranate

One of the oldest known fruits, the pomegranate (*punica granatum*) is a native of Persia. Throughout the ages, this luscious, delicious fruit has been revered as a symbol of health, fertility and eternal life. The pomegranate's healing properties have been valued for centuries. It was traditionally used to treat skin disorders, infertility and hypertension. Today the pomegranate is known to be a powerful antioxidant, natural phytoestrogen, and rare plant-based source of Omega5 conjugated fatty acid. Pomegranate seed oil is one of the most potent extracts from the pomegranate and t'Zerah skin care products are made with pure POMega5 pomegranate oil, cold-pressed from the seeds of pomegranate that is grown organically in the Mediterranean.

T'Zerah skincare re-captures the ancient intimate knowledge of the restorative power of plants, herbs, oils and other botanicals to create an exquisite, couture line of skin care treatments. Based on the unique healing powers found in nature, t'Zerah is dedicated to continuous research of centuries old methods and ancient ingredients to infuse concentrated skin rejuvenating properties into luxurious creams and serums. After two years of planning and development, t'Zerah products emerge onto the market to bring the very best in balance and wellness to fruition.

Consumers may call 888-451-8063 or visit www.tzerah.com for purchasing information.